

ABSTRACT

Sexual harassment in public spaces is an escalating social issue that creates a sense of insecurity, particularly for women of productive age. This study aims to design a personal safety product in the form of a compact and user-friendly keychain, equipped with a sound alarm and protective spray, as a rapid response tool in emergency situations. The method used is a case study with an iterative Design Experiment approach (Atamtajani & Chalik, 2024), which allows the design process to evolve gradually based on direct testing with users. Data were collected through questionnaires, interviews, direct observation, and ergonomic evaluations. The design process involved several stages: form exploration, prototype development using 3D printing technology, and validation in real-life contexts with female users. The results show that the developed product provides ease of activation, ergonomic comfort, functional effectiveness, and enhances the user's sense of safety in public environments. This study is expected to contribute to the development of personal safety products that are responsive, functional, and ready for use in daily activities.

Keywords: *Personal Safety, Design Experiment, Sexual Harassment, Keychain*