

Design Project III

# Design of Charter Yacht Interiors for tourists in Mumbai

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Mobility and vehicle design  
IDC, IIT Bombay.

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**IDC** School of Design  
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## DECLARATION

I declare that this written report represents my own idea in my own words, and where others, ideas or words have been included, I have mentioned the original source. I also declare that I have adhered to all principles of academic honesty and integrity and have not falsified, misinterpreted or fabricated any idea, data, facts or source in my submission.

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Signature -



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Roll No - 176390011

Date -

## ACKNOWLEDGMENT

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Finally I am thankful to IDC for providing all the necessary facilities and infrastructure for me to carry out the project.

Samyak Khobragade


Date:


## Approval sheet

This is Mobility and Vehicle Design project entitled “ Design of charter yacht for tourists in Mumbai”, by Samyak Khobragade is approved in partial fulfillment of the requirement for Master of design in Mobility and Vehicle Design.

Project Guide: 

Chair Person: 

Internal Examiner: 

External Examiner: 

## Abstract

Charter yacht is a vast field on its own and it is growing rapidly in the coastal cities like Mumbai, Panaji and Chennai. Mumbai is the business capital of India and it also one of the most popular tourist destinations hence lot of businessmen and tourists pay regular visits to the city. The new trend of chartering a yacht for relaxation or gatherings is becoming a popular amongst these national and international tourists. The existing yachts are designed for the purpose of personal ownership, however significant changes will happen in the design of the yacht if it is designed specifically for the purpose of charter. There is an opportunity to design a yacht for the unique needs and aspirations for the users of Mumbai.

To understand the scenario a research of charter yacht agencies in Mumbai was done and a qualitative user study was also conducted. The user study involved conversations with reputed people from charter yacht industry in Mumbai and potential users. After the research the design brief was created along with the basic exterior package of the yacht. Followed by the ideation process that explored different possible layouts on the designed package. Finally a storyboard created around the target user for better understanding of the context and scenario and a physical model of the interiors was created in to visualize the spaces and flow.

The concept of ownership is changing in the modern world and many industries are adopting new subscription and sharing models, yacht industry is also one of them. This project presents the possibility of a concept yacht which is designed specifically for the purpose of chartering and focus on the experience of relaxation.

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# 1. Introduction

The word “yacht” comes from the Dutch word “jacht”, which means “hunt”. It was the name for narrow, light and very fast sailing boats that the Dutchmen used for intercepting larger and slower boats. One of the ‘hunters’ was given as a present to the British king Charles II. In His Majesty’s free time this vessel was not used for intercepting. Instead, it was used for fun. It is always linked with something classy, fancy, wealthy, elegant, and even glamorous.

In India the luxury yacht market is growing due to the growth in economy and globalization. India has yet to see a booming yacht business and the number of luxury yacht owners is barely fifty but a beginning has been made, these yacht owners are mostly industrialists like Ambani and Godrej [1]. But there is already a boom in the charter yacht business; in coastal cities like Mumbai, Chennai and Goa, agencies provide yachts for rental and offer flexible packages to the clients. This service has become very popular amongst the upper middle class i.e. clients who want to enjoy the yacht experience but cannot afford buy and maintain a private yacht. Users enjoy the privacy, luxury and freedom these vessels and they don’t have to own the vessel to enjoy the experience. The service is operational from October to May in Mumbai. In Mumbai, many agencies like West coast, India boats etc. provide yachts on charter basis. These agencies provide various standard packages on their respective websites and clients can customize the packages according to their needs; the popular packages include luxury sailing, Dinner on yacht, birthday celebrations, meetings etc.

The existing agencies mostly import the vessels from popular yacht manufacturers like Ferretti, Bennetti etc. very few companies manufacture their own vessels. Sometimes the vessels are second hand and hence old. The boats are not designed for the purpose of chartering; they are mainly designed for wealthy owners who love to travel across the world. If the user doesn’t need to travel much or stay for weeks in the vessel the layout of the vessel will change significantly and it will provide a different experience which will be oriented towards the users needs.



Img 1. Early Sailing yachts



Img 2. Eleonora Sailing yacht

## 2. About Chartered yacht service

There is a basic difference between a boat and a yacht, the length and expense of the vessels. However, the primary difference is that a boat is essentially a water craft used for residential, commercial, or recreational purposes whereas a yacht is only associated with recreation and luxury. There are two main kinds of charter: bareboat and skippered.

a. Bareboat charters involve a person renting a boat and skippering it themselves. Most bareboat companies also offer courses to teach basic seamanship and prepare people for bareboat chartering. These companies also sometimes provide skippered charters, meaning that boat comes with a skipper but no additional crew. Skippered charter means the yacht comes with a crew. This can be anything from a 35-foot boat with a two-person team serving as captain and chef to a 300-foot boat with a squad of 30 or more crew members including stewardesses, engineers, mates, deckhands, scuba dive masters, and the like.

b. Skippered charter is normally used for larger luxury yachts for which a skipper/captain with documented special nautical skills and experience is required. Skippered charter is more popular amongst the tourists due ease of convince and bareboat charter is more popular amongst the sailing enthusiasts.

Travelling has become one of the key trends in the recent times. Consumers looking for holidaying nowadays choose their destinations very wisely. As the number of destinations for yacht chartering is increasing at a steady pace, so is the demand for yacht chartering. As consumer preference towards yacht chartering is rising, there is an increasing popularity of charter destinations especially among the young population. As businesses and corporate houses look for destinations that are serene and peaceful, yet happening, therefore, they prefer yacht chartering for spending their vacations. Yachts are likely to grow at a significant pace owing to many reasons including high occupancy space, ease of use, and availability.



Img 3. Charter yachts at appolo bandar near Gate way of India

## 2.1. Existing activities

The currently the users book the service through the website of individual agencies or by personally visiting the offices of these agencies. There are various existing packages which the agencies provide.

### a. Leisure Sailing

Sailing gives a chance to go on a fun adventurous ride in the sea in a 8 meter sail boat. This age old activity is also a relaxing activity. The package starts from Rs.5500 (5 people max.) for two hours of sailing.

### b. Luxury sailing

This service is for people who enjoy tranquillity, luxury and privacy. 15-20 people can enjoy the luxury cruising in a motor yacht. The packages for this service start from Rs.20000 for an evening.

### c. Kayaking

Kayaking is a well known adventure sport and tourists can enjoy this experience in the wavy waters of Arabian Sea. The package starts from Rs.500 (2 people).

### d. Dinner on yacht

Users enjoy having meal with their loved ones out in the sea. The charter yacht provides a good combination of luxury, privacy and ambience which is absent in hotels or restaurants. The package starts from Rs.20000 and users have a wide variety of meals to choose from.



Img 4. Leisure sailing



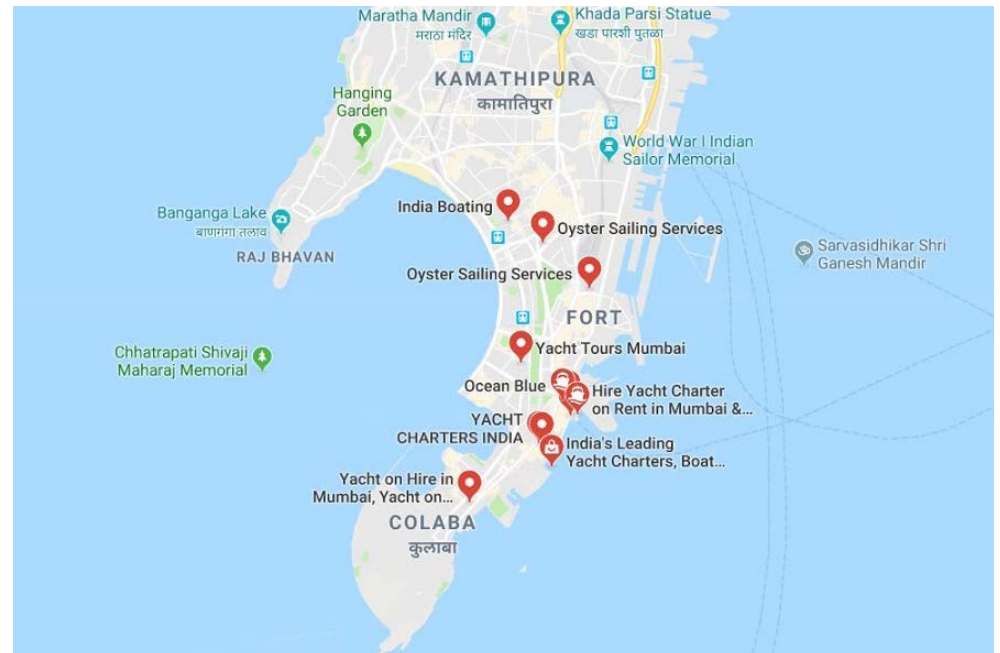
Img 5. Luxury sailing



Img 6. Kayaking



Img 7. Sail yacht dining area



Img 8. Charter yacht agencies in Mumbai

## 2.1. Existing Activities

### e. Sailing lessons

This service introduces the user to the world of Sailing chartered by experienced & professional crew with individual attention. Each lesson costs Rs.5000 and lasts for 2 hours..

### f. Birthday celebrations

Celebrating birthday on a yacht is a memorable experience and various vessels are available for this event as per the users needs. The package can customize as per the client's request.

### g. Parties

Yachts have been used for relaxation and enjoyment and parties on yachts are famous all over the world for their unique appeal. In Mumbai many agencies offer packages that include music, food and beverages.

### h. Scuba diving

In Mumbai many agencies offer scuba diving services. First the users has to take online lessons then complete training in a swimming pool after that they dive into the ocean.

### i. Fishing

Fishing is a popular sport and leisure activity. Agencies in Mumbai provide charter yachts with required equipment for fishing and cooking. Clients can choose from a variety of vessels according to their need.

### j. Spa pool

Super yacht foredeck have always been popular for private relaxation, this is the best place to escape prying eyes. Many manufacturers have started moving the spa pool from the aft deck to the foredeck.



Img 9. Sailing lessons



Img 10. Birthday celebration



Img 11. Party on yacht



Img 12. Scuba diving



Img 13. Fishing



Img 14. Spa pool

# Research phase

Study of current and existing services

## 3. Product study

### 3.1 Description

This study includes the current interior and exterior design trends in the yacht industry and factors affecting those trends. The main objective is understand and map various factors affecting the design of the yacht. The study results in mind maps which provides vital insights about designing a charter yacht

### 3.2 Design trends

#### Bigger builds

The new-build sector continually pushes the limits of boat design. What was once considered a large yacht at 180 feet (55 m) is now standard. Due the use of fibre glass as building material for the hull this trend has emerged.

#### Unique silhouettes

Since boats and yachts are not mass produced owners and ship makers want their product to be unique and distinctive. The aspirations of users are the reason behind this trend.

#### Expansive windows

Steel and aluminium will always be the preferred choice of materials for yacht construction, but the introduction of structural glass has allowed boat architecture to reach new levels of sophistication. Designers can now play with larger windows, leaving a more aesthetically pleasing finish, both above and below the waterline.

#### Skeletal structure and Flowing lines

A fleet of five yachts has been designed by British architect Zaha Hadid Collectively they are called Unique Circle; five 90m-long (300ft) vessels, built by the German shipbuilder Blohm+Voss. The designs include one with an eye-catching alien form.



Img 20. Yacht with helipad



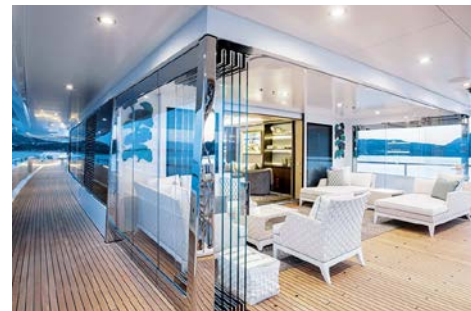
Img 21. Yacht with multiple deck



Img 22. Yacht with unique silhouette



Img 23. Tokyo ferry



Img 24. Structural glass wall



Img 25. Yacht with structural glass



Img 26. Yacht with multiple levels



Img 27. Yacht with skeletal structure

## 3.2 Design trends

### Bow shapes are evolving

Bulbous bows have been a common sight on larger yachts for many years, and now this design feature is now trickling down to yachts under 40 metres.

### Foredeck spa pools

Yacht foredecks have always been popular for private relaxation. Many manufacturers have started moving the superyacht spa pool from the aft deck to the foredeck.

### Fold-out balconies

This has long-been a must-have item on some of the world's largest superyachts, but fold-out balconies are now becoming more and more popular on smaller yachts as well.

### Brighter interiors

Cannes Yachting Festival had a particularly strong fleet of sailing superyachts, all of which boasted impressively bright interiors.

### Multihulls will become the norm

Within the yacht industry trimarans and catamarans remain something of an anomaly. In the future, the standard will be multihull because it is more efficient.

### Young owners will drive change

Charlie Birkett, that a new generation of yacht buyers will force the industry to rethink some its approach. They have different pastimes to their parents. Even the super-wealthy are living simpler lives.



Img 28. Yacht with Reverse bow



Img 29. Pool on the front deck



Img 30. Folding out balcony



Img 31. Use of natural light in interiors



Img 32. Wind powered trimaran concept

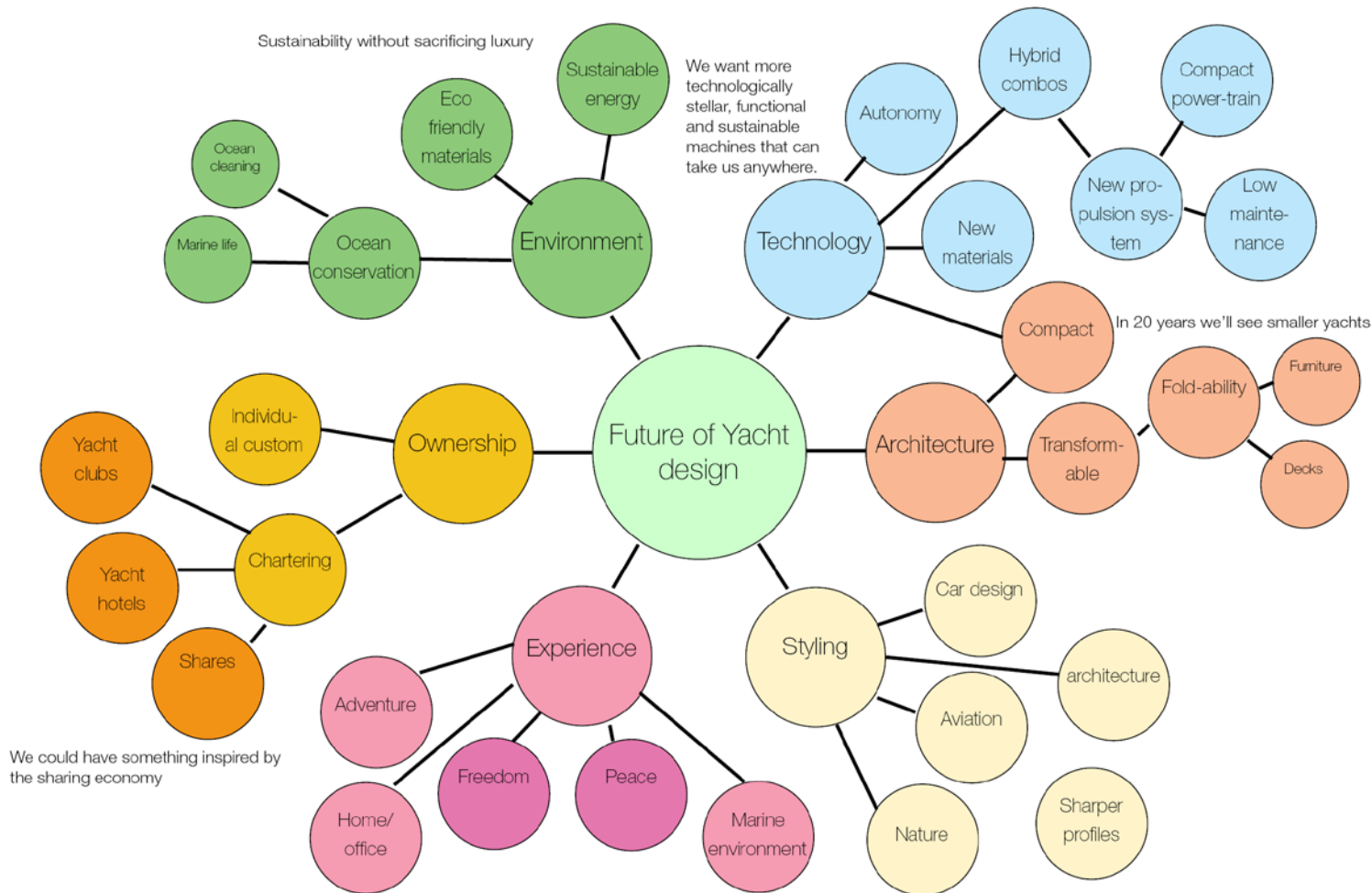


Img 33. Young sailing enthusiast

### 3.3 Mind maps

A mind map is a diagram used to visually organize information. It is often created around a single concept, Major ideas are connected directly to the central concept, and other ideas branch out from those major ideas. Mind map can be used to generate, visualize, structure, and classify ideas, and as an aid to studying and organizing information, solving problems, making decisions, and writing.

#### 3.3.1 Future of yacht design

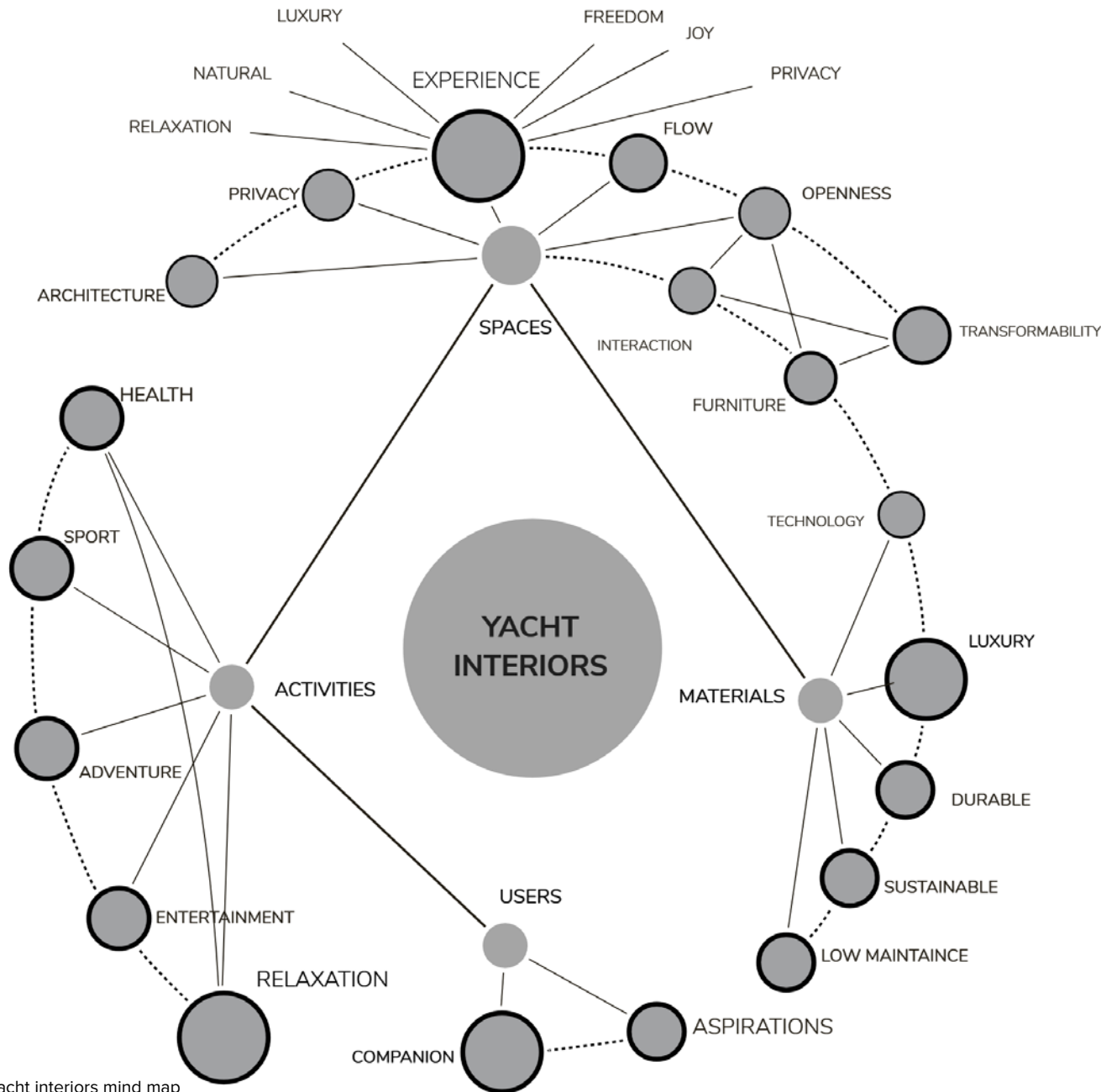


Img 34. Future of yacht design mind map

### Insight

The field of yacht design is changing rapidly like the automotive industry. In the past yachts were made for individual wealthy owners but now new ownership are evolving and in the future these shared ownership models will dominate. Environmental sustainability is also an important factor for both, owners and users due to climate change. Use of sustainable materials and efficient power trains is result of the change in environment. The advancement in technology has opened new possibilities for compact and transformable architecture. In terms of styling boats in general have changed a lot, multi-hulls are more common and modern yachts are also inspired by other fields of design and nature.

### 3.2.2 Yacht interiors



Img 35. Yacht interiors mind map

### Insight

Interiors in a yacht play an important role and there is more emphasis on the interior design. Usually yacht interiors are associated with many words such as luxury, glamour etc. This mind map shows how elements like the user, activities, spaces and materials are connected to each other. For example if the user aspires to relax on a yacht and his family will accompany him on the trip, he wont choose adventurous or extreme sports related activities. These activities will effect the space distribution and other elements like flow, privacy, openness etc. The nature of the spaces will determine the materials that need to be used in that particular space . The space which is affected by activities, materials and the aspirations of the user will then provide the desired experience.

## 4. Conversation with people in industry

### 4.1 Description

Mr. Shakeel Kudrolli founder of Aquasail; a popular charter yacht agency in Mumbai gave interesting insights about the users of this service. The main objective of this study is to identify the user profile and their needs and also identify the type of activities preferred by them. Along with this the study also focused towards charter yacht industry and new ownership models.

### 4.2 Insights

1. Most of the vessels are imported from famous yacht makers like Ferretti , Benetti, Gulf craft etc. and very few yachts are made by Indian companies.
2. Restoring and restyling old yachts for chartering is common trend amongst charter yacht agencies.
3. The agencies often modify the yachts interiors for the purpose of chartering or on a clients request. Safety railings, fishing equipments also have to be custom fitted.
4. The cost of an 20-25 meter long yacht is 4-5 crores and the life span is almost 20 years, the cost of the boat is recovered in approximately 7-10 years. Most of the times companies sell these vessels after 5-10 years.
5. In Mumbai yachts are used daily for 2-3 hours and sometimes clients also hire these vessels for a few days.
6. All the agencies provide totally customizable packages to the clients
7. Users expectations from a yacht include fully furnished bedrooms and bathrooms, open deck for relaxing, kitchen, dining area, bar; In terms of aesthetics users aspire yachts to be elegant and glamorous.
8. In Mumbai clients hire yachts for relaxation, yachts provide privacy, luxury and freedom. It is the perfect gate-away for the busy city life. People who prefer adventure hire sail-boats.
9. The users of this service are millionaires; they have already travelled across the world and lived in the best hotels and resorts of the world.
10. Government has subsidising leisure vessels in Mumbai, as a result the number of sail boats and speed boats has increased. In tourist destinations like Goa bigger packages are evolving due to increased demand and 50 meter package is quite successful.
11. Environmental and economical sustainability of the yacht are also important factors.
12. The concept of yacht resort is exciting and users like to spend weekends or sometimes whole week travelling.
13. New ownership models are evolving in the charter yacht business and the agencies are trying to attract the young audience.

Refer Annexure A for details related to the conversation

## 4.3 Users

Generally, the service is used by the upper middle and rich class. There are mainly two types of users who rent yachts.

1. The first user group is upper/rich class Indian family or couples who want to relax or celebrate an important occasion. This class is comprised of people called (Crore Pati) “A Millionaire” (according to Indian Govt. If a person has a net worth (not Salary) of more than one crore then he/she is called a Millionaire in India). This is the class from where people can afford whatever they want and, only 1 % Indian's belongs to this group. In this class people can afford a luxurious 3 bhk Flat or a luxurious 4 bhk Bungalow, can buy a sedan in C-2 segment like Honda City or SUV's like Tata Harrier or Mahindra Scorpio.... Eat at the best restaurants of the city, can afford foreign trips 2 times a year or luxury local tours, can afford servants & drivers, can send their children to high standard international board school and can afford private medical and engineering college. This can be possible with an income of 30–40 Lakhs INR per annum and a net worth of 1-10 crores. Most of the Doctors, Engineers, Businessmen, Government officers can afford this luxurious lifestyle.

2. India is always been a favourite tourist destination in the world and known for its best traveling experience and places attractions such as natural beauty, amazing wildlife, holy cities, massive forts and magnificent temples. United States is the second most popular source country for foreign tourist arrivals in India. In order to boost tourism from United States of America and other countries, India introduced visa on arrival. India has good air transport from United Kingdom, UK is the third country from where most number of international tourists arrive in India for natural and cultural resources. Various types of tourism and tourist destinations of Goa and the Andaman Islands attract large number of tourists from Russian Federation. Rajasthan is another most attractive tourist destination in Western India, known for sand dunes of the Thar Desert.



Img 36. Upper class Indian family



Img 37. Foreign tourists in Mumbai

## 5. User study

### 5.1 Description

A brief qualitative user study with 10 potential users was conducted to find out the aspiration of the potential users. The users were asked a few questions related to their hobbies and their experiences related to sea and boats. The main objective of this task was the users aspirations, this was achieved by showing them various photographs and making them choose the ones they prefer.

### Methodology

A questionnaire was made with few questions related to the users hobbies to start the conversation and the main questionnaire comprised of pictures. Twenty activities related to recreation and relaxation, twenty open spaces from world famous resorts and twenty semi-open/closed spaces were shown to the users; They had to choose the activities which they would like to do on a weekend getaway along with the spaces.

Refer Annexure B for details related to the user study

## 5.2 Results



Img 38. Camp fire



Img 39. Snorkelling



Img 44. Viceroy Los Cabos, Mexico.



Img 45. COMO cocoa, The Maldives.



Img 40. Dolphin spotting



Img 41. Fly fishing



Img 46. Singita sabi sand, South Africa.



Img 47. Velaa private Island, The Maldives.



Img 42. Massage / Spa



Img 43. Lounging with views



Img 48. The Mulia & Mulia Villas, Bali, Indonesia.



Img 49. Velaa private Island, The Maldives.

## Activities

Most of the chosen activities are passive and do not require much physical efforts but they provide joy and relaxation. All of the images are related with sea so, the users are naturally attracted to it. People want to do activities like watching marine life and fishing even though they have never done it.

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## Spaces

All interior spaces chosen by the users have abundance of natural lighting, beautiful views and natural materials like wood and stone are used quite frequently which helps the place to blend into the environment and maintain the luxury. All the chosen open spaces have a traditional touch to them and pillars have been used rather than walls.

## 5.3 Insights

The following insights were gathered from the user study conducted with the potential users.

1. Most of the users of preferred activities which include less or no physical effort because they want to relax on a weekend getaway.
2. The activities chosen by the users are related to sea and water, users have memories of calm and serenity related with the sea.
3. Some activities required a group of people but some activities chosen by the users were solo, which implies that the users also want to spend some time alone.
4. All the chosen interior and exterior images are from spa resorts and have natural elements like water, wood, stone etc. to blend the space with the environment but modern materials like architectural glass, metal have also been used.
5. All the spaces chosen by the users have big openings for natural lighting and wooden pillars are used in some cases to connect the space to tradition.
6. Users find the idea of yacht resort is exciting and they are willing to share the space as long as they get their private space too.

# Design phase

Design of the yacht interiors

## 6. Package

This package was developed after the conversations with people in the industry and a user study. The users and agencies both prefer the idea of a yacht resort where people can share space rather than hiring a whole yacht for themselves and the agencies also informed that a 50 meter package is successful and it can be manufactured in India.

Length (overall)- 50m

Beam (overall)- 12m

Draught- 3m

Air height- 10m

Power train- Twin Volvo IPS 900 penta diesel engines

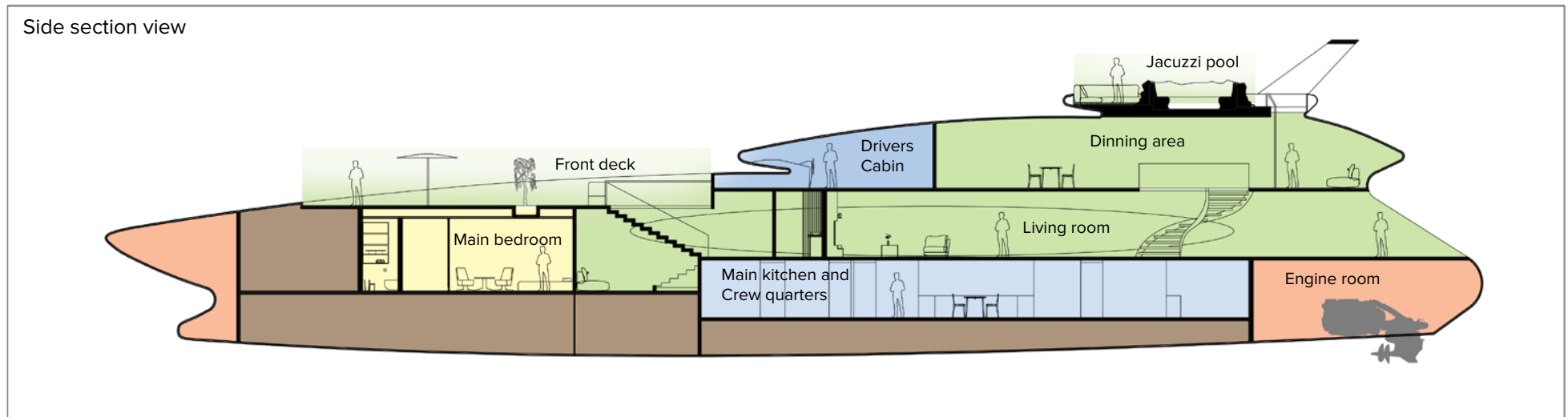


Fig 1. Side section view



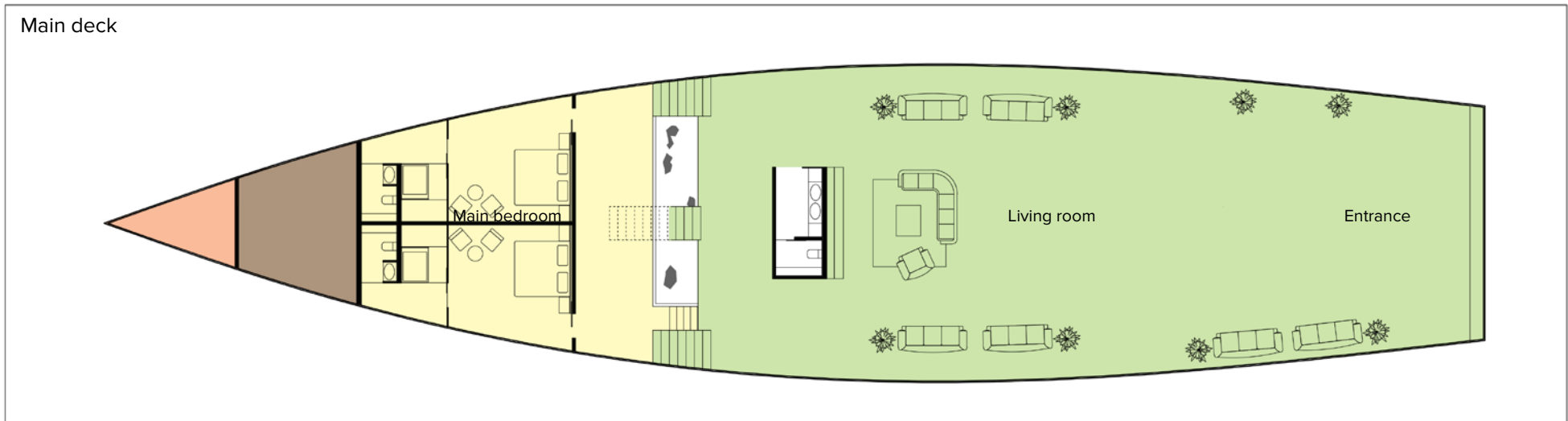


Fig 2. Main deck

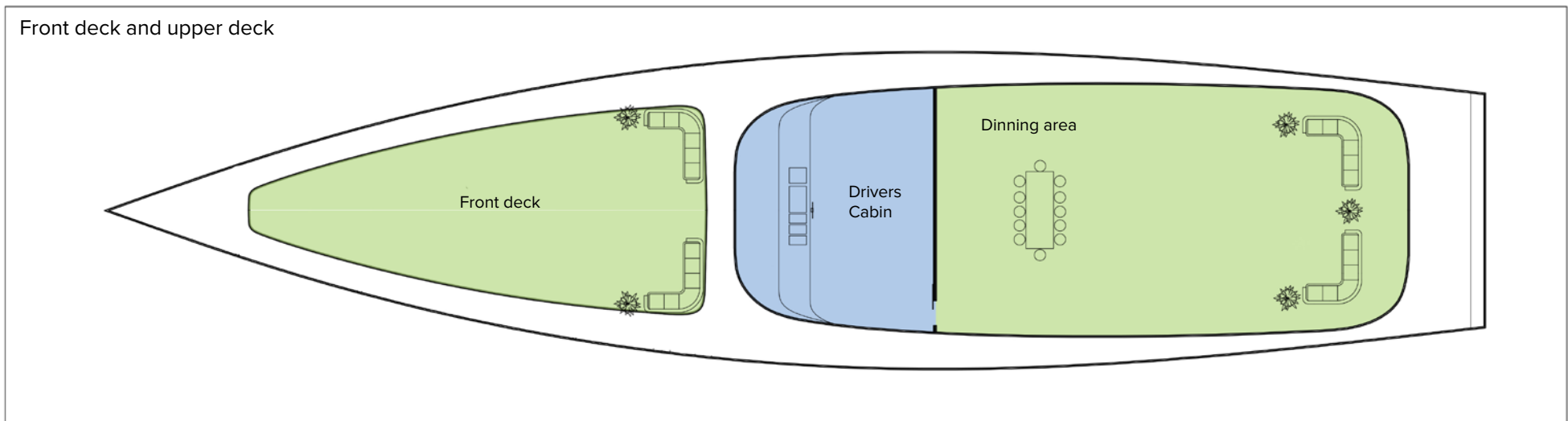


Fig 3. Front deck & upper deck



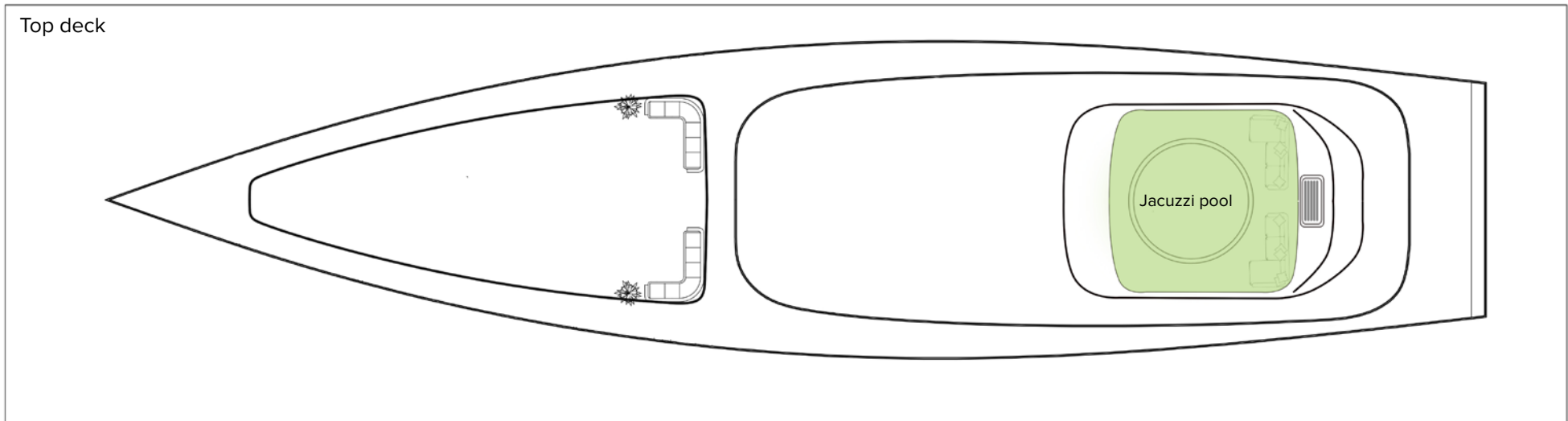


Fig 4. Top deck

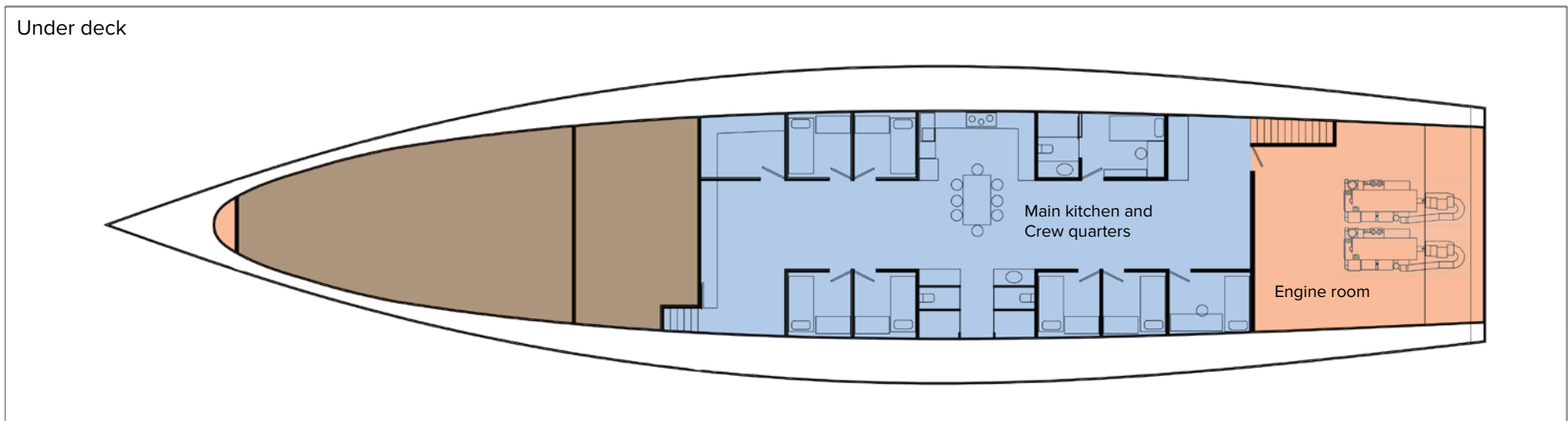


Fig 5. Under deck



## 7. Design brief

The aim of this project is to design the interiors of a yacht on the already developed 50 meter package.

1. The vessel must accommodate 15-20 guests in day time cruising and stay for 8 people. Crew of 10 people on rental basis.
2. The yacht must have spaces for the following activities along with the basic amenities.  
Spa/Sauna  
Massage  
Fishing  
Swimming
3. Natural materials and lighting can be used and traditional elements could be added to provide a calm experience.
4. The yacht should be designed with the following users in consideration
  - a. Upper/rich class Indian customers
  - b. Foreign tourists
5. A scenario of a two day cruise has to be made to explain the experience.

Life in metro cities like Mumbai is hectic even for the rich, a lot of people suffer from stress and anxiety. Users charter yachts specially to get away from their hectic city lives and to spend time with their friends or family. So the challenge is to design the interiors of the yacht with “Relaxation and joy” as main theme to provide the ultimate get away experience to the user.

## 8. User persona and storyboard

A fictional character of a potential customer was made to build empathy with the target users and identifying exactly what they need from the product. A storyboard was made with respect to the user persona to further understand the needs of the users and understand the charter yacht experience.



# Aryan Kapoor

## Experience Designer

### ABOUT

Age: 30 years  
Salary: 40 LPA  
Home: Bandra

### MOTIVATION/GOAL

Aryan aspire to achieve excellence in his field while having work-life balance. He also wants to enjoy his life fullest and have spiritual growth.

### DAILY ROUTINE

Aryan's day starts with meditation and yoga. After a small walk in a park he reads design news on online media. He goes to office in his mercedes C class. In officie he is surrounded by digital devices and online media.

### PAIN POINTS

His daily screen time is more than six hours and has quite hectic and stressfull job. While renting a yacht he needs something which can act as both party place and recreational activities.

### WEEKEND SPENT

Aryan spends friday nights hanging out with friends and weekend either in meditation centre or doing sea activites. He often goes for sailing and throw parties.

### NEED/WANTS

He often needs a new place to hangout with friends on weekends in calm and serene places.



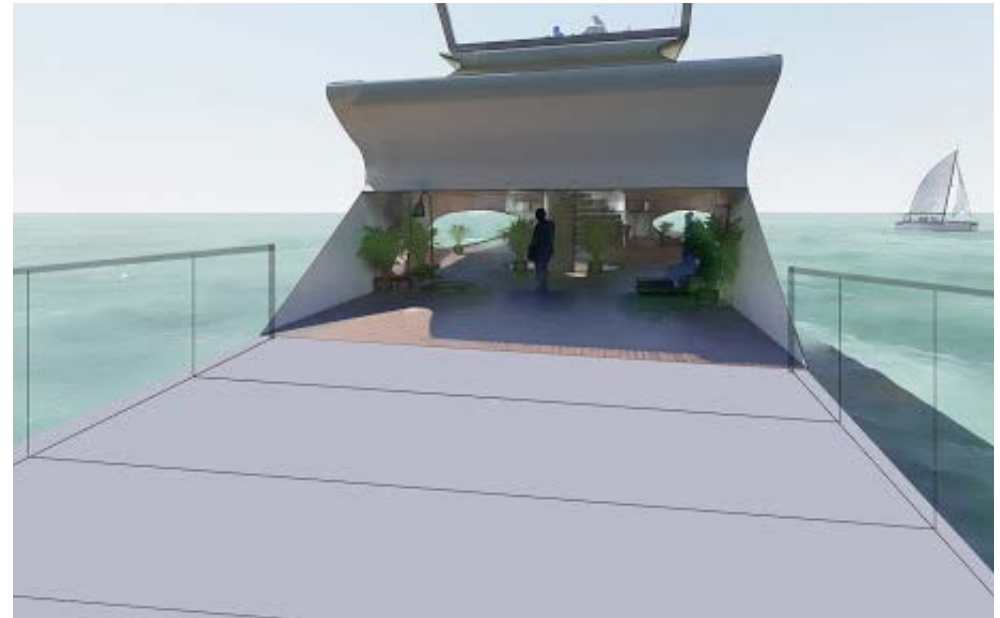
Aryan has got a promotion and he wants to celebrate his achievement with his colleagues.



He books a yacht for the evening so that they can enjoy the occasion with privacy and freedom.



The agency provides a motor boat for Aryan and his colleagues, they feel mesmerized by the beautiful yacht standing at a distance.



The rear deck extends to provide a welcoming and easy ingress to Aryan and his friends.



Till 6pm they sit in spacious living room talking and enjoying the view from the huge windows.



After this they have barbecued snacks on the big front deck of the yacht and enjoy the sunset.



Delicious dinner is served to the guests in the dining room on the upper deck of the yacht.



After the dinner they sit in the jacuzzi pool and enjoy the calm and serenity of the sea and starry sky.



They head back to the city at 10pm with the memories of the time spent in the yacht.

## 9. Ideation

### 9.1 Design direction one

To start the ideation process bubble diagrams were created; it is a freehand drawing made by architects and interior designers to be used for space planning and organization at the preliminary phase of the design process. The bubble diagram is important because later

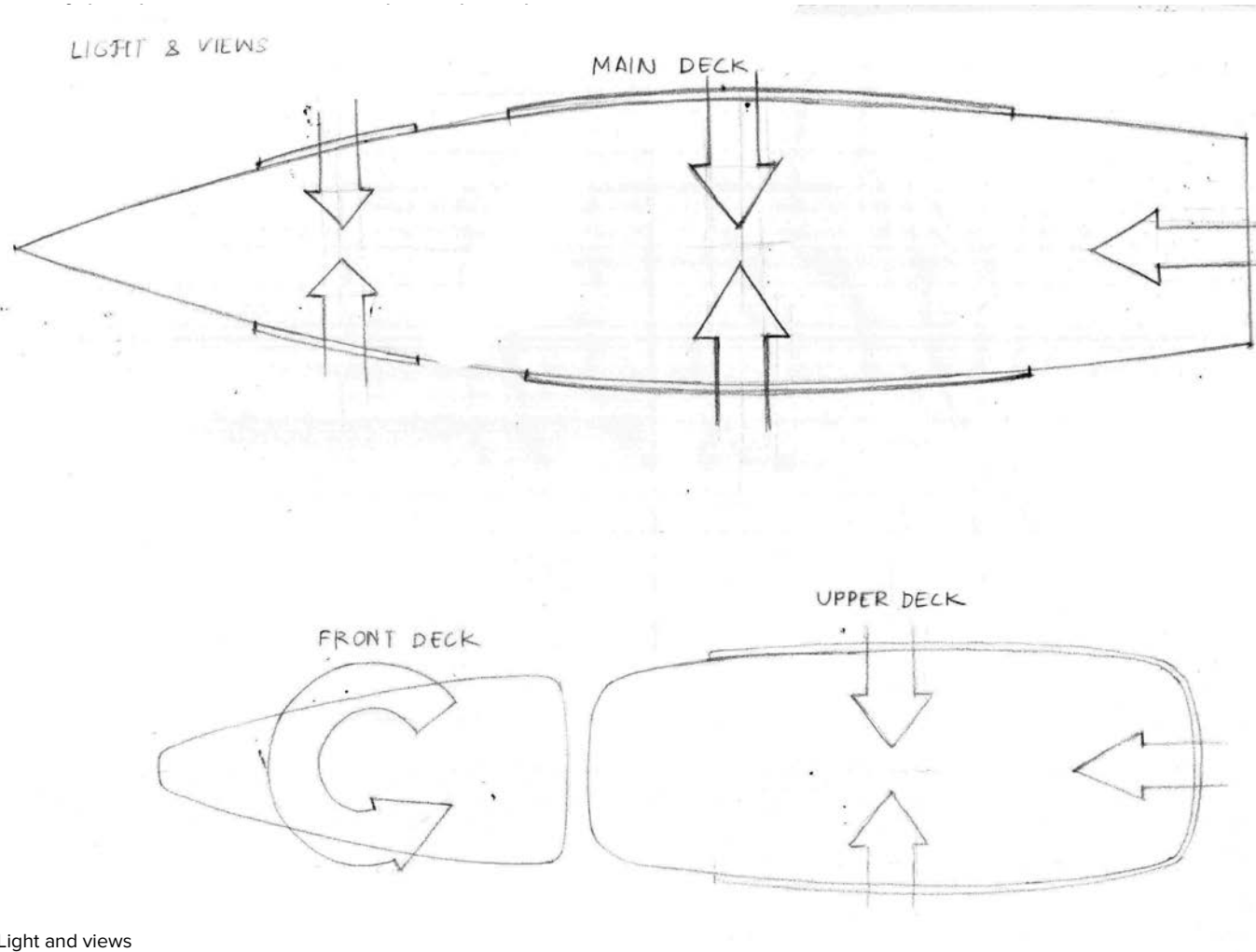


Fig 6. Light and views

Figure 6 shows the direction of light and views in the yacht and other spaces are planned on the basis of this information.

## 9.1 Design direction one

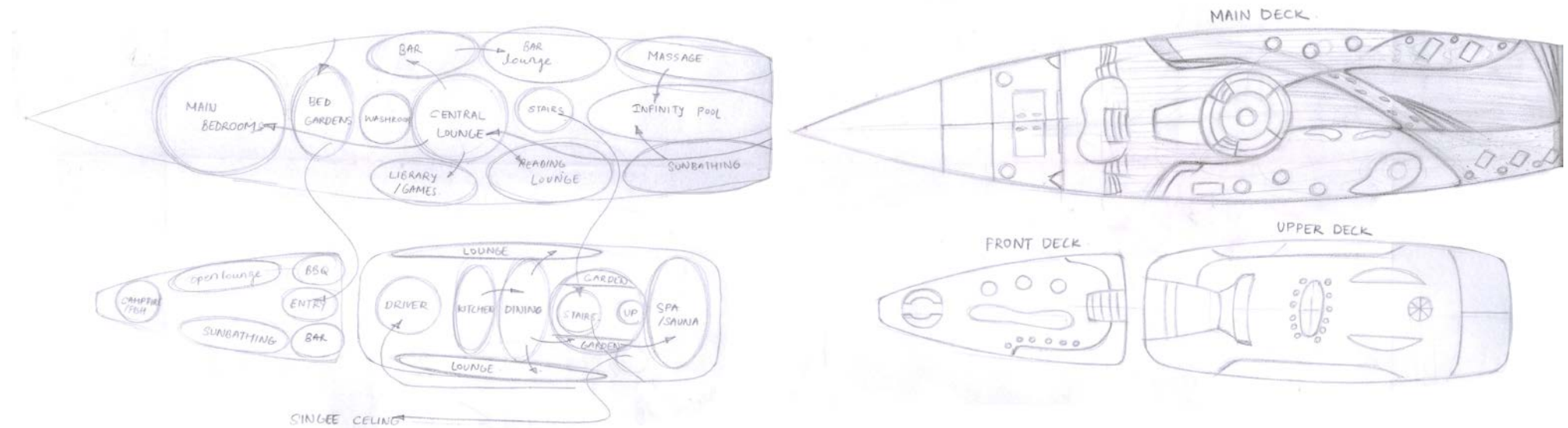


Fig 7. Layout for direction one

This concept is based upon the idea of a central living room because it is the space where people will gather together and since it is a charter yacht people will use this area the most. The main deck also has pool, massage, sunbathing area etc. situated on rear part of main deck. The upper-deck has the dinning room, mini-kitchen and spa while the front deck has a cozy lounge, barque kitchen and a mini bar. The bedroom is shifted away from the other spaces since it is a private space.

## 9.1 Design direction one

Large Stairs were used in order to provide a welcoming experience to the guests and pool is situated on the rear end of the to give the infinite water feeling. Use of natural materials and lighting is evident in the sketches. The massage area is also besides the pool.

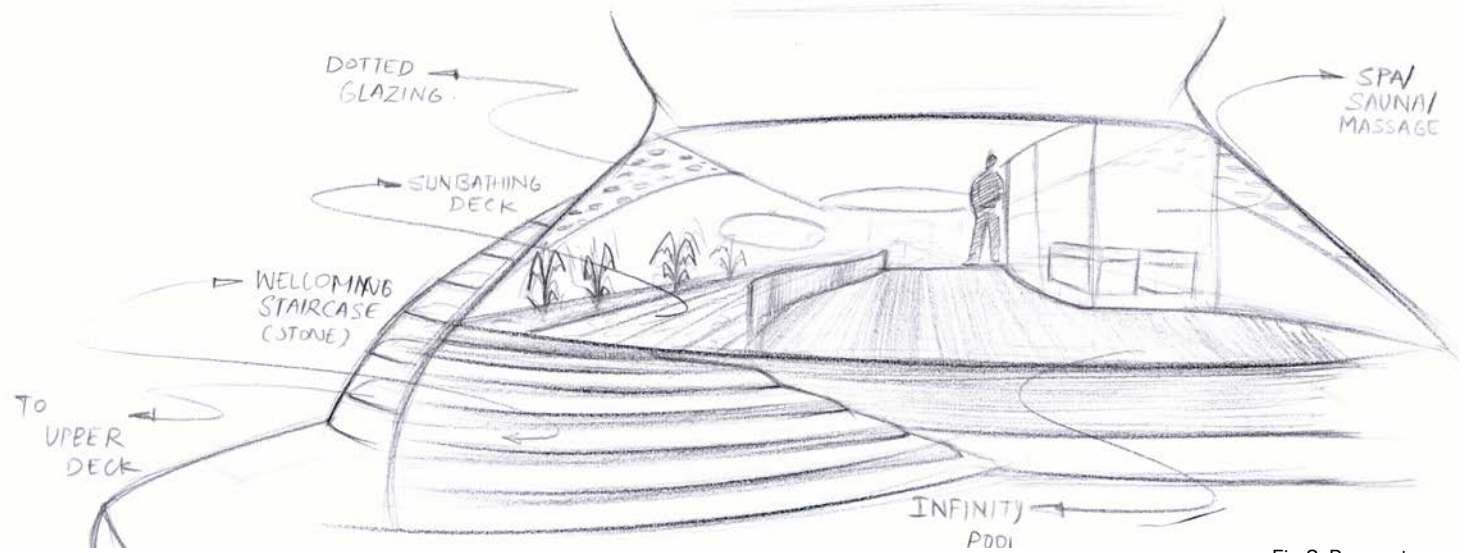


Fig 8. Rear entrance



Fig 9. Sunbathing area & pool

## 9.1 Design direction one

The main bed room with attached bathroom is on the main deck.



Fig 10. Main bedroom

The upper deck has a dining room and a mini kitchen for the guests to cook.

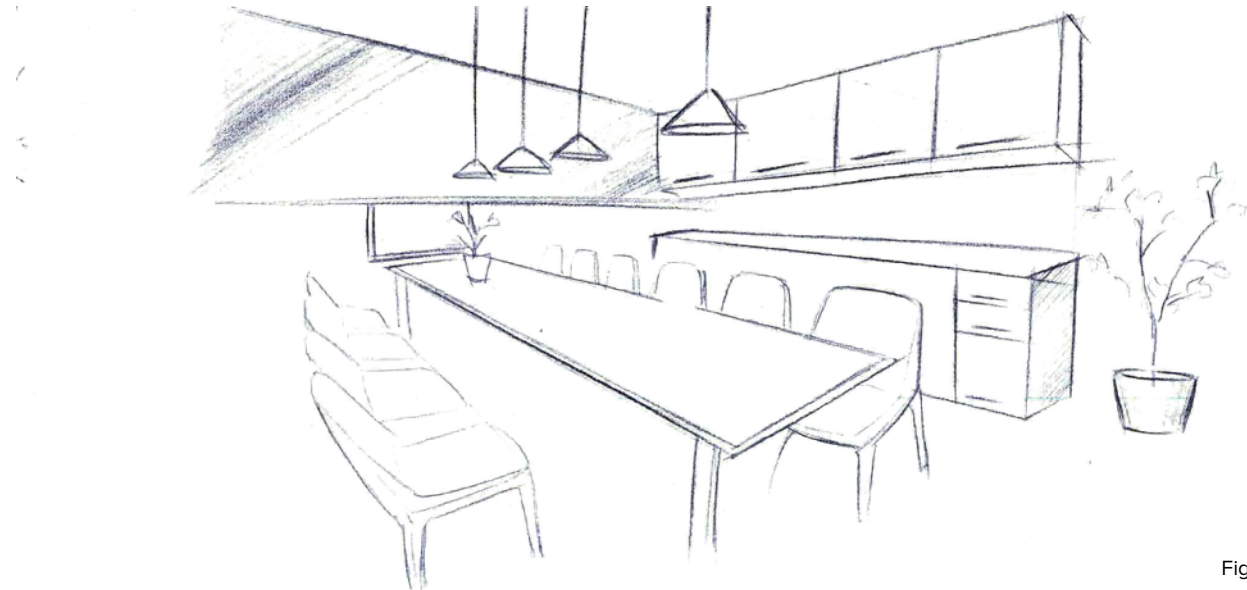


Fig 11. Dining area

## 9.1 Design direction one

The rear entrance with sunbathing area and swimming pool. Massage/Spa area is also situated near the pool to provide a calm experience. The pillars are used to give a traditional aesthetic and support the upper deck.



Fig 12. Rear entrance

The circular seating in the central living room promotes communication between the tourists and has lounges on both the sides. Mirror ceiling on the rear gives the illusion of double ceiling.



Fig 13. Living room

## 9.2 Design direction two

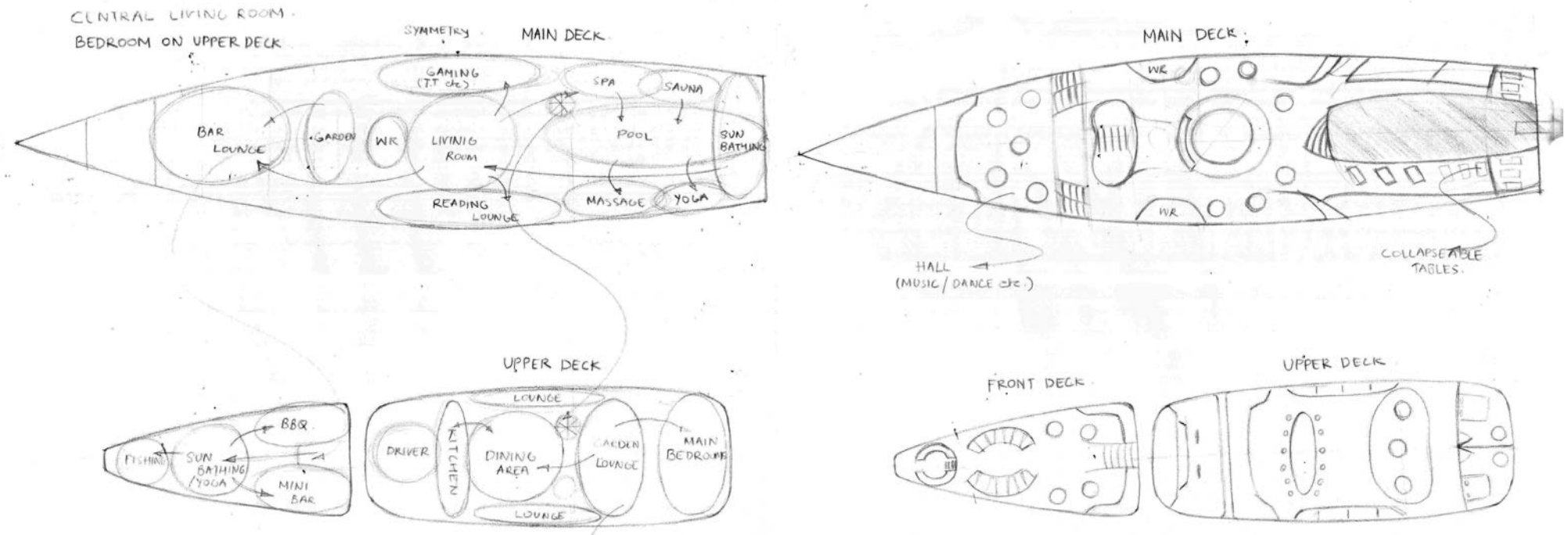
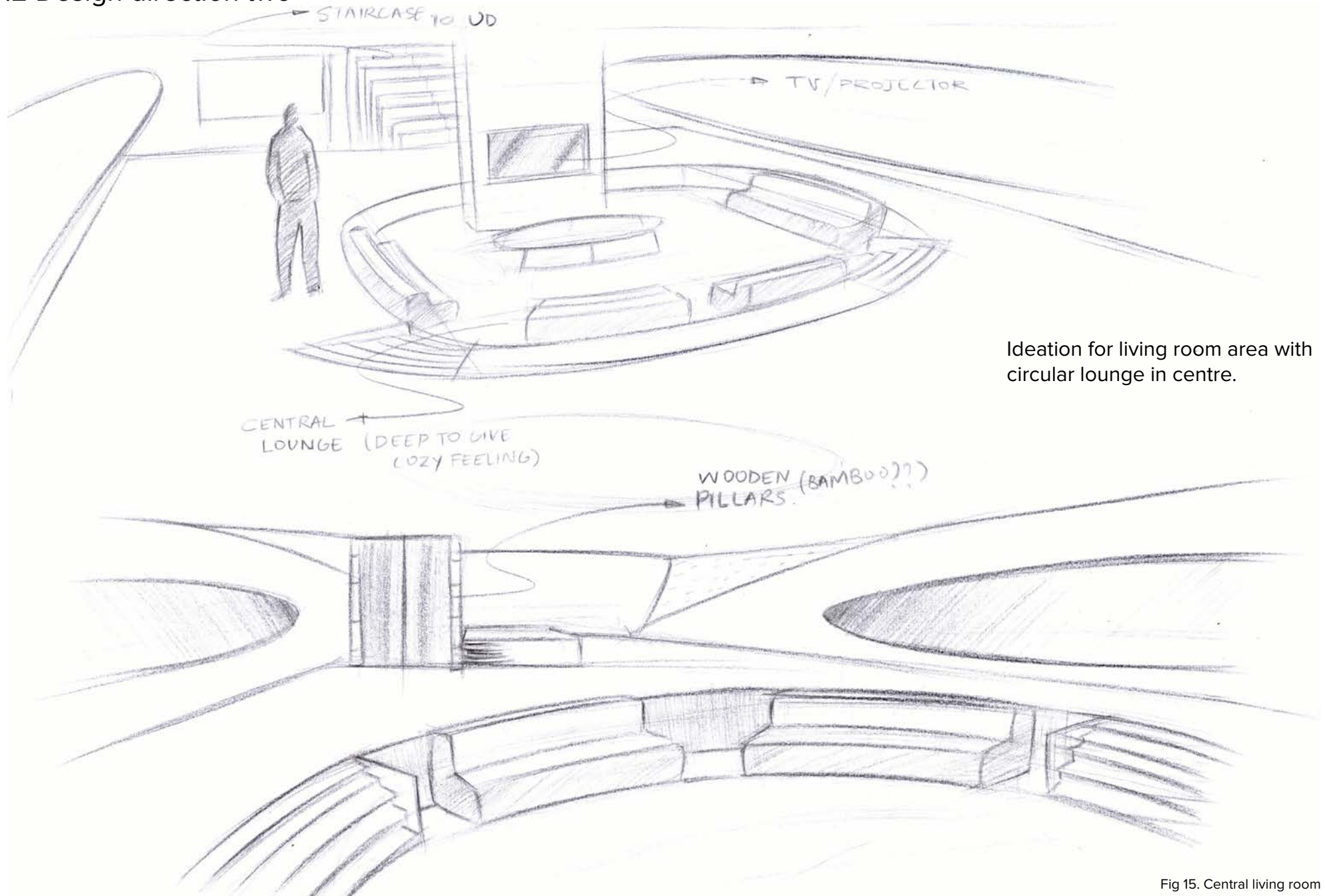


Fig 14. Layout for direction two

This concept explores the possibility of main bedrooms on the upper deck to provide an open gallery for each main bedroom with view of the open sea. The swimming pool situated on the rear entrance to connect it to the sea and give the feel of infinity pool. The front deck is open and it contains a small kitchen, mini bar and sunbathing space.

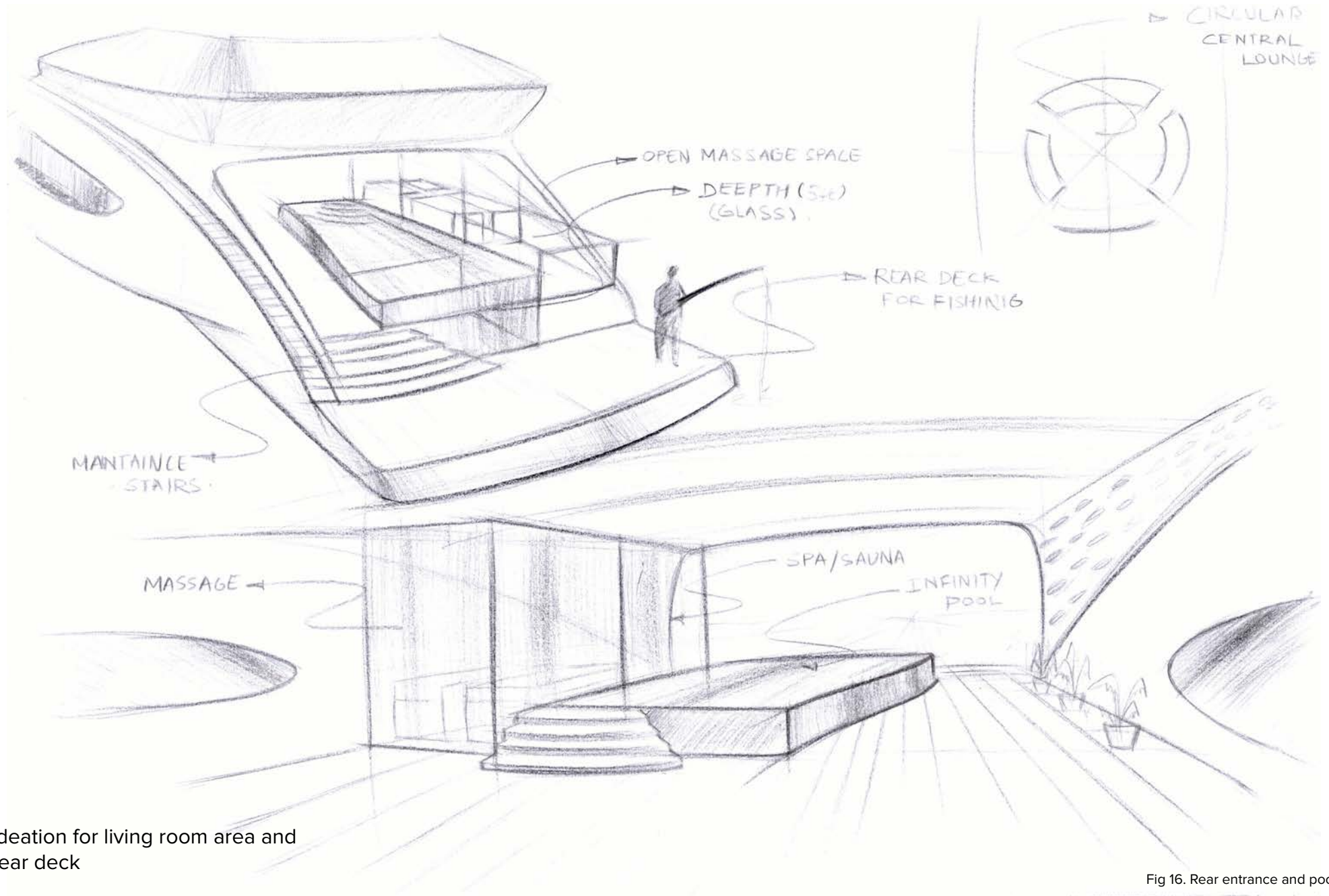
## 9.2 Design direction two



Ideation for living room area with circular lounge in centre.

Fig 15. Central living room

## 9.2 Design direction two



Ideation for living room area and rear deck

Fig 16. Rear entrance and pool

## 9.2 Design direction two

The front deck

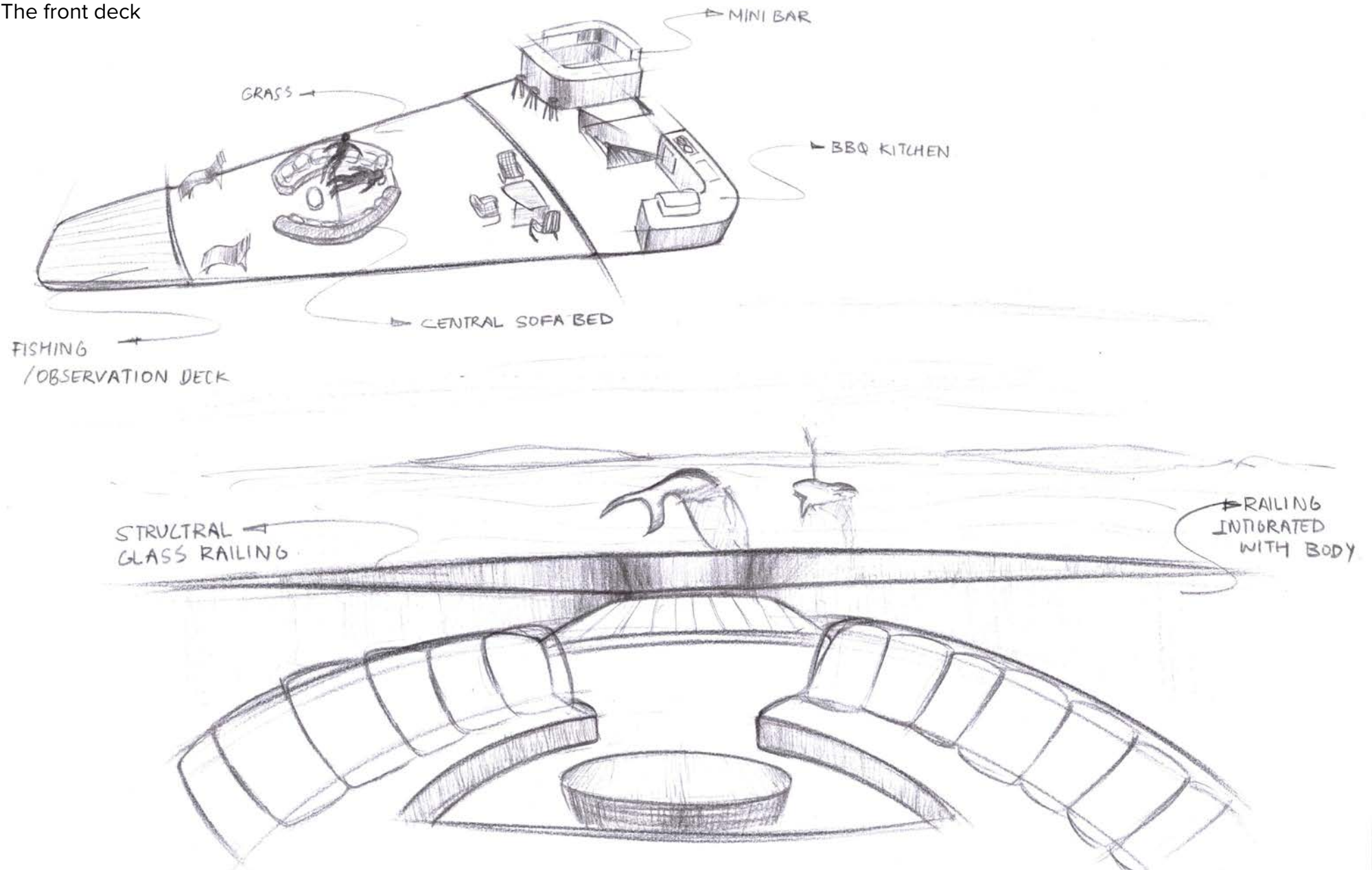


Fig 17. Front deck

## 9.2 Design direction two

Front deck with structural glass railing for safety.



Fig 18. Front deck & glass railing

Jacuzzi pool sofa bed on the top deck for the purpose of relaxation



Fig 19. Top deck

## 9.2 Design direction two

Bar lounge on the right side consists of a small counter and comfortable seating of the passengers and simple white and blue colour scheme is used to lighten the mood.



Fig 20. Living room

The activity lounge is a space which can be used for various activities like playing simple indoor games, sight seeing or just lounging. Bean bag like chairs are used to give playful experience.



Fig 21. Activity lounge

### 9.3 Design direction three

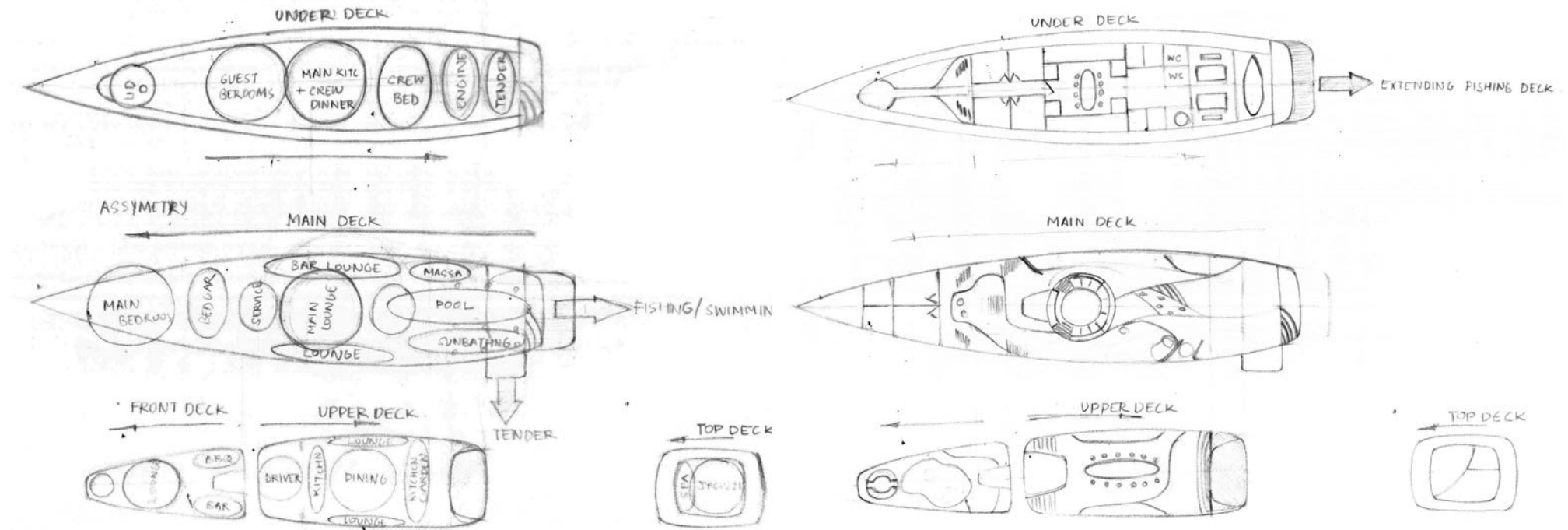


Fig 22. Layout for direction three

In this concept the rear deck extends to provide a welcoming experience by an elevated ceiling on the rear deck and space for activities like fishing and snorkelling. The spacious living room has central lounge pool and massage area. The upper deck has dining area and a semi open space for having breakfast etc. The top deck has a jacuzzi pool and the lower deck has the guest bedrooms, crew area, engine room and maintenance room.

### 9.3 Design direction three

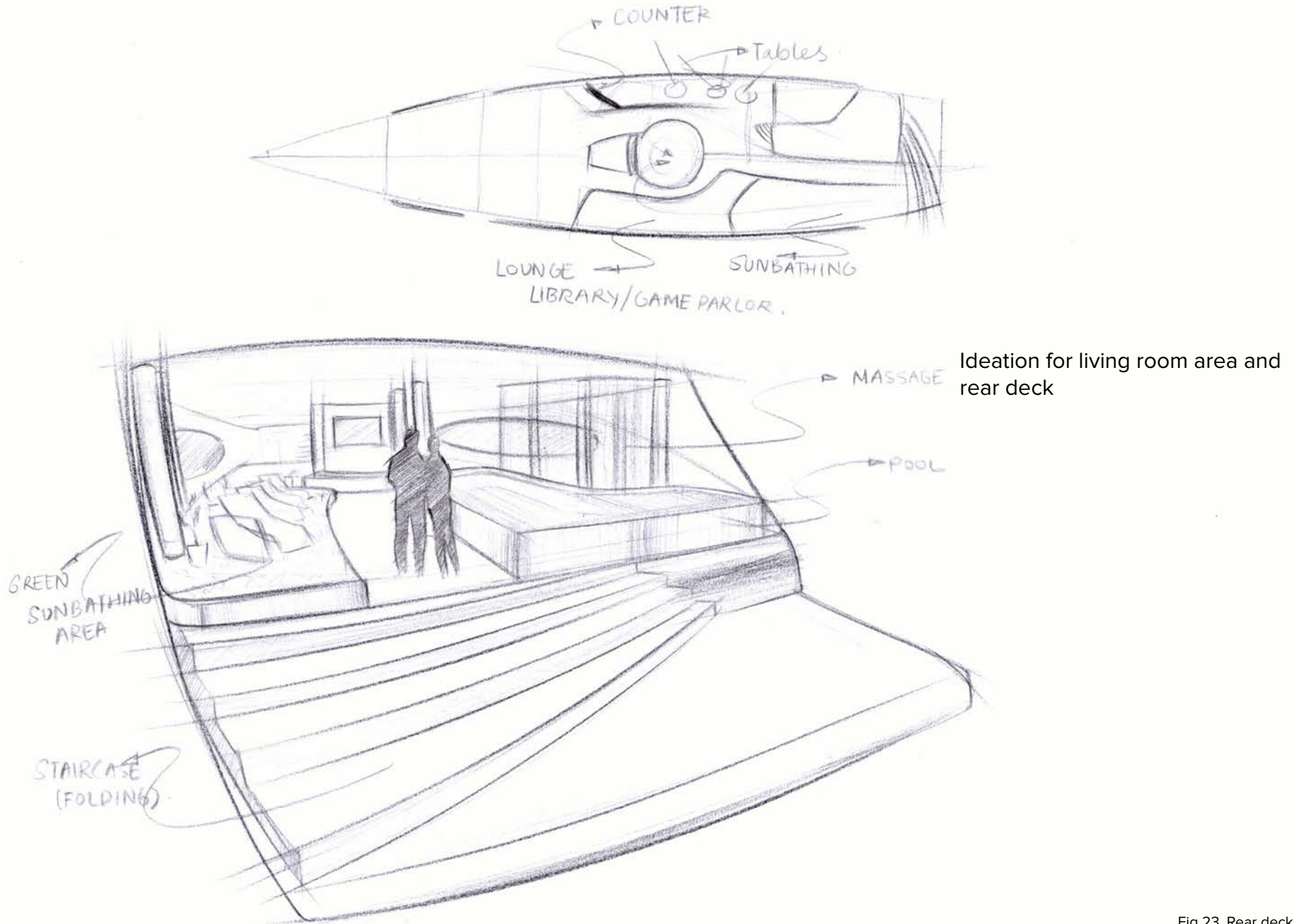


Fig 23. Rear deck

### 9.3 Design direction three

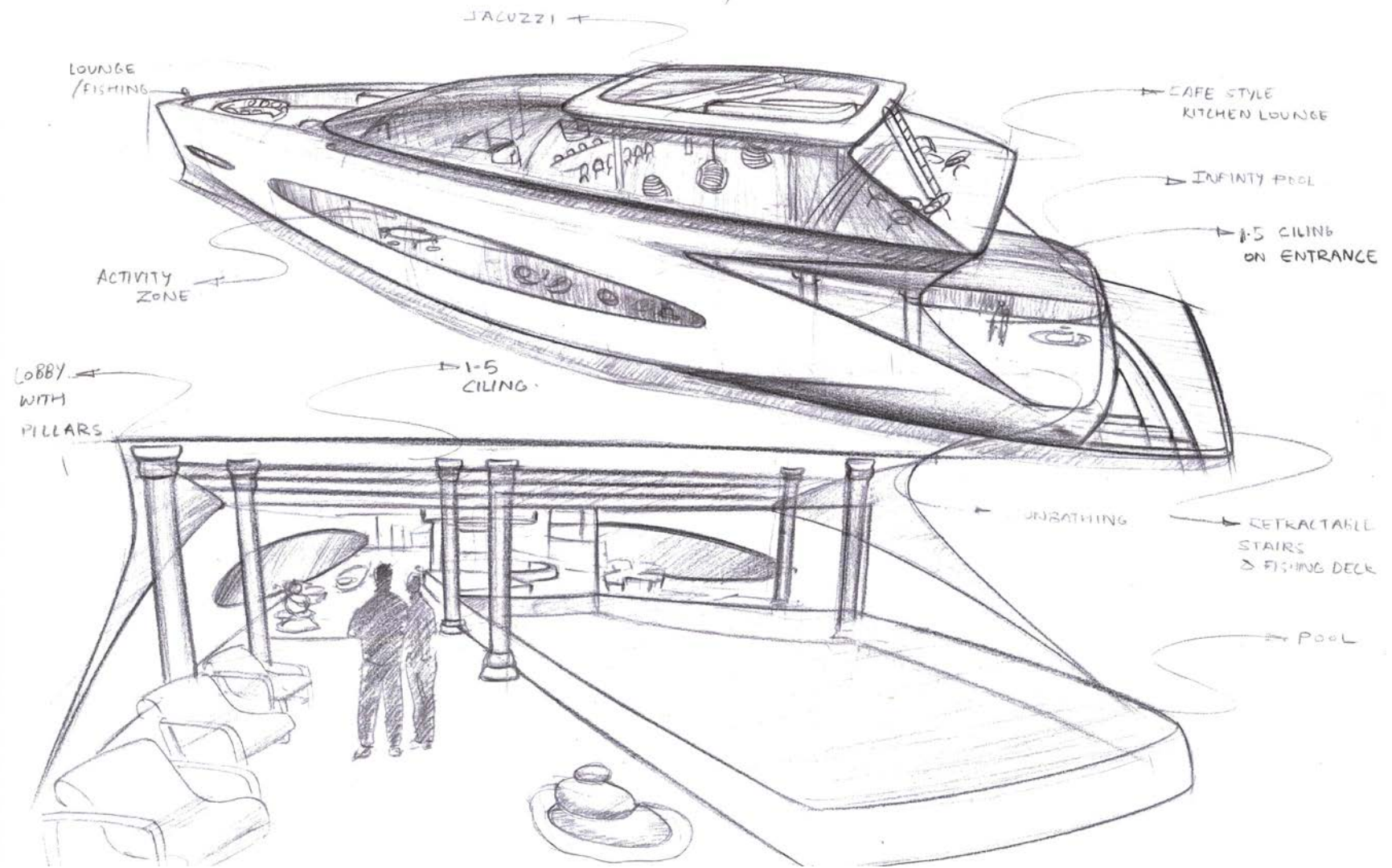


Fig 24. Elevated ceiling on rear deck

### 9.3 Design direction three

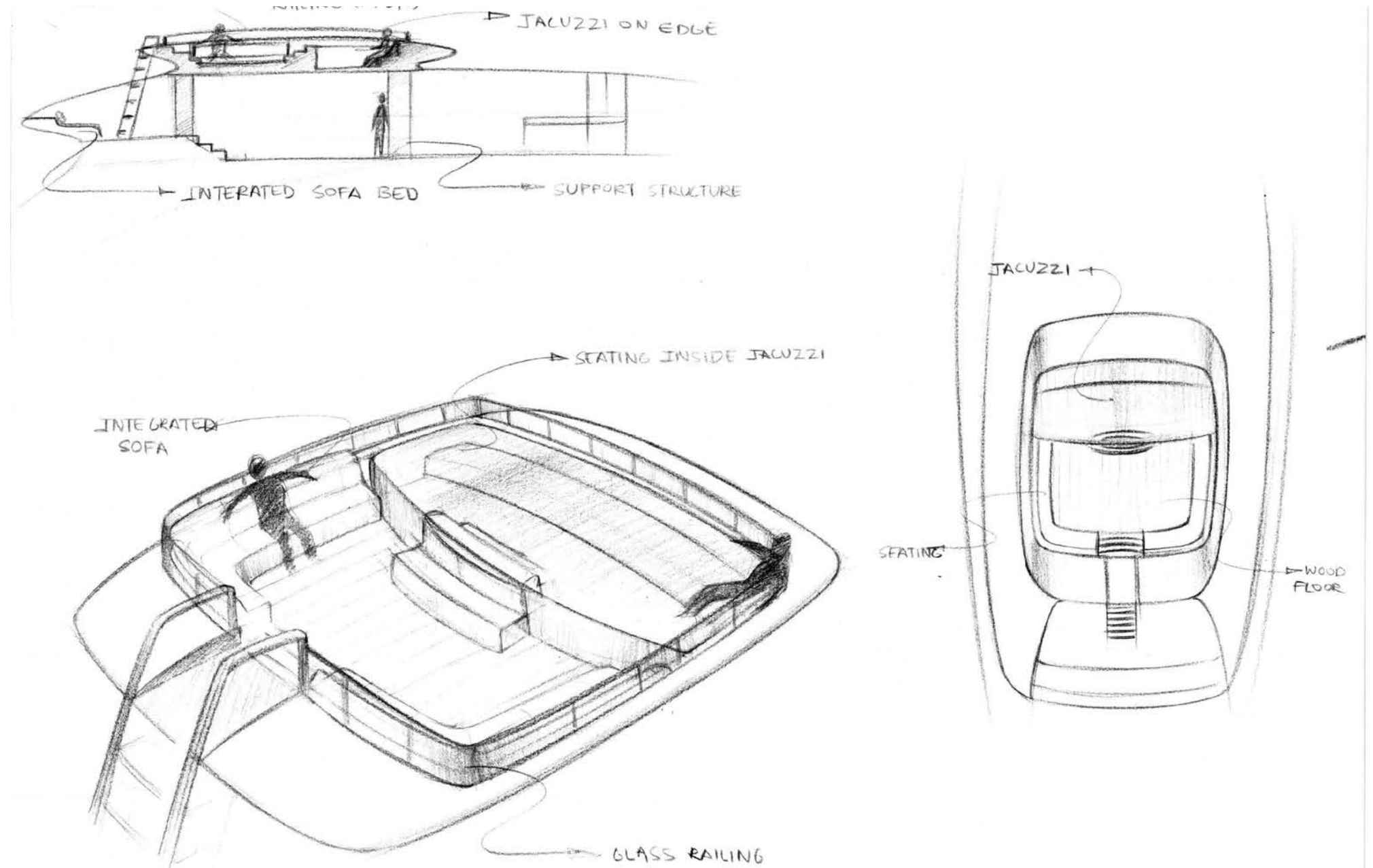


Fig 25. Top deck

### 9.3 Design direction three

Elevated ceiling used on the entrance for a welcoming experience.



Fig 26. Rear entrance

Circular sofa-bed on the front deck is inspired by camp fire like seating.



Fig 27. Front deck

### 9.3 Design direction three

Activity based extruded lighting is used to highlight the spaces.



Fig 28. Living room

The upper deck has a open lounge where passengers can enjoy breakfast with view.



Fig 29. Upper deck

## 9.4 Final concept

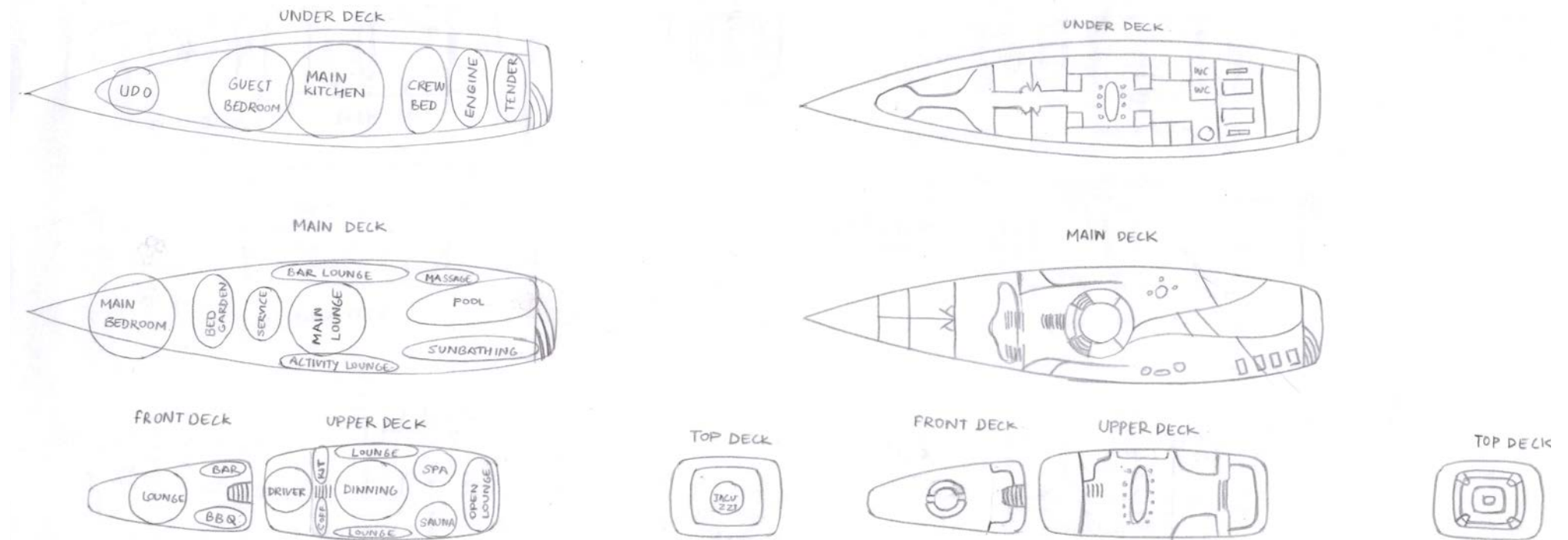


Fig 30. Layout for final concept

The final concept is mainly based upon direction three in terms of the layout but elements like front deck, rear deck etc. are taken from previous design directions. Some elements like the pillars have been discarded because they restrict the space and the jacuzzi on the top deck has been improved for better views and seating.

## 9.4 Final concept

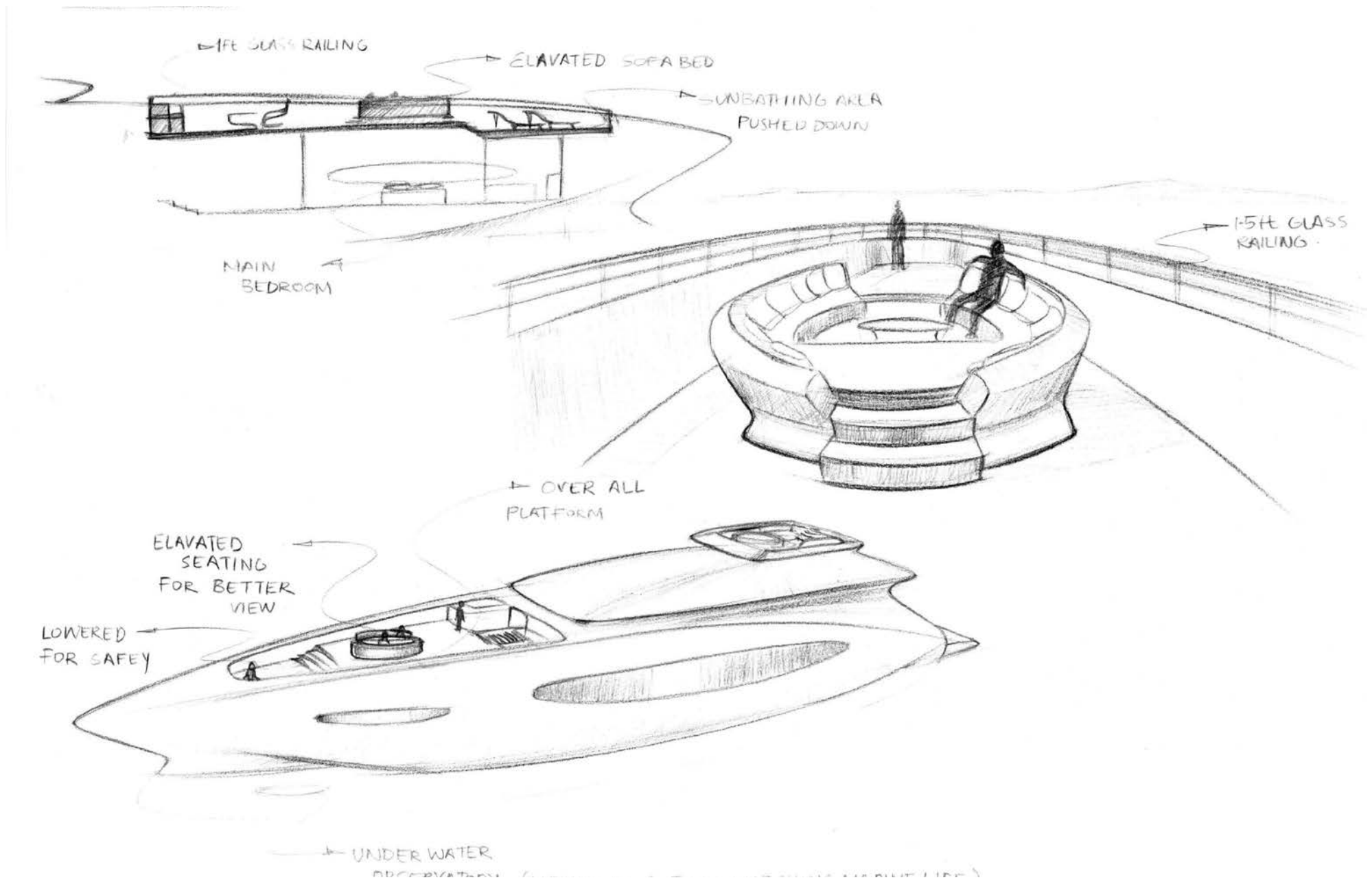
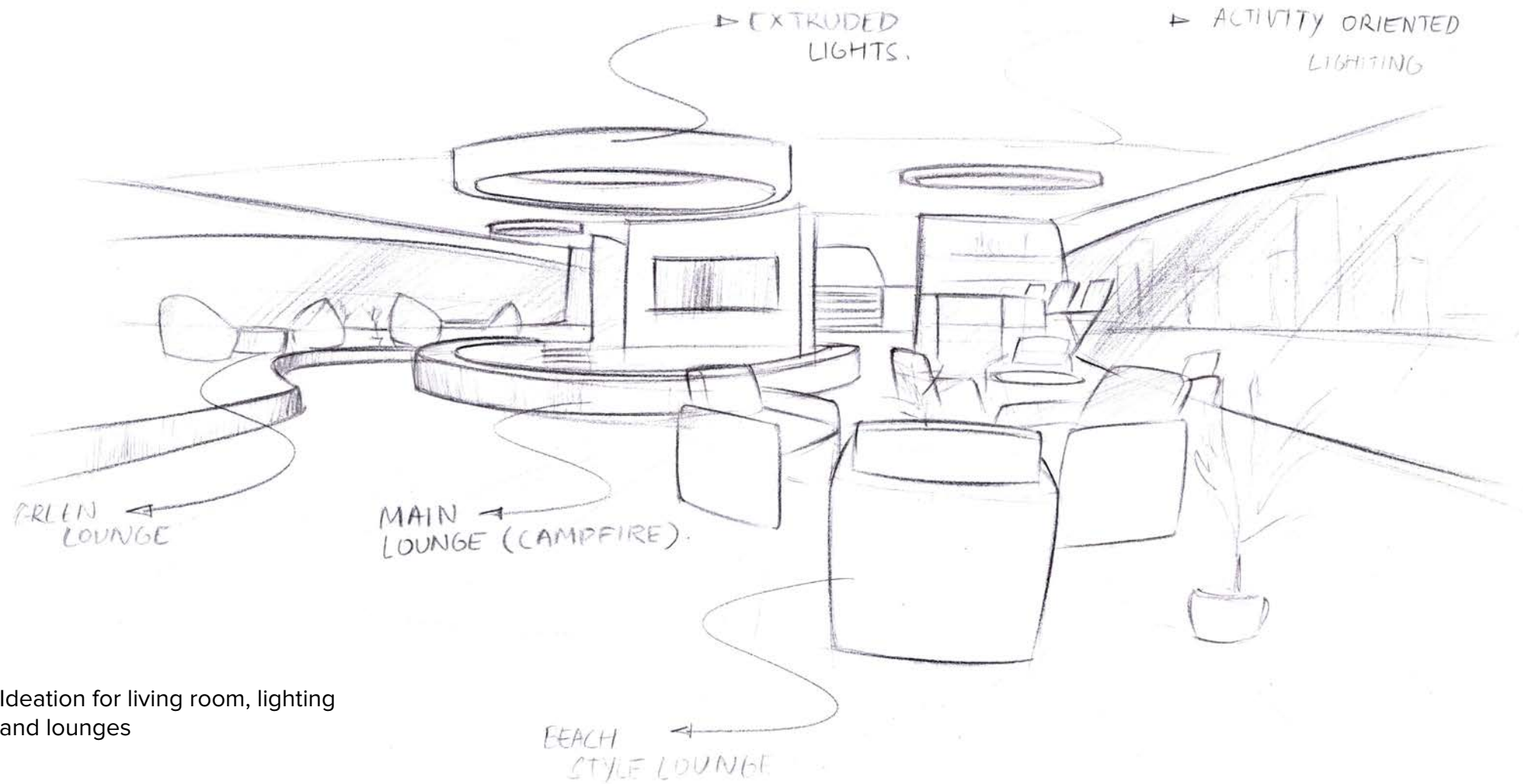


Fig 31. Front deck

## 9.4 Final concept



Ideation for living room, lighting and lounges

Fig 32. Lounge and central living room

## 9.4 Final concept

Ideation's for Central lounge and under water observatory

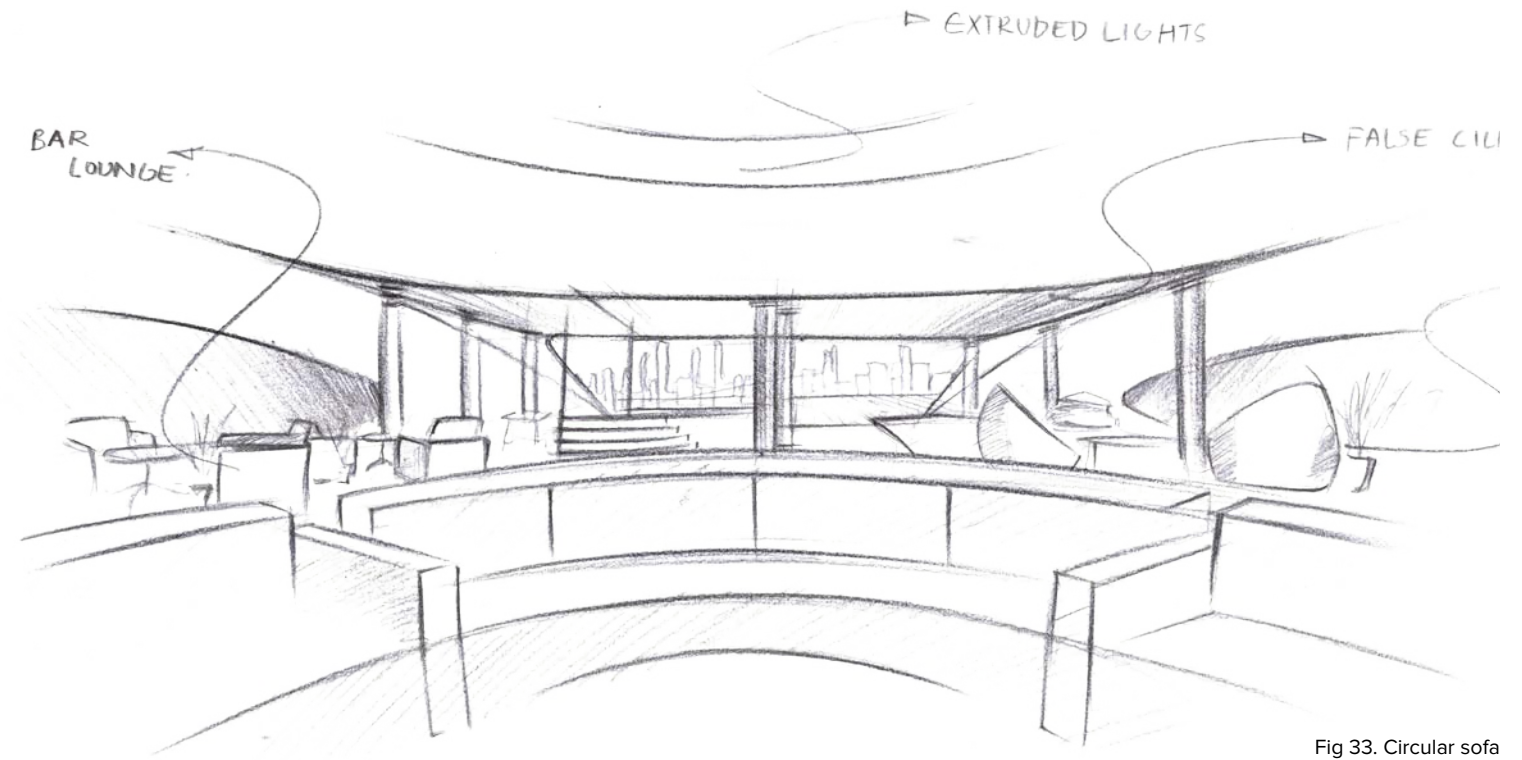


Fig 33. Circular sofa

Under water observatory in the under deck where users can observe the marine life with safety and comfort.

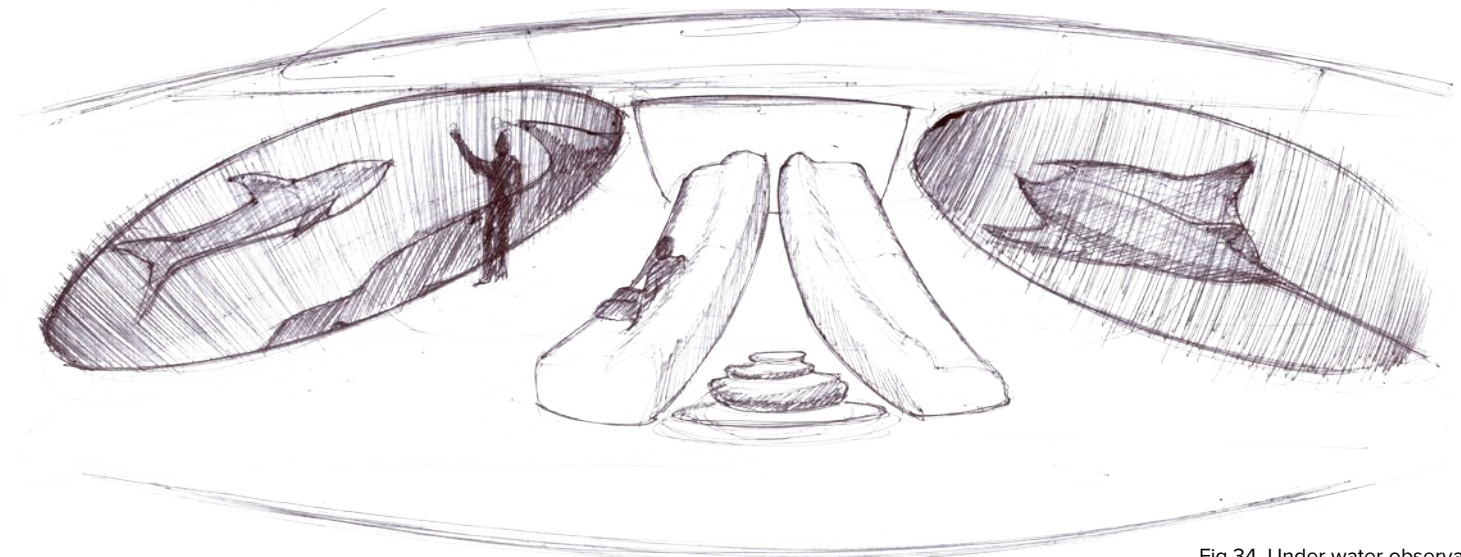


Fig 34. Under water observatory

# 10. Layout

Length (overall)- 50m

Beam (overall)- 12m

Draught- 3m

Air height- 10m

Power train- Twin Volvo IPS 900  
penta diesel engines

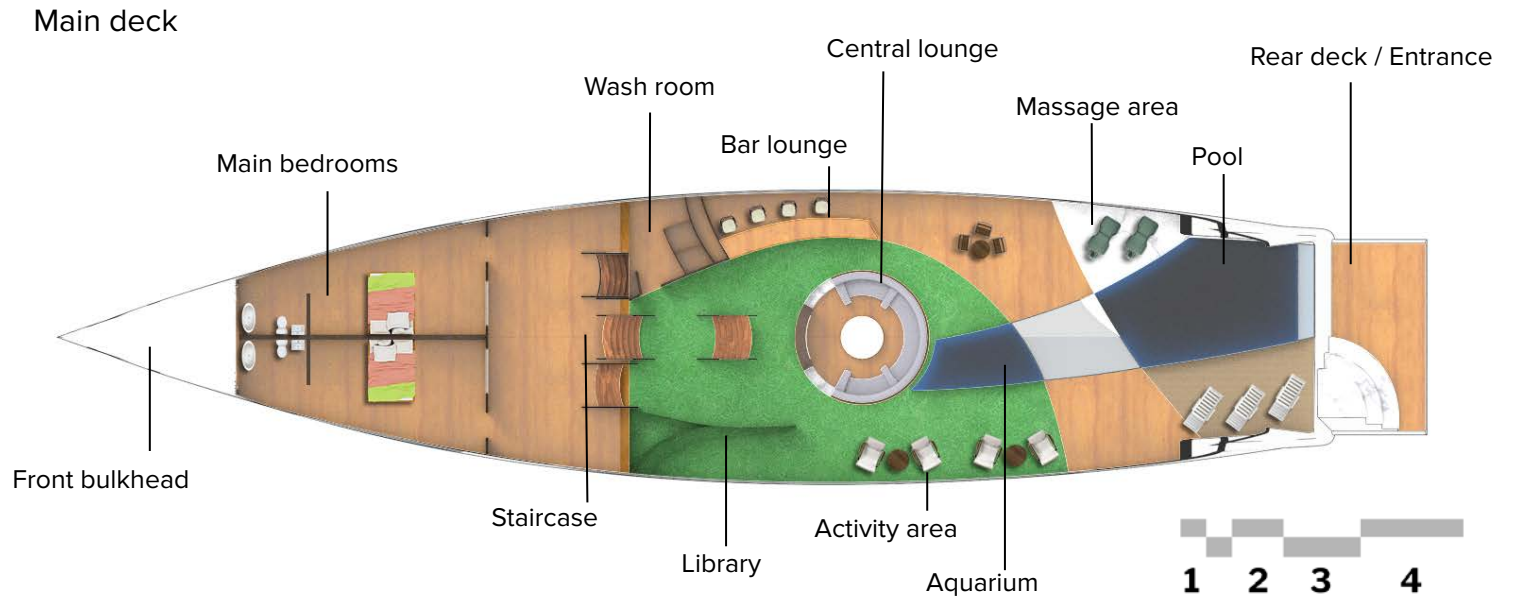


Fig 35. Main deck

## Front deck and upper deck

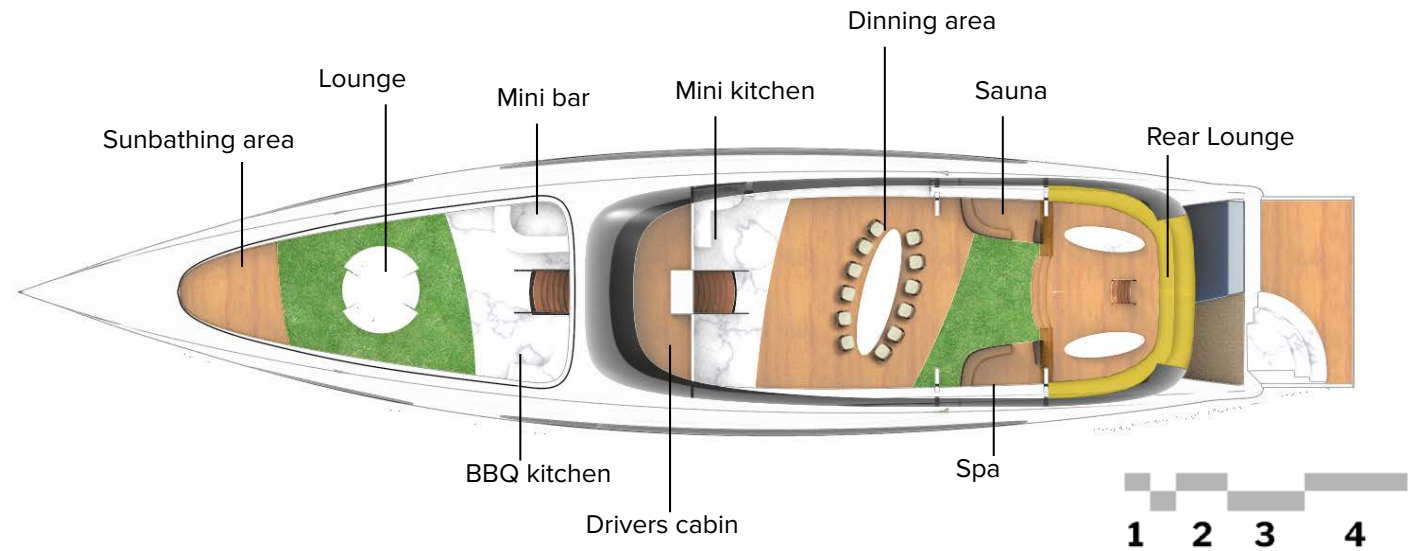


Fig 36. Front deck and upper deck

## 10. Layout

Length (overall)- 50m

Beam (overall)- 12m

Draught- 3m

Air height- 10m

Power train- Twin Volvo IPS 900  
penta diesel engines

Top deck

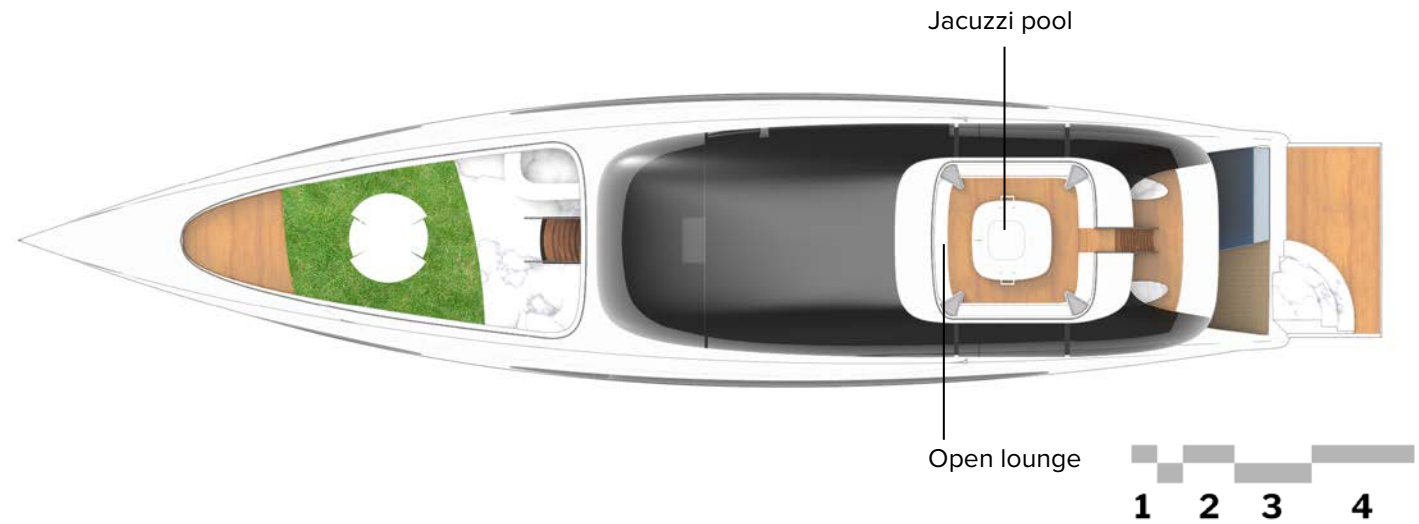


Fig 37. Top deck

Lower deck

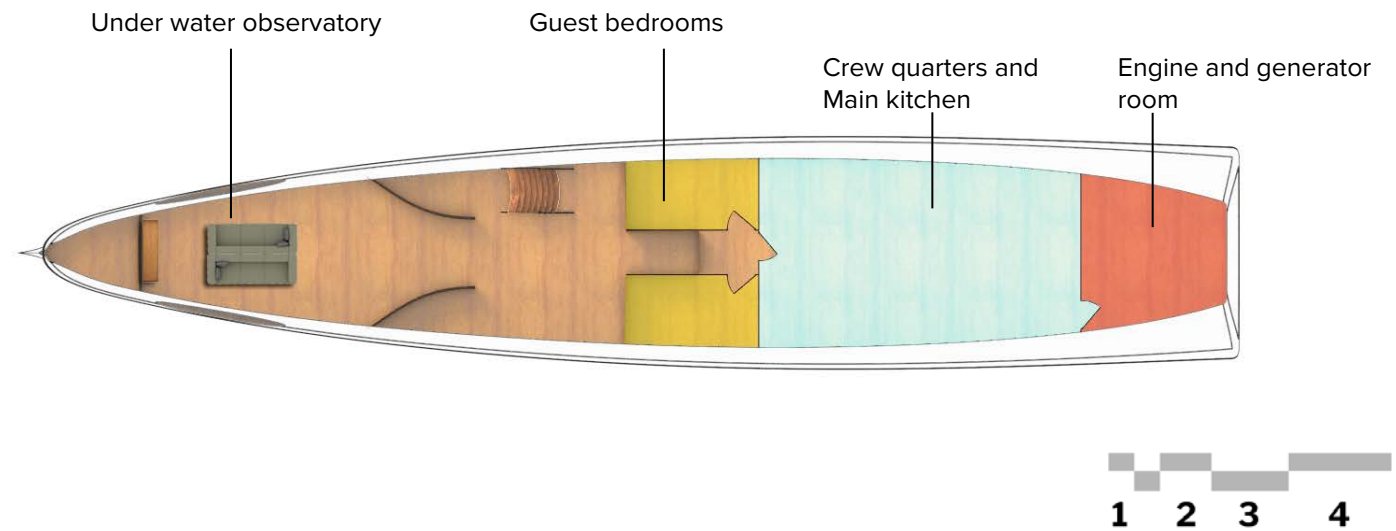
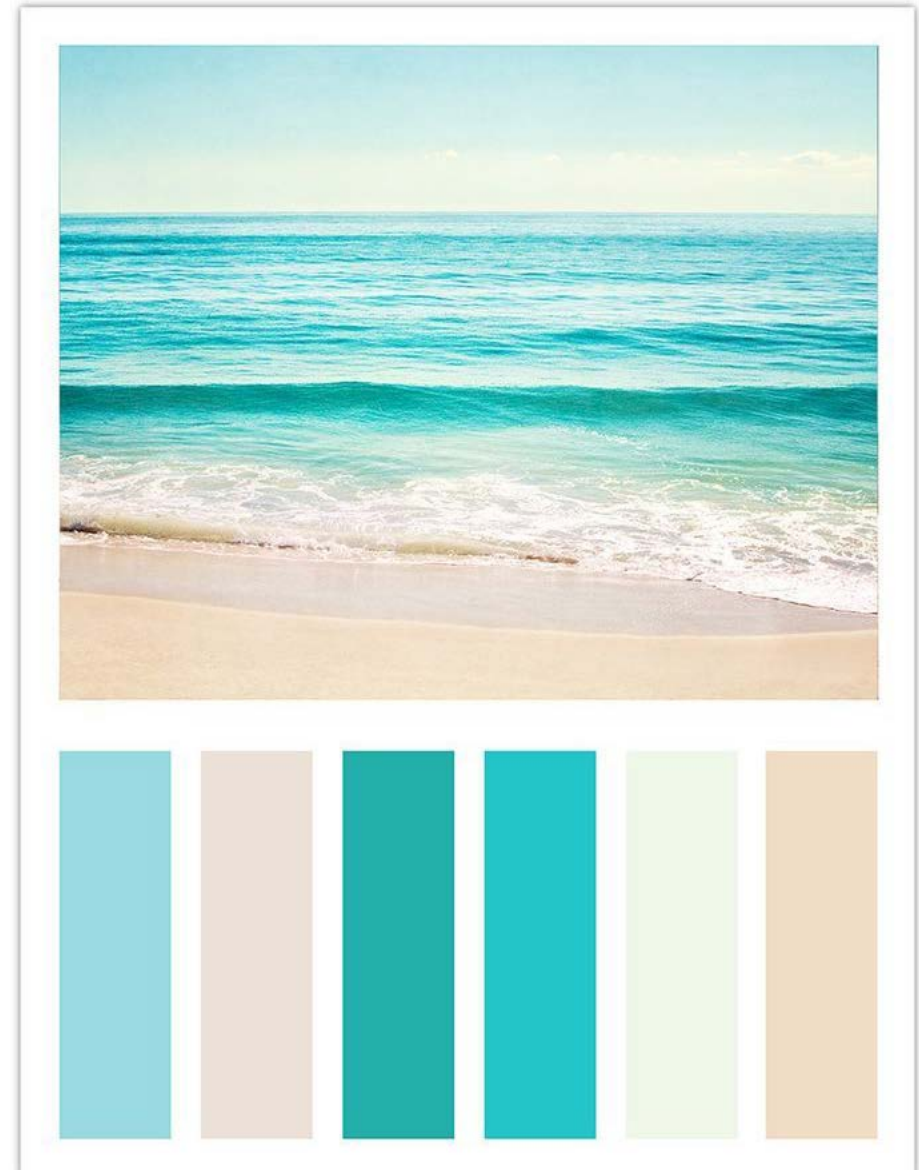


Fig 38. Top deck

# 11. Final design

## 11.1 Colour palette

The palette is natural and neutral. It consists of the colours in nature – the pale blue of the sky, the greys of the clouds and the golden beige of a sandy beach. These are the shades to be brought into the design. Pale pinks and soft whites look good too. A couple of complementary colours like green and blue run through the interiors; introducing colour onto the walls, floor and into soft furnishings. The use of wood, stone and fabric keeps things soft and inviting.



Img 50. Colour palette

## 11.2 Image board

Coastal Zen design embodies a minimalist philosophy, making use of natural materials, patterns of light and space, and a near-monastic rejection of clutter. The design is meant to be relaxing, contemplative and visually balanced and appealing.



### COASTAL ZEN

A light and simple color scheme, complemented by natural materials, and plenty of natural light and water to create a space user can be at ease.



Img 50. Image board (Interior)

## 11.3 Renders

Entrance on the rear with infinity pool and sunbathing



## 11.3 Renders

Main living room with aquarium and wide glazing



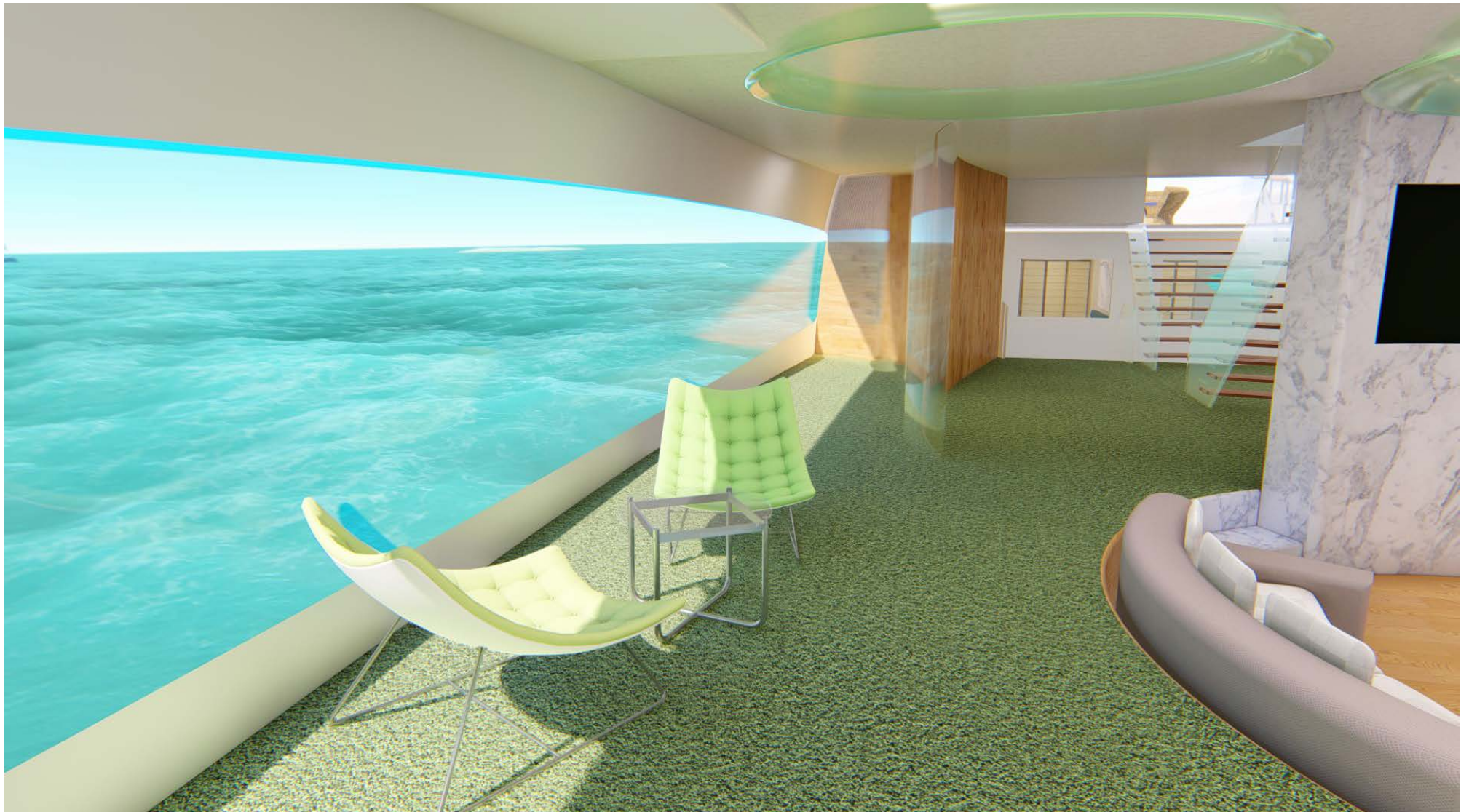
## 11.3 Renders

### Bar lounge



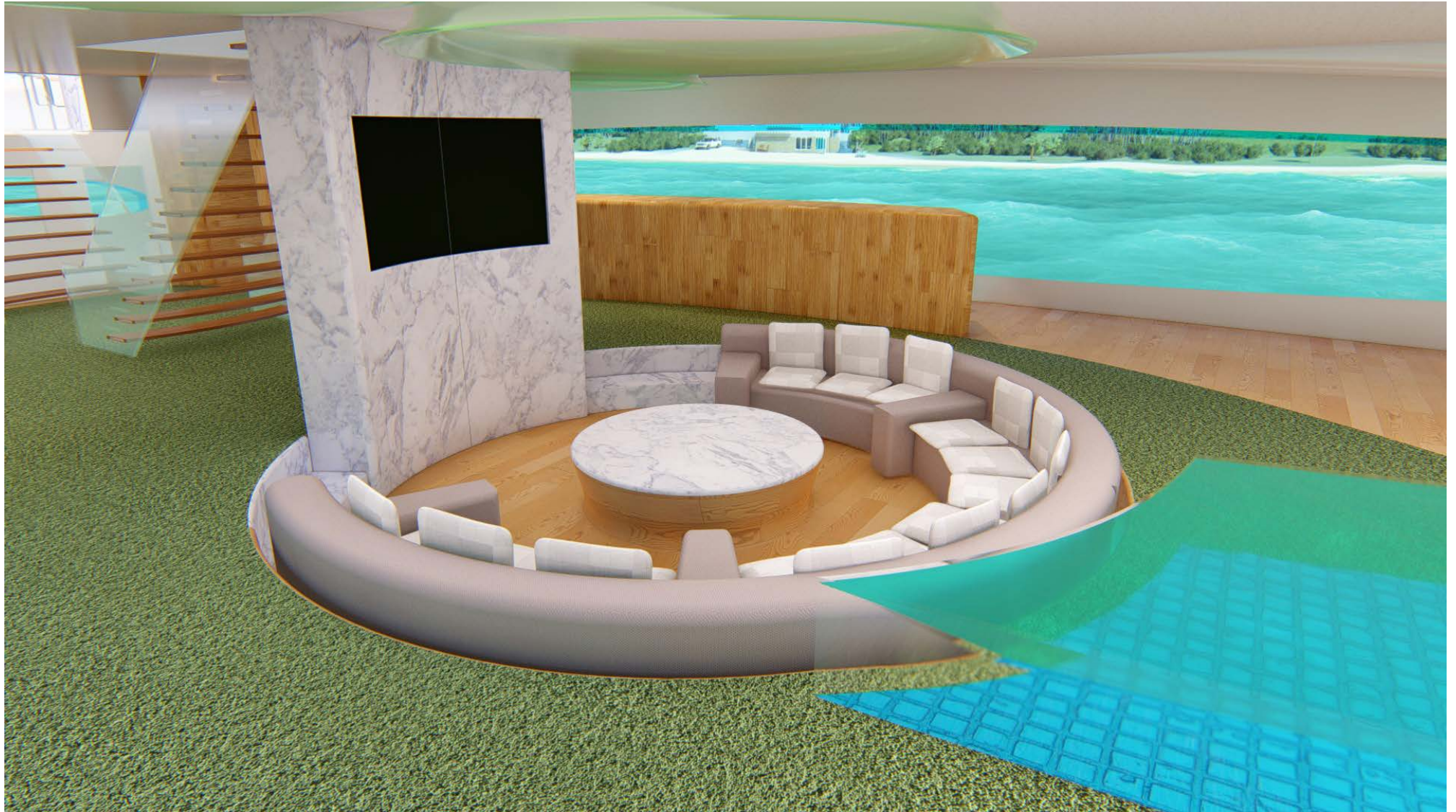
## 11.3 Renders

### Green lounge and activity area



## 11.3 Renders

Central living room



## 11.3 Renders

### Staircase to other spaces



## 11.3 Renders

### Dinning area on the upper deck



## 11.3 Renders

### Spa and sauna on upper deck



## 11.3 Renders

Front deck with mini bar, kitchen, sunbathing area.



### 11.3 Renders

The jacuzzi on the upper deck has different slopes for comfortable seating.



## 12. Scenario for two day cruise.

Rishabh and Shaqueel are business partners and friends from Mumbai. They live in Mumbai with their families. They have 15% shares of a charter yacht which generates regular income for them and as perks of being owners they get a free trip on the yacht once a year. This year they have planned to spend their holidays on the less known beaches of Alibaug and Ratnagiri.



A motor boat picks them up from jetty and the approach the yacht in the morning.



They enter from the spacious rear deck of the yacht enter from the spacious rear deck of the yacht



After having some refreshments they relax in the living room.

## 12. Scenario for two day cruise.



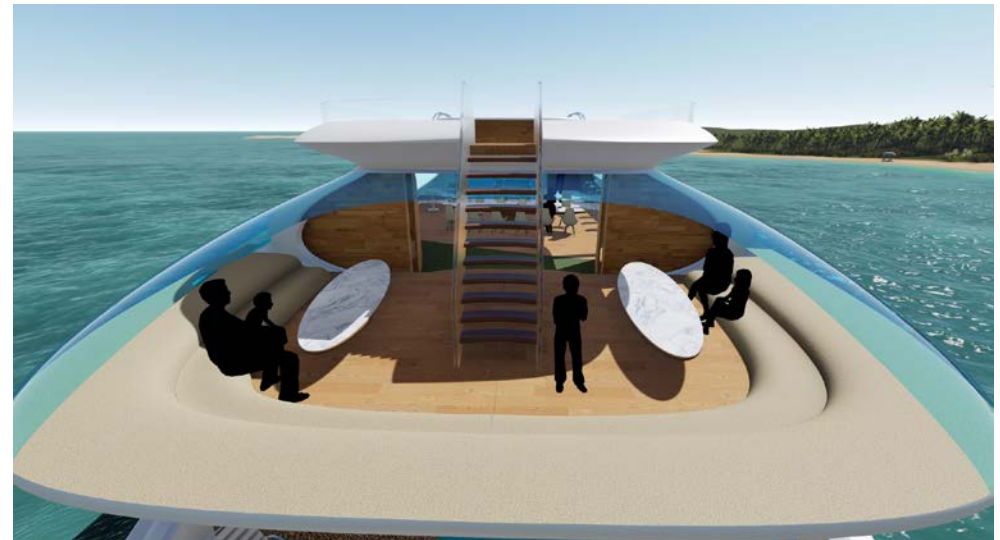
They all gather in the central lounge to plan the trip ahead



In the evening they enjoy Barbecue on the open front deck



View from the bedroom helps them sleep in the night.



Morning breakfast is served on the open upper lounge

## 12. Scenario for two day cruise.



Elders enjoy the sauna in afternoon.



They swim in the pool after sauna and spa.



The marine expert provides tour of local marine life in the underwater observatory.



They relax in the jacuzzi while approaching Ratnagiri.

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## 14. Annexure A

### 14.1 Conversation with Mr. Shakeel Kudrolli

Q1. How and when did you start the company?

The company was started in 1994 by three partners to grab opportunities in the charter yacht market.

Q2. How many boats does the company own? Where do you buy them?

The company owns 160 boats including yachts, catamarans, speed boats and service boats. Most of the boats are bought from foreign manufacturers, some are restored and they also have a workshop to make FRP hulls and other equipments.

Q3. Do the boats require any customizations?

Yes; safety railings, furniture, fishing equipment etc. have to be custom fitted in the vessel. The interiors are also modified according to the clients need.

Q4. What is the cost and lifetime of an average yacht?

The average yacht (20-25 meter) costs around 4.5 crore and lasts for 20 years. The company may sell the vessel in 5-10 years.

Q5. How hours an average yacht is used per week?

Yacht are used for 2-3 hours daily but sometimes clients hire yachts for a few days too.

Q6. Do you plan on having bigger packages; for example 1-2 days?

The packages are totally customizable and some people do hire yachts long trips.

## 14.1 Conversation with Mr. Shakeel Kudrolli

Q7. Who are the existing users of this service?

The service is mostly used the upper middle and rich class. Friends who want to have a get together, small family functions, corporate meetings, foreign tourists etc.

Q8. What is a yacht according to you?

Yacht is a luxury boat with facilities like fully furnished bedrooms and bathrooms, open deck for relaxing, kitchen, dining area, bar etc. The vessel must have good performance and it should look glamorous.

## 15. Annexure B

### 15.1 Questionnaire

The questionnaire contains few number of questions because there are sixty photographs from which the user has to choose. The first set of questions is about life in Mumbai and the hobbies of the user. The second part contains questions about relationship nature and sea in particular and the last part contains the pictorial user study.

- Do you consider living in Mumbai hectic or tiring?
- If yes what do you do for unwinding after a busy day at work? (sports, gym, food, drinks with friends)
- What would you do on weekends?
- What would you like to do on your ideal weekend?
- Do u like being closer to nature or sea in particular ?
- What do you like about the sea?
- Please choose three photos from each category (open spaces, closed spaces, activities)that suit your aspiration.

For two days

For two hours.

Would you like to rent a yacht resort/hotel for a evening or weekend in future for a different experience?

## 15.2 Activities

Photographs of the following 20 activities were shown to the users and they asked to choose the activities which they would like to do on a weekend getaway.



Img 39. Swimming



Img 39. Open air dinner



Img 39. Reading



Img 39. Drinking



Img 39. Yoga



Img 39. Tennis



Img 39. Hiking



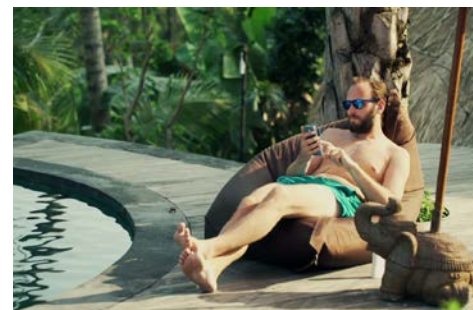
Img 39. Massage/Spa



Img 39. Safari



Img 39. Wine tasting



Img 39. Lounging



Img 39. Meditation



Img 39. Snorkelling



Img 39. Net lounging



Img 39. Dolphin spotting



Img 39. Camp fire



Img 39. Gym



Img 39. Music festival



Img 39. Fishing



Img 39. Jet skiing

## 15.3 Spaces

Photographs of the following 40 exterior and interior spaces from world famous resorts were shown to the users and they asked to choose the spaces where they would like to spend a weekend.



