

CUSTOM CARS

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PITCH

The EV has a hard time impressing Chinese men, especially the ones who have a great interest in customising their cars inside and out. In China this kind of control over your environment shows your power of influence and is a measure of masculinity. Can we meet the needs of this group of men? Further, can we use the benefits of the EV to make it more enticing than a gasoline-driven car?

CHALLENGE

- 1) How might we create a concept that makes the car stay relevant to the users changing needs?
- 2) How might we find inspiration in the Chinese machos characteristics (balance, harmony, responsibility, calmness etc.) and combine them with car customisation?
- 3) How might we use the benefits of the EV to make it more enticing than a gasoline-driven car?

USER GROUP

Male 25-35 year old

Job situation: In his first job, beginning of his career

Marital status: single (may have a girlfriend)

May afford a middleclass car, but buys a cheaper car and spends lots of money customising it.

Reason for customising: He has travelled and has watched "The fast and the furious" and foreign TV shows like "Pimp my ride" and seen this practise abroad and now wants to mediate his personal style though his car. Also, he makes the car look fancy and more expensive which also increases his status visually.

He looks up to more expensive cars but cannot afford them himself

His car is his hobby and he spends a lot of time in his car (hypothesis)

He takes good care of his car - has a personal relationship with it (need to find out what kind)

He customises both interior and exterior

KEY FINDINGS

Customizing interior

There are some people who are willing to spend a substantial amount of money customizing their car, both interior and exterior. The Chinese macho (introvert, balance, harmony, responsible, calm etc.) is not the same as the western macho (ekstrovert, show-off, 'Brian', muscleman, wild etc.)

The control and strong practical ability showed through customization of one's vehicle exemplifies chinese macho.

Car customizers are a small but growing segment.

Most Chinese buy cars for practical reasons, rather than for luxury. Car owning occurs late in life as it is very expensive and they pay it cash.

Family- and businessmen are more likely to buy cars.

The Chinese show their status through their car.

DESIGN PRINCIPALS

Status

Identity (individualism)

Independents

Safety

Feel-good (technical wise)

Masculinity

Friends with car

Freedom

Social-minded (take out family and friends)

Control

GOAL

Our goal is to create and design a better (electric) vehicle for car customizers in the Chinese context.

CONSTRAINTS

High-class sport cars

Focus on the car as a means of family transportation.