

M. DES. PROJECT III

SUBMITTED BY

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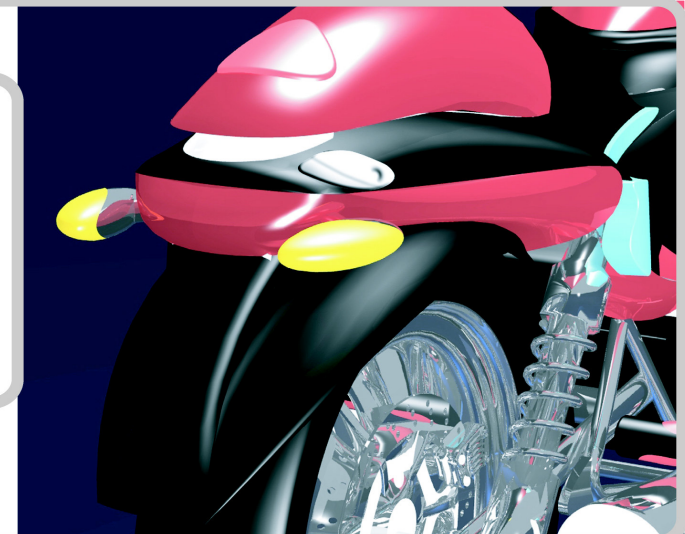
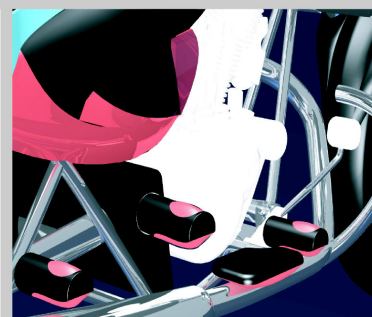
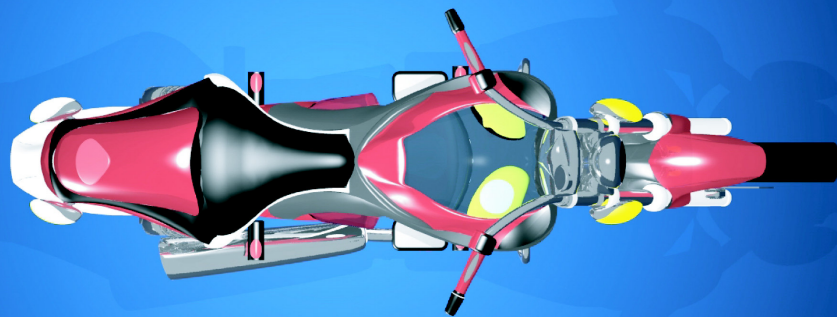
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IDC . IIT BOMBAY
INDIA .

STYLING OF TWO-WHEELERS



Aim of this project was to attempt a styling with a view to modify or recreate new experiences in KAWASAKI BAJAJ ELIMINATOR which will be highly tangible in their physicality with a much deeper impact on the user besides the overall visual appeal. The ELIMINATOR is restyled to have a high degree of readiness for people with highly instinctive attitude to embark on weekend trips on their cruiser. The bike is styled with just the optimum essential gadgets and modifications. The concept also explores the possibilities of personalizing the bike as per the aspirations of the owner. Most of the parts of the bike have been redone so that it develops a strong visual identity amongst the target niche of young executive class.



Index

	Approval sheet	
	Acknowledgement	
	Introduction	1-2
1	Styling: proposing an alternative approach through user experiences	
1.1	What is an experience?	3
1.2	Examples of experience design	4-5
1.3	How people develop their unique experiences with products	6-7
1.3	The strategy	8
2	User study	
2.1	User groups	9
2.2	Questionnaire	10
2.3	Inferences from the user study	12-13
2.4	Male psychographic segments	14-15
3	Study of existing products and analysis	
3.1	study of the brands	17
3.2	The Harley Davidson	18-20
3.3	The aprilia	21
3.4	The BMW	22-23
3.5	The Bajaj	24
3.6	cost model analysis of indian market	25
3.7	market segments	26
3.8.1	Bajaj Eliminator	28
3.8.2	Brand management of Bajaj Eliminator	29
3.8.3	The "Eliminator" machine	30-31
4	Product brief for project III	32-33
5	Ideation	
5.1	Ideation strategy	34
5.2.1	architectural spaces	35
5.2.2	Spaces in a motorcycle	36
5.2.3	how are spaces utilized	
5.2.4	ideation to create some spaces which invite interest	38
5.3.1	Different kinds of interactions involving the rider	42
5.3.2	Different configurations	43
5.4.1	Difference in customization and personalization?	46
5.4.2	Why do people customize ??	47
5.3.1	open system vs closed system in automobiles	52
6	Concepts	
6.1	designing according to the user profile	56
6.2	Concept 1 The Backpacker (weekend "sophisticated" freaker)	57
6.2.1	Features	58
6.3	Concept 2	63
6.3.2	features	64
6.4.1	Concept 3 for the style monger, The ever changing guy	69
6.4.2	How do people personalize their workstations?	70
6.4.3	Features	71
6.5.1	criteria for final selection	77
6.5.2	final concept	78
7	concept development	79
7.1	form	81
7.2	attitude towards product usage	84
7.3	colours	88
7.4	features	90
	references	

Approval sheet

The project titled “styling of two wheelers” by Ashish Chandel is approved for the partial fulfillment of the requirement for the degree of “Masters of Design”

Project Guide

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Date

Acknowledgement

I would like to thank my guide Prof Mohan Bhandari for his constant support and encouragement in this project. He was able to grasp my desire to delve into the aspects of design which allows for abstract thoughts and interpretations. How they materialize into tangibles was something I learnt in past few months thanks to his efforts. In future, how much will I inculcate in my designs out of this project, only time will tell but my sincerity and respect towards design as introduced to me during this project is concrete now. He ignored my slothy approach after some initial setbacks only to allow me to charge up in time and showed necessary high handedness as and when required to get me back on track. While finishing the project was necessary, that I gain something out of this was his intention and he more than provided for that.

I thank the entire IDC faculty for being kind enough to lend their precious time and giving valuable inputs.

I wish to thank all my classmates for standing by me whenever I needed them most. I still not sure as to how many of them understood my project but they always showed keen interest and never fell short of criticizing and providing valuable inputs.

I also extend my gratitude towards the staff of IDC for all their help and support

- Ashish

Introduction

In life we can't help but think in terms of what others have done before us. The sculptor Alberto Giacometti said of his contemporaries that although they could look outside, they could see the landscape only in terms of what painter Camille Picasso had done. Williams borroughs had said that after looking at sunflower painted by Vincent van Gogh he could never see the nature same way again.

If we look at the current realm of individuals and products we see that we have come to accept the notion that the identity is fluid. Even the self can be reinvented in the personal wisdom of our times. This assertion can be seen in the plethora of products that we see today. They challenge our discretion to select amongst them through banal criterions of the tangibles. However products bring with them certain experiences which shape our perceptions and aspirations. A lot of factors are involved in this metamorphosis which needs to be understood.

The project which I have taken is about styling with a view to create new experiences in Two wheelers. Von Gough's sunflowers changed a few perceptions because they might have highlighted what only an artist could have. But for von Gough someone would have perennially missed out the hidden charms of a simple sunflower. What needs to be understood here is that there are intangible and tangible ways in which we use a product. Due to lack of prior initiation, people often miss out on such experiences, which are most of the time sweet surprises. I aim to attempt a new kind of styling with a view to modify or recreate new experiences in two wheelers which will be highly tangible in their physicality but their impact will be much deeper.

For a budding industrial designer it is a test in selecting and using a proper design methodology to come to a feasible product from a vague outline. What is needed is to understand the current semantics of two wheelers and understand user perceptions in different areas. A possible outcome might be discovery of certain experiences which otherwise unnoticed can be realized physically also. Other strategy is to create altogether new experiences using clues from other products.

When I was deciding upon my final project I had to fight both my wishes and reservations. The whole idea of being in a design school was to make the most of it. This includes interacting with the best minds who have seen and done it all. People who have minted ordinary brains into creative sloggers. Adjectives apart, this is an opportunity which might elude me for the rest of my life. Second lure is to learn and work with the tools of designing available in the school or which the school arranges for us. My last two projects more than satiated the second desire.

Introduction

I was exposed to a design process which exposed me to process of fine tuning and presenting the designs. However, I still felt a need to go through a design methodology which crafts out the design from the inputs.

So the desire was of finding a project which will allow to me to go through a complete, unique of its kind methodology thereby making the most of the intellectual strength of IDC. Also , the choice of automobile as the

Domain was subject to the fact that since this is one area which is going to a stagnant phase . design after design are being doled out in the name of aesthetics and technology packs . a product design ,which tries to play with extensive user familiarity associated in filed of automobile, is a challenge which I wanted to break .

As I start with this project , very unlike my earlier projects, I have faint or no image of what will come out . all I can presume is a product on two wheels which will be a new styling approach for two wheelers with total new experience for riders. Something which enriches our existing encounters can't be denied either.

1 Styling: proposing an alternative approach through user experiences

1.1 What is an experience?

“Observation of facts or events, getting a feel of something tangible or intangible”

Oxford dictionary

“The apprehension of an object , thought or emotion through the sound or mind .

Active participation in events or activities , leading to accumulation of knowledge or skill.”

Dictionary.com

“Direct observation of or participation in events as a basis of knowledge.”

“The fact or state of having been affected by a gained knowledge through direct observation or participation”

“The act or process of directly perceiving events or reality“

Merriam Webster dictionary

“Knowledge or skill which is obtained from doing, seeing or feeling things or something that happens which has an effect on you.”

Cambridge dictionary of English

1 Styling: proposing an alternative approach through user experiences

1.2 Examples of experience design



The ingredients of the wheel are simple – a universal desire to see the earth and cities from a great height and the natural human fascination with scale, daring structure and beauty
-Julia Barfield ,
Co architect of the
London Eye

while everything, technically, is an experience of some sort, there is something important and special to many experiences that make them worth discussing. In particular, the elements that contribute to superior experiences are knowable and reproducible, which make them designable.

elements aren't always obvious and, surely, they aren't always fool-proof. So it's important to realize that great experiences can be deliberate and are based upon principles that have been proven. The design of experiences isn't any newer than the recognition of experiences. As a discipline, though, Experience Design is still somewhat in its infancy. Simultaneously, by having no history (since it is a discipline so newly defined), and the longest history (since it is the culmination of many, ancient disciplines), experience design has become newly recognized and named. However, it is really the combination of many previous disciplines; but never before have these disciplines been so interrelated, nor have the possibilities for integrating them into whole solutions been so great.

Experience Design as a discipline is also so new that its very definition is in flux. Many see it only as a field for digital media, while others view it in broad-brush terms that encompass traditional, established, and other such diverse disciplines as theater, graphic design, storytelling, exhibit design, theme-park design, online design, game design, interior design, architecture, and so forth. The list is long enough that the space it describes has not been formally defined.

The most important concept to grasp is that all experiences are important and that we can learn from them whether they are traditional, physical, offline experiences or whether they are digital, online, or other technological experiences



1 Styling: proposing an alternative approach through user experiences



Discover a world where the walls seem alive and your hands tell you more than your eyes. Come to the Exploratorium and experience a whole new way of feeling in the Tactile Dome. You will crawl, climb and slide through amazing textures in complete darkness, using only your sense of touch to guide you



Welcome to the MARDI GRAS PARADE New Orleans

it's the anticipation of the merriment, the excitement of catching throws, the extravaganza of the parades, getting dressed up in costume, or going to a Ball - but a frame of mind takes over the Big Easy and says "forget your problems and have fun!"



A Theatre Of Sound-Sculptured Space

Audium is the only theatre of its kind in the world, pioneering the exploration of space in music. The theatre's 169 speakers bathe listeners in sounds that move past, over, and under them. "Sound sculptures" are performed in darkness in the 49-seat theatre.



1 Styling: proposing an alternative approach through user experiences

1.3 How people develop their unique experiences with products

To understanding how people attach experiences with products, I needed to know how they do it in case of extremely familiar products

This is a small exercise I undertook to understand the way people experience everyday objects. These products were a cup, paper weight, book, chair, and any two wheeler. Two wheelers, irrespective of the scale, have become an object themselves, breaking apart from the category of automobiles. This is due to the familiarity people have developed for this kind of automobile and the diversity of models available. The other products were chosen so as to be assured that all of them get comments from everyone.

The aim and emphasis hence was to intangible aspects of product usage. This exercise is going to be an important part of my project because from here I should be able to see the extents of user perceptions.

I selected subjects amongst my colleagues (designers) and some students from humanities and social sciences. This was because given our training; we are in a better position to articulate our perception with desired relevance to my requirements.

*1 There is a sequence of spending time with a product , then absorbing it, implementing what you have learnt out of it and then creating your own **perceptions and associations** is what she can be called a set of complete experience .This is something which will **intrigue** the user and create grounds where he will come again and again asking for more . this is a useful strategy where in to create a new experience. The person is first initiated into it properly , then he absorbs it as in properly bombarded sensorially and physically. After that he gets time to do his bit about what he has experienced and then develop his perceptions and association which initiate him further into new experiences.)*

2. Something we try to do more then what in our capacity and capability. Working on my own bike to get rid of its mundane looks gave me immense satisfaction. Just the thought of having tinkered with something which involves so many hours of sophisticated labor and precision was one summit worth conquering. Today I identify with my bike much more then what I'd purchased.

1 Styling: proposing an alternative approach through user experiences

3. Besides gift products also make for excellent souvenirs if they carry back some cultural influences. An Italian bike's completeness can be somewhat contrasted with origamic shapes of Japanese bikes. This differentiation can also be continued with the Japanese fascination with technology as compared to Italian form exploration. Some product will easily speak for their cultural influences like a Japanese tray or an American muscle car

4. someone gave an interesting comparative of his growth with his books as an interesting inverse relation . As kids we used to get small books but they were very interesting in terms of their fonts and color schemes and more then often they involved multimedia interface also. however as we grow although the size of books swells but the colorful and visually exciting content is replaced by the small , cramped spaces and more then often colorless content . The gravity of the content although increases but they go inversely from visually exciting to mundane.

5. importance of personal imagery one develops with the usage of a product. Understanding how such imagery are developed might help in creating long term experiences in products. These are images which are confined to our long term memory and somewhat steer our aesthetic values

6. people will pick up old , second hand denims because they feel they have a character attached to it. character comes from the stories that will come with it . Similarly people are willing to pay a premium for old vehicles driven by great people. One aspect to create or trying to discover a personality in the product is to make it unique. This goes a step ahead of fancy customization of power and paint, which is just a start while here is something which comes with so much to discover without any frills.

7. looking at this recollection and the other which will follow , one can see that everyone will have very personal symbols about comfort, peace , freedom etc

8. people perceive an event as adventurous based on their memories of past experiences and also perceptions they'd thereby developed .heights are an adventure for some but not for a construction worker. The experience of adventure is also comparative. While for me anything above 100 kmph is adventure, to someone who has flown all his life it would be normal. This point will be important when selecting users. one would have to delve hard into their perceptions

- complete text is available in the annexure

1 Styling: proposing an alternative approach through user experiences

1.4 The strategy

This will be my strategy in styling which will be much more than being superficial in the sense it will try to work at experiential level more than visual. Packages of relevant combinations of accessories and parts will be devised which will be put together through a proper visual grammar.

The packages will involve the user in such a way that he will go through the following.

- They will be properly initiated into the experience.
- They will be able to go through the experiences with ease and direction
- They will be able to develop associations, discover new things and generate their own perceptions about the product
- They will be able to enrich the entire experience themselves by discovering new things and developing some skills

2 User study

2.1 User groups

Before I went to the users I knew that quantitative data will be of no use .This is because I wanted people to relate to me their experiences with their vehicle . moving them into long discussions wherein they involuntarily give out their deepest thoughts about their bikes was what I wanted . I dig out such meaningful information and initiate useful discussions I needed an outline of discussion beforehand . this was to be decided by what I wanted to know , which were ...

- **Personality of user**
- **Their feelings for their two wheeler**
- **Their aspirations related to two wheelers**
- **Their driving tendencies**
- **Their fantasies**
- **Their perceptions related to two wheelers**
- **Their skills with two wheelers**
- **Their principles and values**

To cover a wide gamut of people I had four types of users in mind . From each of them I expected different kind of answers every time. These were ...

- **Young users in the age group of 14-18**
- **riders in the age group of 18-30**
- **non users / pillion riders**
- **special kind of drivers with preference for one two wheeler**
- **need based users (people who go out only when especially required , above 40 years)**

2 User study

2.2 Questionnaire

The questions asked to them were more or less the same except when discussions took interesting turns. These were the times when people came up with interesting trivia and their personal experiences. A sample of the questionnaire is as follows. I have classified them into some categories so that I can channel the discussions easily.

Personality

- Name
- Age
- Sex
- Occupation
- Which are your favorite websites?
- Which is your favorite book?

Feelings

- How do they take care of their two wheelers?
- How was the learning experience

Aspirations

- How many they like to carry behind ?
- Have they been on any kind of adventure on their two wheeler ?
- Do they like the seating posture ?
- Do you like the sitting posture ?
- What are the things you desire on your two wheeler ?
- Which is the best?most good looking ? Fastest two wheeler you have come across?

Fantasies

- Does their two wheeler remind them of something interesting
- Do you associate certain feelings like romanticism, eroticism, comfort etc on your two wheeler ?
- What decides the look of your two wheeler “you”, materials, graphics or the entire composition?

Tendencies

- Type of two wheeler you ride?
- How fast have they been and what speed they normally like to drive?
- When they drive are they conscious of what is happening besides them at different speeds ?
- Do you plan your rides ?
- What is your state of mind at high speeds or while cruising ?
- How much stuff do you carry while you travel ? what special equipments and gadgets do you carry ?

Perceptions

- How is your experience till date with your two wheeler ?
- How suitable is their two wheeler for high speeds, dirt biking or any other limits ?
- What according to them are hostile or pleasing driving environments ?
- How is the performance of their two wheeler?
- Does the two wheeler go well with their personality and what does not ?
- What is the difference in driving in cities and on highways?
- Are all the things in the right place?
- Do you associate any kind of language (body, sign etc. (associated with your two wheeler)?

Skills

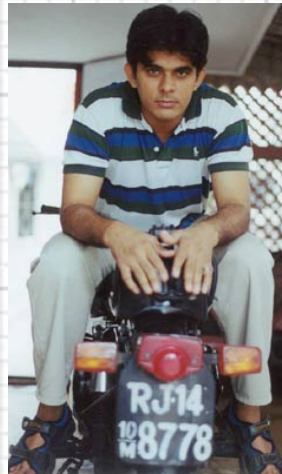
- How much do you know about your two wheeler
- How long did it took to learn it and how was your learning experience ?
- Can you perform any stunts on your two wheeler?
- How comfortable are you driving at night?

2 User study

2.3 Inferences from the user study

User analysis

I managed to talk to a wide spectrum of people varying from students, kids, executives and students from both sexes. I recording the discussions and took transcripts. After going through the responses of people and going through them over and over again(content analysis) I realized that people have talked on various issues related to bikes. There were several inferences as to how people relate and create experiences around their vehicles. Broadly, the inputs given by people can be classified under several questions. The answer to these questions are seemingly mundane suggesting little in the direction of the project sometimes but when investigated closely they helped in generated lot of concepts. The transcripts are given in the annexure.



How do people select their bike?

Often people are not satisfied entirely with their bike , it may be smooth but not good looking , and then oftentimes a bike of desire does not fit to the size of the rider,

Often times our selection of bikes are initially instinctive but later they are rationalized into a careful, judged selection .

People seem to be aware broad engineering details and claims of the manufacturer and will do some of their own research about its performance

How do people make statements?

Some people want to mark their presence with their bikes.

People feel like customizing only if it comes with a string sense of possession or ownership

Some bikes have built up something around them which is passed on to the rider (talking in terms of brand) . People try to look like someone sitting on their bike . popular imagery including those of Harley riders and motocross .

People generate lot of fantasies about their bikes. People see things like horses or planes in their bikes and imagine being a astronaut on them.

Some feel it as a part of themselves even,

People do have an image about the kind of people who customize their bikes. Such people are generally classified among little bit wealthier and free minded.



2 User study



What do people think about customization?

There is a lot of cultural, social and economical and social factors involved when people go for a customized bike. In west, the emphasis is more on components which provide for more power or some special functions, hence speaking for their loud personalities. Hot rods being an example.

In India customization hardly touches the engine and structures. Most of the time it is limited to outer bodywork or patches or some frills like extra lights, fancy horns etc. here people are restricted or rather clueless as to what exactly they want to do with their bike.

Also in India we have certain level of indignity associated with workshop practices.

how do people relax on their bike?

Long distance drives is about reaching safely first, enjoying and relaxing in a relaxed mode are is other. When people go out on highways they expect to see things which they don't see in cities, they do not expect the pollution and extra involvement with the traffic.

What people don't like about their bikes?

Apprehension, lack of safety

People are disappointed when something seems inaccessible to something as versatile and a bike.

Another problem is securing the bike. a bike seems to be highly vulnerable in any position or location.

The two aspects of city driving handling and steering is what bothers most of the people. Although bike always seems to be a better option.

Bike in India seem to be domesticated and not for some special purpose.

People feel lot of constriction of movement and space. Sitting in same posture for hours.

Riders get bothered about safety of the pillion.

How do people communicate on their bikes?

They develop it themselves on way or another.

People do not feel the power coming out of their bike. with bikes going smoother and quieter everyday the shift from being being prominent to more comfortable is noticeable.

Pillion and rider have physical and verbal communication in the bike. however we have always been apprehensive about taking with strangers without reason. none of the bikes except for the one with side car allows for rider to pillion visual communication.

Pillion appreciate it when they also have some sort of control over the rider and bike as seen in cars.

2 User study

How do people react to different modes /speeds on their bikes ?

Anything above 100 . people like achieving such speeds epecially on Indian roads . 100 kmph is a big mental barrier. Also our roads give a lot of feed-back so you always feel the power .

Low speeds ensure safety , not always though and give chance to admire the surroundings etc.

People learn to so things sometimes by looking at others or discovering themselves.



How do people experience adventure on their bike ?

High speeds is one .

Backpacking is about going somewhere which is highly inaccessible to vehicles or if at all ,very hostile .however backpackers have often been criticized for deteriorating the pristine landscapes with these leftover .

Adventures are usually planned because they subject people to lot of risk .

People like the moments when they get to go in groups on their bikes . such occasions are highly desirable.

How do people envisage future technologies?

Engines which will have little left to for the owners. Most probably any trouble with engine would mean quick replacement of the engine itself.

Which might be a new level of convenience .

New safety features can go a long way in removing apprehensions about the bikes.

Bikes which will be more intelligent and much more interactive.

How people enjoy on their bikes ?

People like to emulate . they want to be race drivers , machos et al ... popular image flashes are common .

Some people like the idea of simply filling up their bikes and move along without bothering about anything . they like this idea of not having to plan their ride with bikes.

Some people like taking risks. Tripling, carrying walkman,ust for kicks.



2 User study

2.4 Male psychographic segments

There are eight male psychographic segments

Group 1 “the quiet family man” (8 percent of total males)

He is a self sufficient man who wants to be left alone and is basically shy . he tries to be little involved with community life as possible ,. His life revolves around the family , simple work and television viewing. He has a marked fantasy life. As a shopper he is practical and less drawn to consumer good and pleasure than other men.

With low education and low economic status , he tends to be older then average .

Group 2 “the traditionalist” (16 percent of total males)

He is s a man who feels secure , has self esteem and follows conventional rules . he is proper and respectable , regards himself as altruistic and interested in welfare of others . as a shopper he is conservative , likes popular brands and well known manufacturers.

With low education and medium socioeconomic status , he is the member of the older age group ,.

Group 3 “ the discontented man” (13 percent of the total males)

He is a man who is likely to be discontented with ihis work , he feels bypassed by life , dreams of better job , more money , and more security . he tends to be distrustful and socially aloof. As a buyer , he is quite price -conscious.

He is the member of lowest education and lowest socioeconomic and is genrelly older then average,

Group 4 “ the ethical highbrow” (14 percent of total males)

This is a very concerned man , sensitive to people’s need . basically a puritan, he is content with family life , friends and work, and is interested in culture , religion , and social reforms. As a consumer he is interested in quality whcih may at times justify extra expenditure .

He is well educated , of middle or upper socioeconomic status , and is middle aged or older.

Group 5 “ the pleasure oriented man “ (8 percent of total males)

He tends to emphasize his masculinity and rejects whatever appears to be soft or feminine. He views himself a leader among man , self centered , he dislikes his work and seeks instant gratification for his needs. He is an impulsive buyer , likely to purchase products with a masculine appeal . He has a low education , is of lower socioeconomic , and is middle aged or lower .

Group 6 “ the achiever “ (11 percent of total males)

This is likely to be a hardworking man , dedicated to success and all that it implies .. social prestige , power and money . he is in favor of diversity and is adventurous about leisure time pursuits. He is stylish , like good food , music and so on . As a consumer he is status conscious and a thoughtful and discriminating buyer .

He has good education , high socio-economic status and is young .

Group 7 “the He-man “ (19 percent of total males)

He is gregarious , likes action , seeks an exciting and dramatic life . he thinks of himself as capable and dominant and tends to be more of a bachelor than a family man , even after marriage. The products he buys and brands preferred are likely to have self expressive value , especially a “man of action dimension . .

He is well educated , mainly middle socioeconomic status and a member of the youngest of the male groups .

Group 8 “ the sophisticated man” (10 percent males)

He is likely to be an intellectual , concerned about social issues , admires men with artistic and intellectual achievements . he is socially cosmopolitan with broad interests and wants to be dominant and a group leader . as a consumer he is attracted to the unique and fashionable .

He is best educated and of highest socio economic status of all groups. He is younger than average .

The “ young achiever group” was selected amongst these group as the psychological profile of the target user because of their higher economic status which enables them to go for a product with extra value. Also the any new product demands some level of intelligence and intrigue on the part of user also. Hence this group was selected

3 Study of existing products and analysis

HONDA

TRIUMPH

DUCATI

bajaj



YAMAHA

AGUSTA



MOTOR
HARLEY-DAVIDSON
CYCLES

SUZUKI

Kawasaki

CAGIVA

how do automobile majors associate experiences with their products ?

They do it by creating brands !!

A brand is more than just a word or symbol used to identify products and companies. A brand also stands for the immediate image, emotions, or message people experience when they think of a company or product. A brand represents all the tangible and intangible qualities and aspects of a product or service. A brand represents a collection of feelings and perceptions about quality, image, lifestyle, and status. It is precisely because brands represent intangible qualities that the term is often hard to define. Intangible qualities, perceptions, and feelings are often hard to grasp and clearly describe.

Brands create a perception in the mind of the customer that there is no other product or service on the market that is quite like yours. A brand promises to deliver value upon which consumers and prospective purchasers can rely to be consistent over long periods of time.

3 Study of existing products and analysis

3.1 study of the brands



people attach to a brand the same way they attach to each other: first emotionally and then logically. Similarly, purchase decisions are made the same way, first instinctively and impulsively and then those decisions are rationalized. A strong brand helps mold and shape that emotional reaction in people, which is a very strong influencer in the purchasing decisions they make. Once they have an emotional attachment to your product or your company, then they will justify their purchase decision based upon product features and benefits.

this is something will justifies the need of the project .people will always prefer something in a bike which is beyond just normal commuting . such extra features makes can make for a braod market proposition.

In the following pages I have tried to understand how major two wheeler manufacturers push in their brands by attching experiances with them.

based on their three totally different design ideologies I have selected four brands to analyze .

they are ...

3 Study of existing products and analysis

3.2 The Harley Davidson



It's a story no one in earth could have made up. Four young men experiment with internal combustion engine in a tiny wooden shed. Not only odes the shed not burn down, but the motorcycle they built goes on to serve for over 100.000 miles , under five owners and that's just the beginning

Most Harley owners see Harley-Davidson as an important part of their lives. It is much more than a machine. It is part of their own self expression and lifestyle. It is a statement of personal freedom and independence. It is a timeless, universal theme of human emotion that binds widely divergent people of all ages.



Keeping up the appearance and mechanical function of a Harley-Davidson® motorcycle is something every owner takes pride in. Whether you want to handle the wrenching on your own, or leave the job to the pros at your dealer, you'll find plenty of helpful information here.



Some things you'll always have to learn the hard way, by living them. Then there's all the other useful information that gets passed on from rider to rider. The way it has been for generations. That's the kind of information you'll find here.



Good as a Harley-Davidson® looks sitting in your driveway, that's not the reason to own one. It's about riding. We're always busy finding new excuses to hit the road. After all, we like to be out there riding as much as you do.



EXPRESS YOURSELF IN THE COMPANY OF OTHERS.

The Harley Owners Group® is much more than just a motorcycle organization. It's more than 650,000 people around the world united by a common passion: making the Harley-Davidson® dream a way of life.

MEMBERSHIP BENEFITS
Find out what's in it for you. But beware! Prolonged exposure may lead to extended periods of uncontrolled euphoria.

LOCAL CHAPTERS
Get serious about your fun. See how serious a local H.O.G. chapter can take your involvement to a whole new level.

H.O.G. EVENTS
Rides, rallies and revelry. Have a good ol' fashioned experience every weekend.

JOIN HARLEY OWNERS GROUP
Already a member? Don't bother with this stuff. Go straight to the Harleys. Only one to find in or set up your account.

WHO SAYS YOU CAN'T CHOOSE YOUR FAMILY? Become a part of H.O.G., and meet the thousands of brothers and sisters you've always wanted.



HARLEY-DAVIDSON RACING

DIRT TRACK RACING
The dirt track racers were a dominant force in 2002. Read the [news](#) from last season.

DRAG RACING
Catch the latest action in the 2002 [Drag Racing](#) season.

H-D RACING HISTORY
A strong heritage with many victories along the way make the [history of Harley-Davidson racing](#) a must-read for the enthusiast.



TAKE A TOUR AND SEE THE WORLD.

TOURS
See the list of this year's adventures offered by Harley-Davidson Authorized Tour operators. Now start packing your bags.

RENT A HARLEY®
If riding your pick of Harley-Davidson® models in great locations all over the world sounds like a great idea, there's a big world out there waiting to be seen from the seat of a Harley. Leave it to Harley-Davidson® Authorized Tour operators to get you there.

Tour operators put each rider on a recent model Harley® that's been serviced and maintained according to Motor Company standards. It's all about riding and experiencing great destinations.

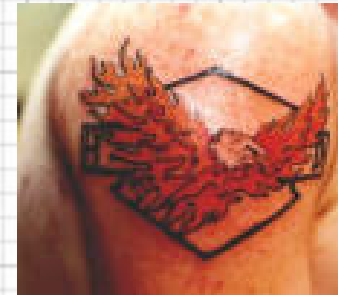


RENT A HARLEY®

3 Study of existing products and analysis



How many brand names do you see tattooed on people? Probably only one... Harley-Davidson. By that measure, the Harley-Davidson Company has the highest brand loyalty in the world.

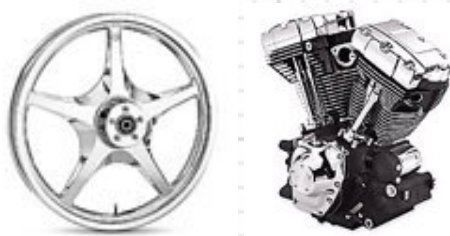


There are three principle values of Harley owners. The most important value is personal freedom. This freedom includes freedom from the confinement of automobiles (being out on the open road), and freedom from the norms of mainstream society. The Harley-Davidson eagle logo design is a reflection of this important emotional value.

The second important value expressed by Harley owners is patriotism and the "made in America" heritage that Harley-Davidson represents. Most would agree that Japanese bikes are faster, quieter, and quite simply an engineering marvel, when compared to the louder, looser, and bulkier design of the Harley. To a Harley owner, the beauty is found in the feel, the look, and the sound of a bike that is uniquely American, and uniquely the trademark of a Harley roaring down the road.

The third value is the kick ass macho image of the Harley owner. "Real Men Wear Black," and they also wear leather, boots, chrome, long hair, and, of course, tattoos. You "Live to ride, ride to live." Harley rallies display this imagery in all kinds of deviant behavior and wildness.

3 Study of existing products and analysis



Harley owners have a history of expressing themselves through their motorcycles—of customizing their bikes to make them their own. And over the years, the company has worked diligently to provide generations of customers with a wide range of Harley-Davidson products that allow them to do just that. Today, customers can choose from literally thousands of Genuine Motor Parts and Accessories, to turn their motorcycling dreams into reality. In 2001 alone they introduced more than 1,000 new Parts and Accessories, and will continue to give customers the options they rely on to create machines that not only speak to them, but for them.



In 1983, they established the Harley Owner's Group to help build stronger relationships with customers, and to make it easier for riders to share their Harley-Davidson experiences. what began as an organization of 33,000 dedicated members is today the largest motorcycle enthusiast club in the world. Today, h.o.g. boasts more than 660,000 members from 115 different countries worldwide. And just as our customers have always worked to make their motorcycles truly their own, they join local, dealer-sponsored h.o.g. chapters—each with unique activities and personalities—to customize their h.o.g. experiences. There are currently more than 1,200 h.o.g. chapters across the globe, and that number continues to grow with every click of the odometer. thousands of our international family members, and proving yet again that the Harley-Davidson experience transcends geographical and cultural boundaries.

3 Study of existing products and analysis

3.3 The aprilia



“Being Italian they are a little more tuneable than most other bikes and people will definitely notice you on it. Don red leathers and fully kitted out, you will always get checked out by smiling women, and most of the time get a nod from other bikers and even if you are on L-plates you can't complain about this gentlemanly sporting gesture that splits riding bikes from driving cars”

-aprilia user sharing their riding experience on www.aprilia.com



Aprilia is Europe's second largest producer of motorcycles and scooters and the only company offering a complete range on two wheels. Passion, enthusiasm and technology - these are the distinctive characteristics of Aprilia, a company which loves a challenge and always aims to win, both on the tracks and on the market. The common denominator of all Aprilia products is the high technological and style content, together with use of the most advanced solutions to protect the environment.

In 2000, Aprilia's more than ten years of experience on this front led to production of the Ditech engine (Direct Injection Technology) featuring an electronically controlled direct injection system. This reduces fuel and oil consumption by 30%, hydrocarbon emissions by 80% and carbon monoxide emissions by ten times. All without compromising on the brilliant performance and pleasure of a comfortable and efficient ride.



Aprilia packages are not so huge as their other European counterparts but they are designed and styled to go fast. The bikes are as energetic and inviting as any Italian. Something of an Italian national character of benevolence is reflected in them all the time. Italian biking experience is entirely focused on speed and style.

Aprilia sells their brand cheaper than any other which can promise such speeds RS124 reputation as the fastest 125cc bike and is known to keep up with some 250cc racers, which will give this bike a lot of respect. So if you wish to drive in your reputation .

go Italian !!

The
is ab
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3 Study of existing products and analysis

3.4 The BMW

Taking you places with assurance of an extremely reliable, serious bike !!

The BMW although highly German is desired as a work of art with well defined details and you 'll keep finding things to ponder upon. The bike is a serious performer without any urge as such but promising to take you places without fail. This is a bike which can take you for a cross-country trip rather than for short burst of speeds as in Italian bikes . baggages are available that have ample capacity for any length road trip. It can go on a road trip with most of your gear and still have fun getting there.



BMW

Forged in iron and steeped in motor oil, the history of BMW motorcycles boils down to one thing - the quest for perfect rider's machine. From the early days of aero-engineering, through prosperity and hard times, BMW's commitment to excellence has never wavered. In fact, fully 50% of all the motorcycles we've ever manufactured still prowls the world's roads. And on each sits a rider who demands nothing less than the best. We should know, we've been building motorcycles for them for 80 years.

product line of BMW
about exquisitely
engineered motorbikes,
or made for what they
meant to do.

3 Study of existing products and analysis

"When I parked it in front of my house, my roommate climbed on the bike and began to make engine noises. I asked her what possessed her to do such a thing, since she had never done it before, and she replied, "I don't know — I just felt like it." Our neighbor later did the same thing and he had no good explanation either."

-BMW Owner

How bmw do it ?

BMW has built a reputation for performance, luxury and sheer driving pleasure . this reputation has generated a passion which has extended the BMW to beyond that of just being a motorcycle. They have even created a whole range of lifestyle items with the same care and precision that goes into developing their award winning vehicles. Here are bikes which are designed around us . BMW thinks about simply everything. They want you to ride for the sheer joy of riding

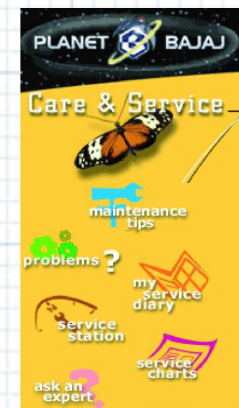
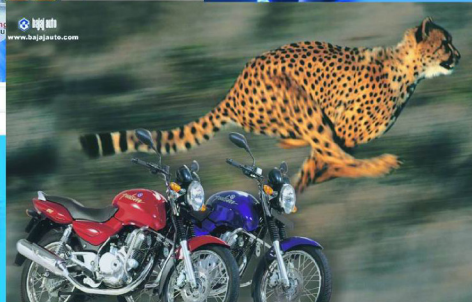
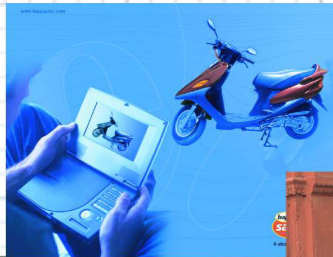
This reputation has generated a passion which has extended the BMW to beyond that of just being a motorcycle. They have even created a whole range of lifestyle items with the same care and precision that goes into developing their award winning vehicles.

3 Study of existing products and analysis

3.5 The Bajaj



Ask an Indian, and the word bajaj will evoke response, varied but unfailingly. A generation has grown on bajaj understanding the nuances of driving it. The ominous bajaj scooters have done what they were never meant to do. Running at high speeds, carrying tones, moving between states carrying entire families. No machine has moved into the Indian psyche as bajaj's. Bajaj machines although japanized now, have managed to carry an Indian fervor, they still come with a sari guard and plenty of luggage space. A generation became friendly with these machines because it was the only one which reveled its insides to them. The occasional plug cleaning, carburetor clogs and rotten wires gave everyone a chance to play mechanic. Bajaj has evolved with every phase of Indian social life. It has answered to Gen-Y, the new yuppies, eco freaks, freaks and lately the escapists also with its new cruiser. The experience of driving a bajaj vehicle is hence unique and comes only to someone who has lived with it.



3 Study of existing products and analysis

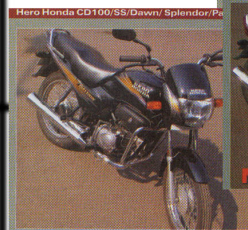
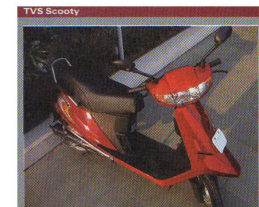
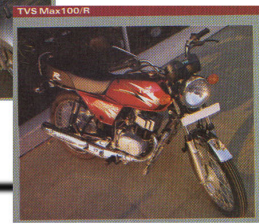
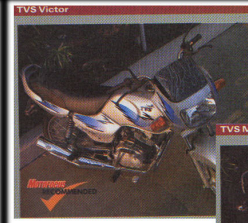
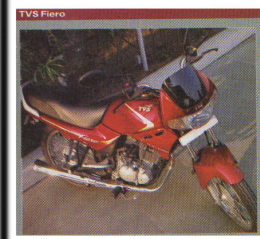
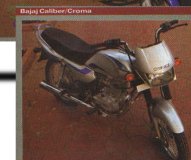
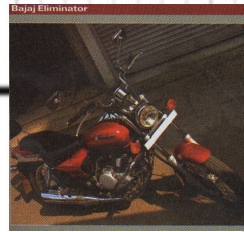
3.6 cost model analysis of indian market

Since at this point, the concepts that I will generate will be somewhat experimental and will demand certain level of risk taking on the part of the manufacturer. Also I needed a motorcycle chassis where these ideas can be applied. So here was the need to select a bike from the Indian scenario and suitably redesign it keeping in mind that the ideation should harmonize with the selected two wheeler. The ideation calls for some radical changes in the two wheeler which will impose some extra cost and careful positioning of the new product. In such cases it's imperative that I touch a category which has scope of experimentation for any manufacturer.

I wanted to develop the concepts into a suitable marketing proposition hence I needed to select an Indian automobile manufacturer which allowed me to get an easy grasp of the current market scenarios and company strategies.

This is the cost-model chart of the Indian two wheeler markets.





As it can be easily seen the upper premium segment is predominantly dominated by the royal Enfields and Bajaj eliminator. These are powerful packages which

are relatively free from competition because they have managed to create a niche for themselves over the years. Eliminator being new is still trying to make inroads and still lacks a brand image.

ROYAL ENFIELD

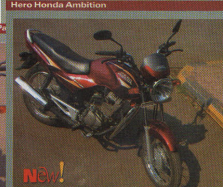
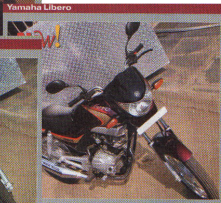
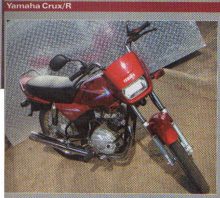
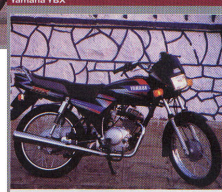
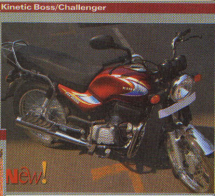
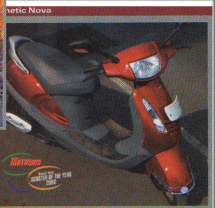
BAJAJ AUTO



HONDA

TVS MOTORS

HERO

				>60,000
  	  	  	 	40,000-60,000
		 	 	20,000-40,000
	  		 	<20,000
HERO MOTORS	KINETIC	YAMHAHA	LML MOTORS	price range companies

3 Study of existing products and analysis

3.7 market segments

It can be easily seen that Indian automobile market is divided into four major categories

1. Models whose on-road price is under Rs.20,000.

We have concluded that, despite our cost advantages, this is an unviable category for major manufacturers like Bajaj Auto. At most, 10 per cent of the market will be in this group. products like LML trendy and bajaj M80 infest this category

2. Models that are priced between Rs.20,000 and Rs.40,000.

this is the 'entry level, utility' category. Today, our two-wheelers in this category are Boxer, hero dawn and two-stroke and four-stroke geared scooters. it is believed that approximately 55 to 60 per cent of the Indian market will be in this zone in the near future.

3. Models that are priced between Rs.40,000 and Rs.60,000.

This is the 'executive' segment. These are models that are up to Japanese and European standards of engineering, styling and manufacturing, and anyone who produces such models should be able to compete with multinational players of tomorrow. In future this category will account for something like 30 per cent of the market. Today, Bajaj Auto's Caliber, Pulsar 150, Hero Honda CBZ, TVS fiero fall into this category.

4. Models priced above Rs.60,000.

This is the 'premium' segment, which will have considerable 'eyeball prominence', but probably account for a relatively small, but important share of the market. Eliminator and Pulsar 180 and most of the product from royal enfield fall in this category.

3 Study of existing products and analysis

3.8.1 Bajaj Eliminator

“ Bajaj Auto is very strong in the second segment, and will continue growing this market – which should increase at a faster rate than the ‘executive’ category. We were relatively weak in the third segment, but have now the relevant products developed for this segment and have seeded it with three motorcycle models. Despite competition from multinationals and today’s motorcycle majors, we will grow in this segment in no uncertain terms. We will be in the premium segment for its technology statement and brand prominence. Our strategy is simple. We will be aggressive in the ‘utility’ segment for volumes; we will expand our presence in the ‘executive’ segment for brand; and **we will populate the ‘premium’ segment for brand as well as for learning”**

bajaj auto annual business report , 2002 . p.34

from the above statement one understands that bajaj is a company which wants to experiment in the premium segment. Which makes Bajaj eliminator a feasible choice because

1. Eliminator is still looking to make its presence felt in the Indian markets.
2. it lives in a slot which is more flexible than a boxer slot where cut throat competition exists between the manufacturers and they will be unwilling to experiment in this category. Someone who can shell out 90,000 Rs for it would not mind putting some more to purchase an eliminator which offers something more.
- 3 The 175 cc “chopper” with the “Retro - hi chrome” styling makes a powerful statement for the man who has arrived in life. The responsive 4-stroke engine with a 5-speed transmission pumps out plenty of power to roar through the highways. The extra wide tyres leave a big and forward mounted footpegs give a relaxed natural posture and a very cool laid-back look. The powerful front disc brakes deliver excellent braking performance. The long wheelbase keeps you in control besides giving a smooth comfortable ride. Sleek, long-and-low Eliminator design with the low seat height is for those who desire to travel in style. Fitting well with the profile of the target user.

3 Study of existing products and analysis

3.8.2 Brand management of Bajaj Eliminator



A cruiser will always be a cruiser because so much has been built around it . it will not go very fast but it has to mark its presence wherever it goes. It is eye-catching. Conspicuous, difficult to lose sight of . it is feminine, elegant in its stride and very vocal. It will not be playful enough to pull over the pavements but it can do it all, carry loads , go fast , make u feel good.

Bajaj has been trying to build up a brand around eliminator by advertising every aspect of it which constitute the essence of a cruiser bike. it has been projected in india as a lifestyle product which wants to give people of a biking experience for which they had always relied on thumpers from royal enfield motors .

"Five minutes into your first ride on the Eliminator, your eyes will momentarily leave the ground and roll skyward in disbelief. That's if your soul hasn't been blown away by the sheer looks of the bike already. You'll ride by your guts, guided over every nook and crevice of the road, by your instinct. Because that's what the Eliminator responds to. Your inner soul. Your natural instinct. Your sixth sense. Then, as exhilaration gives way to reason, you can begin to go over the factors that contributed to your amazement, one by one

The Kawasaki Bajaj Eliminator was created to overpower the senses and elevate the soul. And now that you have soaked in every minute detail about this dream machine, suspend your animation for the moment. And let your gut take over"

Introduction to the eliminator website,
www.kawasakieliminator.com

"The Eliminator comes across as a totally new visual treat capable of stirring up a storm in your pants."
Overdrive Sep 2000

"Dripping with attitude and style, the 175cc Eliminator comes with a refinement so far unknown to the Indian motorbike rider. Autocar India test a true-blue cruiser."
Autocar India Jan 2001

3 Study of existing products and analysis

3.8.3 The “Eliminator” machine

"111.6kmph top whack, 0-60kmph
in 7.2seconds, 80kmph to rest
in 19.2m are the best figures
by any production Indian bike"
Overdrive Jan 2001

Type: Single cylinder 4 Stroke, air cooled

Displacement: 173.9cc

Max Power: 15.2bhp@8500rpm

Max Torque: 13.7Nm@7500rpm

Bore x Stroke: 65 x 52.4mm

Compression Ratio: 9.0:1

Power to weight: 97.44bhp/ton

Idle Speed: 1300+-150rpm

Carburetor: Mikuni BSR30

Air filter: Foam type

Oil Filter: Paper type, brass wire stainer

Ignition: CDI Electronic

Starting: Electric/ Kick

Clutch: Wet multi-plate

Gearbox: Five speed

Primary Reduction: 3.656:1

Final Reduction: 2.625:1

Gear	Ratio	kmph/1000rpm
1	2.700	4.330
2	1.708	6.844
3	1.300	8.993
4	1.090	10.726
5	0.852	13.721

Kerb Weight: 156kg

Max Payload: 130kg

Wheelbase: 1460mm

Length: 2155mm

Width: 765mm

Height: 1025mm

Ground Clearance: 140mm

Fuel Capacity: 14litres

Reserve: 2.25litres

Battery: 12V 9A

Headlamp: 60/55W (Halogen)

Chassis: Double cradle

Front Suspension: Telescopic

Rear Suspension: Trailing arm with coaxial hydraulic shock absorbers and coil springs

3 Study of existing products and analysis

Front: 1.85x17
Rear: 2.75x15
Front: 90/90 - 17"
Rear: 130/90 - 15"
Front: 230mm discs
Rear: 130mm drums

0-60kmph: 7.2sec
0-80kmph: 12.6sec
0-400meters: 21.4secs@97.9kmph
Braking (60-0kmph): 19.2m/2.3sec
Top Speed: 111.6kmph
Fuel Efficiency Best: 48kmpl
Fuel Efficiency Worst: 42kmpl
Range: 630kms

Ex-showroom Delhi: Rs 85,040

Frame :Double cradle

Suspension

Front Hydraulically damped Telescopic
(travel 110 mm), with rubber boots
Rear Swing arm, hydraulic shock absorber with
coaxial spring, 5 step
adjustable

Some facts about to be kept in mind while redesign of the eliminator

1. It displacing 173.9 cubic centimeters and developing 15.2bhp and 13.2Nm of twist, Propelling this 156kg bike to 60kmph from rest in 7.2 seconds and 80kmph in 12.6 seconds

2. top speed registered is in excess of 111 kmph.

3. The Mikuni CV carburetor delivers crisp throttle responses

4. the 5-speed 'box, the best in Bajaj Auto's stables that has a super clean and slick action with no falsies anywhere in the range.

5. From the 17-inch front and 15-inch rear to the low saddle and overall height, everything is geared towards a low C-of-G that enhances cornering abilities.

6. The flat wide bar also delivers good leverage in bends and the 130 section rear grips and grips all resulting in peg scraping that's as thrill-raising as it is safe.

7. The twin downtubes cradling the engine are sufficiently stiff to not even warrant a mention of chassis flex

8. The bike has relaxed ergonomics that invite long rides, helped long by a refined and composed engine.

9. The engine returns around 44 kpl in the urban cycle.

10. The first model of the Eliminator, the ZL 900A, was shipped from Japan in 1986. Since then, over a dozen models have been introduced. Current models, the EL250 F/G, BN125 and VN250A, are hot sellers in Japan, USA, Canada, Australia, Germany, France, UK, Austria, Norway, Sweden, Switzerland, Italy, Greece, Spain, Holland and other EU countries as well as Mexico and Malaysia (EL250 Series). Launched at the turn of the century, the BN175A is available in China, Thailand, Malaysia and now, India. The BN125A is also available in China and Thailand.

4 Product brief for project III

The project involves **Redesign of a BAJAJ ELIMINATOR** for creating new experiences for users.

the design of new experiences can be based on some of the following outlines where in people can better appreciate

- making new statements with their vehicle
- customizing their two wheelers according to their needs and aspirations
- finding intangibles like relaxation in vehicles
- tackling the dislikes about their vehicle
- Enjoying different driving modes (racing, cruising etc) of their vehicle.
- Experiencing new adventures like backpacking etc or have fun on their vehicles
- Having better interaction and communication with fellow riders, people who are sharing the road with them and pillion
- Finding spaces which will invite spontaneous inventiveness from users in terms of their utilization.
- finding new criterions to select their bike

the design of new experiences is to be based on some strategies which will make the experiences wholesome and lasting in nature justifying the extra investments involved in such project.

A broad guideline in creating such experiences is

- Providing for proper initiation into the experience
- Allowing the users to go through them with ease.
- Creating space for discovery and henceforth creating surprises
- Allowing users to find ways to enrich the experience themselves

the product is to be conceived as

- Redesigned motorcycle chassis which is found most suitable for the selected concept
- Or
- An entirely new two wheeler in terms of chassis structure and category devoted to the concept in terms of chassis structure or category.

the concept is to be put forward as an attractive marketable proposition with a broad mass appeal.

Although the emphasis of the project will be to create wholesome experiences however the cost factor is to be kept in mind

given the exclusive nature of Indian markets, the design has to cater to Indian consumers keeping in mind their cultural, social and religious aspirations and physical properties.

4 Product brief for project III

The target consumers

design is to be aimed at a segment which looks forward to have something more than commuting. They are not professional riders but ordinary people like students and professionals from various fields in urban landscape. The product is going to be something which demands some abilities on the part of customer also.

Psychographic profile of the user based on activities , attitudes , interest and opinions

“An achieving professional”

a hardworking man, dedicated to success and all that it implies , social prestige, power and money . He is in favor of diversity and is adventurous about leisure time pursuits . He is stylish , likes good food, music and so on . As a consumer he is status conscious and a thoughtful and discriminating buyer”

Customer profile

Age : 21-30

Sex : male

Family : bachelor

Geographic: urban

Occupation: young executive , student (earning/rich parents) , likes to travel

Earnings : 2 lakhs plus a year ...can afford a bike which will cost between 75000 to 100000 Rs

Following technical considerations will have to be kept in mind during the design to improve the feasibility and acceptance of the concept.

Building Materials & Body Parts

Material used in the design of the body must be durable and ecofriendly and preferably recyclable.

materials should endure the stress of which they might be forced to in some special design conditions

materials should be readily available and are they cost effective

some materials may be specially used are used for safety and protection advancements in paints, composites and other material may effect the design

controls

the driver should be able to monitor any new features in the concept

the driver should have effective communication with pillion

according to the design it should be decided how the driver will be exposed or shielded from the elements like debris or weather

controls should be adjustable for various drivers

cockpit features should be designed to enhance the driver's performance or comfort

Additional Vehicle Components which are to be decided

can these components survive varied weather conditions in India ?

aerodynamics and fuel economy and emerging technologies should be kept in mind

5 Ideation

5.1 Ideation strategy

This was the phase where I needed to understand how I can draw inspiration from various fields to arrive at a ideation phase.

Now how do I select these areas ?

I used some **keywords** which I derived from contemporary design areas which talk about creating products at experience level. At this point I should mention that although most of the experience design projects do not culminate into a single products. Either they have an exaggerated scale of consolidation of smaller products thereby working at a system level or they work plainly at sensorial level which is arrived by use of multimedia technologies with little tangible output.

But there are some areas which can give clues about creating experiences at an individual level through product forms. They are

- **Architectural spaces**
- **Interactions in open spaces**
- **Workspaces design**
- **Comparatives of open and closed workspaces**
- **adventure Sports, extreme Sports**
- **multimedia kits etc,**

in this ideation phase I have tried to tackle some of them.

5 Ideation

5.2.1 architectural spaces



We see some interesting examples of such spaces in automobiles especially cars



architecture talks about two very specific kind of spaces .

1. utilitarian spaces
2. inventive spaces .

Utilitarian spaces

Are those which are designed for a particular purpose. They allow for interaction, entertainment or relaxation. They are punctuated by strong visual or semantic symbols. usually the geometry which constricts the usage to the limit of its intention.

Inventive spaces

provided where the inhabitants are expected to personalize them or find innovative uses for them. they are deliberately provided to intrigue and ensue creativity among the users.

5 Ideation

5.2.2 Spaces in a motorcycle

This is an attempt to understand the basic bike volumes which enclose scope for design into useful spaces. a basic bike breakup is something like this .

The upper back.... This is an area which provides very little visibility and is not accessible all the time. However it is a vast unutilized open space. The shockers are usually right underneath so is less shaky also.

The lower back... this is un-utilized, jerky and highly vulnerable.

The front console. This is an area for easy access and visual interface with the bike .with full access to the rider and little scope for the pillion.

The petrol tank. This is the area for easy access to the rider but here he loses out on the visual interface. However there is a strong possibility on tactile interaction and some level of reach for the pillion also.

The central console ... this is close to CG.. Highly stable and less jerky and immense scope for delicate parts. This is a place with equal access for rider and pillion an excellent meeting ground.

The lower front, This is a vulnerable area , with easy access , high visibility. The area is jerky due to distance from the centre.



5 Ideation

5.2.3 how are spaces utilized



In contemporary motorcycle designs there is an absence of some spaces which I have tried to create in the following sketches

The idea here is to understand the possibility of creating some inventive spaces for the rider which he can utilize for various purposes. What and how will be left to the discretion of the rider. The new experiences here will be novelty of usage of the bike for purposes never thought of before. The rider will do the needful to discover the usage of such spaces.

for future reference a **small study of what people carry while on the move** was undertaken



While some require utilitarian spaces given their fixed usage pattern and volume .

Luggage (suitcases, briefcases etc), Raincoat, Umbrella, Bottles, Wallet files, Laptops, Mobile devices, Lunches

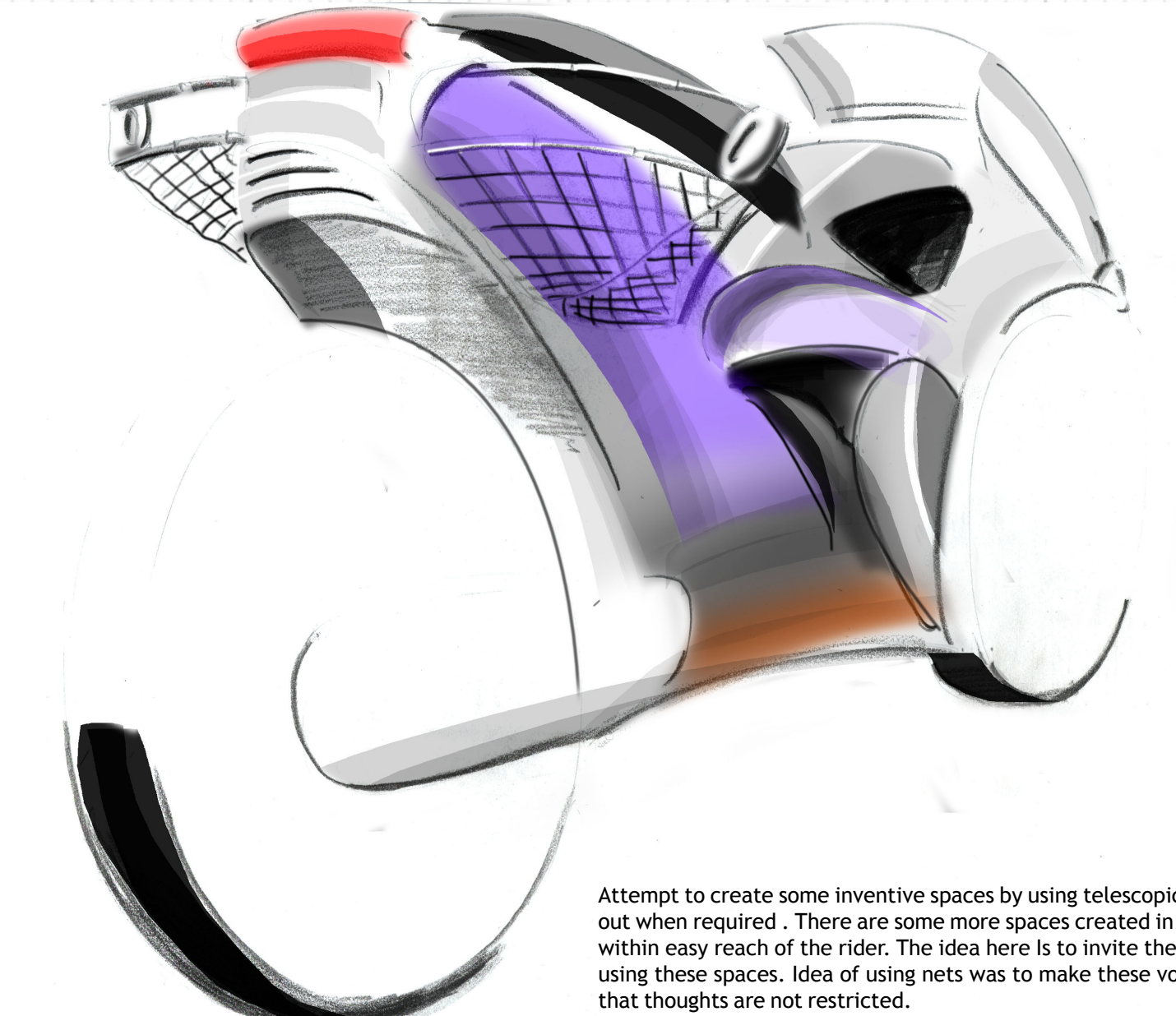
Others can be accommodated in various interesting ways in inventive spaces example

Cleaning cloth, Watches, Books, Keys, Shopping, Pen diary, Wallet Bags, water, Junk food, Decorations, Toys, Amulets, souvenirs etc,

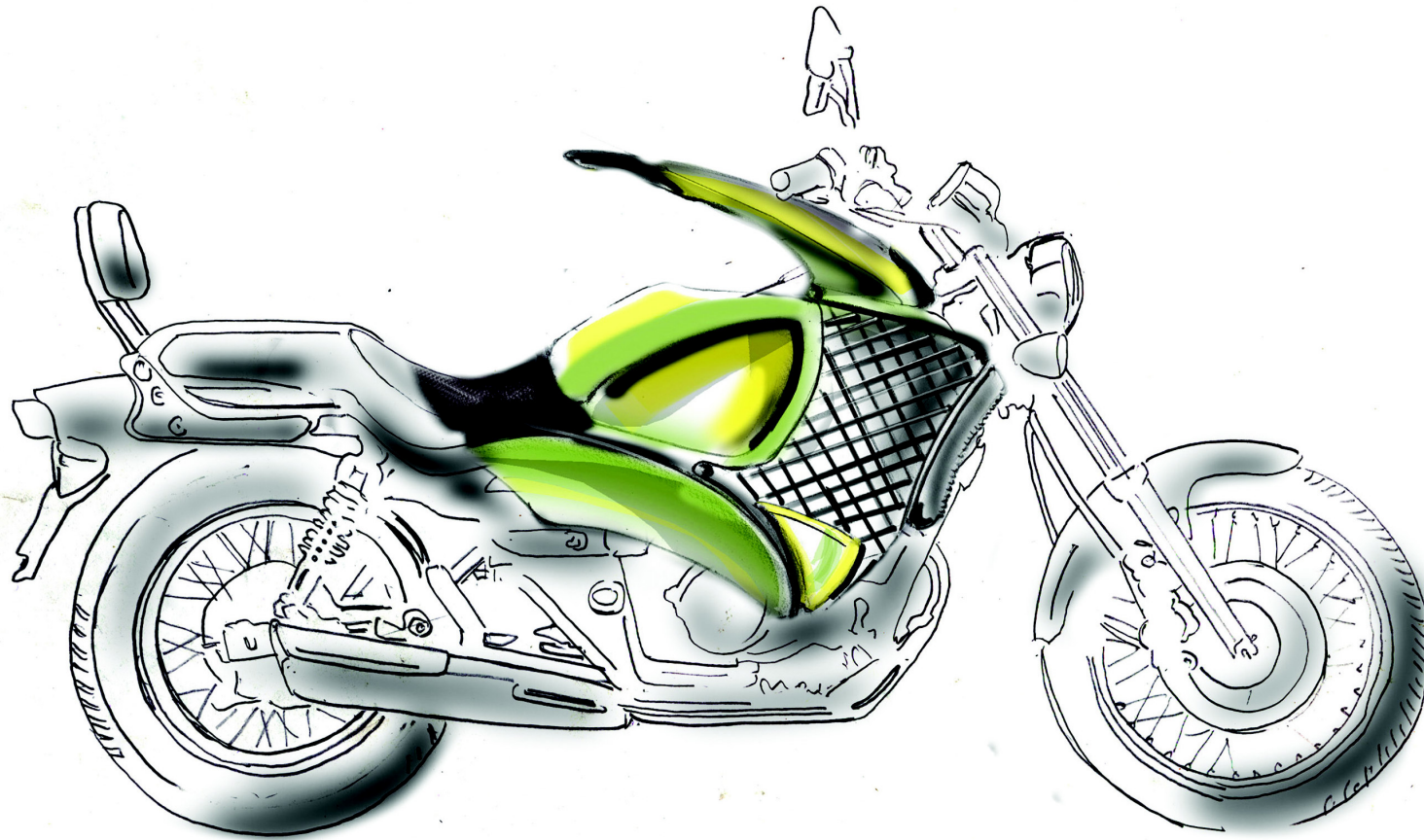


creating spaces for these items will be very interesting .
This assertion is bootied by the observations during user analysis.

5.2.4 ideation to create some spaces which invite interest -



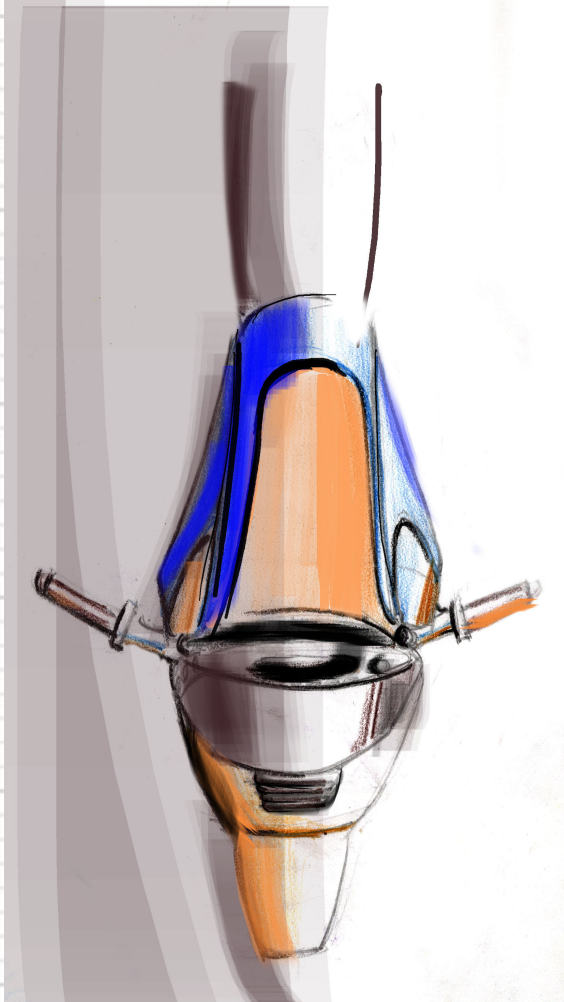
Attempt to create some inventive spaces by using telescopic nets which can jet out when required . There are some more spaces created in the front which are within easy reach of the rider. The idea here is to invite the rider to find ways of using these spaces. Idea of using nets was to make these volumes flexible so that thoughts are not restricted.



Here the eliminator is modified to have secure space on the top which will invite interest in its usage. As soon as people see this space, the person will think of putting things in it which people seldom carry on the move like their personal stereo, favorite books, chocolates etc. This can provide for a novel experience.

5 Ideation

A car dashboard is always seen as place which every driver likes to personalize. From favorite perfumes, pictures, toys and amulets. This is something which is missing on regular automobiles. Here I have tried to do the same. The dashboard like flat surface on the petrol tank is rubberized non slip surface.





This is an attempt to generate higher stance for the bike so as to release much more space which partially move under the seat also. They are hidden spaces waiting to be explored.

5 Ideation

5.3.1 Different kinds of interactions involving the rider

interaction can be between
Rider and pillion
Rider and fellow riders
Rider and people on the road

I have tried to concentrate on rider and pillion interactions which involves

- Day to day talk shouting aloud, whispering in ears or using radio sets
- Exchanging things like food, small luggage
- Pointing out signs and places
- Requests to stop , slow , speed , responding to emergencies

There are various possible design possibilities in this area they are

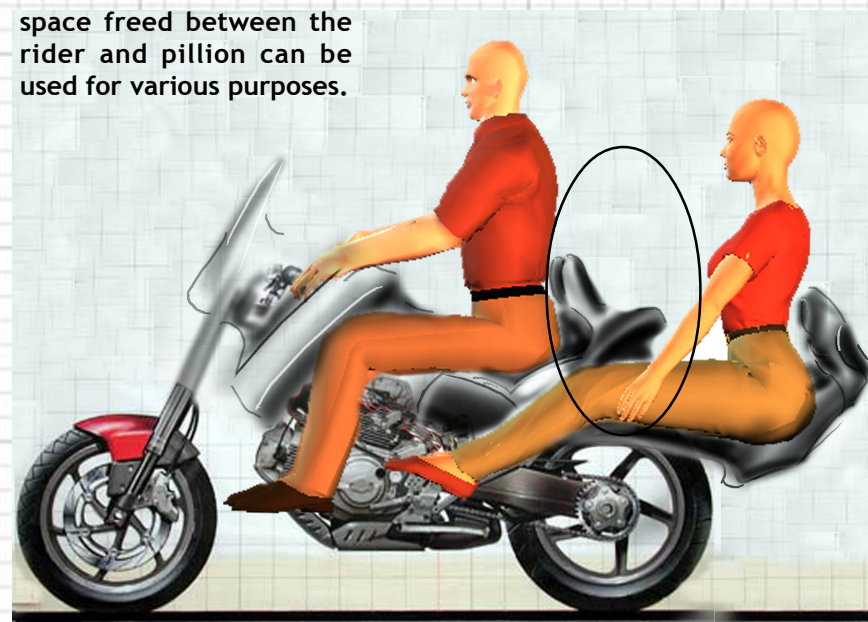
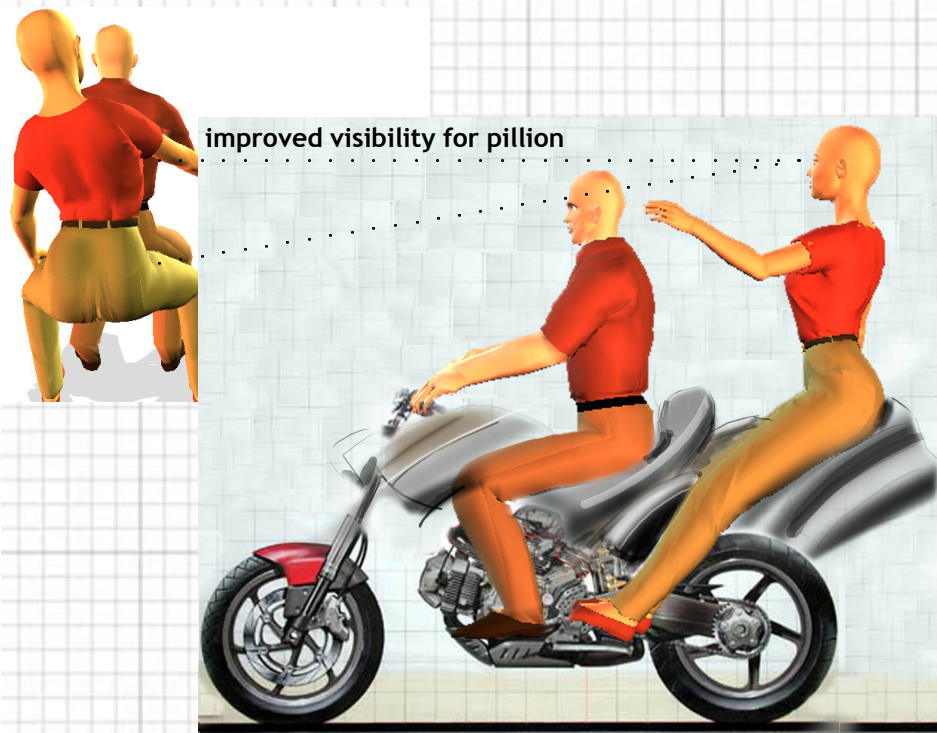
- Providing pillion as good a view of the surrounding and the road as the rider
- Providing pillion with his own set of controls and responsibilities
- Providing for more better physical and visual interaction through new postures
- Providing the advantages (can be read as fun) of being a rider to the pillion also example music, monitoring controls.

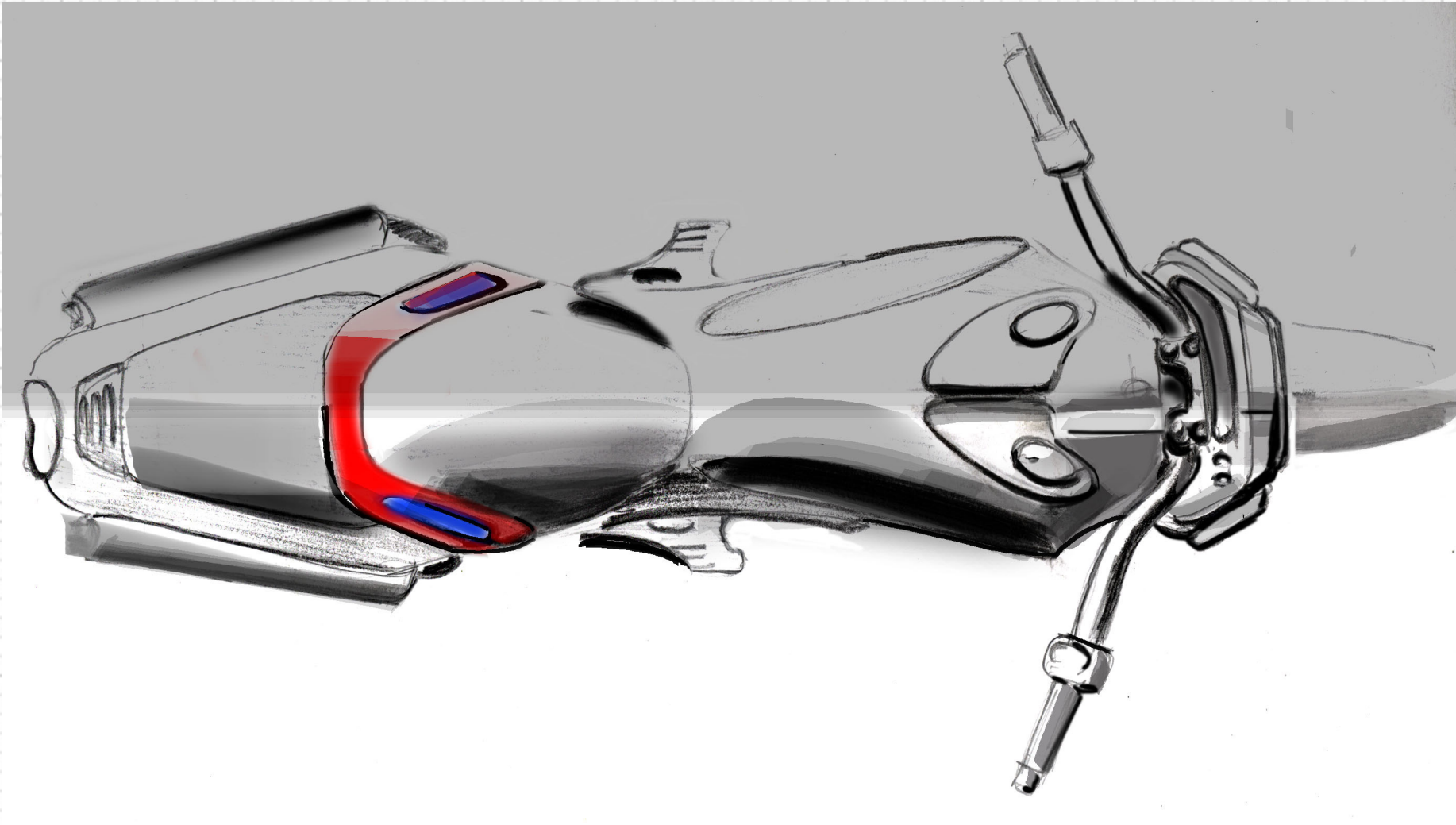
5 Ideation

5.3.2 Different configurations

The existing seating postures have the problem of being extremely visually obtrusive to the pillion as well as being constricted volume for the pillion.

As understood by my study of volumes there are areas which can be utilized for various purposes. However all these areas except the central which are conflicting for the rider and pillion. I tried experimenting with various rider pillion configurations to free up some spaces some spaces and optimize the others.





Here the space between the rider and the pillion which is accessible to both is put to use. Some of the controls of the bike like the music system and some machine parameters , guidance systems can be provided to the pillion also. This promises more involvement of the pillion in the ride.

5 Ideation

The central console of the eliminator here holds a music system which is accessible to both the rider and pillion. The whole body language of the bike is directed to convey the playful experience awaiting the riders. Jazzy colors and graphics are to enhance the expression.



5 Ideation

5.4.1 Difference in customization and personalization?

These are the dictionary meaning.

Customization

To make or alter to individual or personal specifications

ex. customize a van

Personalization

To attribute human or personal qualities, to personify.

The American Heritage® Dictionary of the English Language, Fourth Edition

Copyright © 2000 by Houghton Mifflin Company.

Published by Houghton Mifflin Company.

There are two types of customization

Need based customization

ex.

Side stand

Extra storage

Luggage

Storage

Refrigeration

Aesthetic customization

ex.

Form

Graphics

Colors

these items are like personal signatures on a bike

5 Ideation

5.4.2 Why do people customize ??



To address specific needs



To advertise Ownership



To look different



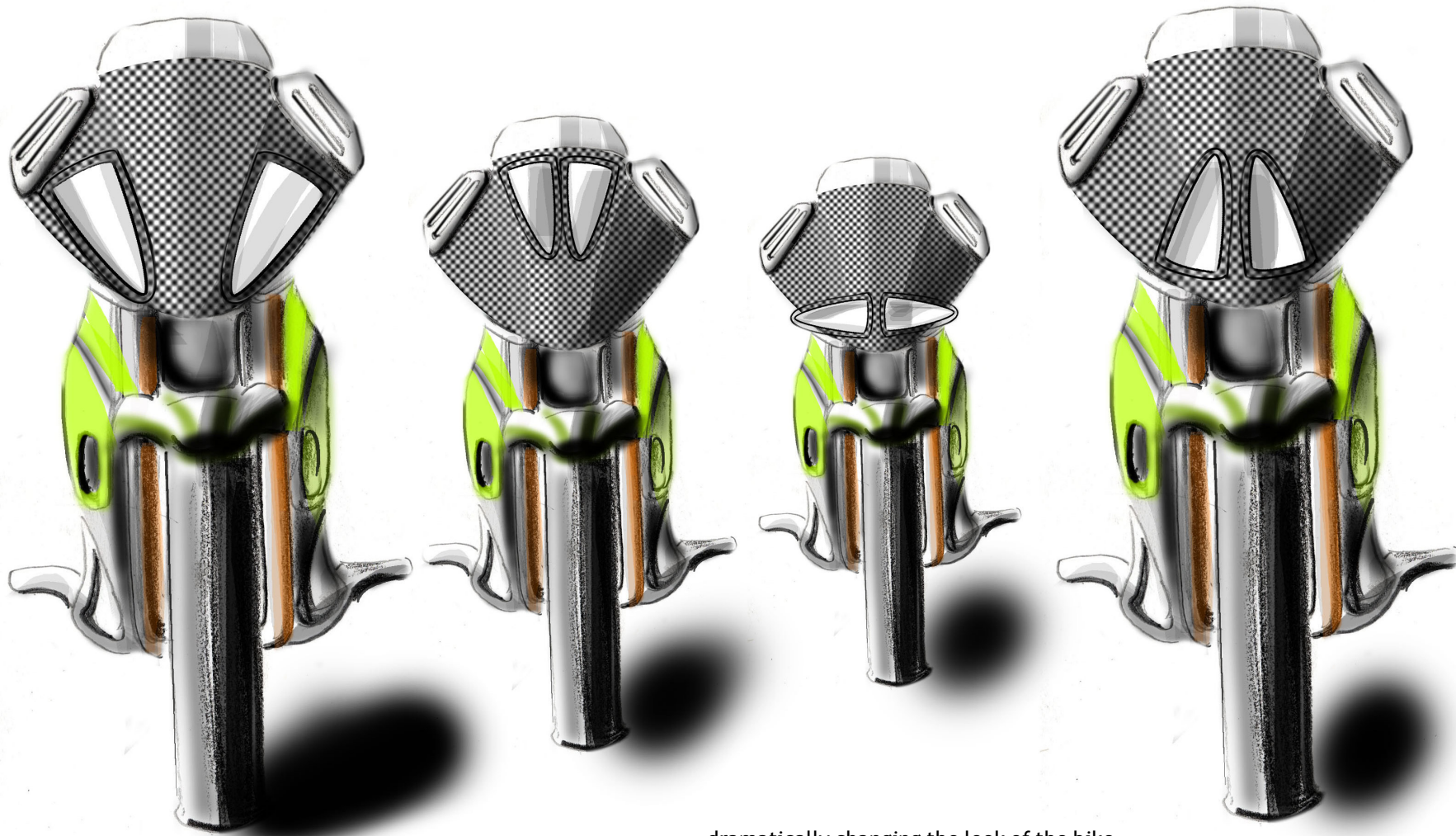
To look like someone

5 Ideation



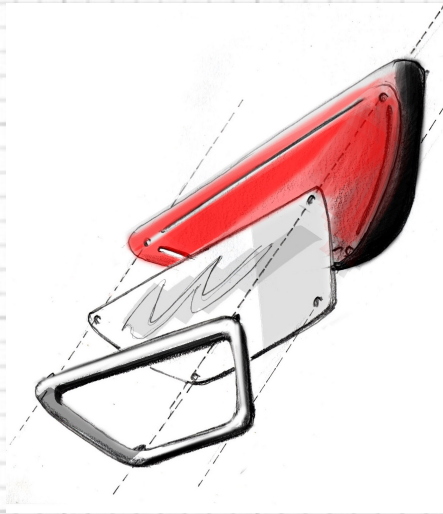
Most of the time the user will go for such customization (calling it customization because this is something done in a workshop by someone for this person, it is highly improbable that the person gets what he wanted. so here are some ideation which allow for personalization rather than customization.

Here the body panels are perforated suitably so as to provide scope for putting some elements like lights in different configurations and each time ...

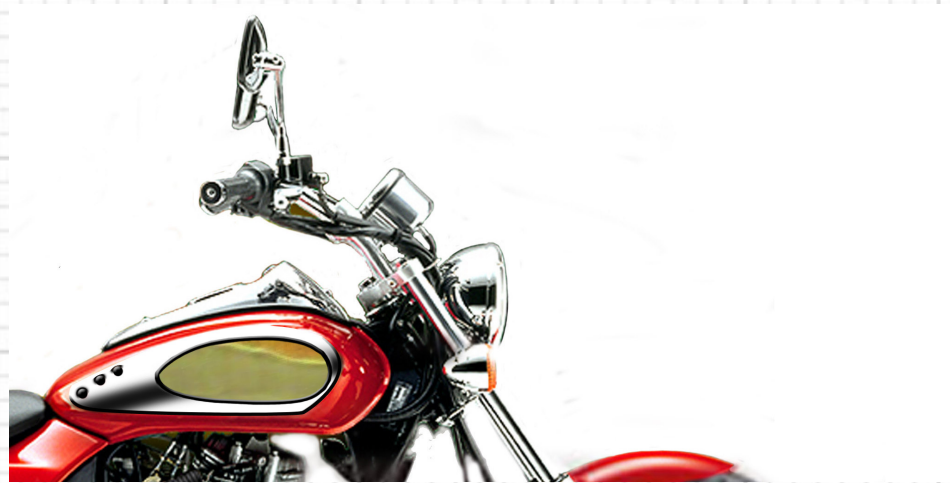
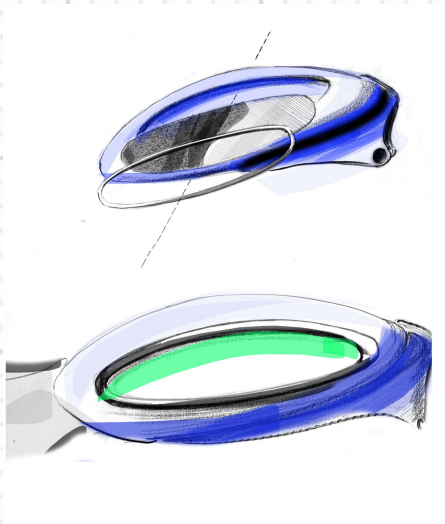


.....dramatically changing the look of the bike

5 Ideation



How about allowing the rider to do the look of bike himself. Graphics these days play an important part in the look of the bike. With advanced printing techniques available to anyone the owner can change the looks of his bike almost everyday. All they need to do is to get prints, photographs etc and install them inside the frames provided. This way they get to put their signature on “their” bike.





5.3.1 open system vs closed system in automobiles



Understanding the comparative of closed and open system in cars and motorcycles .

Closed systems in cars

- More interaction is possible in cars due to sideways seating posture which offer both tactile and visual interactions.
- Feeling of assurance and security comes from the confines of the enclosing bucket seats and the roof. There is protection from elements like sun and rain and heat.
- Entertainment . this closed space in the car provides for a unobtrusive and personal entertainment space which.
- Storage space lots of it . there is spaces ready to be used . one just goes and dumps the stuff
- Privacy
- Personalized. a closed system allows for creating a personal environment which consist of personal items .

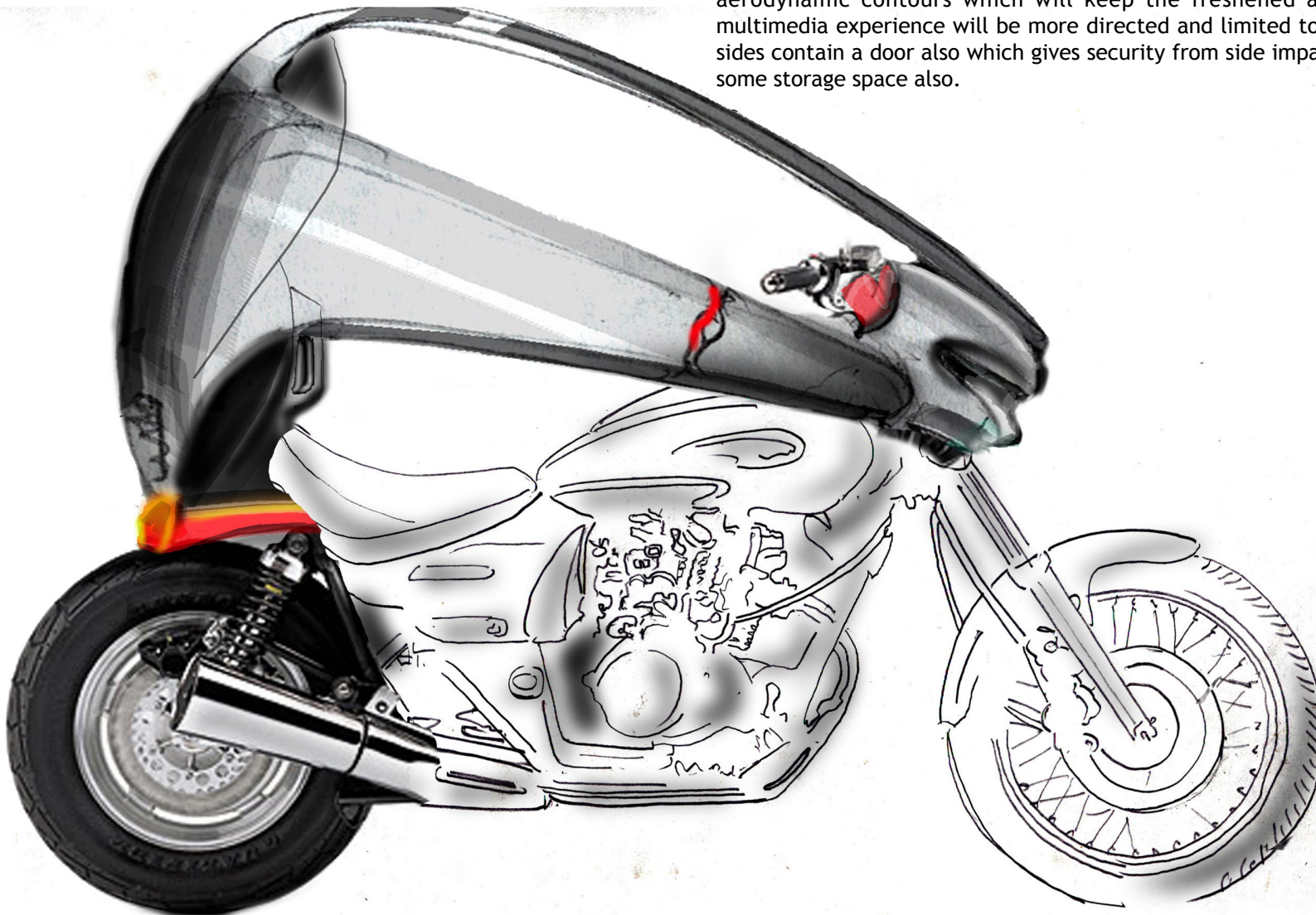
Open systems in bikes

- More interaction with surroundings and elements
- Better views given the absence of supporting structure.
- Feeling the drive and power.
- More interaction with the vehicle because movements of entire system is translated into the movements of the rider.

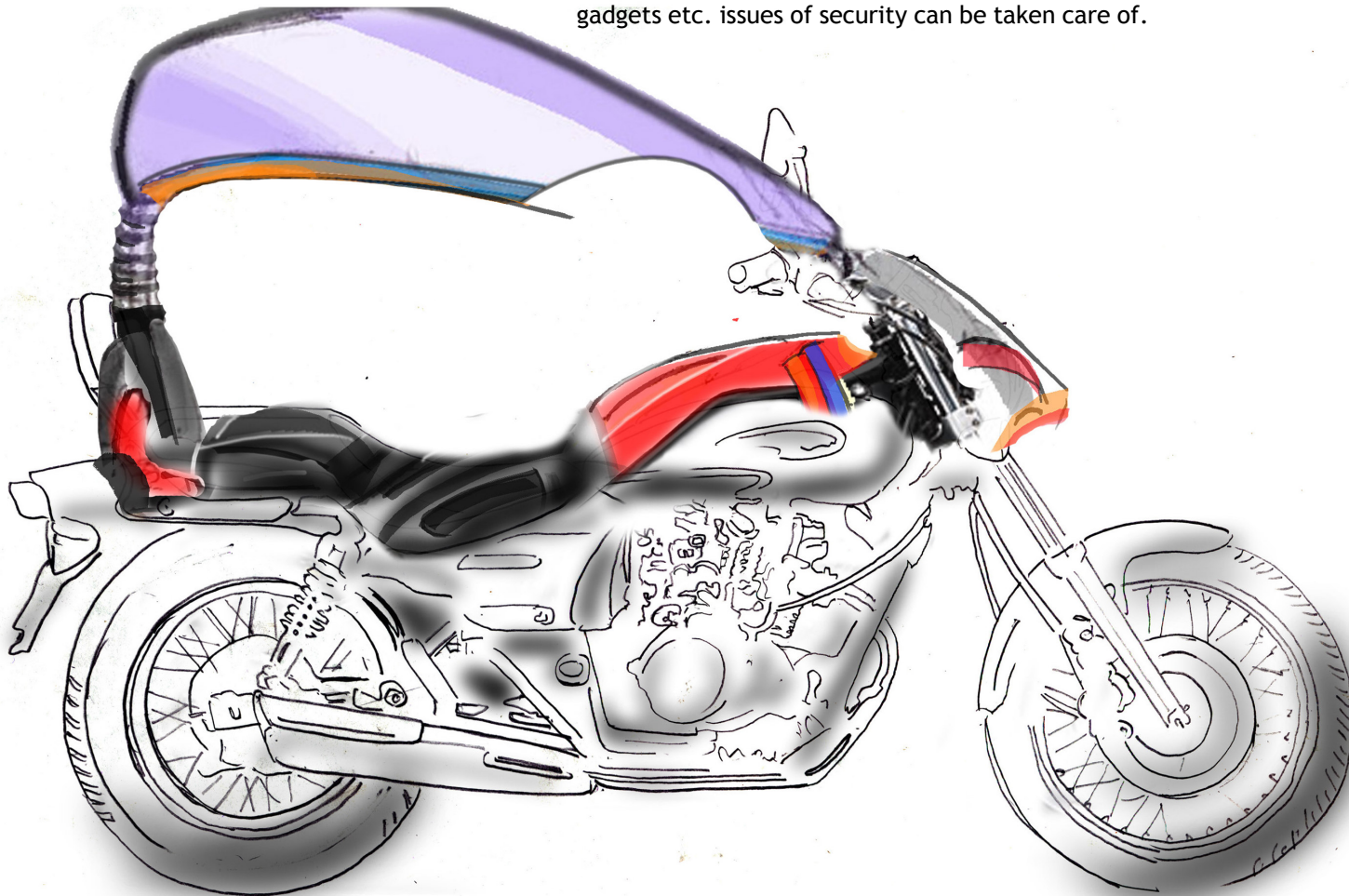
In the following ideation sketches I have tried to understand the possibilities of providing a confined car like environment in motorcycles which will later hold the scope for personalization also. Idea is to give a car like lockable space which give the sense of security and privacy desired by the rider. Here are some attempts to create that closed space environment on a motorcycle.

5 Ideation

This is an attempt to create a canopy like space on top of a regular bike. This space will give the advantages of closed spaces in cars on a bike also. The insides will be insulated from outside by the column of air flowing past the aerodynamic contours which will keep the freshened air inside. Any multimedia experience will be more directed and limited to the rider. The sides contain a door also which gives security from side impacts and houses some storage space also.

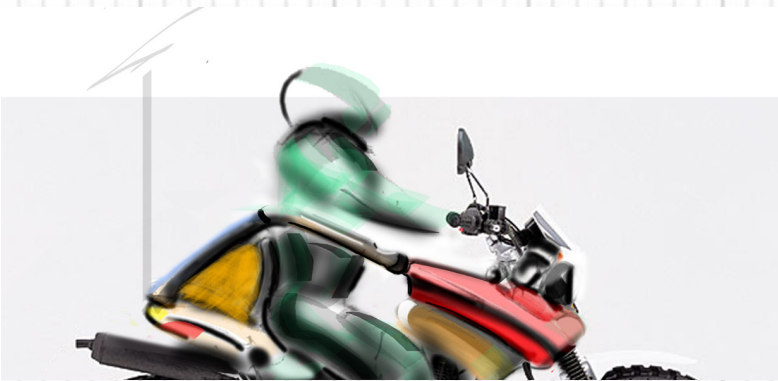


Here the entire canopy collapses on the bike. The transparent top will make the insides visible to the onlookers. The wonder gets to display a personal space inside which can consist of his favorite paraphernalia, gadgets etc. issues of security can be taken care of.



5 Ideation

These are some ways in which rider can be given more sense of security of a closed system



The ideation phase has given me insights about how to get to experiential level where the rider is initiated into them. These are not attempts to create accessories as such but they are long term experiences which the rider will enjoy intangibly both while he is driving or not .

6 Concepts

6.1 designing according to the user profile

The psychographic profile of the target customer has been decided beforehand at this stage. He is the kind of person who would be able to appreciate the new experiences which he will encounter by using this product.

Some scenarios were generated by going through the discussion with people with such a profile whom I had encountered during my discussion. These yuppies had expressed their desire to have their bike as something which they can take for long drives as a means of getting away from their hectic lifestyles. They see their bikes as a lifestyle accessory which deserves the necessary treatment and attention as their other accessories like clothes.

however this time they were the target users themselves. There were a few concepts and design directions in my mind. The attempt here during the discussions with these chaps was to find out their response to such concepts. I took the liberty of directing these discussions towards some concepts again and again so that I can get maximum feedback out of them.

After discussions three scenarios seem to fit in the psychographic profile of such a customer. These have been evolved into three basic packages. These are

An eliminator for a backpacker (the sophisticated backpacker)

An eliminator for a ever changing guy (the style monger)

An eliminator for effective communication between rider and pillion

6 Concepts

6.2 Concept 1 The Backpacker (weekend “sophisticated” freaker)

The user is a person who will like to leave his desk on weekend and get lost in the wilderness . he would like to get lost in the wilderness of some closeby land where he can spend his weekend .so we are here talking about short sojourn of a day or two. He can roam aimlessly and get close to nature and gets to relax in peace. An exotic meal . collecting some souvenirs and staring at the scape is something he craves for in this short excursions . .

So the strategy here to formulate a package is to satiate a person’s desire for interaction, knowledge, freedom and relaxation by giving him a cruiser which facilitates such an experience. How this experience can be different form the normal walking trips is the fact that one has energy to consume and scope for moving fast. So here is a bike which will facilitate a biking experience with an attitude of backpacking while going with a spirit of a cruise and with some high level of preparedness. The bike is essentially meant for a single person use, however two people can be easily accommodated.

The visual identity of this bike will come from the free flowing organic form which gives it a rugged look. This is a quite an offbeat style to choose as compared to regular cruisers. But this was necessary to encourage the user to encourage into some level of playfulness with his motorbike. The bike is to be identified for its specific attitude of taking u places and providing for a wholesome trip. If it is a cruiser it gives you a purpose to cruise for. Something to relax you up to face the grind of the coming week.



6 Concepts

This is a comparative sort of study of what people will need on a hiking trip compared to a trip on their bike

- Water? Yes water is essential for the trip because we don't get good water everywhere... if we store water for the entire trip we will need more space which will need to be accommodated in the limited space available and besides one can question the need for dedicated space for it ... the person can carry it in his pack. However if the bike can refrigerate it, it will always be handy. So we can give a small glove box for cool refrigerated space.
- Books to read they can be carried in packs but here the user has space to keep some in the console all the time.
- Music to listen now here we are looking at someone who picks up things on the way, music is something which very easily gets associated with some visit. so what we need here is that besides lot of digital music on the system the person should also be able to pick up music on the way . so there has to be dedicated space for music CDs inside the console besides the player
- helmets will be doing what they always do and nothing else .
- some medicine
- some extra clothes in the pack
- sleeping bag .. he needs protection in the dark. The spirit of backpacking is about sleeping under the stars and tackling the elements. So what we need here is just some space to recline. The eliminator is a low slung bike which can easily become a couch if the back seat is leveled and a rest is provided. Bike will have extra wide and more secure stand which can stand and arrest wider sways in case the person is trying to get comfortable on his bike
- **Parachute Cord**since we are looking at a very short trip. These are not necessary.
- **Swiss Army Knife** necessary but can be carried in the pack.
- **Candles.** Since we are carrying a power source carrying candles does not make sense. So here some environment lighting has been provided.
- **Cooking Pot** ... we are talking about a very sophisticated sort of person who does not have the necessary skills of backpacking however some basics have been given. He will have space for boiling water. So we will have an inbuilt thermal mug which will rest inside the console.
- **backpack Metal Stays** they will have to be integrated into the
- **Hiking Poles.** Not needed coz we are not walking much.
- **Stuff Sacks**—pillows they will be in the back rest
- **Compass sighting mirror**—personal mirror, emergency signaling device. Bike has one all the time. They can be made to be easily unscrewed and used in different ways.

6 Concepts

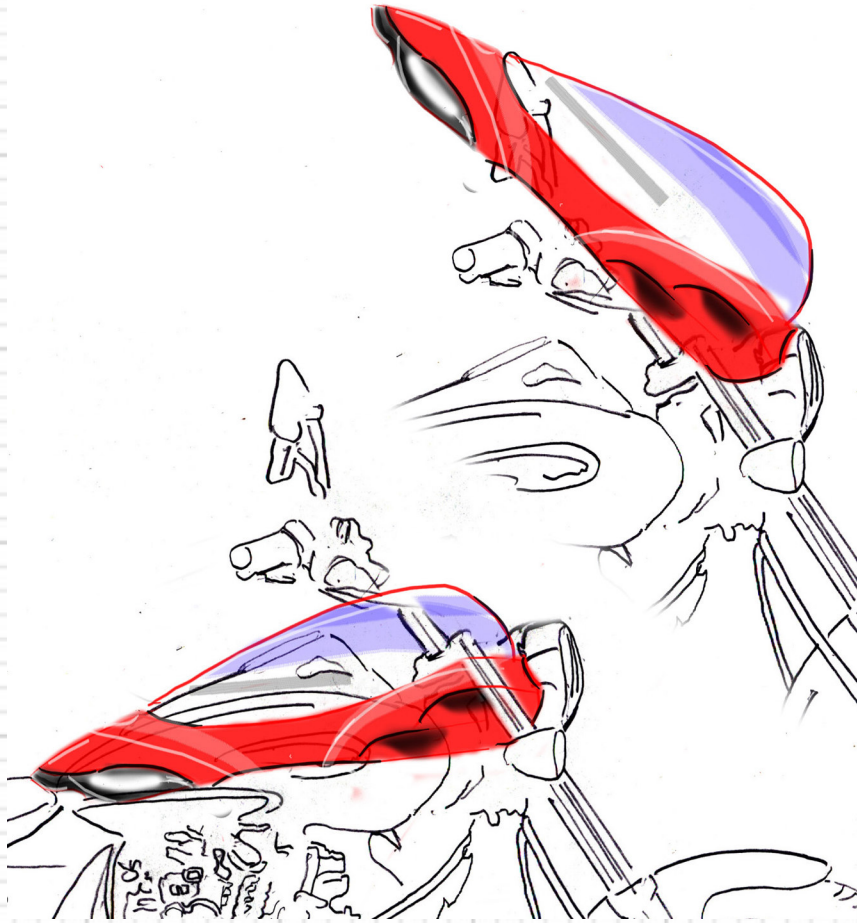
6.2.1 Features

So what does he need to carry for a trip lasting a day or two at the max?

- Place to carry packs
There is always a hassle of finding the backpacks for your trip.. So there has to be a provision for carrying a back pack which goes well with the bike. In terms of its cruiser looks. The idea is to provide high degree of readiness because given the instinctive nature of such people decisions to go on such trips will not be instant. In that case the rider should not be indulging in planning what to take and what not. He has two backpacks attached to his bike which he can keep stuffing with his food and water. Some water he can even refrigerate and some he can warm to cook instant foods. The packs are water-proof and collapse under his seat.
- resting space so the person can go there and recline on his bike too ... here I use the fact that you have a low slung bike which will not give the odd feeling of falling off, which leaves lot of scope for stretching the legs close to the level of seats very convincing



6 Concepts



The front console houses a thermal mug and a CD player . there will be place to keep CDs and plenty of other things.

- You can carry your favorite book also with you. The front console will carry all the communication equipment, books, some food stuff, maps.
- There is going to be a power jack where he can attach his heater or thermal mug. Same can be used to attach cell phones and other gadgets.
- Protection from elements for valuables because imagining a sophisticated man he will be carrying lot of gadgets... So what we need here is a extremely secure spaces.
- Environment lights to light up the immediate area to give a sense of security.
- The fuel tank will be shifted on the back side so as to allow release of more active space in the front.
- Water for two three days ... so we can install a small water purifier kit. Not an absolute necessity because water is easily available these days.
- Nothing much for bike maintenance. Normal tools and puncture kits and more fuel.
- Camping arrangement for a day or two. we can imagine a night at least under the stars. So we can have environment lights. And then we need security also so we have all the instruments secure in the central console.







Cruiser never looks utilitarian. Neither this one. This one will also have some degree of ornamentation and elemental nature. But there will be a highly rugged look which will encourage the rider to take such trips. So design elements like backpack and all will be hidden as much as possible or given the same level of styling treatment as the entire bike.

6 Concepts

6.3 Concept 2

Here we have a scenario where the person would like to go on a long drive with someone. Now in this event a number of activities are involved which can be facilitated by the bike. The idea behind selecting this scenario is that these are times when two people come close together.

“in the end, what’s speed without control? The low slung design of the Eliminator ensures superb stability owing to low centre of gravity. Extra wide tyres enable exceptionally good road grip, while spring loaded rider footrests allow for acute banking on even the most winding roads. The braking system, like the rest of the bike, is on par with the greatest machines in the world. Front brakes are disc, and rear brakes come with a 130 mm diameter brake drum, to provide instant stopping even in 5th gear. In addition, the ignition switch and pressure equalising fuel tank cap guarantee safety that complies with the highest standards in the world.”

- Excerpts from kawasakieliminator.com

but then what do you do in such a good ride ?

This is a bike which builds upon the existing identity of cruisers in terms of assurance and safety on the move. However the main identity of this bike will come from the elegance as it moves and provides for a space where two people can interact comfortably. This bike will be all about elegance and sophistication expected on a dinner table sort of environment. More interaction between the rider and pillion is the forte of this concept. The bike will have the friendly welcoming appeal which encourages someone to “sit” on it . here I would like to emphasize on the word sitting rather than riding. the main identity of the bike will come from its seating pleasure.



6 Concepts

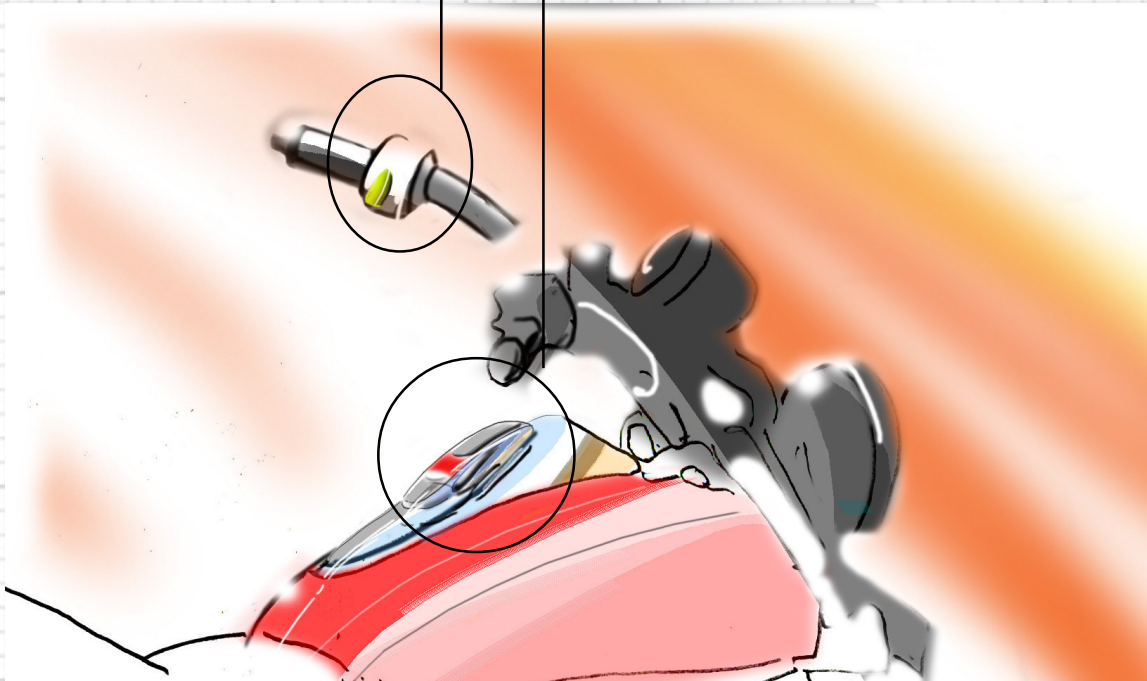
6.3.2 features

This experience will start as soon as they decide to go out for a long drive Activity 1 is to decide where to go. It can be a small excursion or a trip to some place where they can sit in peace or privacy. Now bike can not facilitate for an effective communication but it can provide for streamlined communication. This is done by providing for wireless communication in the helmets which are carried on the bike itself so as to remove the hassle of carrying them all the time.

As they start they will be informed about the fuel available and distance possible. This way they can decide where they can go immediately. This update will be available on demand from a switch on the handle bar which will provide for audio info straight to the helmet . not only this other kind of info is also available on demand in the audio to both the rider and pillion.

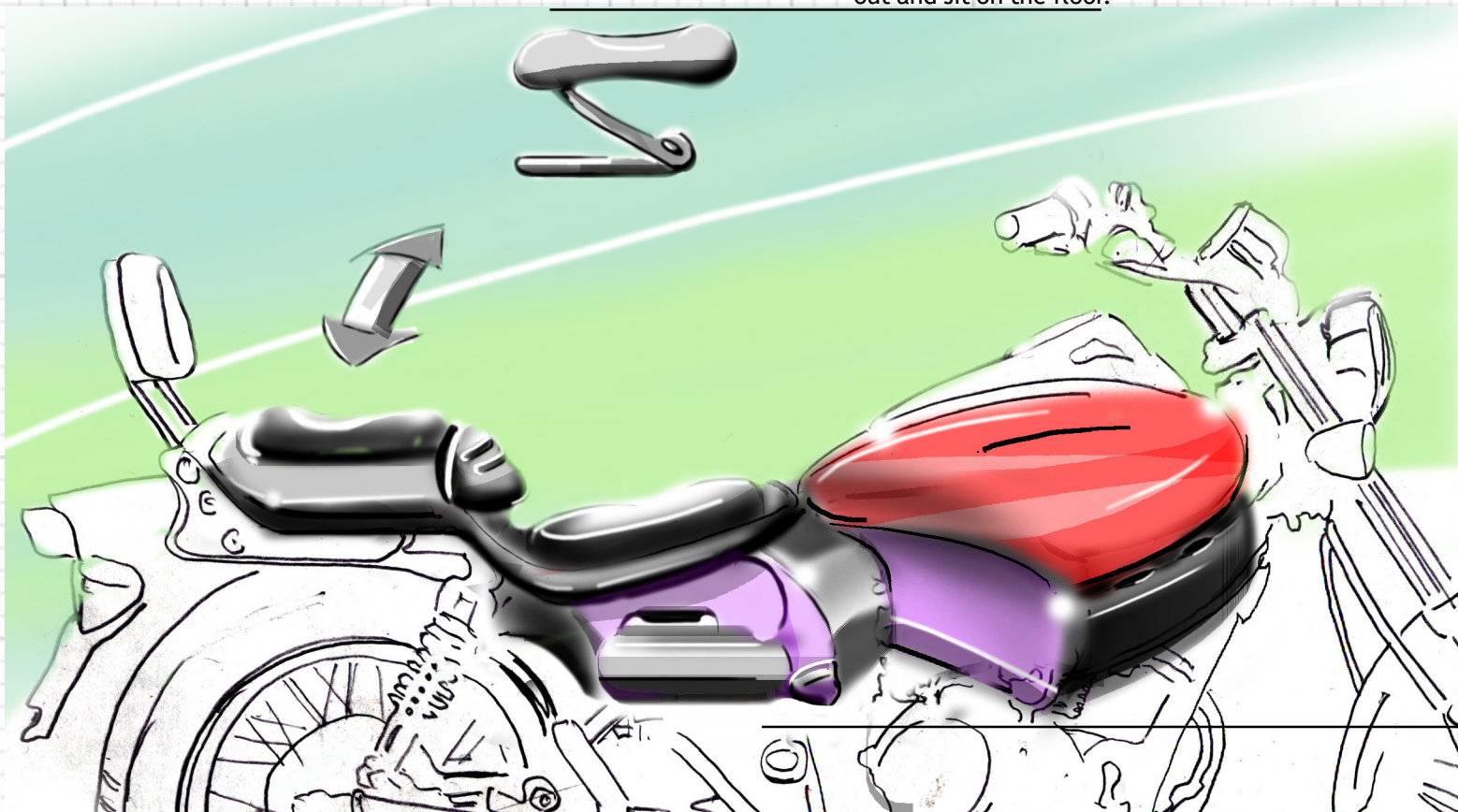
This way the pillion also gets to be a part of the ride. The onboard display displays most of the bike parameters, programmed local information and also has the controls for the music system. This unit can be easily detached and given to the pillion who can then take over the music .

To remove further apprehensions about breakdowns the bike will inform them when they will run out of fuel and if they are in proximity of some nearby fuel station. Courtesy GPS system.



Now how do they talk and eat on the way ...the helmets are chosen to be one with front end exposed ...

Once they reach somewhere this bike can provide for comfortable seating space on the Bike as well below where the seats can come out and sit on the floor.



to provide for something to eat and drink on the way or at the destination, they can pick things on the way or from home, still they will have refrigerated space to keep it.







6 Concepts

6.4.1 Concept 3 for the style monger, The ever changing guy

He is an achiever, someone who sets benchmarks. Someone who leaves everyone behind who shows people what to strive for He keeps changing leaving everyone is daze to the extent of solemn submission when they give up. They know he will keep making benchmarks and realize all they can do is follow. Such a guy needs a bike which he can work on, show what he is capable of doing .. display his magic touch on his vehicle also ... creating a style and a look which is true to himself

I am not expecting this guy to create a new form altogether, neither I'm giving him the tools to tweak into ... I give him structures and compositions to create.

Trouble with the existing levels of customizations available in the markets is lack of grammar ... a customer is never able to explain his choice to anyone ...His own choice comes from designer's rendering and not from his own imagery. How he looks composed with his vehicle is something which is scrutinized by the onlookers. Here he has something which he can keep changing again and again and create new compositions. Something which he can explain given his caliber.

How do I do that?I give him lots to play with

Strategy is to provide the users no of ways in which he can personalize his vehicle is his signature way.

How to do that ?

- Ergonomic adjustability ...
- Stickers decals
- Flat surfaces for personalizing ...
- False structures
- Suspension adjustments
- Sliding lights
- Adjustable handlebars
- Removable elements which can be removed easily and provided different finishes ... they are designed to be easily removed and provided different finishes and textures. They are basically Some visual elements which can are most intriguing are the fundamental forms. some incomplete forms will also invite intrigue

6 Concepts

6.4.2 How do people personalize their workstations?

Innovative ways of placing familiar products

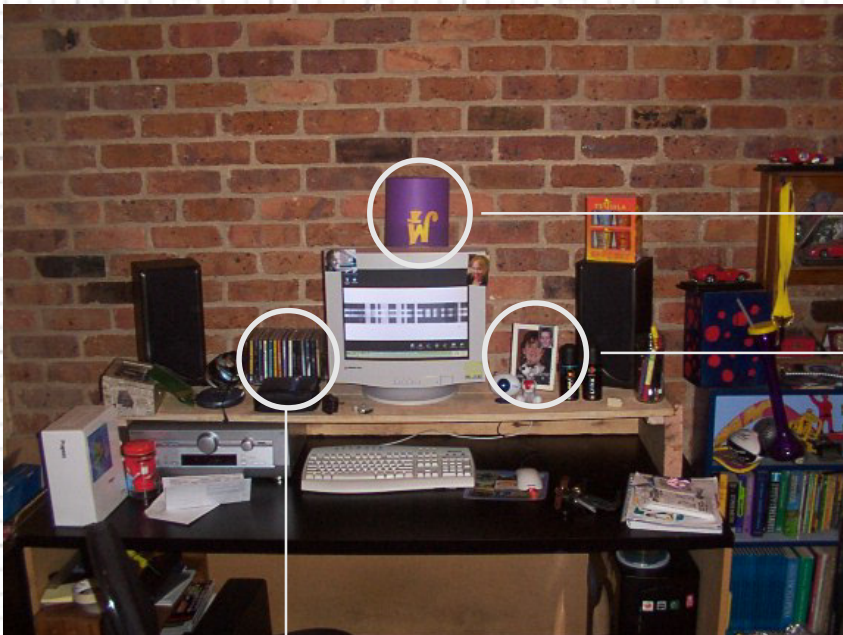


There are several ways and places where like to project themselves their clothes, dance, their arts, one place where they put it all is their workstation. Its an exhibition space for the person to project his possessions , his success , his skill and his attitude . There are many ways in which people display their workstation some of them are their toys, reminders. Pictures, lamps, gadgets, their food, drinks, their tools, their music and their works. So here in the bike I need to create a workspace like environment where people get to display something of their own. Something about themselves.....

I start with what they would like to do with their workspace

They use keys, put on helmet , adjustments and control , clean the dashboard . fill up fuel, mirror adjustment ... their can be some additions like reminder space ... place for pictures and flat areas to keep toys and souvenirs etc. but the point is that all of them have to be made secure. And cleanable also

So now we are looking at a space in front of the rider which is like a workstation .. looking at it one gets impression of what kind of a person he is ... so there is some space at the front which he keeps stuffing ... an occasional flower ... some chocolate box His cell phone even



Toys , achievements

Photographs

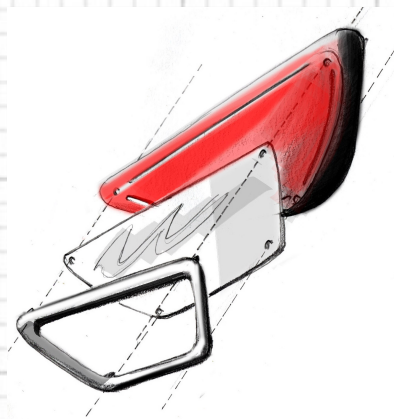
Music

6.4.3 Features

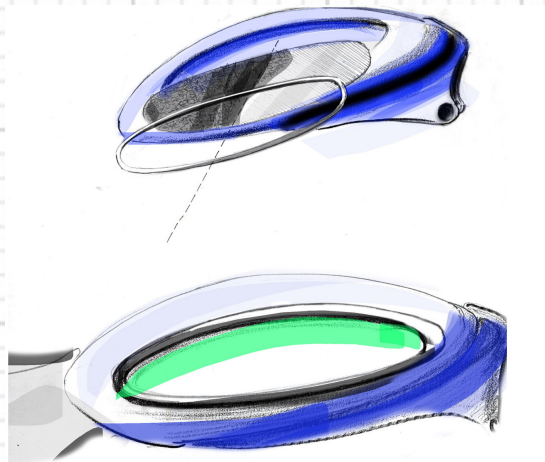


So he has the following feature pack on his bike which allows him to change the look of his bike quickly with minimal effort.

- The rider has panels on both the sides where he can put his favorite images easily. This will create a strong visual identity for “his” bike.
- Now there is a secure space which is little more accommodating and has space to keep some personal things like some foodstuff, mails, toys etc ... they are partially visible and safe. The idea here was that a space which reveals itself everytime the rider embarks. I have tried to couple this with a need, that of having a comfortable back rest which provides a full lumbar support. This seat is matched to fit and cover some spaces created in the petrol tank when closed. This not only secures this open space but also provides for a much more comfortable ride.
- The biker can adjust the handle bars also if he wants.



*providing scoper
for persoanlization
of bike by
allowing owner to
decide the color and
graphics and provide
for changing it
again and again*



6 Concepts



The seats are essentially bean bags which can be adjusted by the rider according to their own needs



The front composition of lights, blinkers and lamp can be played around by the rider to create his own composition on both ends.



“Let your eyes linger on the outstretched easy-rider chassis. Glide over the flamboyant handlebars and take in the low slung saddle seats. Looked at from the side, the Eliminator displays the feline grace of a predator, in the fiery hues that characterize cruiser bikes. Up front, there’s a meaty helping of high-chrome glitz and attitude, the likes of which can only flow from a Kawasaki design board. But in the end, such stunning looks can be only be complimented by stunning performance”

- ode to the eliminator styling on www.kawasakieliminator.com



This Bike however will call this its secondary identity. The main identity will be derived from the rider. This is a bike which will mark the attitude and presence of its own complemented by its very own style. The bike tries to maintain the elegance and style of the eliminator so that the efforts of the owner become conspicuous even with their minimal presence.

The bike is something which does not simply cater to its rider. Its his. Here to push this expression a little more metaphorical approach has been derived from the use of contemporary workstation. One likes to display our workstation but one has ways to secure it. I have deliberately given a back seat which can collapse from the middle to some part of the fuel tank. The idea was to make the person feel into opening his workspace everytime he goes to use it and closing it when the job is done. The covering uncovering of his space will generate that kind of feeling for sure. This element can be packaged as the main visual and usability identity of the bike.





6 Concepts

6.4.3 final concept selection criterion

These were three packages which have been designed over which individual styling treatments have been applied. One amongst these is to be selected which will be taken for final product development

Now there are several criteria for selection amongst these concepts which need to balance the two sides of the coin.

The User

1. The user will select the bike on the basis of his instinct or a rational thought about the extra investment involved in purchasing a new experience associated with the bike.
2. How well he will be able to understand the intentions behind the design.
3. Does the bike gives him a drastic image makeover or stereotypes him into a certain category?
4. How wholesome is the experience? Is it lasting enough to segregate itself from the experiences associated with the plethora of accessories available in the market?
5. Does the user gains anything in terms of discovering something or developing some new skill?

The Manufacturer

1. The manufacturer will look forward to the following qualities to invest on a radical concept.
2. Risk involved. How new is the product, can it fit with the existing lineage of products
3. Positioning of the product in the market. Any manufacturer will love to have a product which is targeted on a niche which gives high returns
4. Cost considerations in manufacturing the product. How much investment will be involved in changing the manufacturing line?

6 Concepts

6.4.3 final concept



The backpacker's eliminator was selected by amongst the concepts due to following reasons.

- 1) The acceptance of this concept will be more amongst the kind of people who go for a bike like eliminator.
- 2) The concept can be concentrated on a niche of young executives which is growing everyday. Right now this concept has no competitor in Indian markets.
- 3) Some aspects of styling can be accommodated from the other concepts like personalization ideas and communication strategies.
- 4) The concept is not very radical from the existing lineage of Bajaj because they have been packaging their products for their reliability. This concept is about a reliable companion for a backpacking adventure for a couple of days.
- 5) The bike will encourage the biker to take such trips because which is the kind of initiation required for a wholesome experience.
- 6) The main identity which the bike will create for the rider will be that of a freaky guy whose idea of relaxation is getting close to nature and traveling. This kind of image is something which many strive for so it will be easier to position this bike in the market.
- 7) There is no comprehensive package like this which can be applied or customized for any bike.
- 8) The rider will gain out of the whole experience by getting initiated into the world of backpacking and facing the elements while being in open. He might come to understand that capturing the spirit of traveling is about getting mixed into the ambiance in which you move. This involves tasting the foods, collecting souvenirs, exploring the local cultures etc.

7. Concept development

The concepts are basically the packages which have to be accommodated into the eliminator. The bike from now has to be seen in totality which will give it a unique identity.

Such an identity will be subject to several criterions

The kind of person who drives it

The usage

The unique form and color scheme of the concept

The kind of person as mentioned in the customer profile is this

a hardworking man, dedicated to success and all that it implies , social prestige, power and money . He is in favor of diversity and is adventurous about leisure time pursuits . He is stylish , likes good food, music and so on . As a consumer he is status conscious and a thoughtful and discriminating buyer”

Age : 21-30

Sex : male

Family : bachelor

Geographic: urban

Occupation: young executive , student (earning/rich parents) , likes to travel

How such a profile stands out from the normal profile can be figured out by image maps which are shown in the following pages.

As can be seen from the image the users which are being profiled here show the following traits

7.1 form:



Form show an organic nature. These forms hold amazing visual surprises by undefining boundaries. The forms suggest a utilitarian approach where every line and surface is defined in terms of their utility. Also such forms are never to be seen in isolation. They are built more around the user and utility in mind, as seen in case of laptop bags et al. there is also an attraction towards primitives but there is always a search for some surprise by use of unconventional material and textures. Such forms have been evolving recently with the advancement in manufacturing capabilities where it is easier to maintain tight tolerances and curvaceous parting lines.

7.1 form:



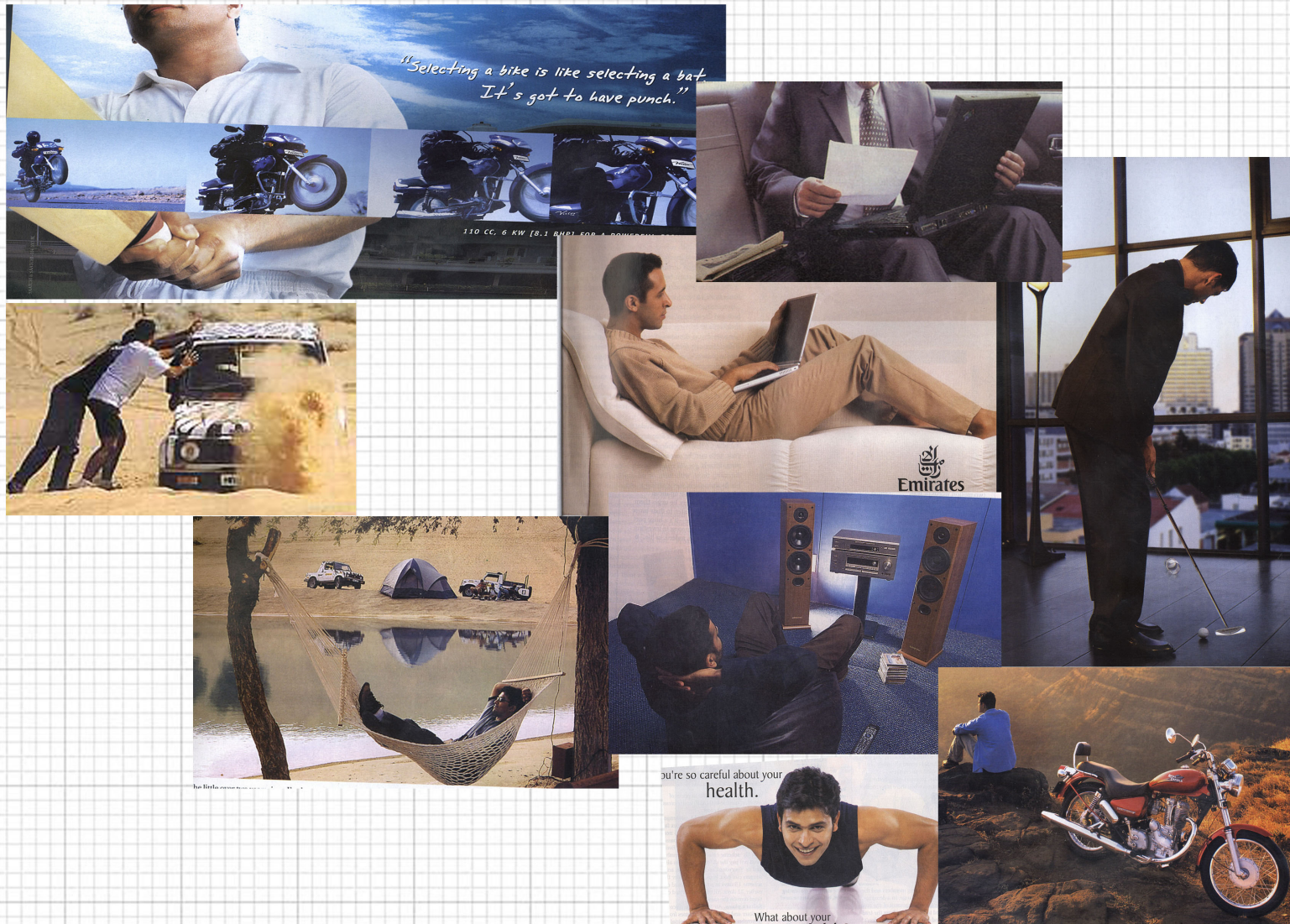
The same form qualities can be appreciated in the concept where one can see the individual elements flushing together in interesting ways. Pushing the boundaries into each other was a useful strategy because not only does it maintain the elemental nature of a chopper but also gives the form the organic appeal needed.

7.1 form:



7.2 Attitude towards products

With improvement in usability the products are becoming simple to understand and easier to use. However this takes away the exclusivity in usage of the products. The target users given their innovative attitude will invent ways to create interest in their possessions. Also it gives that personal signature to the product. They would like to push them to the limits, expose them to elements, use them the way they were never thought to be like laptops and audio systems. There are few things inherent as we see the chart, the underline of such behavior are attempts which define exclusiveness as uniqueness at the highest level. People want to project their personality, physique, nature and inheritance with such behavior.



7.2 Attitude towards products



The concept here fits well with such an attitude. Take it to places where you have never been before and experience what the back-packing is all about.

7.2 Attitude towards products



7.3 Colors:



The users show an exclusive panache for two ranges of colors which comes from two types of environment they identify with. While on one hand they have an affinity for striking colors which will mark them out from the crowd, they also have some attraction for earthly colors given their escapist desire. Their is a strong desire amongst the generation to mark themselves out hence a desire for unearthly flourescence and unnatural colors is visible. such colors are also direct lifts from materialistic desires and loyalties towards brands like ferrar. Earthly colors are popular in a casual environment and usually is desirable when unquestioned.

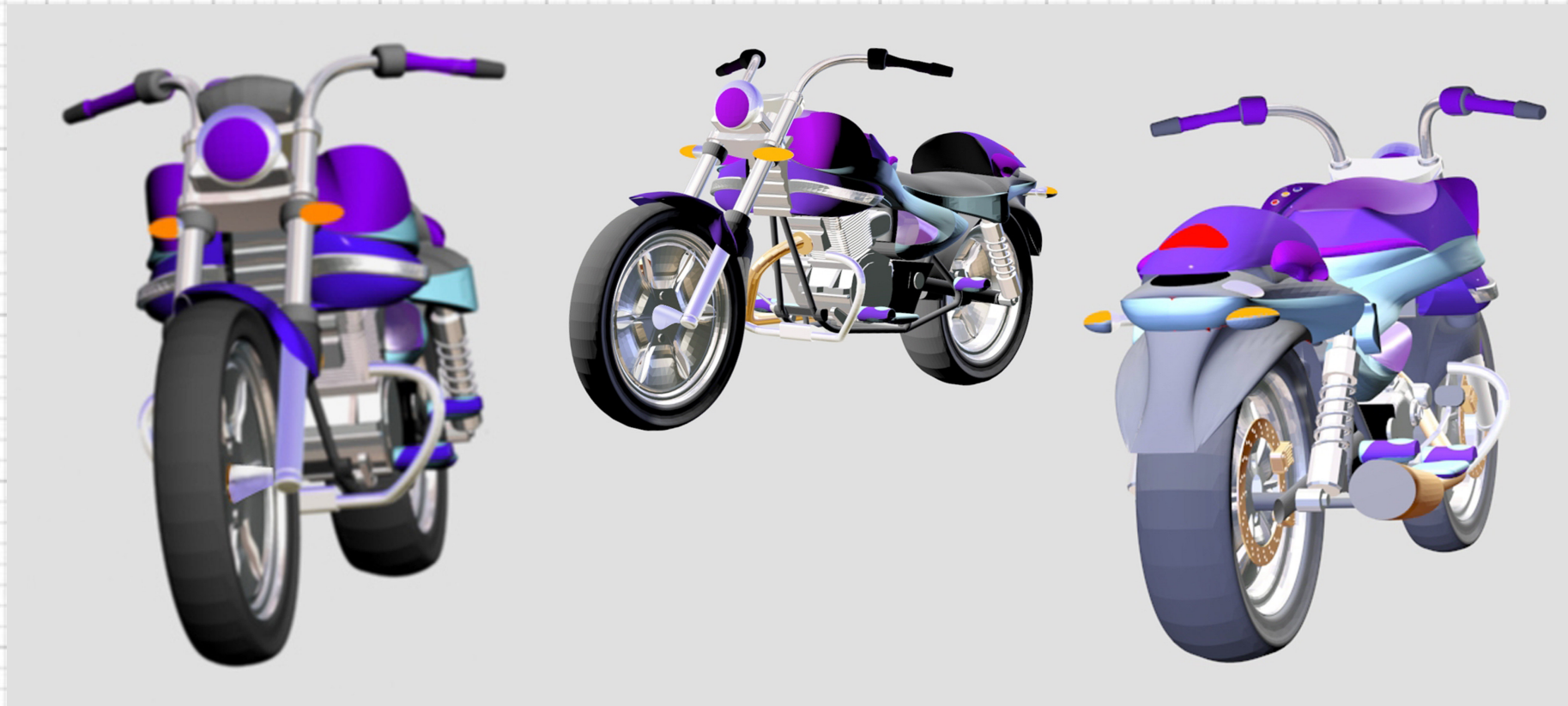
7.3 Colors:

Color schemes



7.3 Colors:

Some color variations were tried out. Using a three color scheme proves to be more challenging and interesting. There is an imbalance towards some colors which run into our imagery of nature, however some other combinations were also tried. The selected concept is a scheme based on hues of blue. blue with its semblance of water and with its acceptance in official environments comes as the most obvious choice.



7.5 features

This is a vehicle which is in a state of readiness when called upon for a long distance tour. Befitting to the scenario and the profile of the person, there will be several distinct features about the kind of tour this will be.

1. It will be a short sojourn of a day ,or an extended overnight tour to some-place close by the urbanscape. It is going to be a 150-200 km round trip.
2. The person is looking for a sense of relaxation which he will derive out of looking at the scenic beauty and doing something on his own. This will be something which captures the spirit of backpacking. which is about exposing oneself to the elements and feeling a part of nature.
3. The person would like to get into the environs he wants to move into. He would like to taste the local cuisine, see the local culture and all.
4. He might like to fix up a small meal and a cup of coffee for himself. This he would like to do himself to get the sense of escaping from the grind of his hectic routine which makes him dependent on so many people.

The outline of such tour would otherwise require lot of planning. But the features available on this bike would initiate the person into such an adventurous mode.

7.5 features



The features on the bike are explained here in the sequence of the plan.

The planning

The interface of the vehicle with the rider is mostly audio. The information which is needed by the rider is directly relayed to the rider through speakers installed in his helmet. The information will be basic which tells about the fuel available, mileage, fuel availability in vicinity etc. such information is available on demand by the push-scroll mode available on the info button available on the controls. Idea to provide such information is to allow the person to decide quickly where he wants to go.



The console can be used inventive space which has been utilized in following ways.

The fuel tank on the front has been shifted to the back to release space in the front. This space is an in to store maps and information about the localities. The console is partly visible so as to keep the person in view of such information. This is a tactic which will initiate him into thinking more about journeys he has always planned but never got a chance.

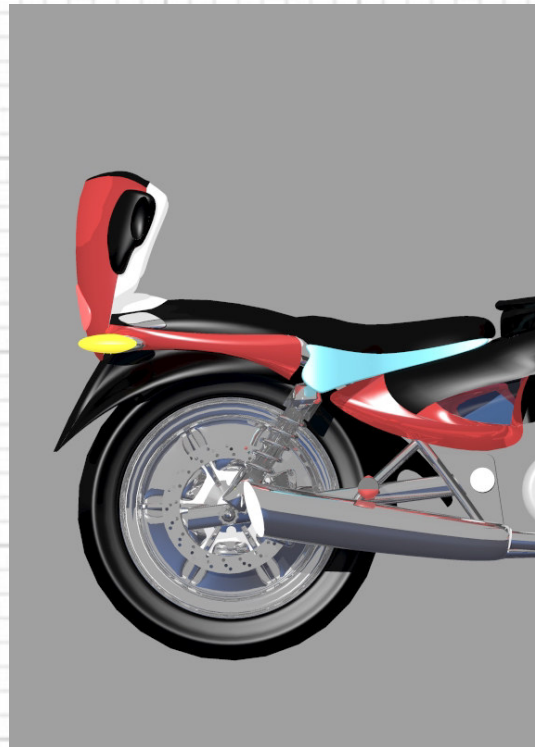
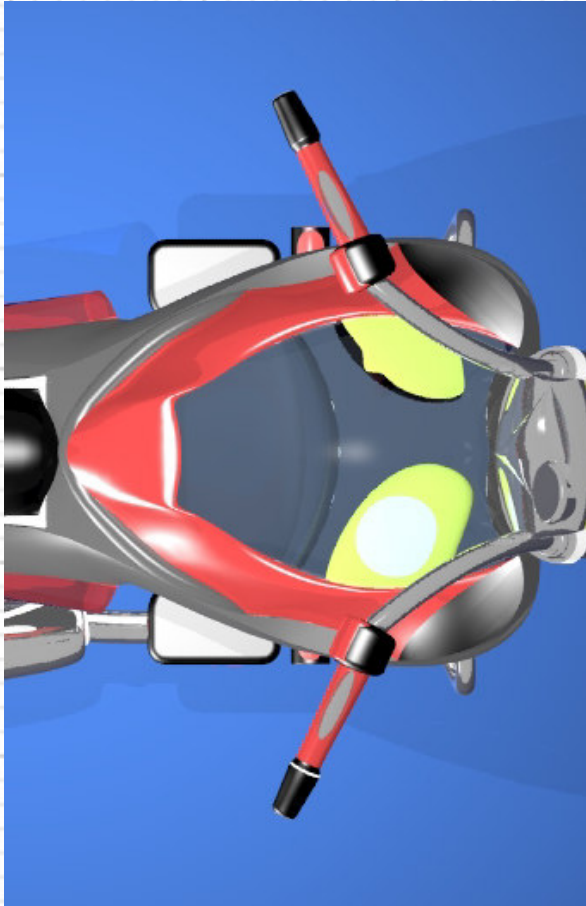
The space can be put to inventive uses also where the person can collect his personal essentials for the journey and put them in this lockable space. There is a personalization aspect also which will be discussed later.



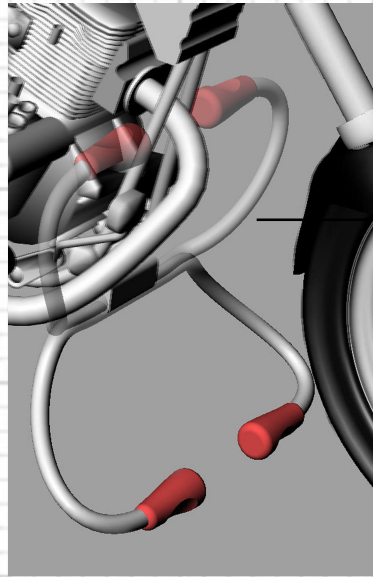
7.5 features

The journey

The backrest which is an additional feature for the rider, can fold up in case of a pillion to make way. music which is otherwise a govern of close systems like cars is also a part of the journey. Like the Bike parameters the music can also be relayed to the helmet.



7.5 features

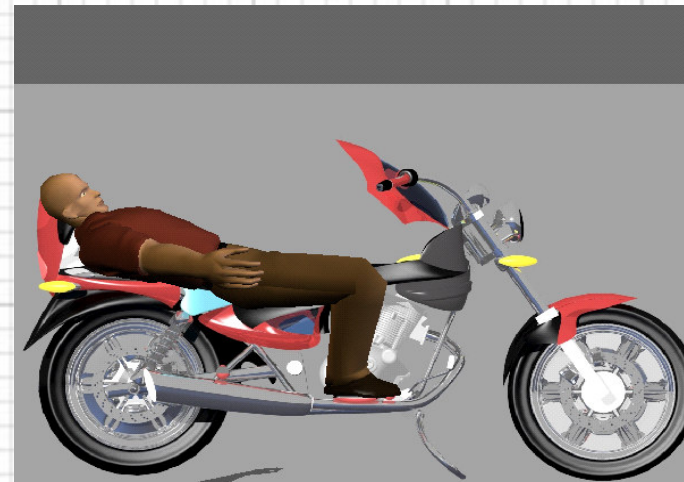
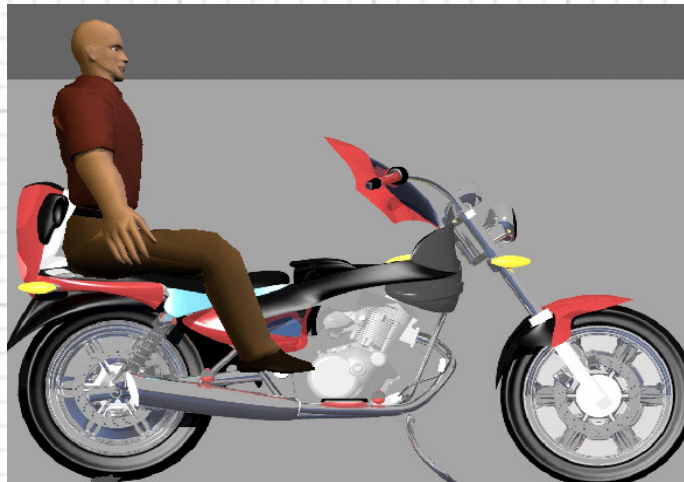


The destination

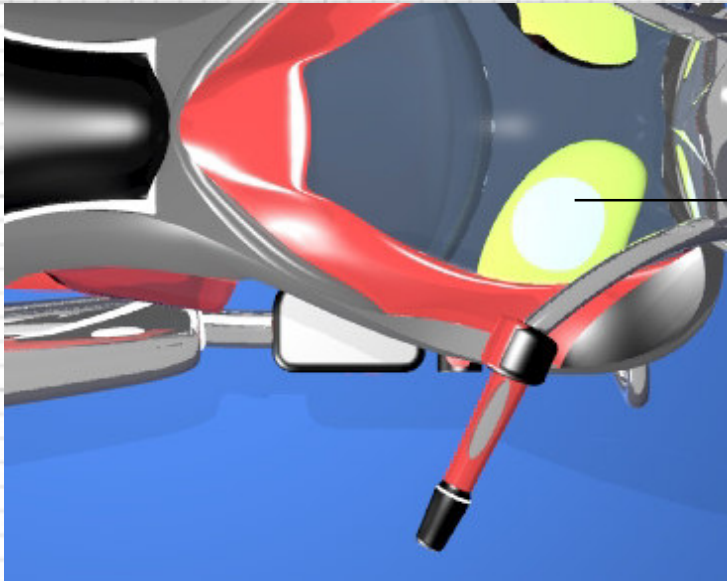
The destinations for rider are not precisely selected. Like the attitude of backpackers, they are more about large tracts of untouched lands which are waiting to be discovered. The romanticism with the nature starts here where the person gets a taste of backpacking. Backpacking goes with the following sequence.

Securing a space..... the bike's leg guards can be moved down to become stand for the bike. Advantage is the increased span which gives extra stability to the parked bike again giving the person the confidence to use it in number of ways; some postures which have been ergonomically accounted for are as shown.

1. the person can stretch his legs into a comfortable position by inclining backwards and using the raised backrest.
2. some unconventional postures like sleeping are provided for by using the extra flat seat which has been made broader by 6 cm. The backrest makes up for the chopped portion of the seat and tries to complete the form. Since the Foam has been chopped off for the pillion will have to be comforted by loading the seat with metallic springs instead of foam which can be accommodated in the limited space.

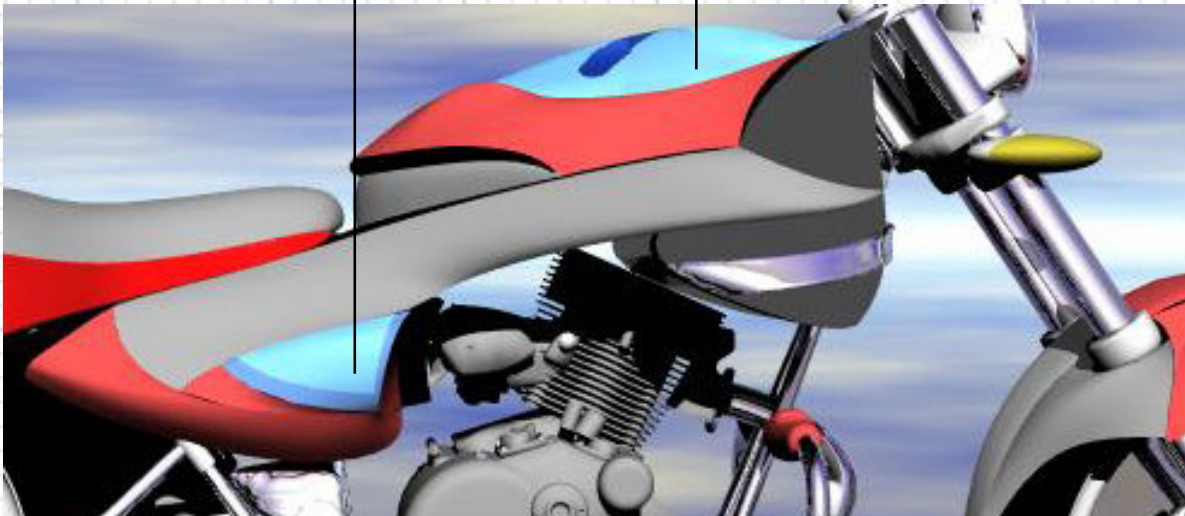


7.5 features



Surviving

sustaining oneself in adversity is the gist of backpacking ...same spirit is captured here where the person is given just hot water which he can use in number of ways. While the same hot water becomes potable it can also be used to fix small instant lunches and dinners.



Personalization. The signature look, this was something which was derived from other concepts. The front console essentially gives the workstation look by giving a strong visual of the insides through its transparent shatter proof glass top. The presence of maps, books, CDs etc will give strong suggestion to anyone about the kind of person someone is. The dashboard like environs inside can be used to put up small toys, amulets, some souvenirs etc which will mark the personality which the rider wishes to project. The focal space in the side view also has a transparent top which can be used to personalize the vehicle.

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