



CASE STUDY

FUTURE OF SMALL CARS

DESIGN RESEARCH & STRATEGY FOR AN AUTO MAJOR



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BACKGROUND

Increased competitive pressure in India's compact car market is a reality today. This led to one of India's largest car makers examine present and emerging trends in car usage patterns and emerging needs of car owners and intenders. It approached Onio Design to conduct a comprehensive design research for understanding emerging directions in the A segment cars in India. This research aimed at understanding the changes happening across big and small families, gender, age groups, occupations, across metropolitan and large urban cities and car segments.

OBJECTIVE

1. What are the factors which are influencing the buying decision?
2. To identify the changing patterns in car usage
3. To suggest a latest styling directions which can be used in future models
4. To bring in focus on changing realities of Indian cities
5. To extract Color Material and Finish direction form parallel industry domains
6. To evolve new product strategy for the brand to follow in future models
7. To identify a consumer segment on which the brand should focus in future to elevate itself from the competition
8. Benchmarking latest feature which would become necessity to aid driver and co-passenger in coming years.

Interactions with respondents and behavioral study





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APPROACH

Onio conducted Ethnographic & Design Research in 8 metropolitan cities across India covering about 150 respondents. 120 ethnographic interviews and more than 50 ride-alongs were conducted with car owners. That apart, opinions from domain experts - orthopedics, car accessory dealers, fashion designers, car dealers, automotive designers etc. were also sought. The result was a comprehensive report with pointed recommendations on parameters like usage habits, styling, safety, storage, controls, features and accessories. Comprehensive articulation of the present situation and its evolution in the future formed the crux of the report.

Design Directions

COLOURS



BASE



ACCENT

