

## Designing a Futuristic Car for 2025 Indian Market



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**Abstract:**

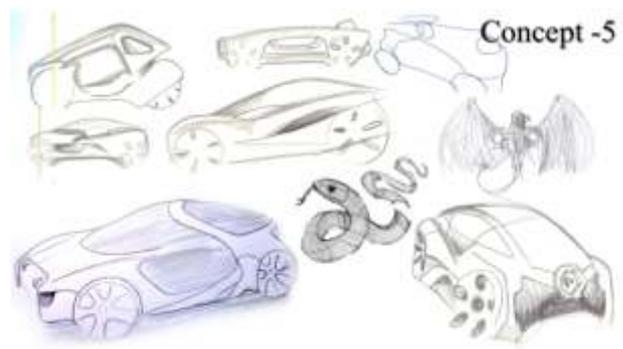
In automotive industry it is hard to predict the taste of customers in the near future due to constantly changing lifestyle of the society. For any car design, the designers are the soul who brings out the innovation and creativity to the product. In concept car the technology, design, a concept which looks unusual and modern as compared to the current trends gives an idea about the future. India is fast developing country and the lifestyle of the people is expected to improve further with growth of nation. The social and economic changes in future can influence the automobile industries. Hence, it is important to design the futuristic concepts which are helpful to improve the thinking process of a designer in all contexts.

In this context, a study has been carried out for collecting data about existing futuristic designs of car and its technological advancements by adopting methodologies like literature review, product study, trend study and market study. To collect the futuristic data, trend study was carried out with respect to time. User study was carried out to understand the needs and aspirations of customers. Quality Function Deployment (QFD) and Product Design Specification (PDS) were generated based on customer requirements. The concepts were developed as per the data obtained.

The survey revealed aesthetics and reliable technologies in car interiors were more focused, since the appeal of the car which makes the customers to buy the products. The concepts were designed based on the findings and one concept was chosen by weighted ranking method for the final design. Digital modelling of the final concept was built using Autodesk Alias Design tool and to view the product in reality photorealistic rendering was done using Keyshot tool. Finally mock up model was built to 1:14 scale to validate the design. Also validation was carried out with the user group and feedback obtained was positive and satisfactory.



**Ideation sketches**



**Final concept sketch**



**Manual and digital rendering of the final concept**



**1:14 scaled mock up model**