

ABSTRACT

Center of Excellence (CoE) Karsaloka Telkom University focuses on improving human resources, research, knowledge dissemination, and community and institutional involvement in the field of design and creative industries. One of its programs is the Design Thinking workshop aimed at undergraduate and postgraduate students of Design in supporting the completion of their final projects. However, this workshop still faces obstacles related to the completeness of participant equipment, which has an impact on the efficiency of the activity. Previous studies have shown that providing a briefcase can improve tool organization and mobilization, thereby increasing the effectiveness of activity implementation. This study aims to design a special briefcase to support the storage of tools needed in the Design Thinking workshop. This briefcase is designed to be concise, practical, and able to improve participant work efficiency and support program sustainability. In addition, the briefcase can function as a medium to increase participant interest in the workshop. This research uses a User Centered Design (UCD) approach in its design process. It is hoped that the results of this study can provide strategic solutions for the Karsaloka CoE in optimizing the implementation of the Design Thinking workshop.

Keywords: Briefcase, Workshop, Design Thinking