

ABSTRACT

The trend of practicing yoga has increased in recent years, driven by growing awareness of the physical and mental benefits it offers. Yoga is an activity that requires specific equipment such as a mat, yoga blocks, straps, a water bottle, and other personal items. However, many existing yoga bags fail to optimally accommodate these needs. This research aims to design a yoga bag that prioritizes functionality and comfort, incorporating a modular system to support flexible use. A qualitative approach is employed as the research method through observation, informal interviews, and questionnaires to understand user needs and lifestyle. The design method uses the Double Diamond Model introduced by the UK Design Council in 2004 as a framework for the design process. The outcome of this research is expected to result in a yoga bag design that is not only functional but also effectively meets the needs of yogis in carrying their yoga equipment efficiently and in an organized manner, while also offering potential as a product that supports the increasingly popular healthy lifestyle of modern society.

Keywords: *Yoga, Yoga Bag, Functionality, Modular, Product Design, Yogi.*