

ABSTRACT

A product design is a design that is intended to facilitate the user. so that a design usually refers to the target user who will use the product. The Portable Hammock Set product is a product design aimed at users who want to relax enjoy the scenery using a hammock without searching for a binder or tree. After this product is designed, the authors tested using Kawakita Jiro Method to test the product feasibility according to the respondents. From the results of these studies, respondents argue that the framework of this product looks not strong. This is reinforced by a direct experiment using the product and the result when the user is used, the framework is bent. When a product cannot accommodate a user, then one factor is the determination of an inappropriate user percentile. So that in this research will try to improve the dimension of product framework in accordance with user target through user anthropometry.

Keywords: product design, Portable Hammock Set, dimension, anthropometry