

ABSTRACT

A product design is a design that is intended to be able to facilitate the user so that a design usually refers to the target users who will use the product. Portable Hammock Set Product is a product design that aims to be used by tourist visitors who want to relax the sauce enjoy the sights and swing on the tour. After the product was designed, it was found that respondents said that the portable hammock set product is not strong because this deformed frame proves that the structure of the product is not suitable. So in this study will try to improve the structure of the product framework to be used by the user. By using SCAMPER analysis

Keywords : Product design, Portable Hammock Set, framework structure, SCAMPER