

E-SCOOTER



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Head shaking

Disadvantages of motorcycles



PI Product Identity



Luxury Expensive **\$**



DESIGN THINKING

New Creative Things

Electric drive

- Trend of the future
- Environment protection
- Energy conservation

Analysis Of Market

Product Orientating

Magnetic levitation wheel

- High dynamic efficiency
- High braking efficiency
- Good buffering performance

Control system

NEW
New attempt

Fingerprint lock
Fingerprint start
Fingerprint control



Basic characteristics of appearance

These two characteristics are the elements that penetrate through the modern Bugatti sports car and are also the characteristics that will be reflected in my design. Simple geometric curves are much more beautiful than complex prisms.



Detail features

Every detail is amazing and gives a very noble feeling. At the same time, Bugatti's sense of luxury avoids the flashy feeling, and enhances the connotation of sports cars. These will be the details that I will take.



Attempts of cutting-edge technology

HUD technology has begun to be used in car navigation and other fields, and AI technology is becoming mature. I hope to try to combine these technologies. The self-driving motorcycle combined with the holographic projection operation interface will make this a cool thing.

Necessity

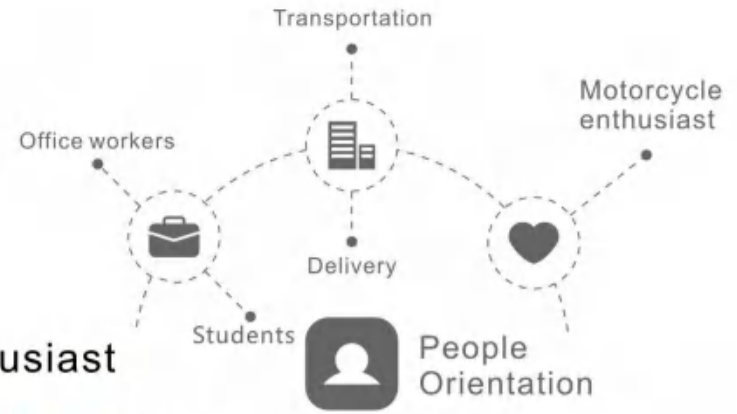
Its necessity is that the artificial intelligence's anti-power and fault tolerance are better than humans. It can quickly analyze the terrain and ensure human safety to the greatest extent in the automatic driving mode.



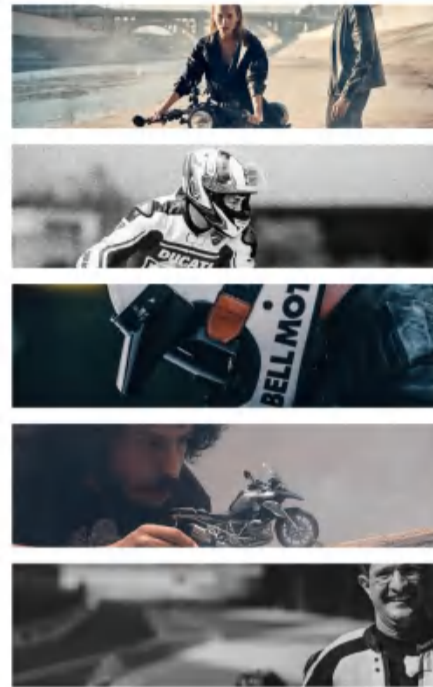
Crowd analysis

In this project, I roughly divided the crowd into groups. Among them, motorcycle enthusiasts are of most interest to me, because their riding career is just like life. It is a growing process. The car is valuable but it is priceless. So this motorcycle is designed for enthusiasts and accompany them.

Collector



Motorcycle enthusiast

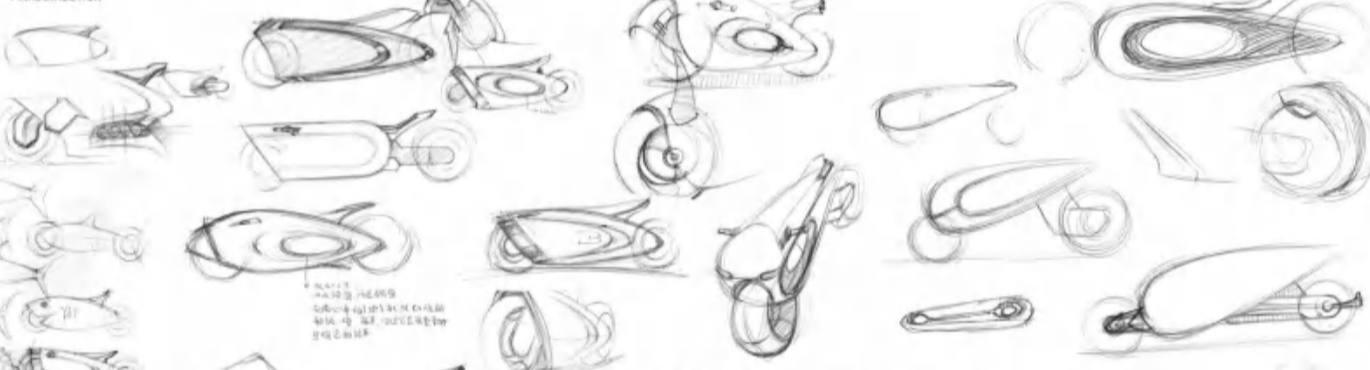


- Less experience
- Knowledge of motorcycles
- Stays in the theoretical stage
- Strong interest in motorcycles
- Own the first motorcycle
- Less experience as well
- Has certain basic equipments such as helmet and gloves.
- Start trying to control the track.
- Start trying different kinds of motorcycles.
- Love to try the classic track in the mouth of old drivers.
- Generally have changed once motorcycle.
- After growing and learning, became more familiar with motorcycles.
- Began to pursue and think, such as speed, etc.
- Experienced many things.
- Some of them will return to the original scooter.
- Some of them will choose to ride a motorcycle to the world.
- Trobles
- Upset about selection Requirement
- Cool
- Low price
- Trobles
- Easy to get involved in activities without considering vehicle performance.
- Own technical level and route complexity.
- Purpose
- Get acquainted with riders and clubs
- Trobles
- Blindly confident in one's own technology.
- Have certain skills, but don't know why to do it, it belongs to the stage where others do what.
- Title
- Old driver in the eyes of ordinary people.
- Perception
- The combination of motorcycle career and life has become more and more low-key.

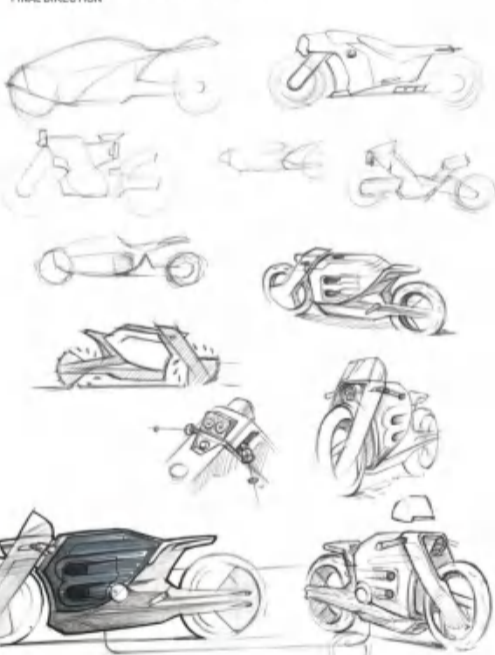
DIRECTION 1



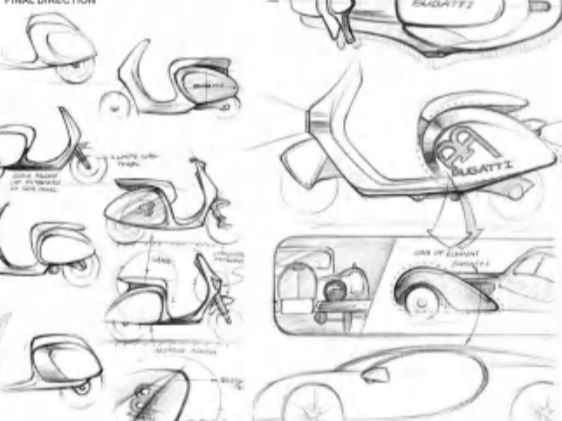
DIRECTION 4



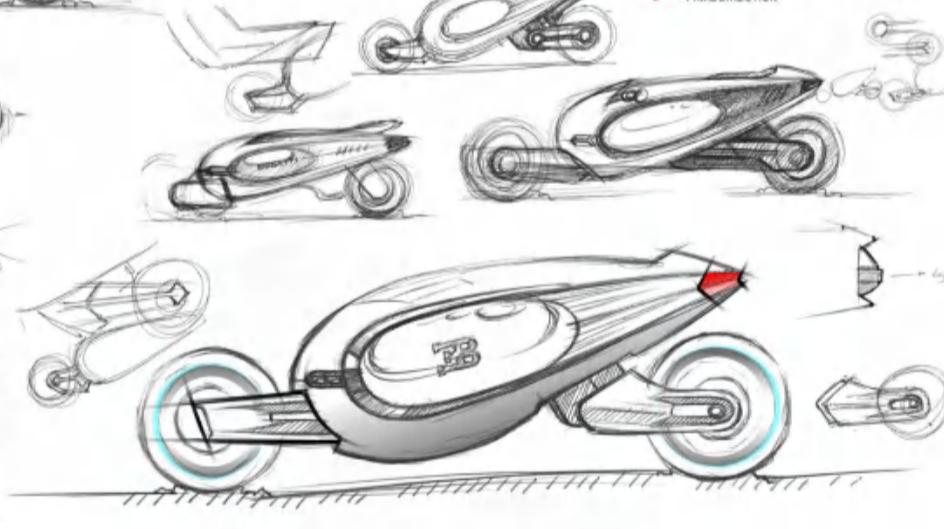
DIRECTION 2



DIRECTION 3



DIRECTION 5



KEY SKETCH

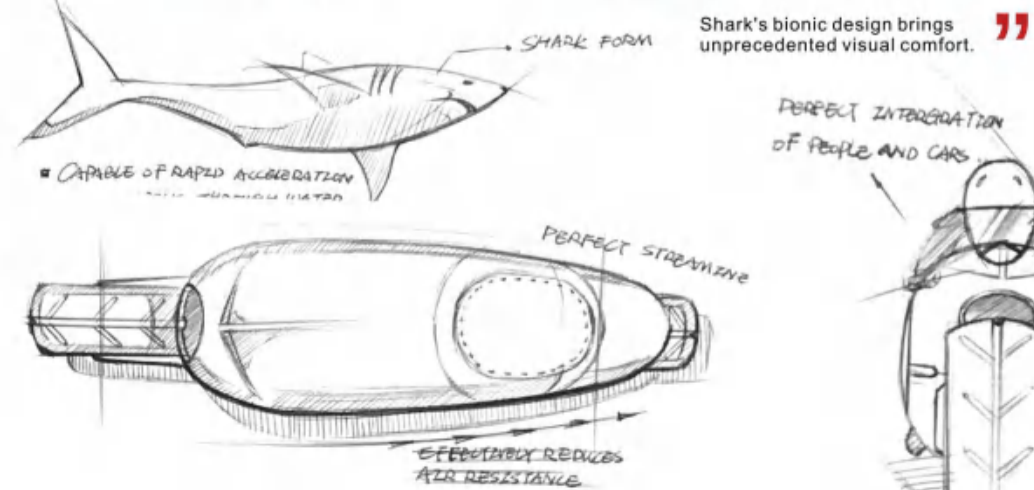
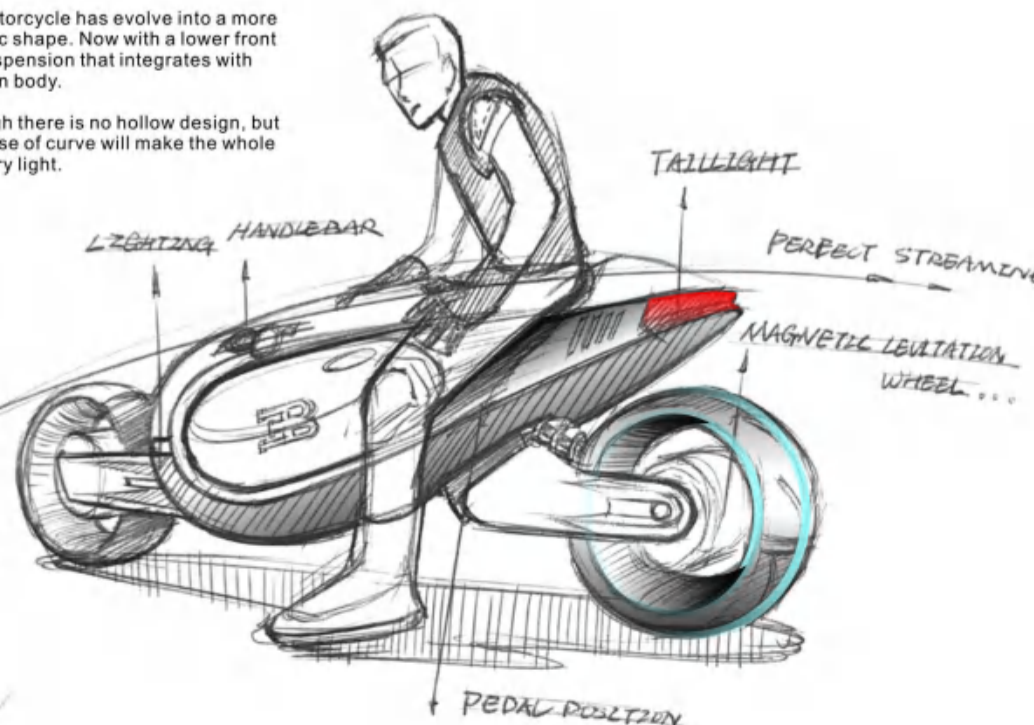
This sketch represents the right proportion with a dynamic feeling.



FINAL DIRECTION

The motorcycle has evolve into a more dynamic shape. Now with a lower front arm suspension that integrates with the main body.

Although there is no hollow design, but the sense of curve will make the whole look very light.



ENTHUSIAST

Enthusiastic pursuit of blood lovers



Scale screen

Capable of displaying fuel quantity and speed information

Heat sink

Headlight

Led light

For lighting the ground in front



Motorcycle handlebar

Hidden handlebars can make the overall appearance look more overall, highlighting the low-key overall style.



Palm recognition

This inspiration comes from the use of mobile phones, which can get rid of the bondage of keys. The unique fingerprint also makes the safety of motorcycles improved.

