

DESIGN BRIEF

GROUP 3 // Environmentally Attractive



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PITCH

We realized that many chinese care much about status and less about the environment. Therefore we want to heighten the concern on the environmental issue, exploiting the fact that there is a strive for status. Moreover we want to build a bridge between the interior of the car and the surroundings.

CHALLENGE

How can we make chinese car users think about the environment, by visualizing the inside of the car on the surroundings and vice versa?



USER GROUP



PERSONA // MR. FU (32)

Single
Middle Class (150,000-250,000 yuan/yr)
Market Manager
Lives in an apartment near the middle ring in Shanghai

USE OF THE CAR

0-50 km: work, meeting friends, bar, family
50-100 km: business trips, travelling

A DAY IN MR. FU'S LIFE

8:30 get up, putting on his decent shirt and suit, hurrying to get ready
9:00 walk 100m to his car at the parking lot. His car looks like this.
9:15 get stuck in a traffic jam, listen to the city radio

9:50 park his car in the underground parking lot, then arrive at the office
15:00 drive 10km to meet a client
19:00 drive to a nice restaurant to meet his friends and have dinner
20:30 drive back home in a traffic jam
21:30 park the car in his neighbourhood, and walk 100m back home
22:00 take a bath, surfing the web and read news on iphone (on climate change or eco stuff, which he knows about, but doesn't really care about), or do some extra work
00:00 set the alarm on iphone and go to sleep

KEY WORDS

materialism, care about his own well-being, care about status

KEY FINDINGS

Materialism
Status
Personal health
Unawareness of EVs
Hierachy
Submission to authorities

DESIGN PRINCIPLES



Link materialism and status with
environmental awareness

GOALS

Make the number of e-car users
increase

Make affordable design

Make caring about the environment
a high status factor

CONSTRAINS

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