

ABSTRACT

This design discusses how to design an Eleven Outdoor carrier bag with solar panel and rechargeable battery features that can support climbing activities as well as attractive product visual branding. The data mining method used in this design is a mix of methods using Quantitative and Qualitative methods and also using User Centered Design method. This design is based on the lack of supplies of electric power storage devices carried by mountain climbers which aim to support climbing activities, unavailability of battery charging services for electronic devices supporting climbing activities in the process which causes a lack of electrical power needed by mountain climbers. The data obtained in this design were obtained from distributing questionnaires to mountaineering communities and individuals in the City and Regency of Bandung, interview with WANADRI, and data from Eleven Outdoor. The benefit of this design is the creation of a carrier bag product featuring solar panels and a rechargeable battery that can support climbing activities as well as an attractive visual product branding.

Key word: Mountaineering, Product design, Electricity power supply