

## **ABSTRACT**

*Amid worsening traffic congestion and concerns about environmental impact, the relationship between spatial patterns across regions, urbanization, motorization, road infrastructure, and public transportation is a major factor causing traffic jams in urban areas in Indonesia. The objective of this final project is to design a foldable electric bicycle with a retro-modern aesthetic, specifically targeting commuter train users in urban areas. This design is developed using a qualitative method with a user-centered design (UCD) approach, which focuses on the consumer experience and needs. Through this design, consumers are expected to have various options in terms of available designs, colors, and meeting their requirements for using an electric folding bike. Data collection involves journals, books, direct observations, and interviews using the user-centered design method. Data processing includes defining ideas and boundaries in the design's term of reference (TOR). Validation results will be obtained through direct interviews or questionnaires with users. The analysis of this foldable electric bicycle body design indicates that it can fulfill model selection options. Thus, this design aims to enhance consumer satisfaction by providing models and designs aligned with their preferences.*

**Key word:** *Bicycle, Electric, Transportation, Journey, Urban*