

Exterior Styling of a Small Car to Evoke an Emotional Experience



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Abstract:

Automobiles have become an unavoidable factor in human life at the present age. The improvement in the status of Indian economy has led more people to become capable of buying cars. This change has enabled many foreign carmakers to establish their market in Indian automobile market.

The aim of the project is exterior styling of a small car to evoke an emotional experience. India is the third largest car manufacturing country in the world and one of the fastest growing small car markets. About sixty percent of the customers planning to buy a budget car look for compactness in size with eye catching colors when purchasing their vehicle. India has the highest youth population and middle class families which help the hatchback car segment grow. This project is an attempt to recreate the exterior styling of a hatchback car for the Indian market by understanding the existing requirements and trend through research methods.

Initially research has been conducted to understand the requirements of the Indian hatchback market and the need for hatchback exterior styling was analyzed from the data collected through product study, market study, user study and literature survey. Tata Indica has been taken as a benchmark vehicle since this car meant for common masses for personal transport is being used as low cost taxis today. Due to unchanged design in emotional expression in terms of sales volume Tata Indica stands 3rd highest when compared to other hatchbacks.

Questionnaires were made for collecting the customer voice and understand their requirement. Five concepts were chosen for detailing and digital modeling based on themes like pleasure, exciting, confident, bold and calm. Finally one concept was chosen through weighted ranking method for further development. The final concept shows bold and adventurous kind of emotional feel. The metaphor was inspired from Tiger. The 3D model of final concept was created using Alias Automotive software and scaled mock up model of ratio 1:10 was made in polyurethane rigid foam and customer feedback was collected for further improvements.



Final 3D concept



Mock-up model