

Styling of Futuristic Scooter for Indian Teenagers



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Abstract:

From the Stone Age to the present living earth, our world has faced many changes in all aspects, including living style and technological improvements. Transportation is a common factor from the past for the movement of people from one place to another, it happens with air, water, land by means of vehicles traveling on these networks, including automobiles and other vehicles. The scooter is a two-wheeled vehicle, which has invented during the Second World War, and it's used in the present world by men and women for commuting.

The scooter, which was used in the past, differs from the present with design and style. This project is an attempt for the styling of a futuristic scooter for the Indian teenagers with improved aesthetic, technological improvements with good ergonomics. The project started with the initiation of primary research for Data collection using design methodologies such as literature review, product study and market study. A Trend study of the users was carried to understand the style definition by ethnography (Gemba study) and questionnaires, to arrive at a desired style considering ergonomics factors. QFD (Quality Functional Deployment) and PDS (Product Design Specifications) were generated to achieve the design requirements in chronological order, by the result women segment users were found more compared to men.

The concepts were generated based design idioms and styles denoting topics such as organic forms, Sci-fi, Classic looks, organic animals and insects. The final concept was shortlisted with a participatory method with teenagers and also accomplished by weighted ranking method. The organic concept denoting a Deer has been selected. Digital rendering of the final model was done by Alias, Keyshot and photoshop software. A scale model of 1:5 using MDF (Medium Fiber) board was developed by considering aesthetics and ergonomics factors for design validation. The product was named as "Cervus" a scientific name denoting a Deer. The user feedback was collected and the results were found to be aesthetically pleasing by the user group.



Various concepts of futuristic scooter



Final product



Final selected concept