

ABSTRACT

This research aims to understand the obstacles experienced by career women when riding motorbikes to work, especially when traveling long distances without wearing a jacket. This problem was identified through data and findings from the questionnaire that was carried out. In designing the solution, qualitative methods were used to collect information through observation, interviews and questionnaires, with a User Centered Design (UCD) approach which places the user as the main focus from the beginning to the end of the process. The research results show that the required jacket must meet the needs for protection from wind, sunlight and water, and have a simple and functional design. The jacket, which will be designed using parachute material with additional features such as a hat, secure pockets and zippers, is specifically designed for career women who ride motorbikes.

Keywords: *Jackets, Career Women, Motorcycles.*