

HEALTH

Zhuang

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Lyuba

CONCEPT

We are aiming to help the driver to calm down from the busy life and achieve good mental and physical health. To do that we are designing an interior, which creates a quiet and calm surrounding for the driver. It's part of an e-car system, trying to ease the user's everyday interaction with the vehicle.

THE USER

middle class & upper middle class

age: 25-45

salary: >11.000 Y

commutes to work
>1 hour every day

spends time with family or friends



Imagine a business man and father, that has responsibility at work and long hours. When he gets into his car it will be the first time that day, that he will find peace, quite and private space.

He still has practical things to take care of, and he knows that his family is jumping to see him and get his full attention, when he gets home.





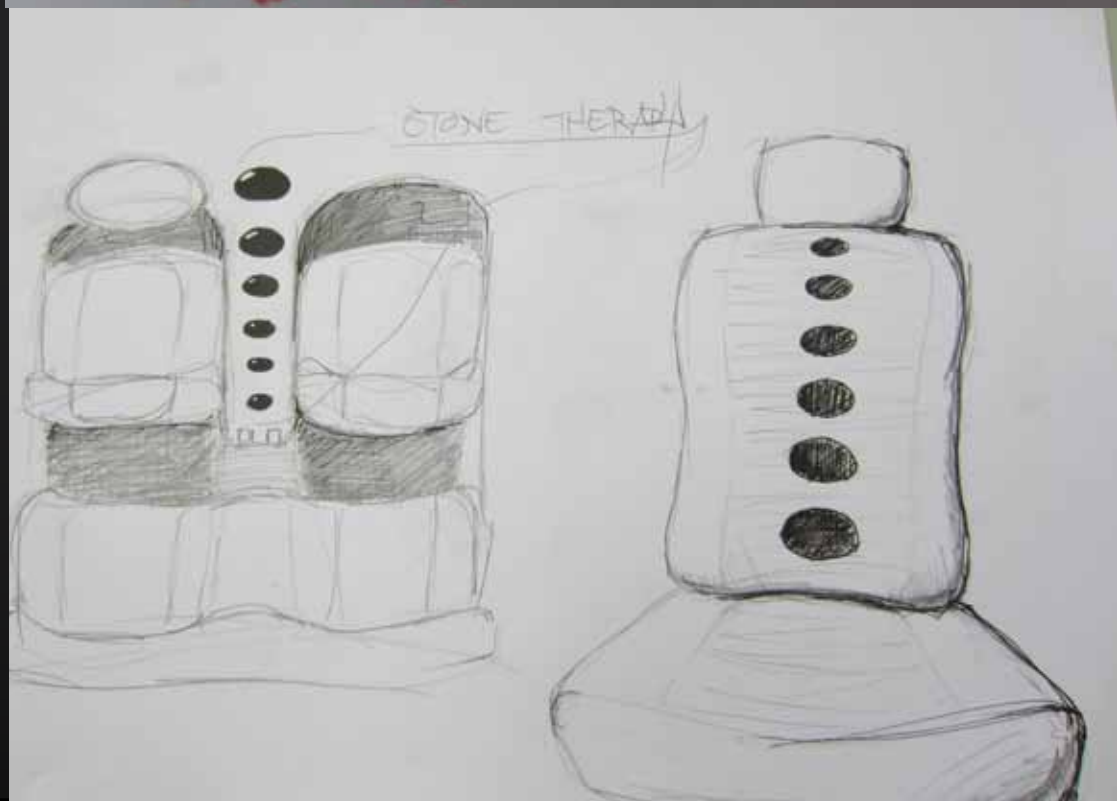
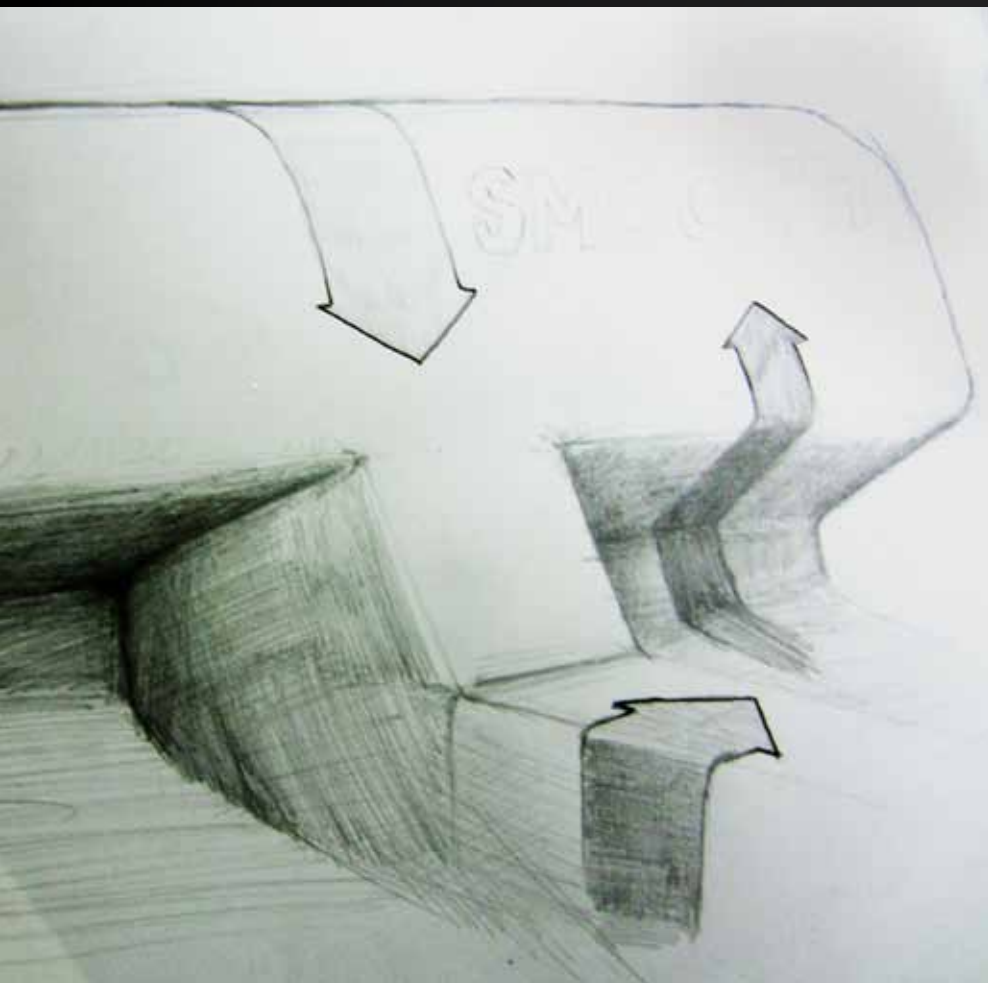
UNWINDING ON THE WAY HOME

- feel your body in the car
- relax and let your mind go
- auto seat adjustments
- enjoy the silence and smells
- enjoy the status





GET NATURE, THE CLOUDS,
FRESH AIR AND RAINBOW
INSIDE THE CAR



MATERIAL EXAMPLES

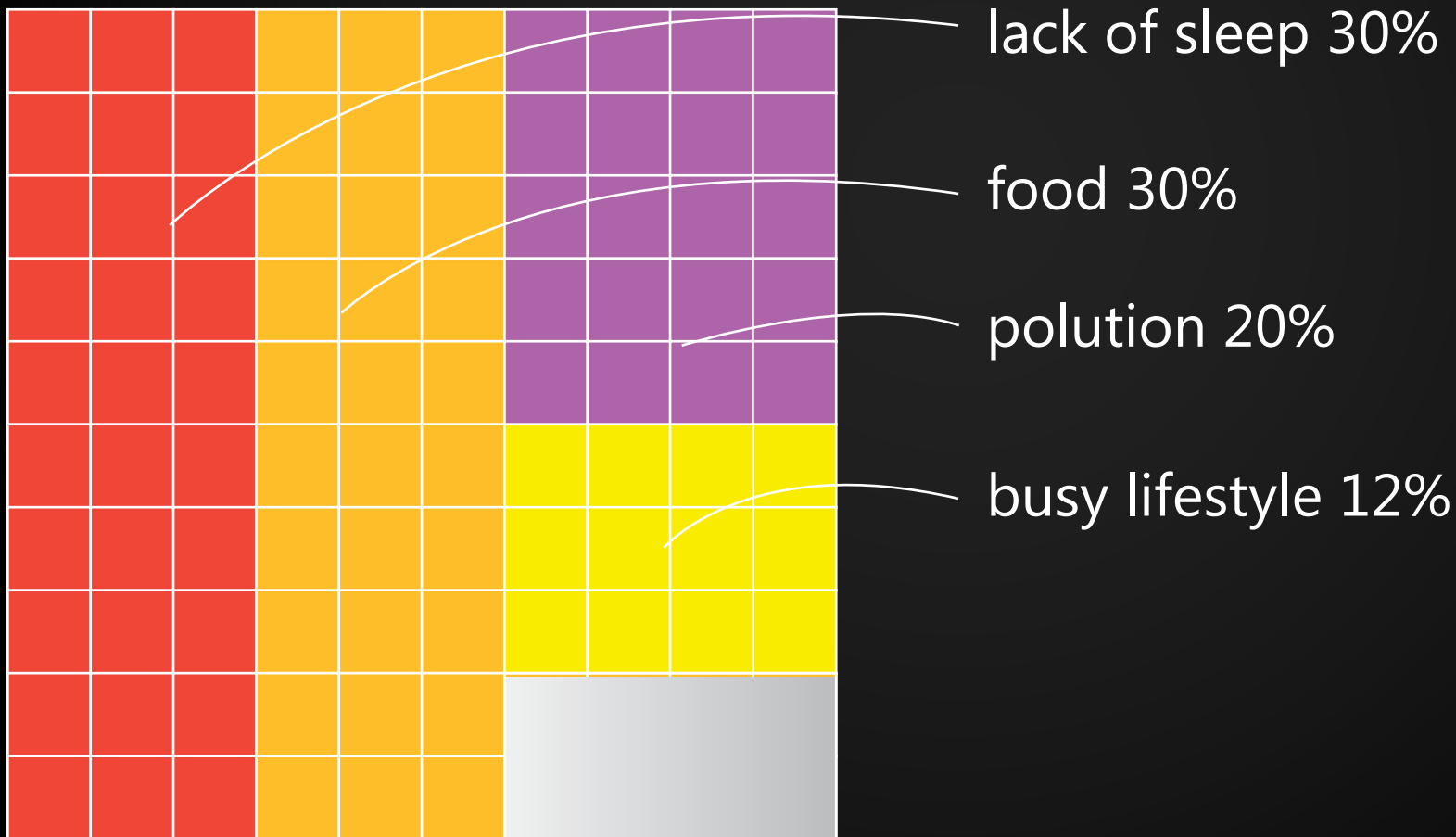


RESEARCH and INSPIRATION

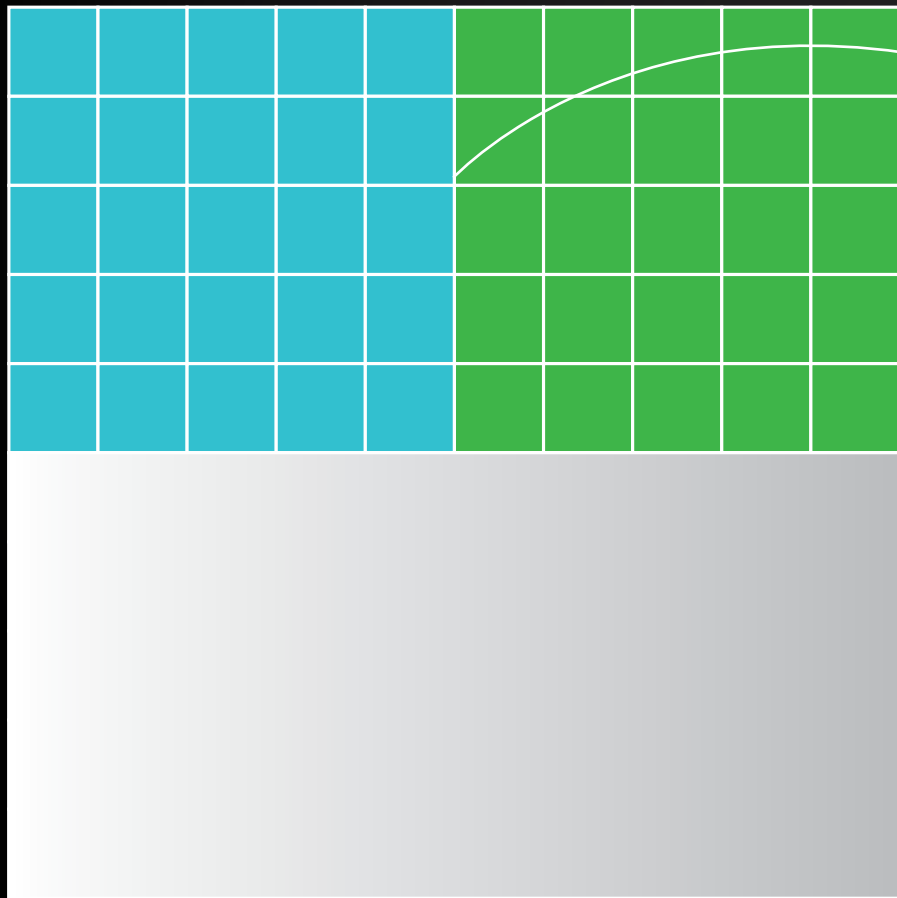
A HEALTHY LIFE IS ABOUT



BIGGEST HEALTH THREAT



THE HEALTHY CAR



e-car + polite driver
25% each





PURE SHAPE

