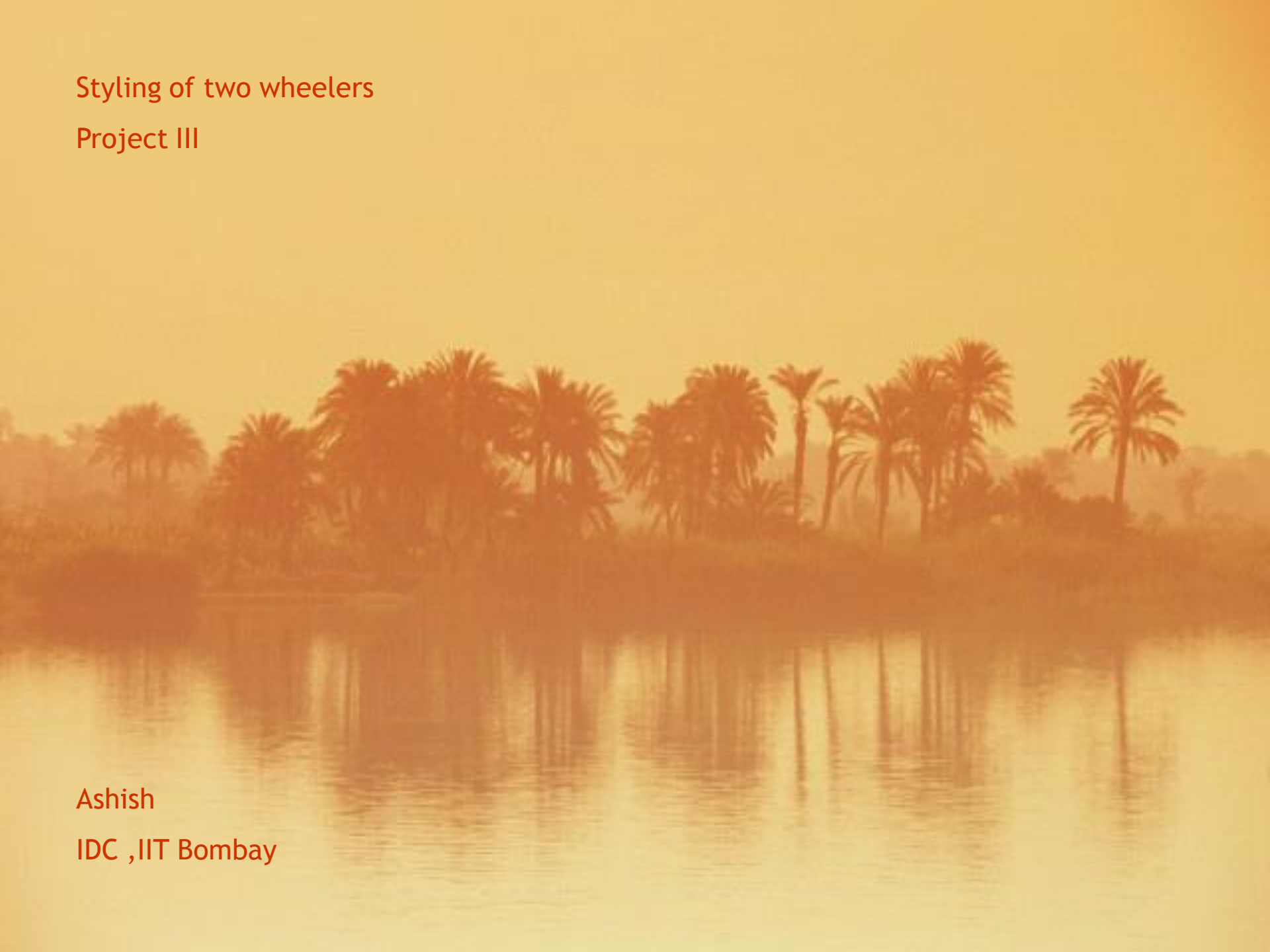


Styling of two wheelers

Project III

Ashish

IDC ,IIT Bombay



Styling: proposing an alternative approach through user experiences

Styling can be

Visual



Styling: proposing an alternative approach through user experiences

Styling can be

Utilitarian



Styling: proposing an alternative approach through user experiences

Styling can be

Experience





AUDIUM
AUDIUM
AUDIUM
AUDIUM

BLUE MAN GROUP

Blue Man Group is an organization dedicated to creating exciting and innovative work in a variety of media. Blue Man Group is known for its award-winning theatrical productions and performances featuring enigmatic bald and blue characters who take the audience through a sensory experience that combines theatre, music, art, science and vaudeville into a form of entertainment that is nothing else.





How high in metres?

- 140
-
- 125
-
- 110
-
- 95
-
- 80
-
- 65
-
- 50



Methodology towards initial ideation

- Understanding how people associate experiences with products
- Discussion with bike owners
- Generate key phrases

Methodology towards concept generation

- Use the key phrases for ideation to generate idea
- Package the ideas into wholesome packages fitting to relevant scenarios

Styling strategy which will guide the users into experiences such that

- initiated into the experience
- Go through them, use them
- discover, generate associations
- enrich the experience

Knowledge

Memories

Skills

User survey

- How do people select their bike?

- Size
- Performance
- Engineering
- Value
- Style



How do people make statements?

Marking presence

Looking like someone

Exclusiveness

suggestions of economic status

Realizing fantasies



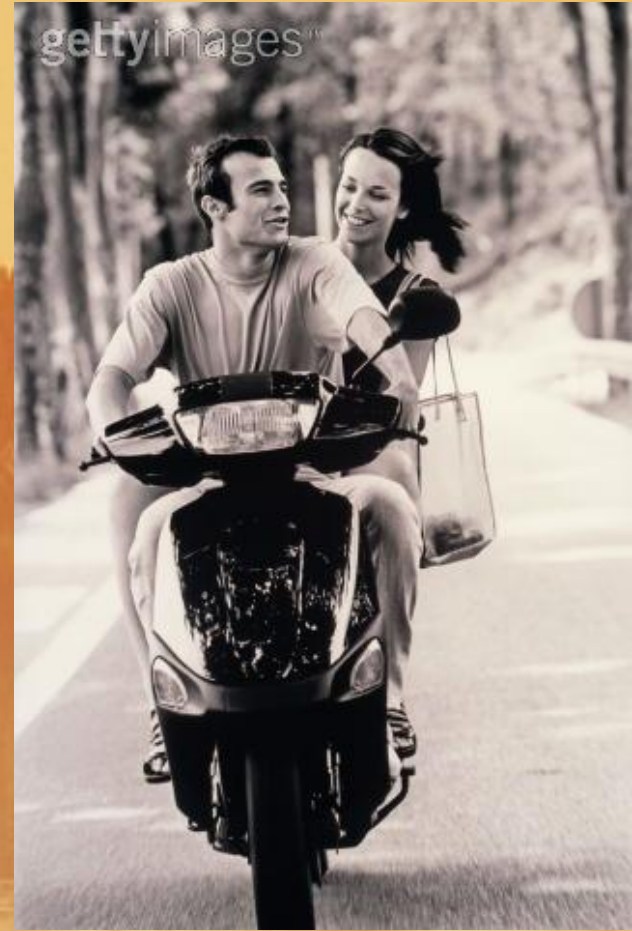
what do people think about customization?

- Costly
- Meant for a little more “wealthier”
- Once in life cycle of bike
- Limited to on the shelf parts for functional customization
- Not really personalization



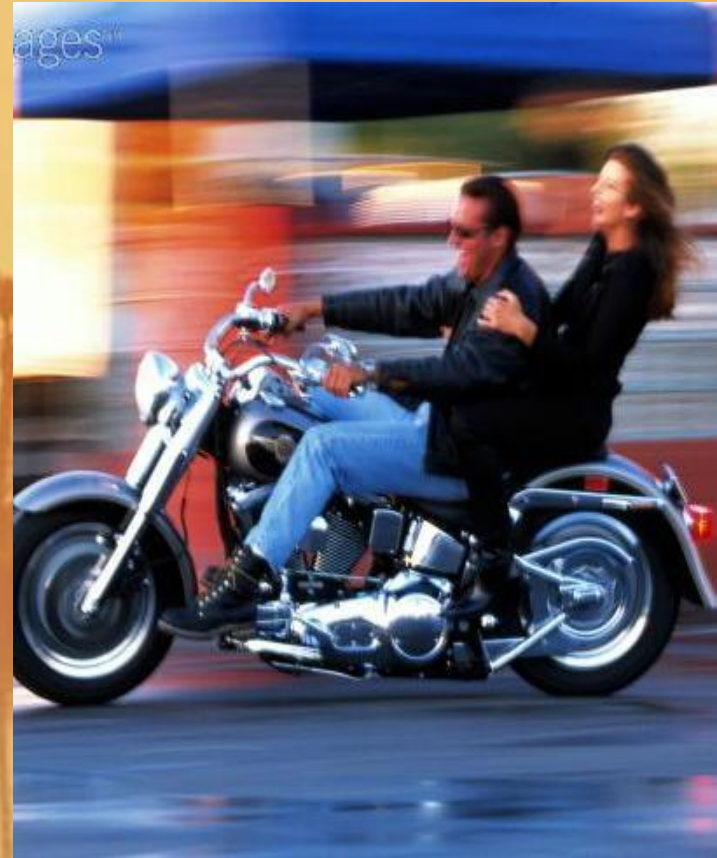
How do people communicate on their bikes ?

Talk
Touch
Help each other
Directions
Back seat driving



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

- **High speeds are thrill but rider has to be concentrated**
- **Low cruising speeds gives a better view and provide for interaction with surroundings**
- **Every biker seems to have a mental speed barrier**



How do people experience adventure on their bike ?

**Higher speeds
Going off the route
Doubling ,tripling ...
Breaking traffic rules
Racing
Banking**



How do people envisage future technologies?



- Bikes will go easier and safer
- Very little for the driver to do
- More intelligent
- More interactive
- Faster
- Better fuel economy

How people enjoy on their bikes ?

- Long drives
- Talking over the engine sounds while traveling in groups
- Chasing
- Recreating images



Who would purchase such a concept?

The male psychographic profiles

Group 1 “the quiet family man”

Group 2 “the traditionalist”

Group 3 “ the discontented man”

Group 4 “ the ethical highbrow”

Group 5 “ the pleasure oriented man”

Group 6 “ the achiever”

Group 7 “the He-man”

Group 8 “ the sophisticated man”

**higher economic status
Higher level of intelligence and
intrigue towards new concepts**

The target consumer 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



Attitude





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 [joining 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 [once-in-a-lifetime experience](#) every weekend.



MEMBER LOGIN

Already a member? Don't bother with this stuff. Go straight to the [Members Only](#) site to log in or set up your account.

JOIN HARLEY OWNERS GROUP ▶

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.



CLOSE

100TH ANNIVERSARY SEAT EMBLEM

When you get right down to it, the going is always better when you're in a great seat. So we're giving special attention to the seat of our two-tone models to commemorate 100 years on the road. A 100th Anniversary emblem is embossed in full color. So striking, it's almost a shame it ends up where the sun don't shine.



CLOSE

100TH ANNIVERSARY GOLD CAST WHEELS

A two-tone 100th Anniversary Harley-Davidson® motorcycle is a solid chunk of precious metal. You know it and the world knows it. But just to make the point spectacularly clear, we finish select two-tone models with gold cast wheels.

SHOWN ON A 100TH ANNIVERSARY FLHTCUI ULTRA CLASSIC® ELECTRA GLIDE®



CLOSE

100TH ANNIVERSARY CLOISSONNÉ TANK EMBLEM

We only turn 100 once. So we're taking the occasion the whole nine yards with a gold cloisonné Bar and Shield set atop a chrome 3D rendition of the 100th insignia. This work of art tops the tank of all two-tone 2003 models.

SHOWN ON A 100TH ANNIVERSARY FLHTCUI ULTRA CLASSIC® ELECTRA GLIDE®





RELIABILITY





Humara bajaj ??



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

The Kawasaki Bajaj Eliminator



Project brief

The project involves styling 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.*

Ideation



Spaces

Utilitarian spaces

designed for a particular purpose

allow for interaction , entertainment or relaxation

punctuated by strong visual or semantic symbols

usually the geometry which constricts the usage to

the limit of its intention.

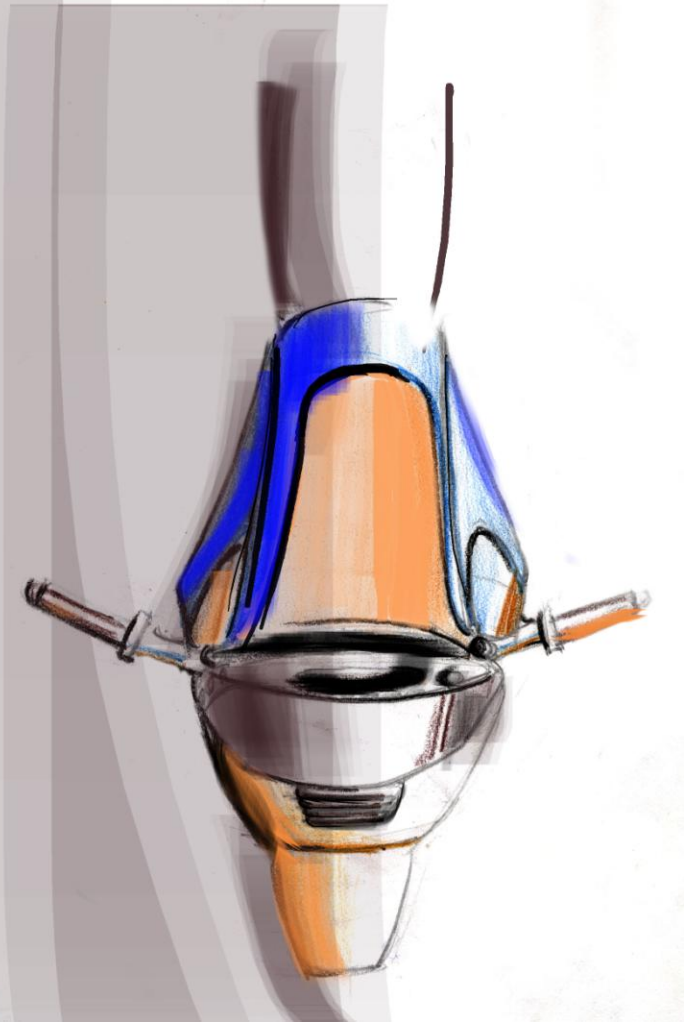


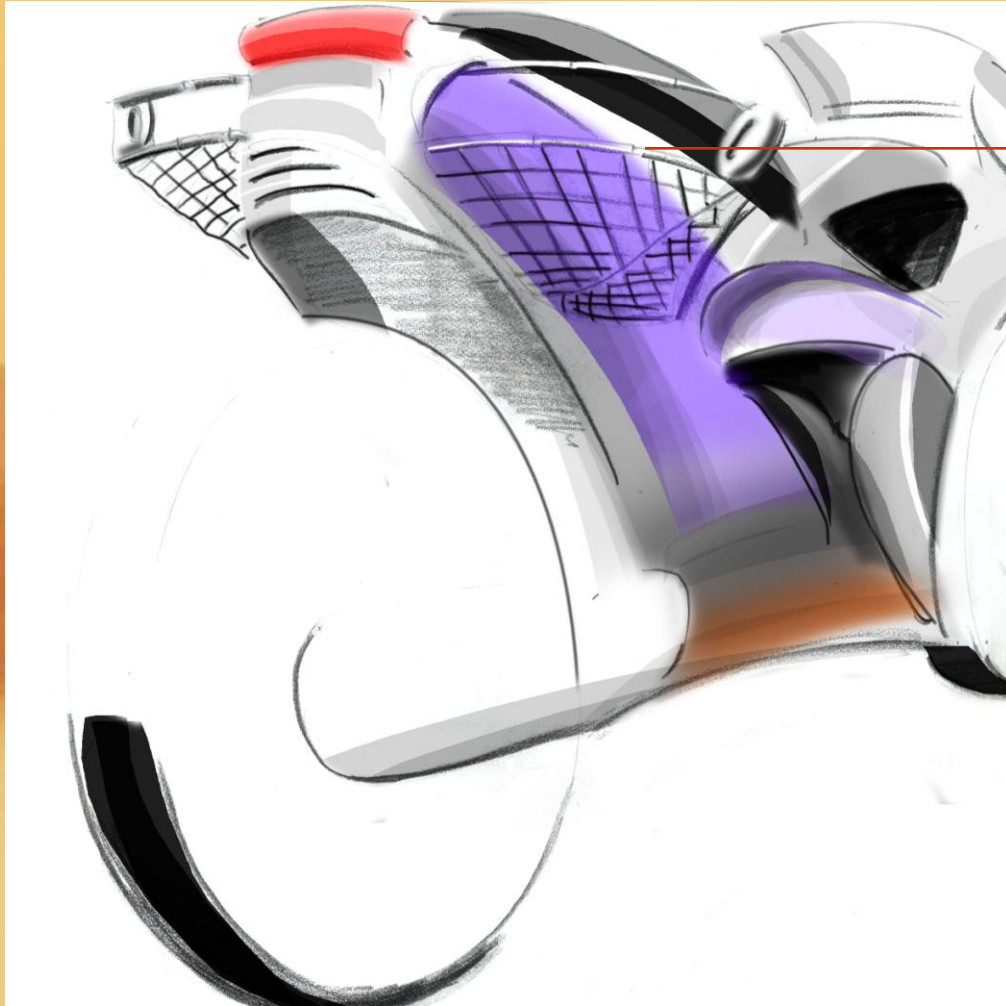
Cup holder Fiat mondeo

Spaces

Inventive spaces provided where the inhabitants are expected to personalize them or find innovative uses for them provided to intrigue and ensue creativity.







→ Nets mounted on telescopic booms



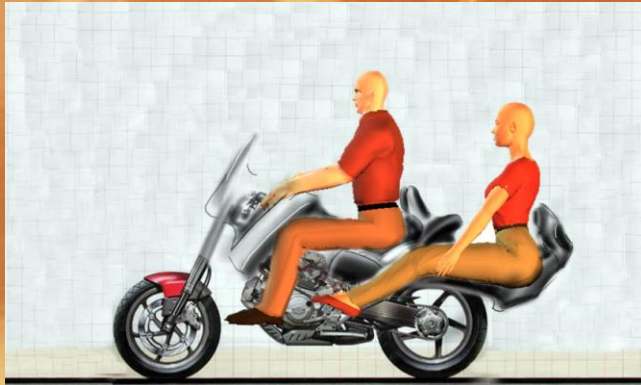


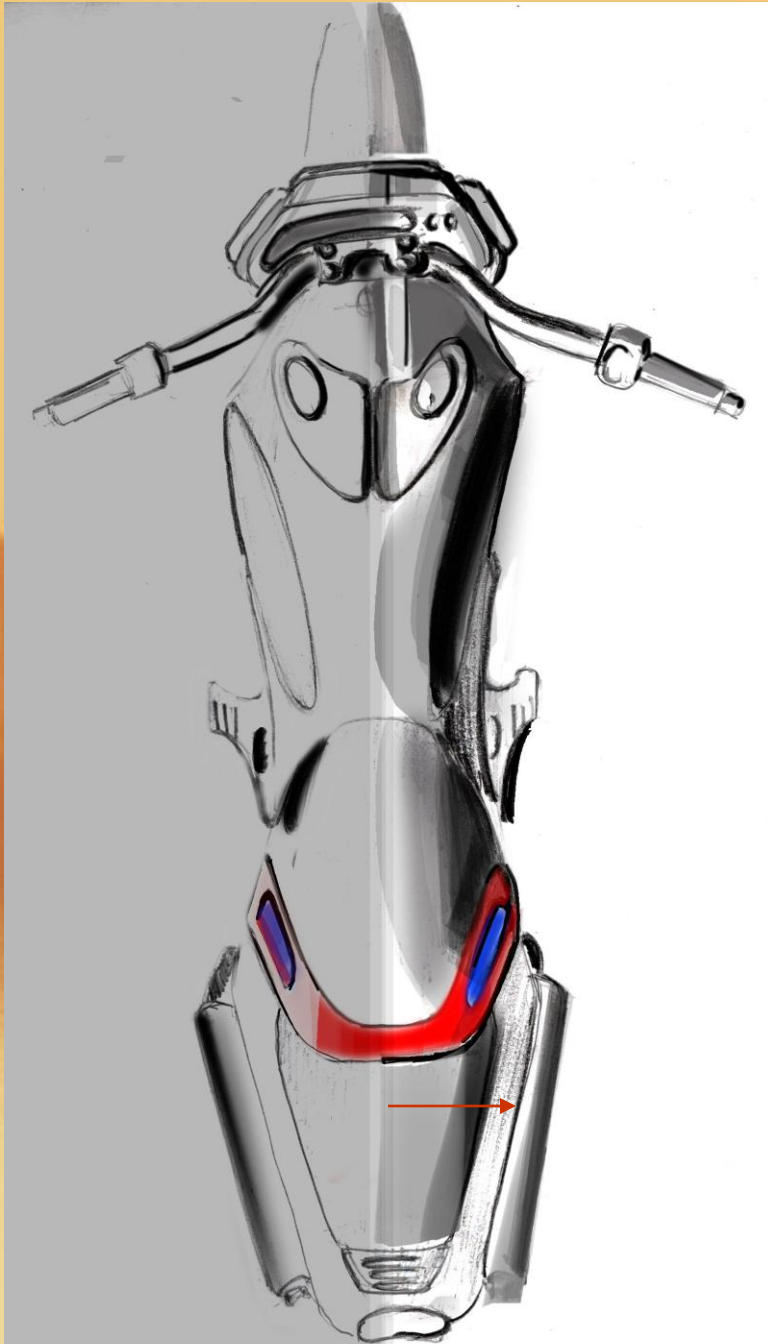


different kinds of interactions involving the rider and pillion

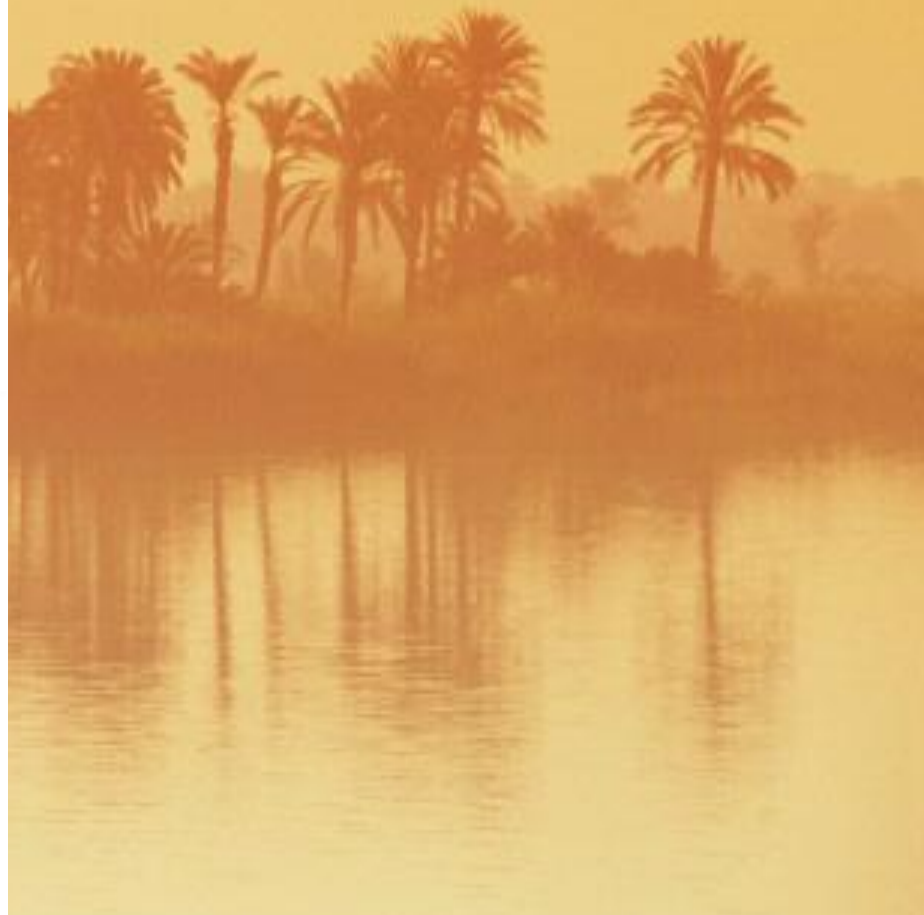
design possibilities

- 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 etc





Audio system
mobile phones
Radio sets
GIS
Internet
Food storage



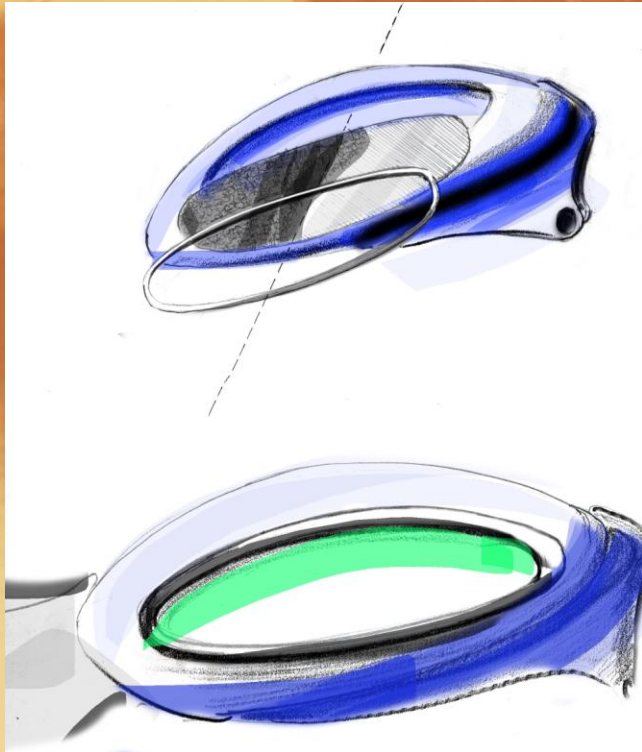
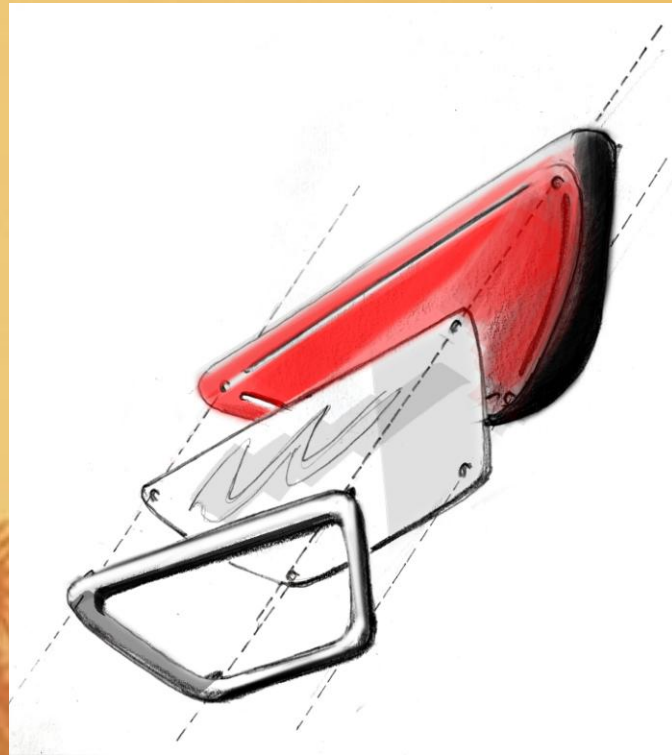














Some configurations

Closed systems in motor bikes

How can it create a new experience ?

Protection from elements

personal space

creative space

relaxation

better information exchange and

interaction between driver and pillion

peace

better concentration

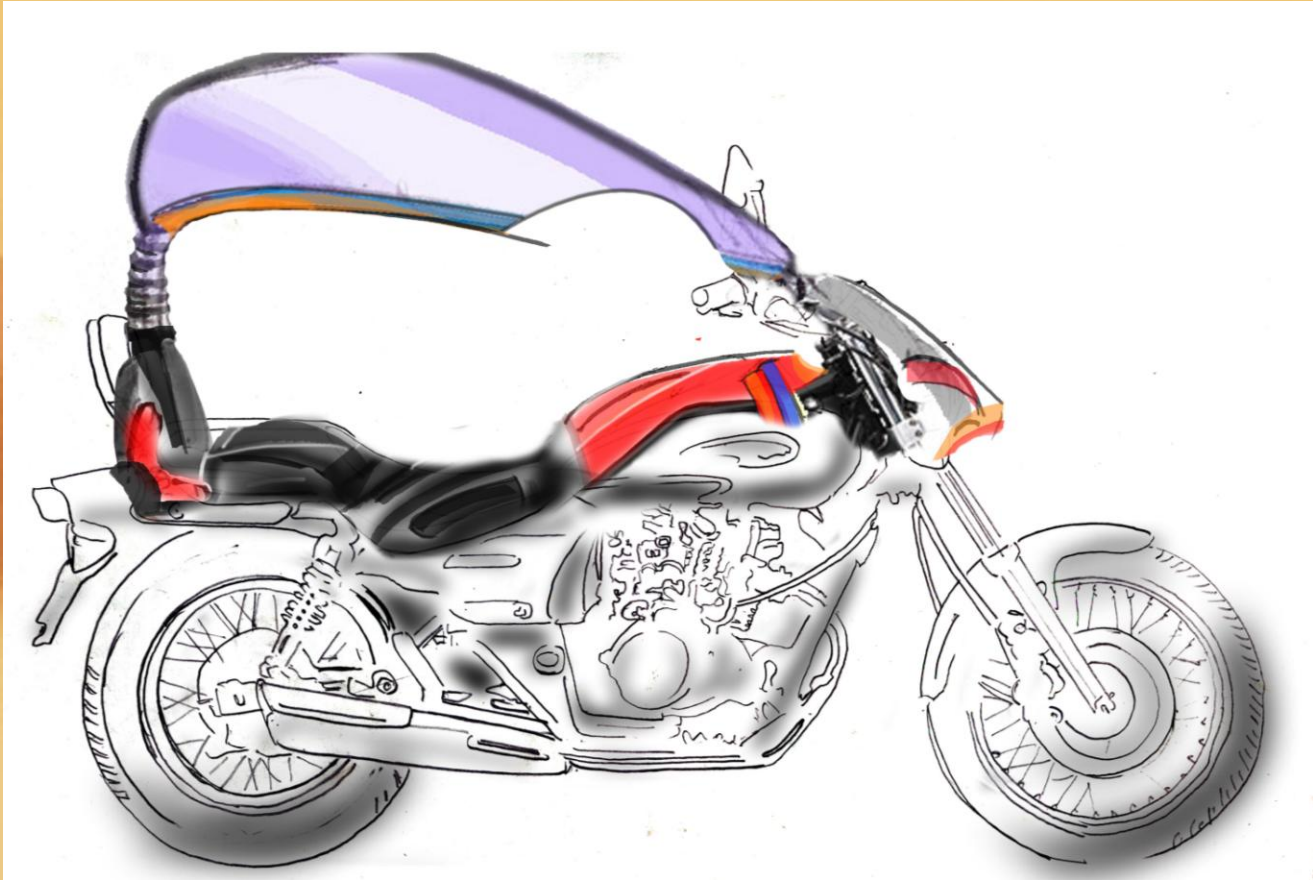
security



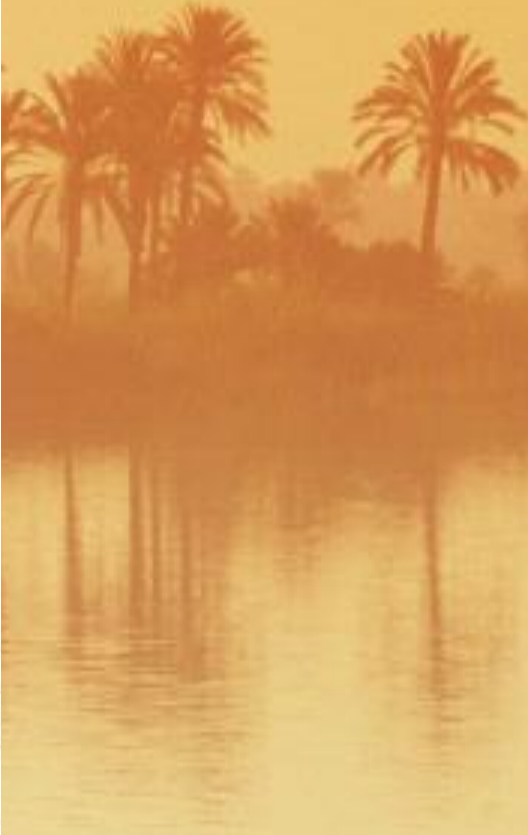
BMW C1

**A productive and creative
environment to enrich the
ride**

Closed systems in motor bikes



Closed systems in motor bikes



Scenarios identified around the target customer

- An eliminator for a ever changing guy (the style monger)
- An eliminator for effective communication between rider and pillion
- An eliminator for a backpacker (the sophisticated backpacker)

The concepts

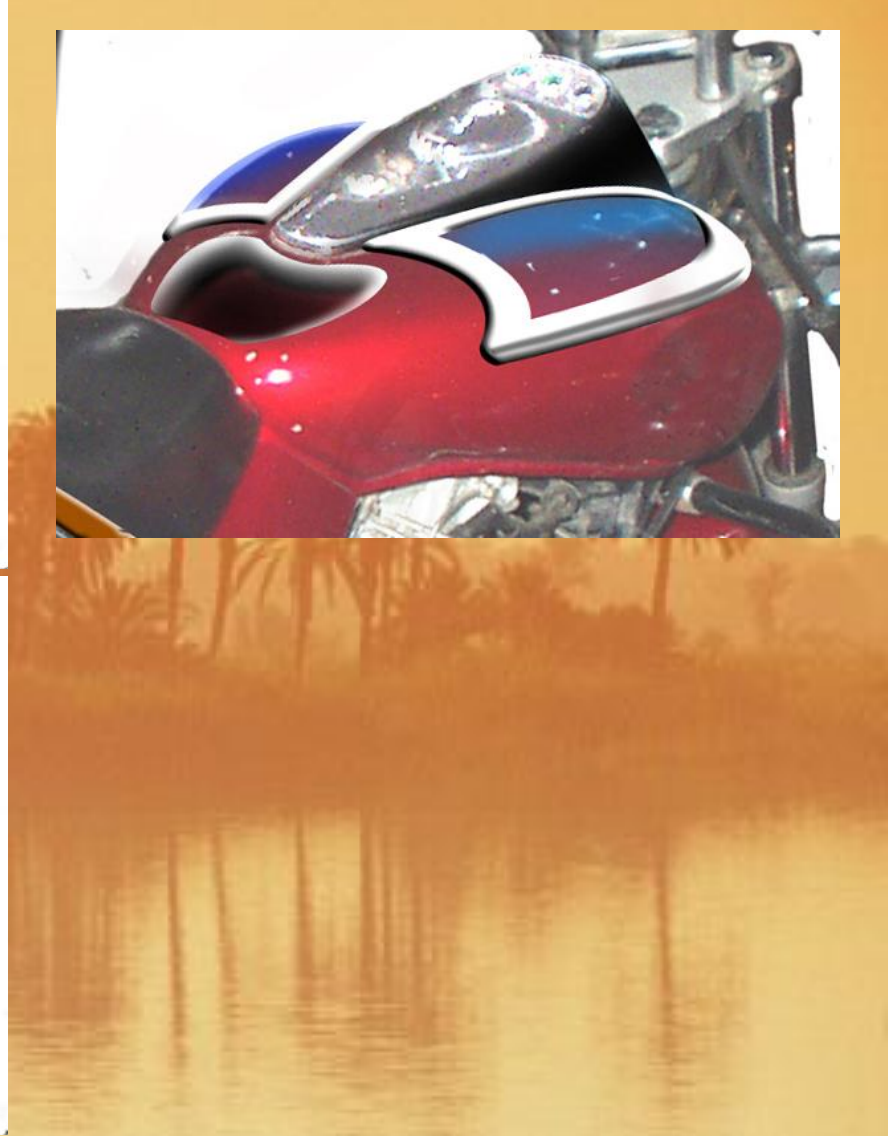
Concept 1



Concept 1

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

- Ergonomic adjustability ...
- Self made 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







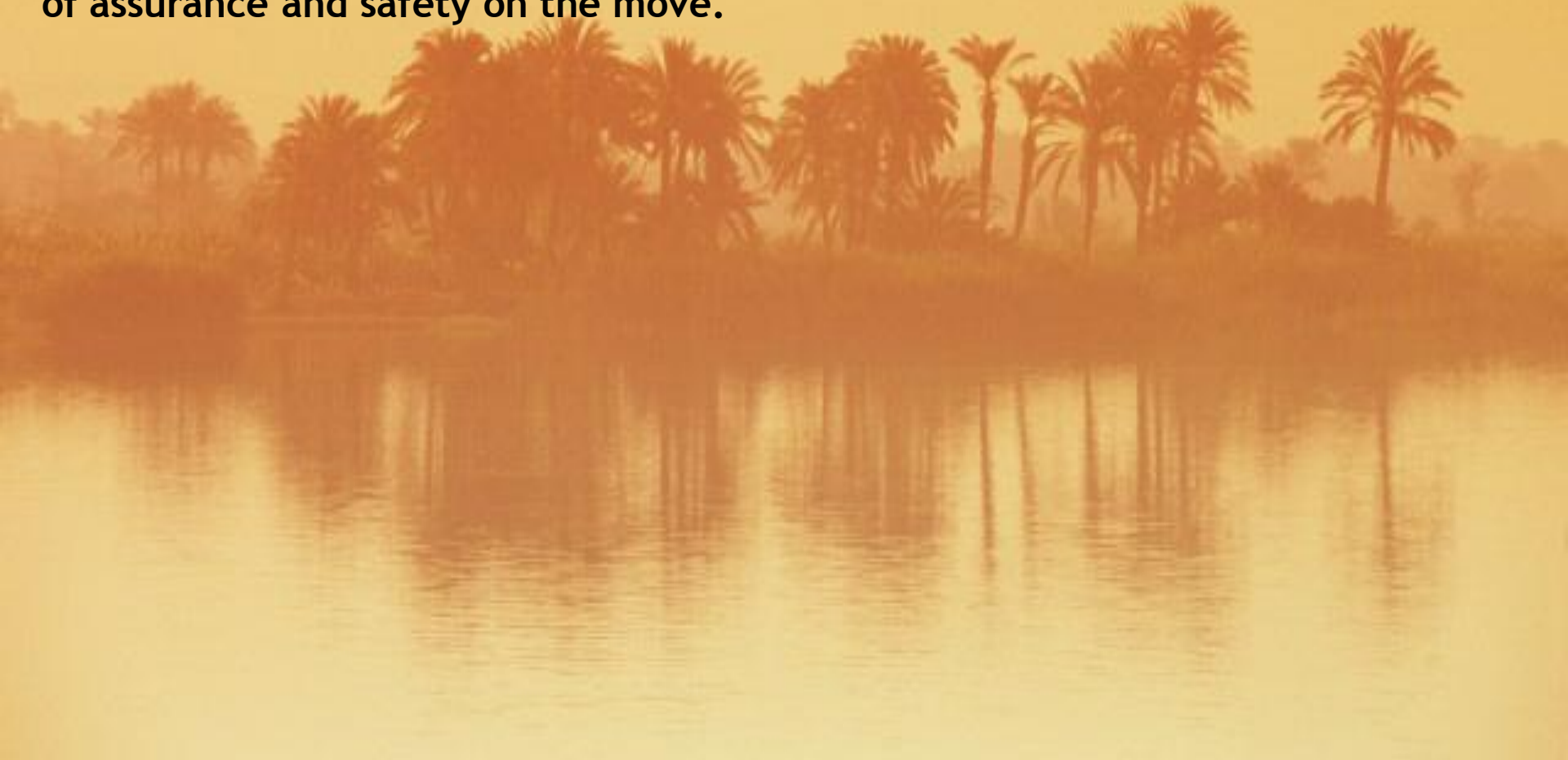


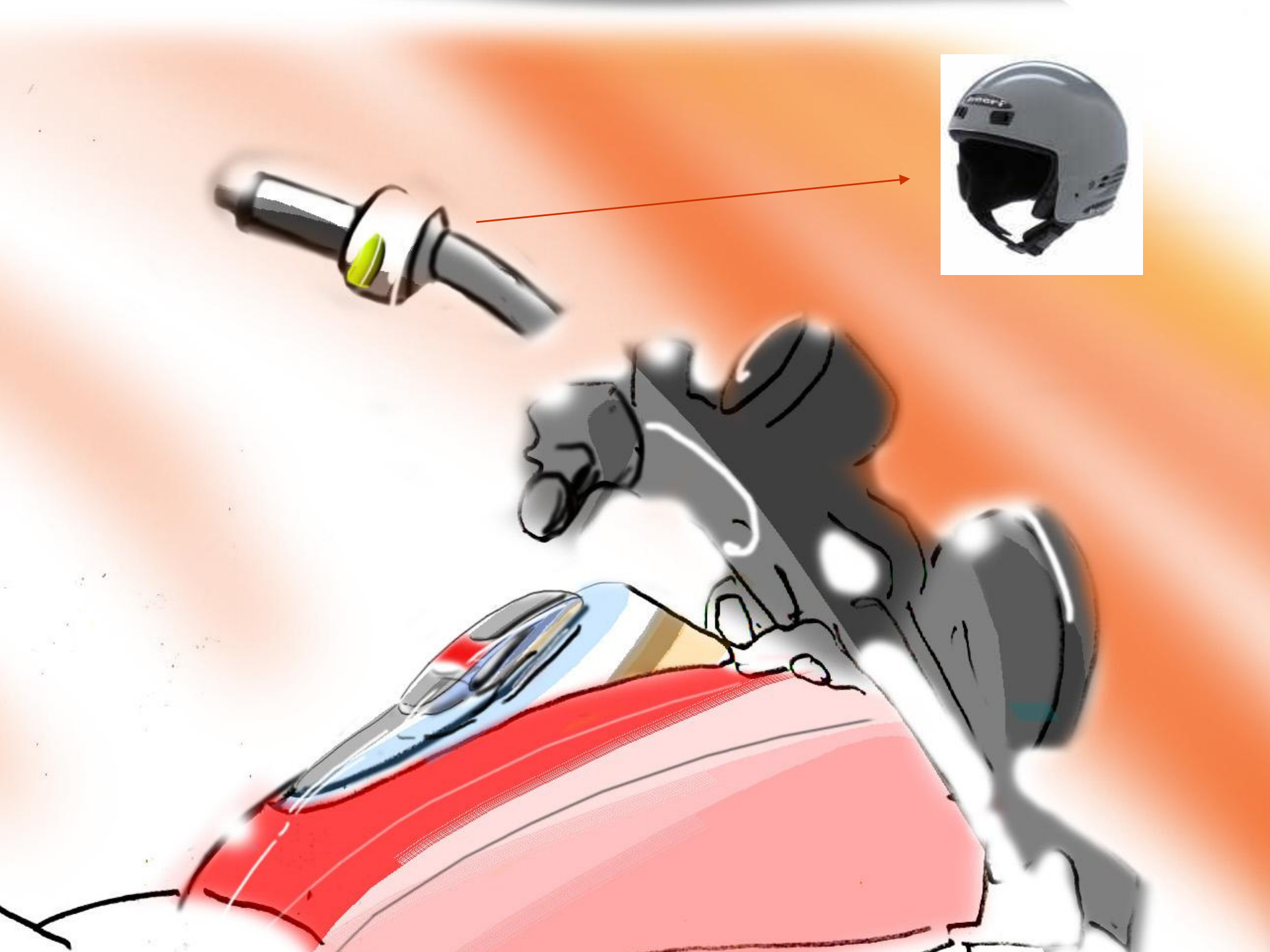


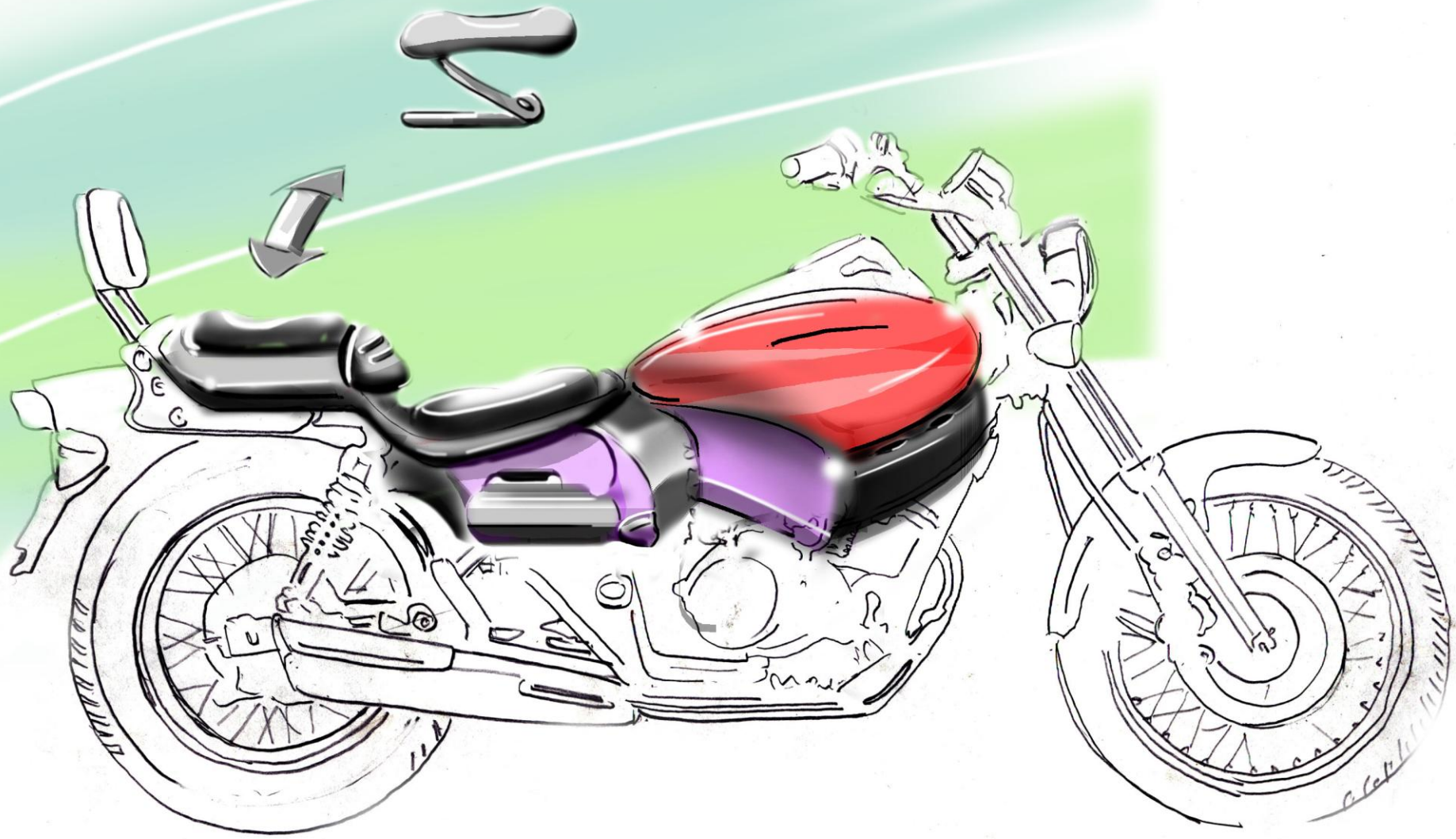


Concept 2

a bike which builds upon the existing identity of cruisers in terms of assurance and safety on the move.













Concept 3

A bike for a sophisticated freaker... the weekend yuppies









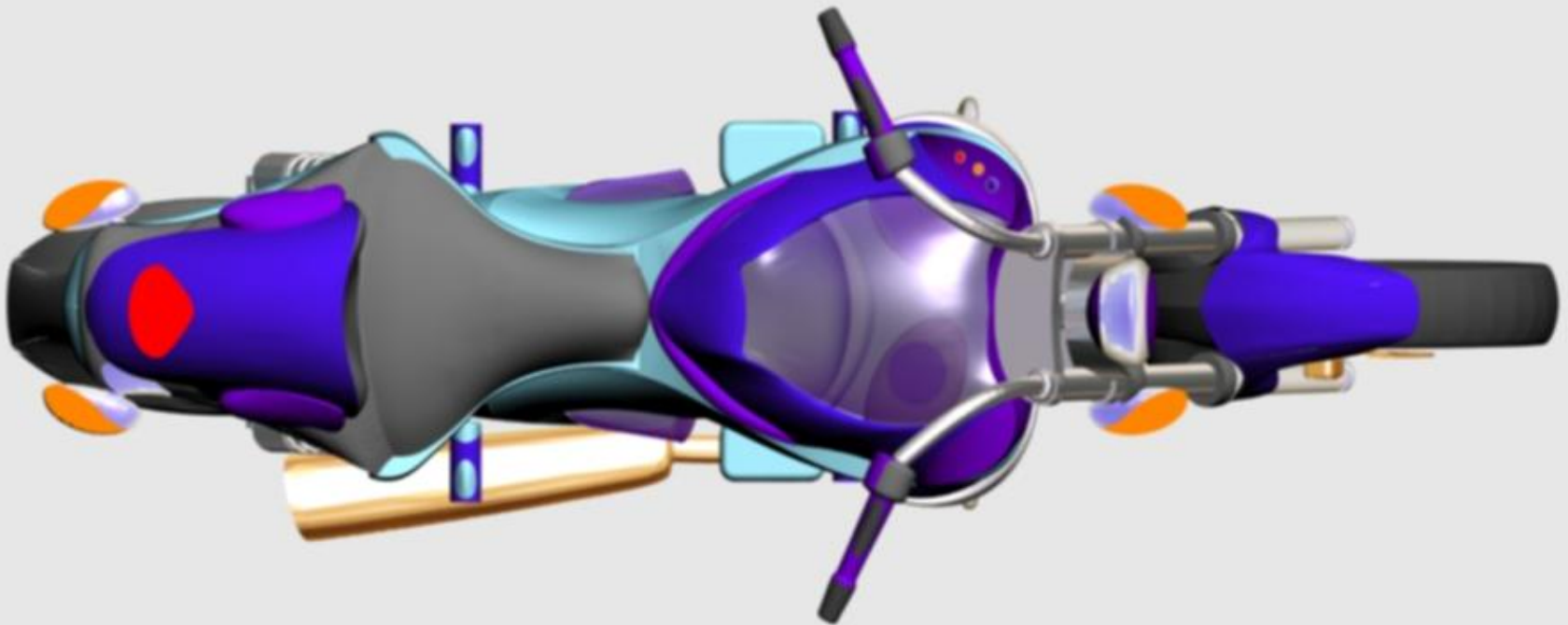
Final concept

Eliminator designed to provide for

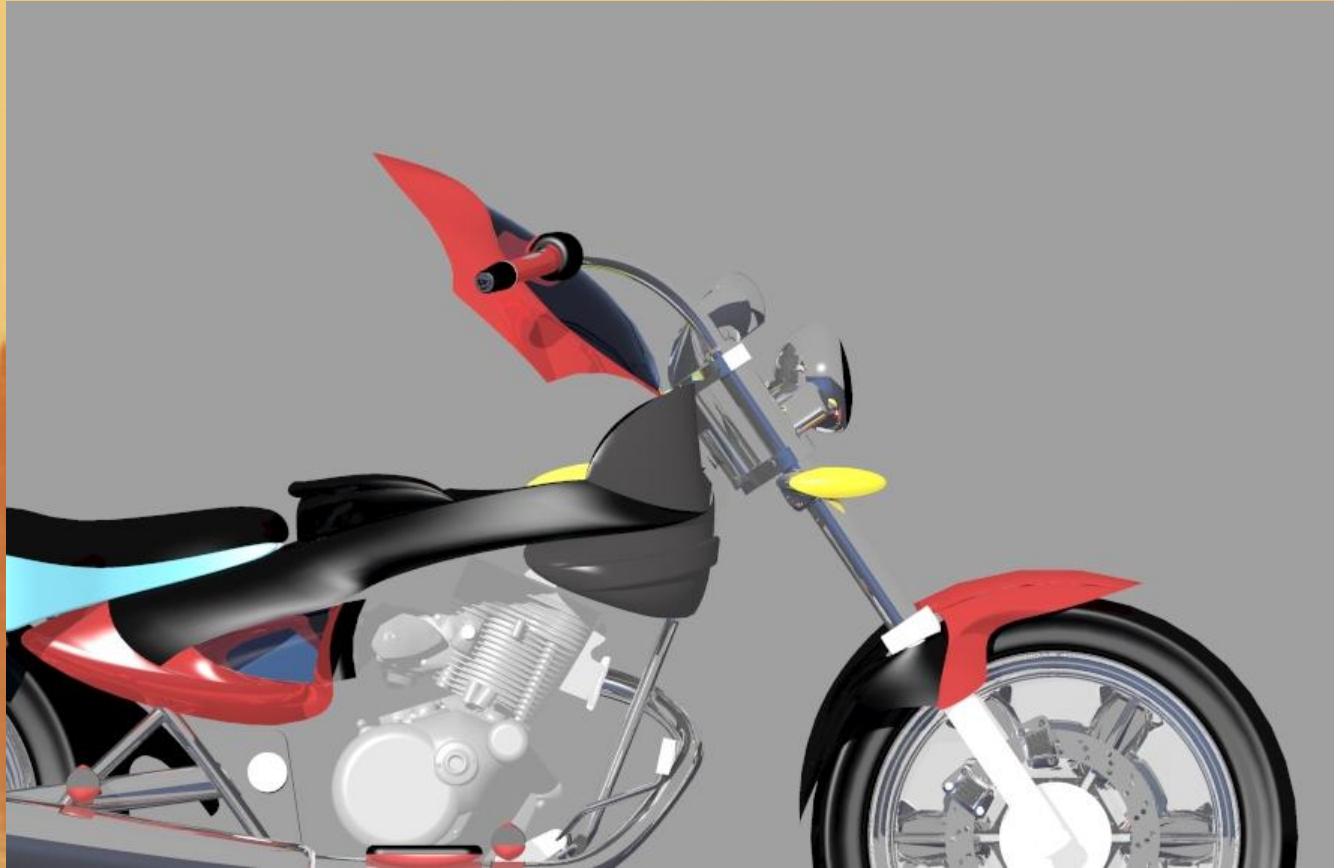
- Readiness towards long distance rides , rider need not pack or plan much**
- Providing for absolute essentials for the ride**
- Scope for personalizing the vehicle**
- Suitable visual expression for attitude of the owner**
- Provision for relaxed drive and relaxed posture for the rider when stationary**





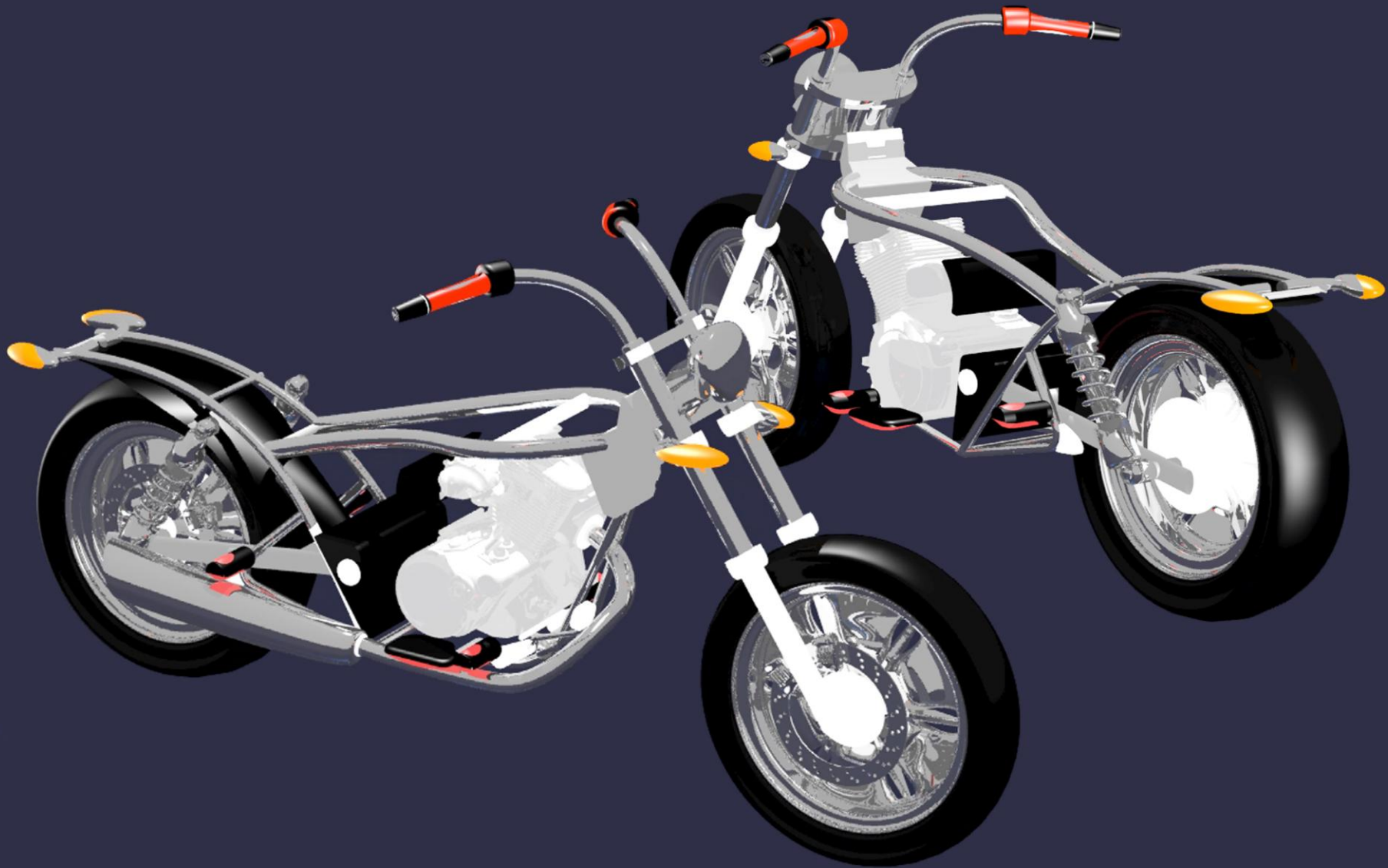


Readiness

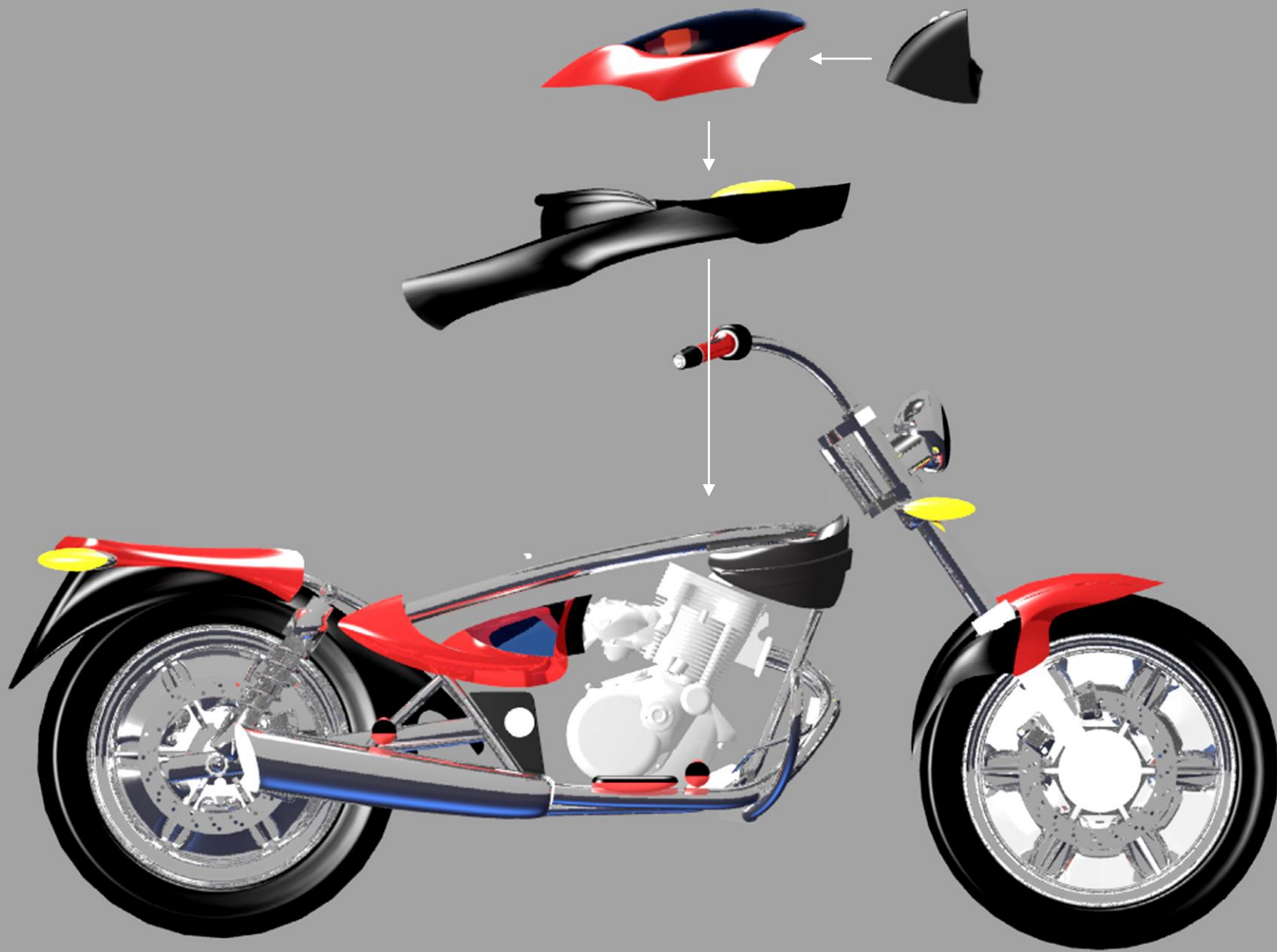


Readiness

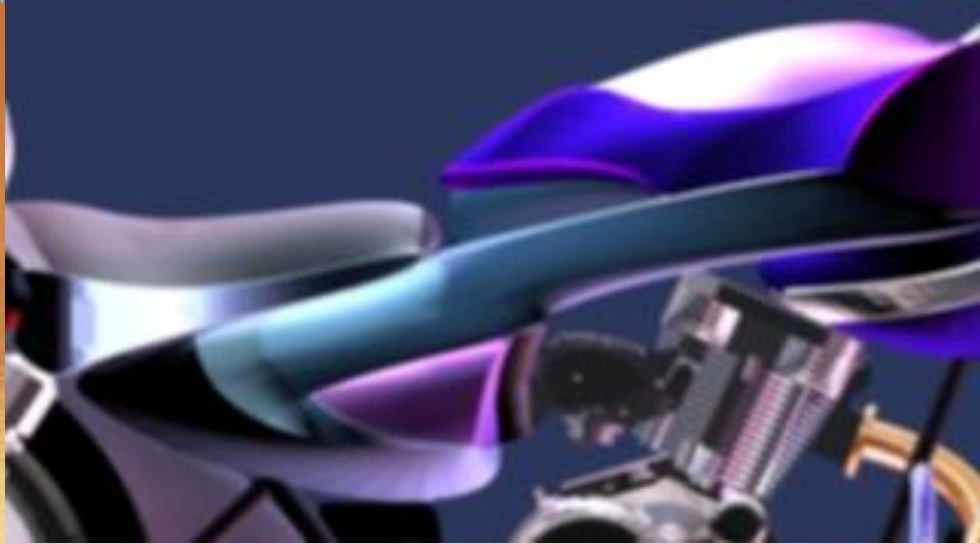








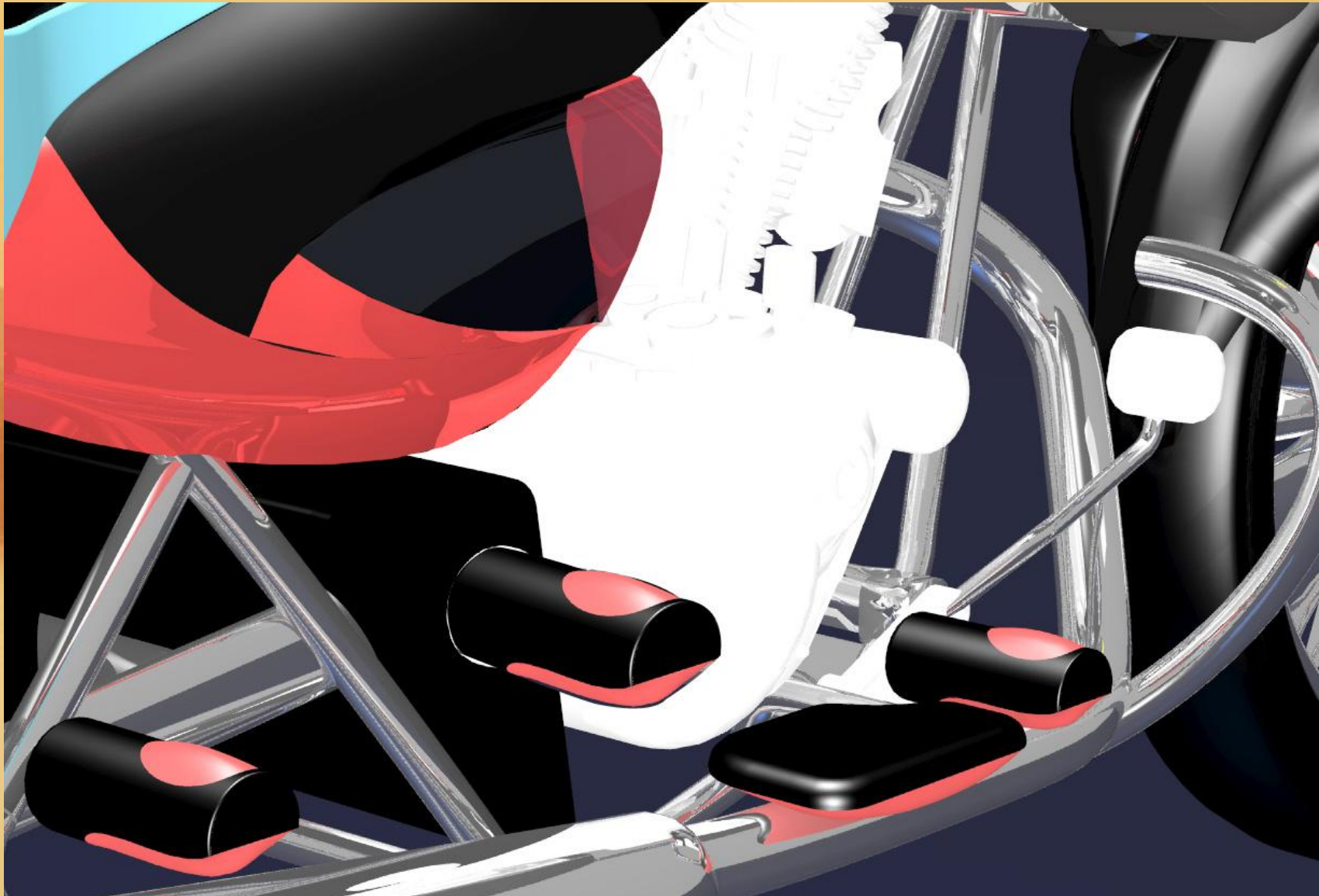
personalizing



relaxed drive



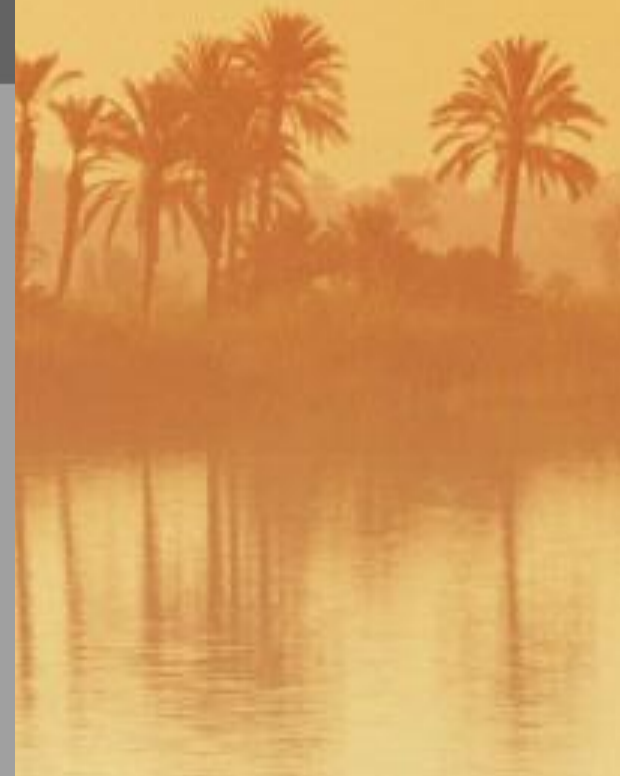
Postural provisions



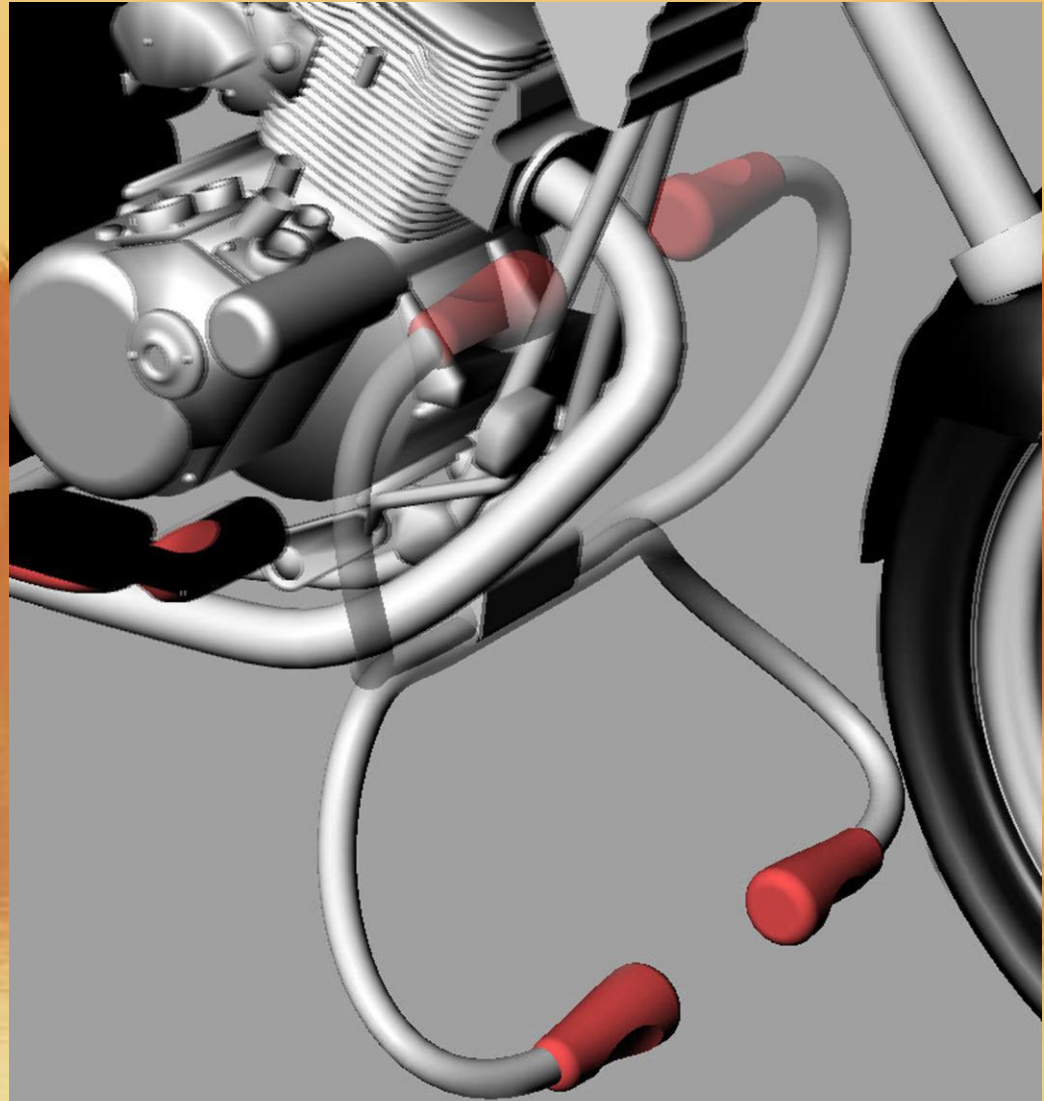
Postural provisions

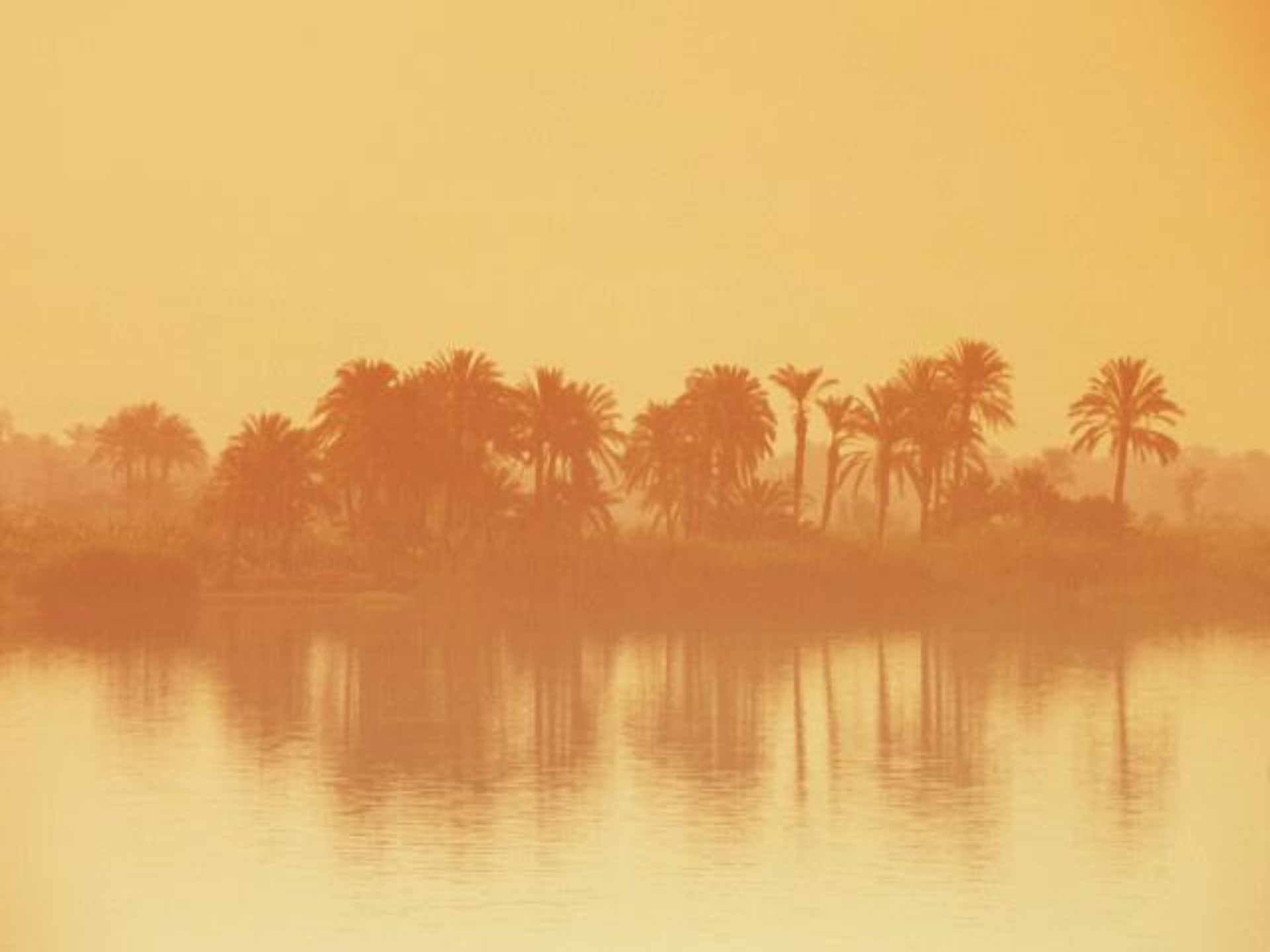


Postural provisions



Postural provisions







Thank you 😊