

Exterior and Interior Design of an Automobile for Women



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Abstract:

The modern world as we know it is a far cry away from the 50's. Yet till today there have been less than 10 actual attempts to design a car for women. Emotional design is something that is difficult to precisely define, or to describe. It is also a relatively new concept for the car industry. The car is an integral part of the daily lifestyle. A sense of safety, security and style has to be present.

The final concept design features new end to end head lights and tail lamps using LED strips, to aid visibility, the design of the car has inspiration from elements that have feminine traits and gives a feminine feel to the vehicle. The interior are pleasant and colourful and provides interchangeable back and head rest covers. Color preferences are mainly pastel shades and warmer shades, although a lot of women like colors such as teal, sky blue and turquoise.

A 1:12 scale model of the car for women was made in pinewood by taking templates and chiseling out the bits to get the basic shape and then grinding and sanding to smoothen the surfaces. This model was painted in blue color and later stickers were pasted to give a more realistic feel to the model. Public opinions were collected and feedback points were recorded and the overall product aesthetics achieves a visceral emotive response that makes it look like a woman's car.

