

R — READER | TEREZA PLSKOVA
| PEOPLE IN TRANSIT | MINOR |

TU DELFT | 20 **19/20**





— MINOR I TU DELFT



C

CONTENT

A — ABOUT ME 5

C — COOLEST CAR 10

W — WORST CAR 12

PVC — CAR 16

F — FACELIFT 18

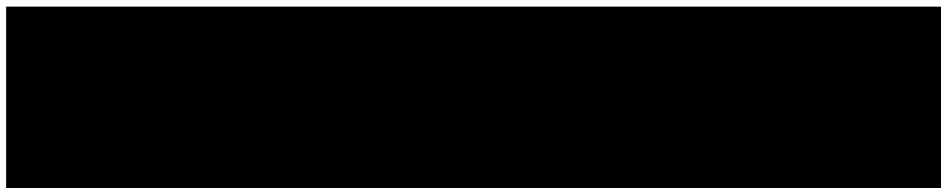
R — ROTTERDAM FAMILY CAR 30

H — HILLEGERSBERG MOBILITY SYSTEM 46

V — VISITS 66

S — SKILLS I SKETCHING 72

L — LECTURES 80





A ABOUT ME



PLSKOVA.TE@GMAIL.COM
C Z E C H R E P U B L I C
E X C H A N G E
2
M I S S M Y D O G
YES, YOU CAN
BLAME DUTCH
WEATHER FOR
EVERYTHING

I DON'T
WANT TO
BE ONLY
A STUPID
DESIGNER
ANYMORE.



IT WAS NOT SUPPOSED TO
RAIN



FLAT TIRE... 3 X IN ONE WEEK

Dear commission,

it is my pleasure to apply for Erasmus+ student exchange program.

My name is Tereza Plšková. I am a 22-year-old student at The Czech Technical University in Prague at Faculty of Architecture department of Industrial Design. Currently I am working on my bachelor thesis focusing on home dialysis. This year I am going to finish a bachelor's degree and for my future studies I would like to get involved in a multidisciplinary team dealing with industrial and product design.

It is important to do things well, but even more important is to do good things. That is why TU Delft. I believe TU Delft is a great opportunity for me to find future topics and broaden my horizon.

I also participated in the international exchange programme Athens – course "Value proposition design for startups in sustainable energy", where I have met students from TU Delft, who described their courses like difficult, but well lectured. My choice was crystal clear.

As for the course I would love to take part in "People in transit minor", especially because of my participation in PR group eForce FEE Prague Formula, where I had a chance to cooperate with other students from different fields of studies on a real project, find out what the team spirit really means and learn to see things from different perspective. I have to admit that the environment is close to me and arouses my curiosity. Simply I just want to know more. Plus I can have a social impact connected with the challenge of developing innovation.

I also think these lectures are kind of similar to our studio, however with different approach and that is the most important asset. Different point of view, different background and different topics. Due to this experience my opinion on designing process could be much more complex and I don't doubt that it would move my skills on a different level.

Projects which I had to deal with were personal dosimetry system for hospitals, portable lactate meter or variable infrapanel. All these challenges taught me something new and moved me forward to improve communication, time management, teamwork, decision making and ability to work under pressure.

Based on my previous studies I discovered my field of interests, which is transformation of clearly industrial devices into products, so they can find wider range of customers, because they are easier to use and familiar.

Considering my gained experience, I would like to develop my further skills on the field of industrial and product design. Furthermore, I want to extend my English language skills. I am open to challenges which highly contribute to my self-development and TU Delft is one of them. I admire the education system which is advanced and progressive. It is not only education which I am attracted to but also culture, people and nature.

Thank you for your time and consideration.

Yours faithfully

Tereza Plšková

Dear commission,

Take this letter as an extension to the previous one.

The main reason and motivation for enrolment right into this course was my experience with participation in a project group eForce FEE Prague Formula, which is a team of the International Student Formula Competition under the Faculty of Electrical Engineering of the Czech Technical University in Prague.

This multidisciplinary team of students is full of great, for the first sight, very different people, who are connected by one interest or passion – desire to successfully build a formula with electric drive.

My role in the team was mainly about communication with sponsors and visual content for social media. This experience taught me what is co-operation really about, the importance of team spirit, the art of communication together with ability to see things from different point of view, be prepared and willing to make compromises. Also lead to my deeper interest in mobility issues and especially future visions of transportation.

I also want to have bigger impact on the real concept, because that is agenda of my studio work.

As a result, I was totally thrilled when I found out there is possibility to attend courses focused on transportation design. Furthermore, I admire technical approach and an emphasize on a strong concept idea.

Based on this I would be glad to have the opportunity, become a part of this course and have a chance to cooperate, be inspired and challenged by other students with different approach, skills and experience.

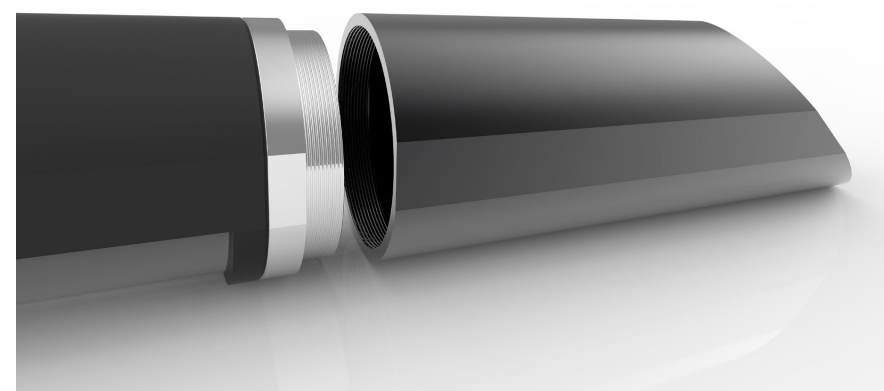
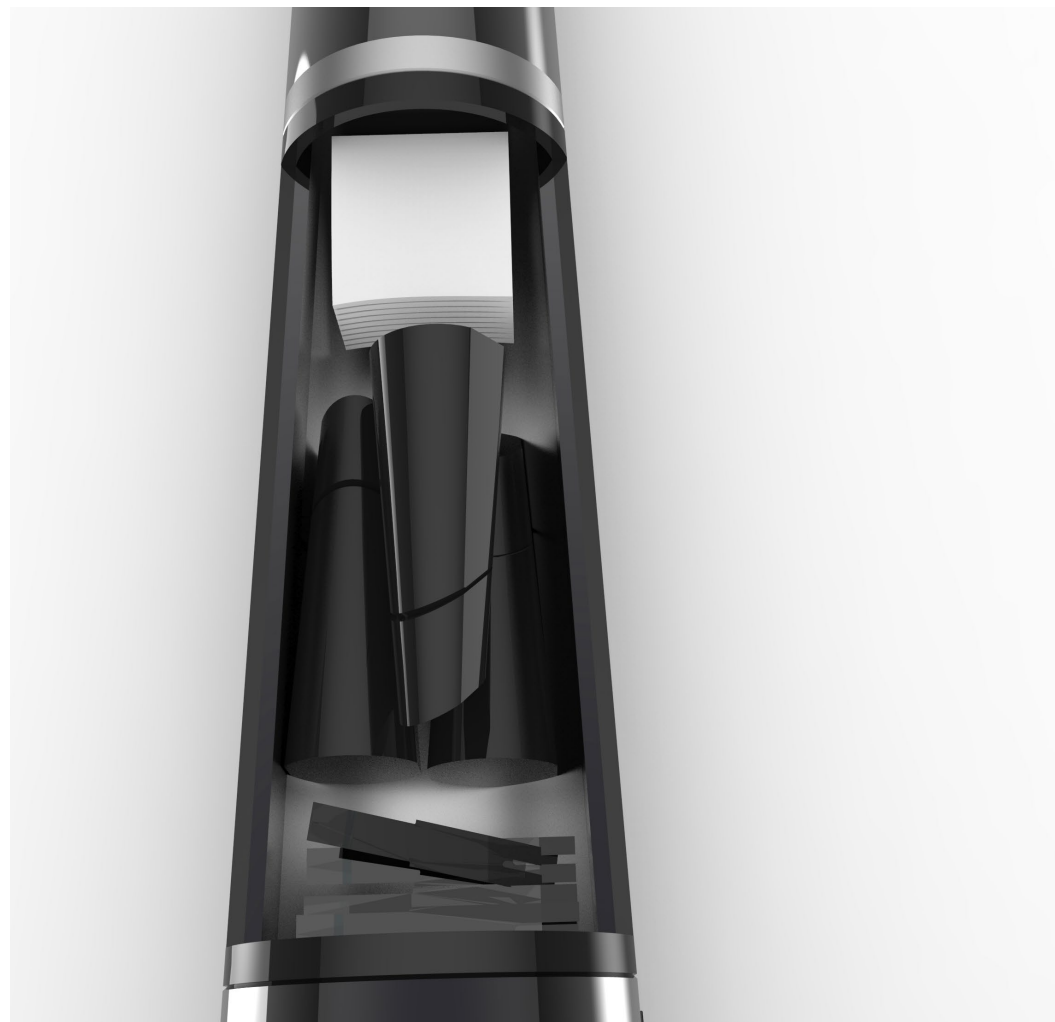
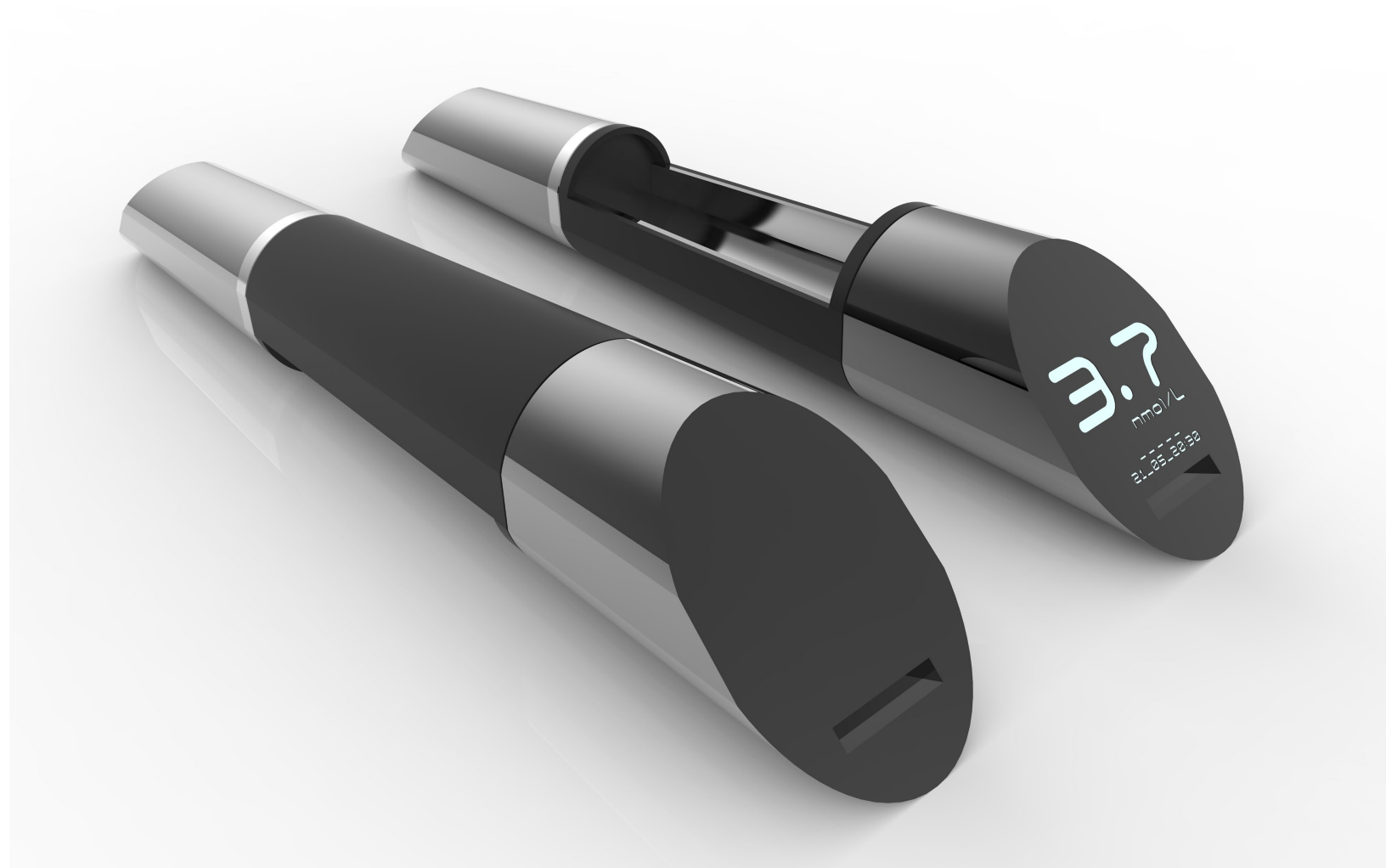
I am aware of the fact, that this course is going to be difficult and it is absolutely necessary to work hard during the semester. However, I am ready for it and what is more I am really looking forward to it.

Students should be curious as well as brave in visions and ideas. Thank you for your time and consideration.

Yours faithfully

Tereza Plšková





PORTABLE LACTATE METER





C_COOLEST CAR



C_COOLEST CAR

FIRST DATE QUESTION...

Cooler car ever, hmmm, hard to say, especially when you have like five minutes to think about it and I'm person who falls in love with cars all the time and especially because of the lines, because of elegant lines and I'm fascinated by the flow of the car, flow of the shape. Range Rover Velar is a car, which combines a **big volume and flowy lines**, therefore the car looks to be in motion, **dynamic despite the size**. Sure, that my decision wasn't based on some strong arguments why, but on a strong feeling and mainly emotions. However, **emotions drive us...**This car reminds me my dad...that's why it always will be the coolest car ever....no matter what...



PHOTOS?

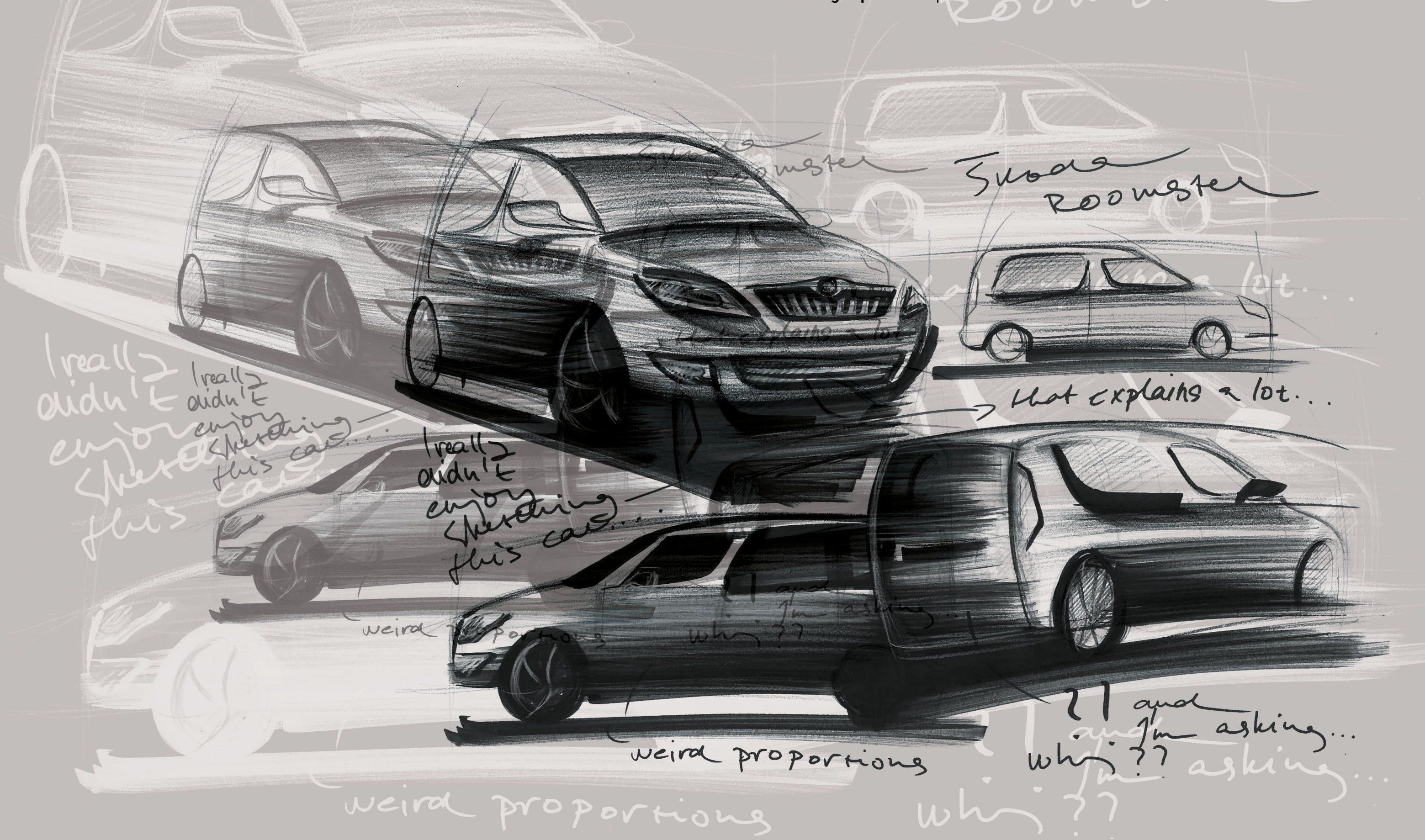


W _ WORST CAR

RATHER NOT...

W — WORST CAR
TALKING ABOUT A NIGHTMARE...

Roomster is the best proof that usually the most practical things are the ugliest ones. Why I do not like this car? Because when I look at the car, there is simply something wrong with it – **proportions**... From my point of view **windows are strangely positioned** and sure the **back** of the car looks to be cut randomly. What I really **appreciate is the amount of storage space** and spacious interior of the car.



P

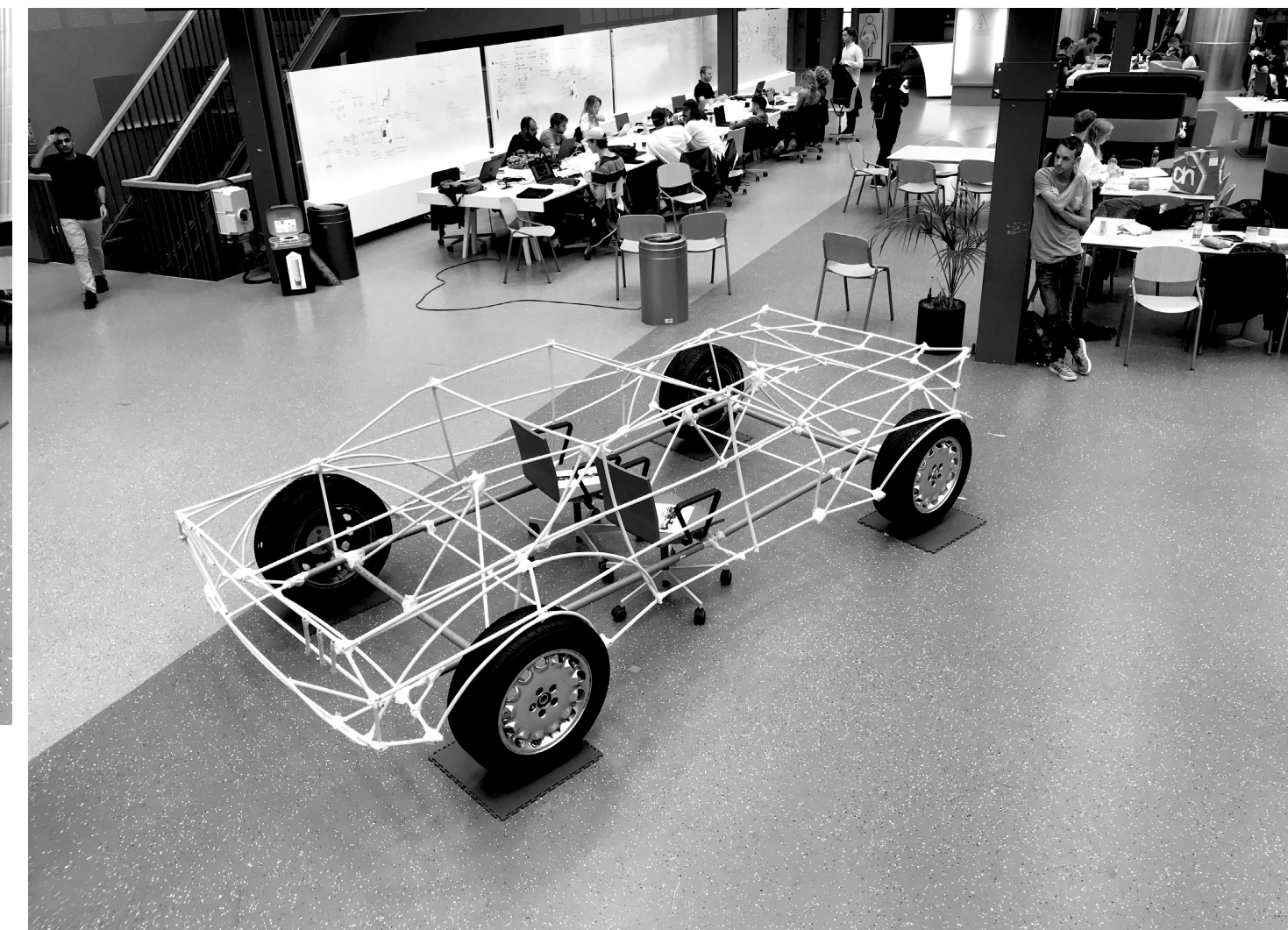
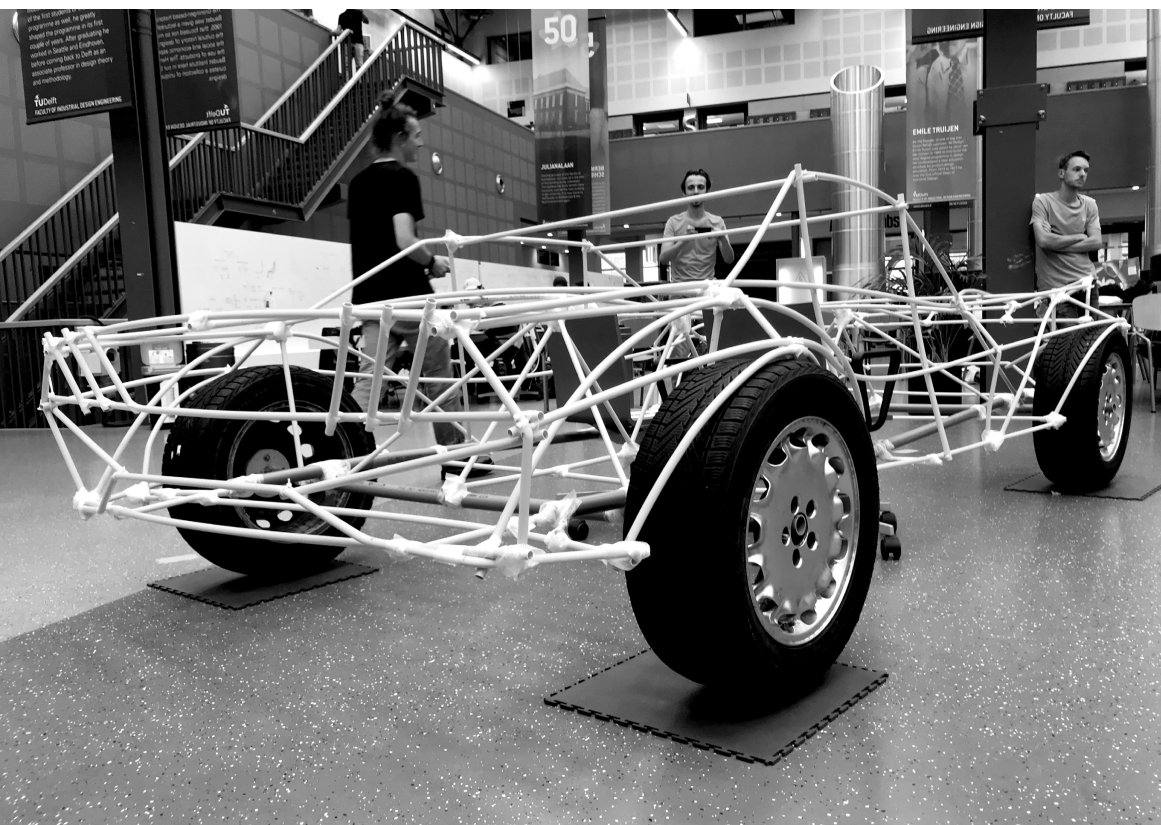
PROJECTS

NO.1

PVC — PVC CAR BUILDING



■ ROWAN | MARK | SVEN | CAMPBELL | OLIVIA | TEREZA

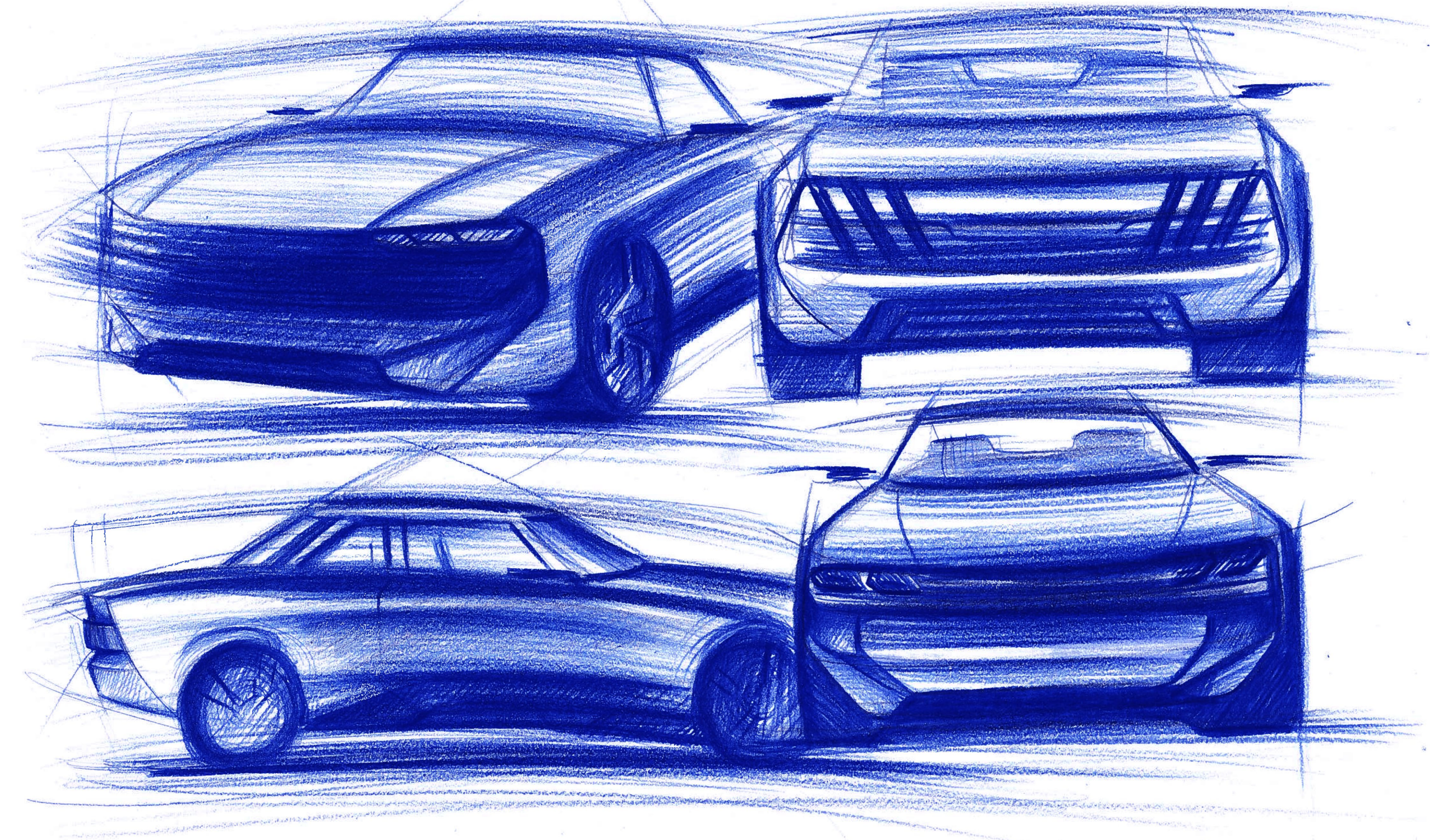


PEUGEOT

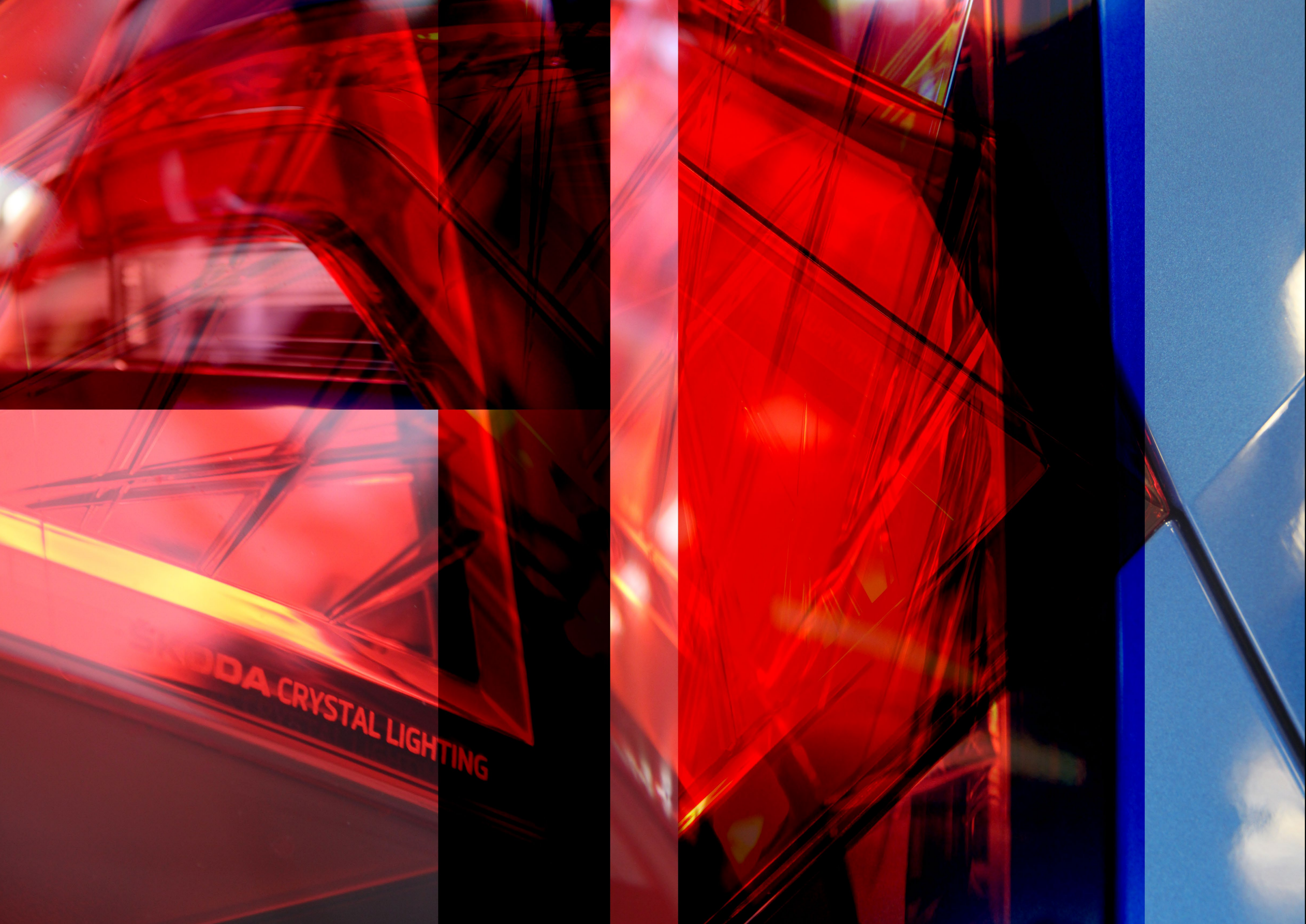
■ E-LEGEND CONCEPT CAR

PVC — GROUP PROJECT

BEST INTRODUCTION GAME EVER...



Our main goal was to keep the main character of the car, which means **try to cut PVC tubes only when necessary and work mostly with long tubes/lines – same when you are sketching**. This attitude became really challenging during the process, because bending of the tubes (especially in the front) was not as easy as we thought. And what is more, we were 'sustainable' and gave a chance to PVC tubes to be recycled. However, this exercise helped us a lot to **understand proportions and dimensions of the car**. But to be honest, the best team building and introduction game ever - the most challenging part was to remember names of group members...Finally numbers from our WhatsApp group got names and faces...



NO.2

F — FACELIFT | INDIVIDUAL PROJECT



F

FACELIFT_ŠKODA OCTAVIA

TRADITION ON THE EDGE!

This project is my very first experience with automotive topic in general. What I really like about it is the fact, that we were given a lot of lectures and coaching, so even when I felt kind of lost, I was guided how to get on the track very fast. Research part consists of desk research, interviews and discussions. Together with the **sketching analysis** took me most of the time and helped me to base my design on facts like brand identity plus brand image, goal of the research and analysis was to **avoid assumptions**.

As an important part of my research I consider a car saloon visit and photo analysis which went hand in hand with drawing analysis and observation in Louwman museum (You can follow crucial visuals on next pages.)

OCTAVIA



FACELIFT



BRAND IDENTITY

=SIMPLY CLEVER

Škoda based her identity on a good reliable technology for reasonable price.

Octavia is supposed to be **practical family and business car**, multipurpose, the ideal choice for the heart and mind, class of it's own, timeless, distinctive and bold expression that stands out from the crowd (according to the advertisements, official web sites and sales advisor in Den Haag.

BRAND IMAGE

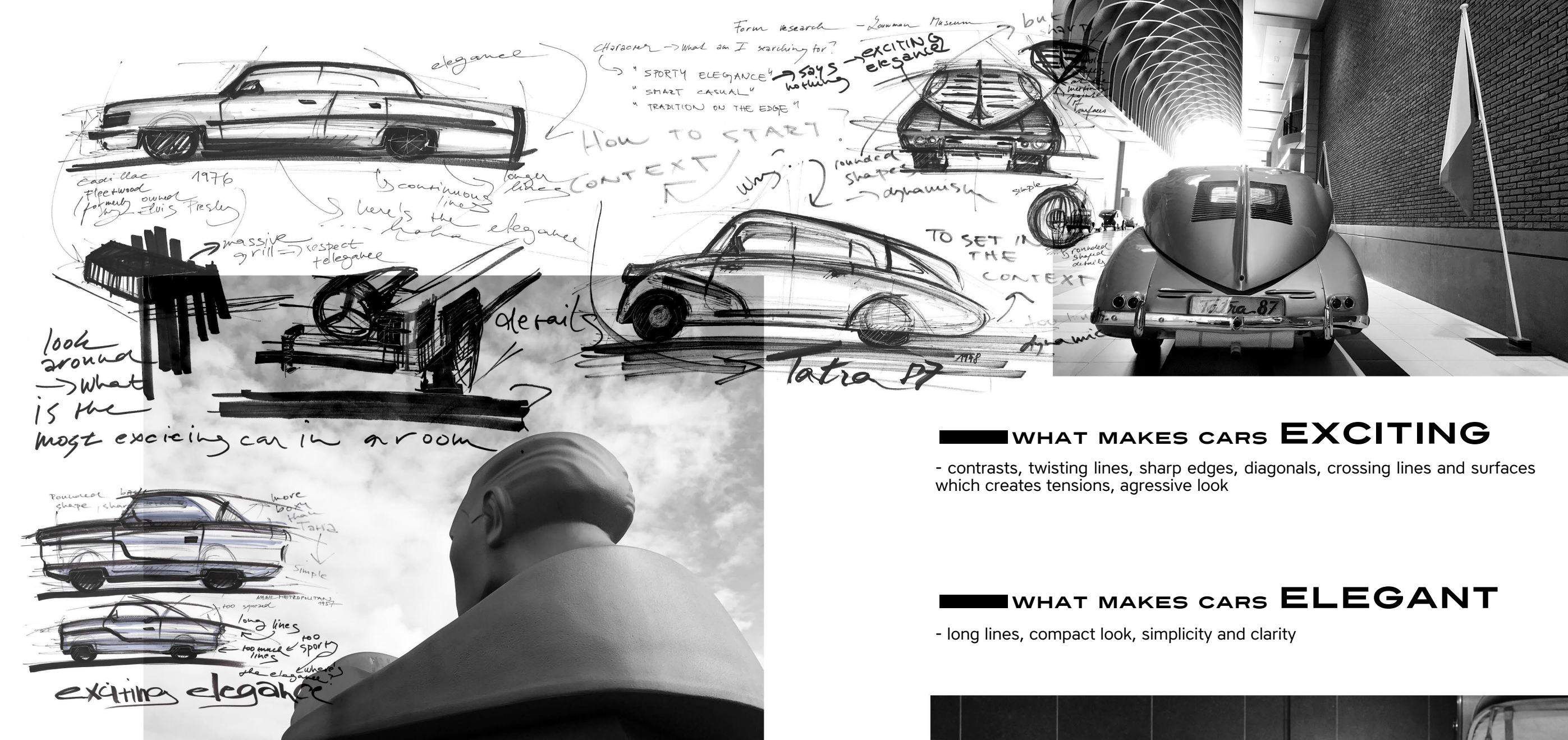
=RELIABLE & JUST OK CAR

Škoda Octavia is known for **good quality for reasonable price, reliability**, compromising clever choice between what can I afford and what I really want, classless image - says nothing about the owner, no emotions - ok car, practical family and business car.



o b s e r v a t i o n





WHAT MAKES CARS EXCITING

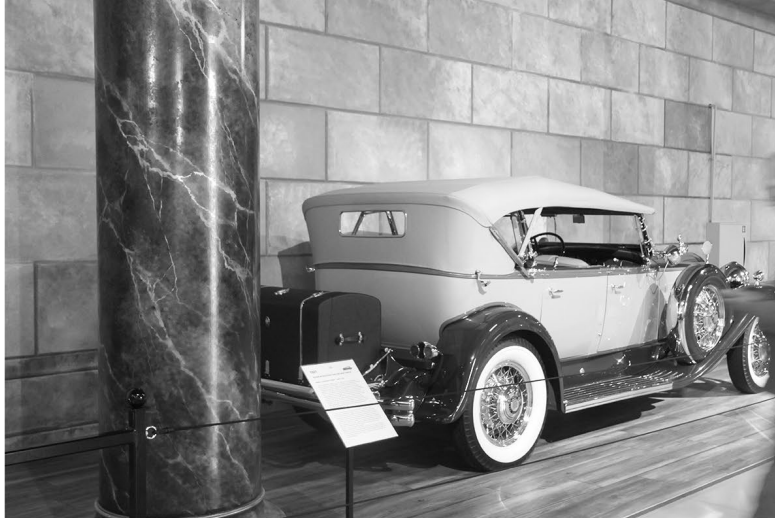
- contrasts, twisting lines, sharp edges, diagonals, crossing lines and surfaces which creates tensions, aggressive look

WHAT MAKES CARS ELEGANT

- long lines, compact look, simplicity and clarity

SKETCHING AT LOUWMAN

Our visit at Louwman was supposed to help us feel the character of cars, improve our observation skills and apply it in our restyle project. My question was to **investigate and find out which features makes car exciting and elegant** (because based on my analysis I came up with two keywords_ exciting elegance).



SEARCHING FOR CHARACTER

As a part of Louwman museum visit we were trying to define **features which make cars to look ceruse**. By ceruse I mean confident, which grabs our attention in the way that you are attracted or interested. Those features like **combination of materials, status symbols, long lines and kind of limousine proportions**.

This complex group exercise helped us in a process of searching for our own characteristics which came out from the research part.



CERUSE

RESEARCH method:

old product → innovation → past → FUTURE → INTERACTION → new product

KEEP / SIGNIFICANT

- crystal line features
- work with tradition
- chrome frame of radiator grille
- continue in the motto "SIMPLY CLEVER" in details
- **MEME**

TO CHANGE

Why?

- more compact
- more sporty look
- front lights:
- diamond led
- into the product family → customers don't recognize
- age of block forming logo for the car can't be well as it's already used in other models

MOTTO:

"tradition on the edge"

CHARACTER:

- free time (active) with family
- business trips
- **'SPORTY ELEGANCE'**
- **'SMART CASUAL'**

HOW TO CONNECT WITH THE CUSTOMER:

STORY BEHIND MEMES

more emotional

- more sharp lines
- more tension surfaces
- **COLOR:**
- **MEME**

velvet democracy

too feel the car

EMOTIONS

- we capture ourselves through our cars

story behind it's never just a car

PRODUCT STRATEGY

my vision

tell the story understandably by "simply clever" details

hostalgic feeling

- new factory for Octavia opened by Viktor Havel
- symbol of democracy
- 17 November 1989
- 30. anniversary velvet Revolution
- 2019
- CAR AS A SYMBOL
- symbols of velvet revolution
- 60. years anniversary of octavia
- since production was launched (1959)
- 1959
- 2019
- collective memory
- sharp lines
- MEMES

MISSION STATEMENT

Why do I move on? → why do I move on? → why do I move on?

- better to get it in a coherent (history, location, culture)
- why Octavia? → it's not just a car, it's a symbol of a generation
- why Octavia? → it's not just a car, it's a symbol of a generation
- why Octavia? → it's not just a car, it's a symbol of a generation

analyse

BRAND IDENTITY: simply clever

Why? → because of the "classless" image when they buy it it's because of the COMPROMISE - VOLKSWAGEN technology good Skoda's quality & for a good price: "the ideal choice for the heart & mind"

problem? Lack of emotions for customers

COMPANY'S MISSION:

- practical family & business car
- class of "old's own"
- multi-purpose
- the heart & mind
- timeless style
- simple and solid expression
- design and form from the ground

CHARACTER OF THE CAR:

- car as a symbol
- timeless style
- simple and solid expression
- design and form from the ground

BRAND IDENTITY INDICATORS:

- history
- mission statement
- address (channel, form, proposition)
- in history & design
- sales channel
- sponsor ship
- products
- product portfolio

BRAND IMAGE:

- reliability & technology
- timeless style
- multi-purpose

BRAND IDENTITY INDICATORS:

- history
- mission statement
- address (channel, form, proposition)
- in history & design
- sales channel
- sponsor ship
- products
- product portfolio

BRAND IDENTITY RESEARCH:

INTERVIEW: MARC VAN EENENBURG, Sales advisor, Volkswagen

2001: 1st generation (+2010)

2004: 2nd generation (+2008 facelift)

2012: 3rd generation (+2019 facelift)

2019: 4th generation (+2024 facelift)

2024: 5th generation (+2029 facelift)

2029: 6th generation (+2034 facelift)

2034: 7th generation (+2039 facelift)

2039: 8th generation (+2044 facelift)

2044: 9th generation (+2049 facelift)

2049: 10th generation (+2054 facelift)

2054: 11th generation (+2059 facelift)

2059: 12th generation (+2064 facelift)

2064: 13th generation (+2069 facelift)

2069: 14th generation (+2074 facelift)

2074: 15th generation (+2079 facelift)

2079: 16th generation (+2084 facelift)

2084: 17th generation (+2089 facelift)

2089: 18th generation (+2094 facelift)

2094: 19th generation (+2099 facelift)

2099: 20th generation (+2104 facelift)

2104: 21st generation (+2109 facelift)

2109: 22nd generation (+2114 facelift)

2114: 23rd generation (+2119 facelift)

2119: 24th generation (+2124 facelift)

2124: 25th generation (+2129 facelift)

2129: 26th generation (+2134 facelift)

2134: 27th generation (+2139 facelift)

2139: 28th generation (+2144 facelift)

2144: 29th generation (+2149 facelift)

2149: 30th generation (+2154 facelift)

2154: 31st generation (+2159 facelift)

2159: 32nd generation (+2164 facelift)

2164: 33rd generation (+2169 facelift)

2169: 34th generation (+2174 facelift)

2174: 35th generation (+2179 facelift)

2179: 36th generation (+2184 facelift)

2184: 37th generation (+2189 facelift)

2189: 38th generation (+2194 facelift)

2194: 39th generation (+2199 facelift)

2199: 40th generation (+2204 facelift)

2204: 41st generation (+2209 facelift)

2209: 42nd generation (+2214 facelift)

2214: 43rd generation (+2219 facelift)

2219: 44th generation (+2224 facelift)

2224: 45th generation (+2229 facelift)

2229: 46th generation (+2234 facelift)

2234: 47th generation (+2239 facelift)

2239: 48th generation (+2244 facelift)

2244: 49th generation (+2249 facelift)

2249: 50th generation (+2254 facelift)

2254: 51st generation (+2259 facelift)

2259: 52nd generation (+2264 facelift)

2264: 53rd generation (+2269 facelift)

2269: 54th generation (+2274 facelift)

2274: 55th generation (+2279 facelift)

2279: 56th generation (+2284 facelift)

2284: 57th generation (+2289 facelift)

2289: 58th generation (+2294 facelift)

2294: 59th generation (+2299 facelift)

2299: 60th generation (+2304 facelift)

2304: 61st generation (+2309 facelift)

2309: 62nd generation (+2314 facelift)

2314: 63rd generation (+2319 facelift)

2319: 64th generation (+2324 facelift)

2324: 65th generation (+2329 facelift)

2329: 66th generation (+2334 facelift)

2334: 67th generation (+2339 facelift)

2339: 68th generation (+2344 facelift)

2344: 69th generation (+2349 facelift)

2349: 70th generation (+2354 facelift)

2354: 71st generation (+2359 facelift)

2359: 72nd generation (+2364 facelift)

2364: 73rd generation (+2369 facelift)

2369: 74th generation (+2374 facelift)

2374: 75th generation (+2379 facelift)

2379: 76th generation (+2384 facelift)

2384: 77th generation (+2389 facelift)

2389: 78th generation (+2394 facelift)

2394: 79th generation (+2399 facelift)

2399: 80th generation (+2404 facelift)

2404: 81st generation (+2409 facelift)

2409: 82nd generation (+2414 facelift)

2414: 83rd generation (+2419 facelift)

2419: 84th generation (+2424 facelift)

2424: 85th generation (+2429 facelift)

2429: 86th generation (+2434 facelift)

2434: 87th generation (+2439 facelift)

2439: 88th generation (+2444 facelift)

2444: 89th generation (+2449 facelift)

2449: 90th generation (+2454 facelift)

2454: 91st generation (+2459 facelift)

2459: 92nd generation (+2464 facelift)

2464: 93rd generation (+2469 facelift)

2469: 94th generation (+2474 facelift)

2474: 95th generation (+2479 facelift)

2479: 96th generation (+2484 facelift)

2484: 97th generation (+2489 facelift)

2489: 98th generation (+2494 facelift)

2494: 99th generation (+2499 facelift)

2499: 100th generation (+2504 facelift)

2504: 101st generation (+2509 facelift)

2509: 102nd generation (+2514 facelift)

2514: 103rd generation (+2519 facelift)

2519: 104th generation (+2524 facelift)

2524: 105th generation (+2529 facelift)

2529: 106th generation (+2534 facelift)

2534: 107th generation (+2539 facelift)

2539: 108th generation (+2544 facelift)

2544: 109th generation (+2549 facelift)

2549: 110th generation (+2554 facelift)

2554: 111th generation (+2559 facelift)

2559: 112th generation (+2564 facelift)

2564: 113th generation (+2569 facelift)

2569: 114th generation (+2574 facelift)

2574: 115th generation (+2579 facelift)

2579: 116th generation (+2584 facelift)

2584: 117th generation (+2589 facelift)

2589: 118th generation (+2594 facelift)

2594: 119th generation (+2599 facelift)

2599: 120th generation (+2604 facelift)

2604: 121st generation (+2609 facelift)

2609: 122nd generation (+2614 facelift)

2614: 123rd generation (+2619 facelift)

2619: 124th generation (+2624 facelift)

2624: 125th generation (+2629 facelift)

2629: 126th generation (+2634 facelift)

2634: 127th generation (+2639 facelift)

2639: 128th generation (+2644 facelift)

2644: 129th generation (+2649 facelift)

2649: 130th generation (+2654 facelift)

2654: 131st generation (+2659 facelift)

2659: 132nd generation (+2664 facelift)

2664: 133rd generation (+2669 facelift)

2669: 134th generation (+2674 facelift)

2674: 135th generation (+2679 facelift)

2679: 136th generation (+2684 facelift)

2684: 137th generation (+2689 facelift)

2689: 138th generation (+2694 facelift)

2694: 139th generation (+2699 facelift)

2699: 140th generation (+2704 facelift)

2704: 141st generation (+2709 facelift)

2709: 142nd generation (+2714 facelift)

2714: 143rd generation (+2719 facelift)

2719: 144th generation (+2724 facelift)

2724: 145th generation (+2729 facelift)

2729: 146th generation (+2734 facelift)

2734: 147th generation (+2739 facelift)

2739: 148th generation (+2744 facelift)

2744: 149th generation (+2749 facelift)

2749: 150th generation (+2754 facelift)

2754: 151st generation (+2759 facelift)

2759: 152nd generation (+2764 facelift)

2764: 153rd generation (+2769 facelift)

2769: 154th generation (+2774 facelift)

2774: 155th generation (+2779 facelift)

2779: 156th generation (+2784 facelift)

2784: 157th generation (+2789 facelift)

2789: 158th generation (+2794 facelift)

2794: 159th generation (+2799 facelift)

2799: 160th generation (+2804 facelift)

2804: 161st generation (+2809 facelift)

2809: 162nd generation (+2814 facelift)

2814: 163rd generation (+2819 facelift)

2819: 164th generation (+2824 facelift)

2824: 165th generation (+2829 facelift)

2829: 166th generation (+2834 facelift)

2834: 167th generation (+2839 facelift)

2839: 168th generation (+2844 facelift)

2844: 169th generation (+2849 facelift)

2849: 170th generation (+2854 facelift)

2854: 171st generation (+2859 facelift)

2859: 172nd generation (+2864 facelift)

2864: 173rd generation (+2869 facelift)

2869: 174th generation (+2874 facelift)

2874: 175th generation (+2879 facelift)

2879: 176th generation (+2884 facelift)

2884: 177th generation (+2889 facelift)

2889: 178th generation (+2894 facelift)

2894: 179th generation (+2899 facelift)

2899: 180th generation (+2904 facelift)

2904: 181st generation (+2909 facelift)

2909: 182nd generation (+2914 facelift)

2914: 183rd generation (+2919 facelift)

2919: 184th generation (+2924 facelift)

2924: 185th generation (+2929 facelift)

2929: 186th generation (+2934 facelift)

2934: 187th generation (+2939 facelift)

2939: 188th generation (+2944 facelift)

2944: 189th generation (+2949 facelift)

2949: 190th generation (+2954 facelift)

2954: 191st generation (+2959 facelift)

2959: 192nd generation (+2964 facelift)

2964: 193rd generation (+2969 facelift)

2969: 194th generation (+2974 facelift)

2974: 195th generation (+2979 facelift)

2979: 196th generation (+2984 facelift)

2984: 197th generation (+2989 facelift)

2989: 198th generation (+2994 facelift)

2994: 199th generation (+2999 facelift)

2999: 200th generation (+3004 facelift)

3004: 201st generation (+3009 facelift)

3009: 202nd generation (+3014 facelift)

3014: 203rd generation (+3019 facelift)

3019: 204th generation (+3024 facelift)

3024: 205th generation (+3029 facelift)

3029: 206th generation (+3034 facelift)

3034: 207th generation (+3039 facelift)

3039: 208th generation (+3044 facelift)

3044: 209th generation (+3049 facelift)

3049: 210th generation (+3054 facelift)

3054: 211st generation (+3059 facelift)

3059: 212nd generation (+3064 facelift)

3064: 213th generation (+3069 facelift)

3069: 214th generation (+3074 facelift)

3074: 215th generation (+3079 facelift)

3079: 216th generation (+3084 facelift)

3084: 217th generation (+3089 facelift)

3089: 218th generation (+3094 facelift)

3094: 219th generation (+3099 facelift)

3099: 220th generation (+3104 facelift)

3104: 221st generation (+3109 facelift)

3109: 222nd generation (+3114 facelift)

3114: 223rd generation (+3119 facelift)

3119: 224th generation (+3124 facelift)

3124: 225th generation (+3129 facelift)

3129: 226th generation (+3134 facelift)

3134: 227th generation (+3139 facelift)

3139: 228th generation (+3144 facelift)

3144: 229th generation (+3149 facelift)

3149: 230th generation (+3154 facelift)

3154: 231st generation (+3159 facelift)

3159: 232nd generation (+3164 facelift)

3164: 233rd generation (+3169 facelift)

3169: 234th generation (+3174 facelift)

3174: 235th generation (+3179 facelift)

3179: 236th generation (+3184 facelift)

3184: 237th generation (+3189 facelift)

3189: 238th generation (+3194 facelift)

3194: 239th generation (+3199 facelift)

3199: 240th generation (+3204 facelift)

3204: 241st generation (+3209 facelift)

3209: 242nd generation (+3214 facelift)

3214: 243rd generation (+3219 facelift)

3219: 244th generation (+3224 facelift)

3224: 245th generation (+3229 facelift)

3229: 246th generation (+3234 facelift)

3234: 247th generation (+3239 facelift)

3239: 248th generation (+3244 facelift)

3244: 249th generation (+3249 facelift)

3249: 250th generation (+3254 facelift)

3254: 251st generation (+3259 facelift)

3259: 252nd generation (+3264 facelift)

3264: 253rd generation (+3269 facelift)

3269: 254th generation (+3274 facelift)

3274: 255th generation (+3279 facelift)

3279: 256th generation (+3284 facelift)

3284: 257th generation (+3289 facelift)

3289: 258th generation (+3294 facelift)

3294: 259th generation (+3299 facelift)

3299: 260th generation (+3304 facelift)

3304: 261st generation (+3309 facelift)

3309: 262nd generation (+3314 facelift)

3314: 263rd generation (+3319 facelift)

3319: 264th generation (+3324 facelift)

3324: 265th generation (+3329 facelift)

3329: 266th generation (+3334 facelift)

3334: 267th generation (+3339 facelift)

3339: 268th generation (+3344 facelift)

3344: 269th generation (+3349 facelift)

3349: 270th generation (+3354 facelift)

3354: 271st generation (+3359 facelift)

3359: 272nd generation (+3364 facelift)

3364: 273rd generation (+3369 facelift)

3369: 274th generation (+3374 facelift)

3374: 275th generation (+3379 facelift)

3379: 276th generation (+3384 facelift)

3384: 277th generation (+3389 facelift)

3389: 278th generation (+3394 facelift)

3394: 279th generation (+3399 facelift)

3399: 280th generation (+3404 facelift)

3404: 281st generation (+3409 facelift)

3409: 282nd generation (+3414 facelift)

3414: 283rd generation (+3419 facelift)

3419: 284th generation (+3424 facelift)

3424: 285th generation (+3429 facelift)

3429: 286th generation (+3434 facelift)

3434: 287th generation (+3439 facelift)

3439: 288th generation (+3444 facelift)

3444: 289th generation (+3449 facelift)

3449: 290th generation (+3454 facelift)

3454: 291st generation (+3459 facelift)

3459: 292nd generation (+3464 facelift)

3464: 293rd generation (+3469 facelift)

3469: 294th generation (+3474 facelift)

3474: 295th generation (+3479 facelift)

3479: 296th generation (+3484 facelift)

3484: 297th generation (+3489 facelift)

3489: 298th generation (+3494 facelift)

3494: 299th generation (+3499 facelift)

3499: 300th generation (+3504 facelift)

3504: 301st generation (+3509 facelift)

3509: 302nd generation (+3514 facelift)

3514: 303rd generation (+3519 facelift)

3519: 304th generation (+3524 facelift)

3524: 305th generation (+3529 facelift)

3529: 306th generation (+3534 facelift)

3534: 307th generation (+3539 facelift)

3539: 308th generation (+3544 facelift)

3544: 309th generation (+3549 facelift)

3549: 310th generation (+3554 facelift)

3554: 311st generation (+3559 facelift)

3559: 312nd generation (+3564 facelift)

3564: 313th generation (+3569 facelift)

3569: 314th generation (+3574 facelift)

3574: 315th generation (+3579 facelift)

3579: 316th generation (+3584 facelift)

3584: 317th generation (+3589 facelift)

3589: 318th generation (+3594 facelift)

3594: 319th generation (+3599 facelift)

3599: 320th generation (+3604 facelift)

3604: 321st generation (+3609 facelift)

3609: 322nd generation (+3614 facelift)

3614: 323rd generation (+3619 facelift)

3619: 324th generation (+3624 facelift)

3624: 325th generation (+3629 facelift)

3629: 326th generation (+3634 facelift)

3634: 327th generation (+3639 facelift)

3639: 328th generation (+3644 facelift)

3644: 329th generation (+3649 facelift)

3649: 330th generation (+3654 facelift)

3654: 331st generation (+3659 facelift)

3659: 332nd generation (+3664 facelift)

3664: 333rd generation (+3669 facelift)

3669: 334th generation (+3674 facelift)

3674: 335th generation (+3679 facelift)

3679: 336th generation (+3684 facelift)

3684: 337th generation (+3689 facelift)

3689: 338th generation (+3694 facelift)

3694: 339th generation (+3699 facelift)

3699: 340th generation (+3704 facelift)

3704: 341st generation (+3709 facelift)

3709: 342nd generation (+3714 facelift)

3714: 343rd generation (+3719 facelift)

3719: 344th generation (+3724 facelift)

3724: 345th generation (+3729 facelift)

3729: 346th generation (+3734 facelift)

3734: 347th generation (+3739 facelift)

3739: 348th generation (+3744 facelift)

3744: 349th generation (+3749 facelift)

3749: 350th generation (+3754 facelift)

3754: 351st generation (+3759 facelift)

3759: 352nd generation (+3764 facelift)

3764: 353rd generation (+3769 facelift)

3769: 354th generation (+3774 facelift)

3774: 355th generation (+3779 facelift)

3779: 356th generation (+3784 facelift)

3784: 357th generation (+3789 facelift)

3789: 358th generation (+3794 facelift)

3794: 359th generation (+3799 facelift)

3799: 360th generation (+3804 facelift)

3804: 361st generation (+3809 facelift)

3809: 362nd generation (+3814 facelift)

3814: 363rd generation (+3819 facelift)

3819: 364th generation (+3824 facelift)

3824: 365th generation (+3829 facelift)

3829: 366th generation (+3834 facelift)

3834: 367th generation (+3839 facelift)

3839: 368th generation (+3844 facelift)

3844: 369th generation (+3849 facelift)

3849: 370th generation (+3854 facelift)

3854: 371st generation (+3859 facelift)

3859: 372nd generation (+3864 facelift)

3864: 373rd generation (+3869 facelift)

3869: 374th generation (+3874 facelift)

3874: 375th generation (+3879 facelift)

3879: 376th generation (+3884 facelift)

3884: 377th generation (+3889 facelift)

3889: 378th generation (+3894 facelift)

3894: 379th generation (+3899 facelift)

3899: 380th generation (+3904 facelift)

3904: 381st generation (+3909 facelift)

3909: 382nd generation (+3914 facelift)

3914: 383rd generation (+3919 facelift)

3919: 384th generation (+3924 facelift)

3924: 385th generation (+3929 facelift)

3929: 386th generation (+3934 facelift)

3934: 387th generation (+3939 facelift)

3939: 388th generation (+3944 facelift)

3944: 389th generation (+3949 facelift)

3949: 390th generation (+3954 facelift)

3954: 391st generation (+3959 facelift)

3959: 392nd generation (+3964 facelift)

3964: 393rd generation (+3969 facelift)

3969: 394th generation (+3974 facelift)

3974: 395th generation (+3979 facelift)

3979: 396th generation (+3984 facelift)

3984: 397th generation (+3989 facelift)

3989: 398th generation (+3994 facelift)

3994: 399th generation (+3999 facelift)

3999: 400th generation (+4004 facelift)

4004: 401st generation (+4009 facelift)

4009: 402nd generation (+4014 facelift)

4014: 403rd generation (+4019 facelift)

4019: 404th generation (+4024 facelift)

4024: 405th generation (+4029 facelift)

4029: 406th generation (+4034 facelift)

4034: 407th generation (+4039 facelift)

4039: 408th generation (+4044 facelift)

4044: 409th generation (+4049 facelift)

4049: 410th generation (+4054 facelift)

4054: 411st generation (+4059 facelift)

4059: 412nd generation (+4064 facelift)

4064: 413th generation (+4069 facelift)

4069: 414th generation (+4074 facelift)

4074: 415th generation (+4079 facelift)

4079: 416th generation (+4084 facelift)

4084: 417th generation (+4089 facelift)

4089: 418th generation (+4094 facelift)

4094: 419th generation (+4099 facelift)

4099: 420th generation (+4104 facelift)

4104: 421st generation (+4109 facelift)

4109: 422nd generation (+4114 facelift)

4114: 423rd generation (+4119 facelift)

4119: 424th generation (+4124 facelift)

4124: 425th generation (+4129 facelift)

4129: 426th generation (+4134 facelift)

4134: 427th generation (+4139 facelift)

4139: 428th generation (+4144 facelift)

4144: 429th generation (+4149 facelift)

4149: 430th generation (+4154 facelift)

4154: 431st generation (+4159 facelift)

4159: 432nd generation (+4164 facelift)

4164: 433rd generation (+4169 facelift)

4169: 434th generation (+4174 facelift)

4174: 435th generation (+4179 facelift)

4179: 436th generation (+4184 facelift)

4184: 437th generation (+4189 facelift)

4189: 438th generation (+4194 facelift)

4194: 439th generation (+4199 facelift)

4199: 440th generation (+4204 facelift)

4204: 441st generation (+4209 facelift)

4209: 442nd generation (+4214 facelift)

4214: 443rd generation (+4219 facelift)

4219: 444th generation (+4224 facelift)

4224: 445th generation (+4229 facelift)

4229: 446th generation (+4234 facelift)

4234: 447th generation (+4239 facelift)

4239: 448th generation (+4244 facelift)

4244: 449th generation (+4249 facelift)

4249: 450th generation (+4254 facelift)

4254: 451st generation (+4259 facelift)

4259: 452nd generation (+4264 facelift)

4264: 453rd generation (+4269 facelift)

4269: 454th generation (+4274 facelift)

4274: 455th generation (+4279 facelift)

4279: 456th generation (+4284 facelift)

4284: 457th generation (+4289 facelift)

4289: 458th generation (+4294 facelift)

4294: 459th generation (+4299 facelift)

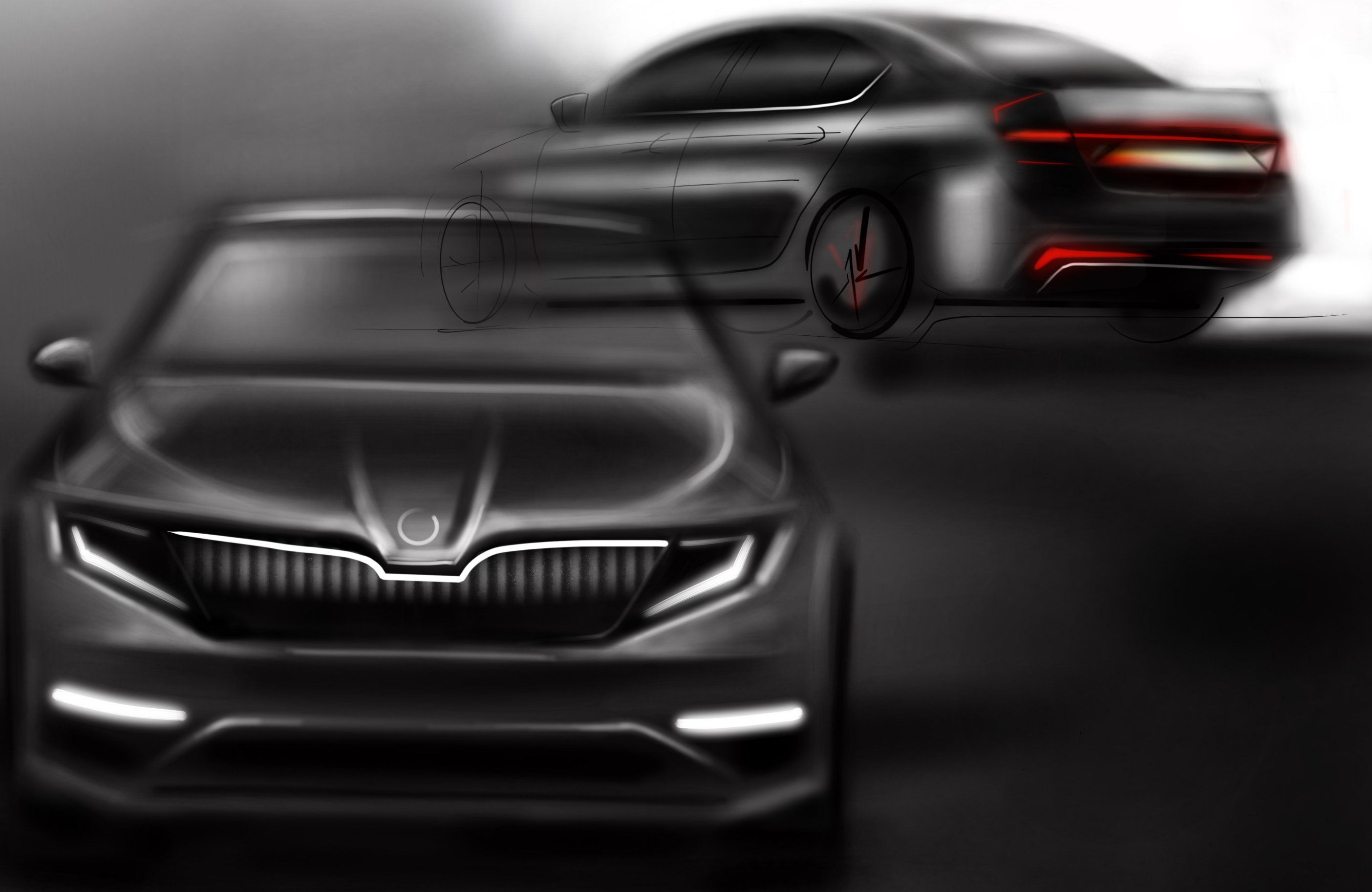
4299: 460th generation (+4304 facelift)

4304: 461st generation (+4309 facelift)

4309: 462nd generation (+4314 facelift)

4314: 463rd generation (+4319 facelift)

4319: 464



CREATING VISION

Why it's just OK car?

Because of lack of emotions...And everybody wants at least a little bit of excitement...a little bit of tension...a little bit of desire...at least sometimes...we don't compromise about partner...so why compromise about car?

I want to make the facelift more **EXCITING & ELEGANT** with **hidden 'simply clever' details**, which come out of context of tradition and heritage. I want to make my story visible and understandable for everyone. How? Tell it in memes... Why? Because 'It's never just a car'! My story line helps customers to make **emotional connection**. Why? Because **we don't buy cars we need...we buy cars we want!**

WHO is it for? - higher middle class managers

CHARACTER? - exciting elegance

DNA? - crystalline features, diagonals, 'C' shapes, crossing surfaces, based on tradition and heritage - 'Simply clever' in hidden details

WORK WITH CONTEXT

New factory for Octavia was opened by Václav Havel, who was the first president of the Czechoslovakia (where's the origin of Škoda), **symbol of democracy and freedom** - CAR AS A SYMBOL AND STATEMENT.

60. years anniversary of Octavia (since production was launched)

30. years anniversary of Velvet revolution in Czechoslovakia

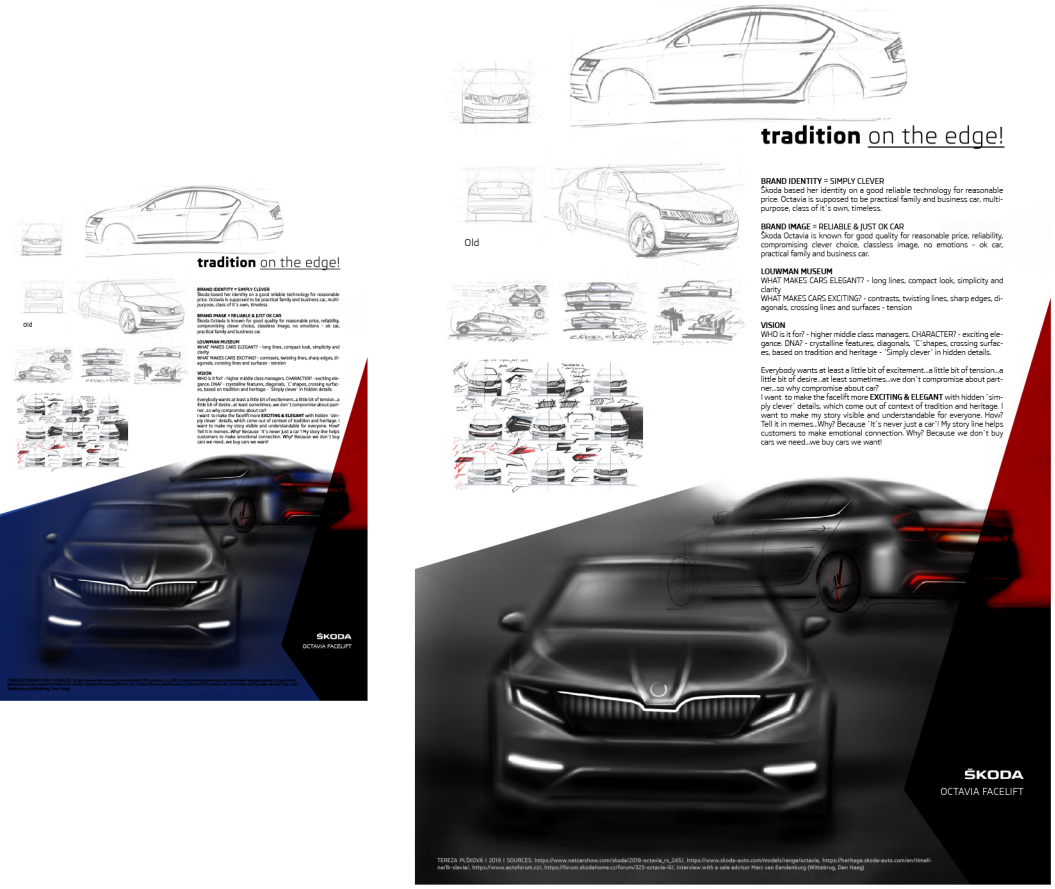
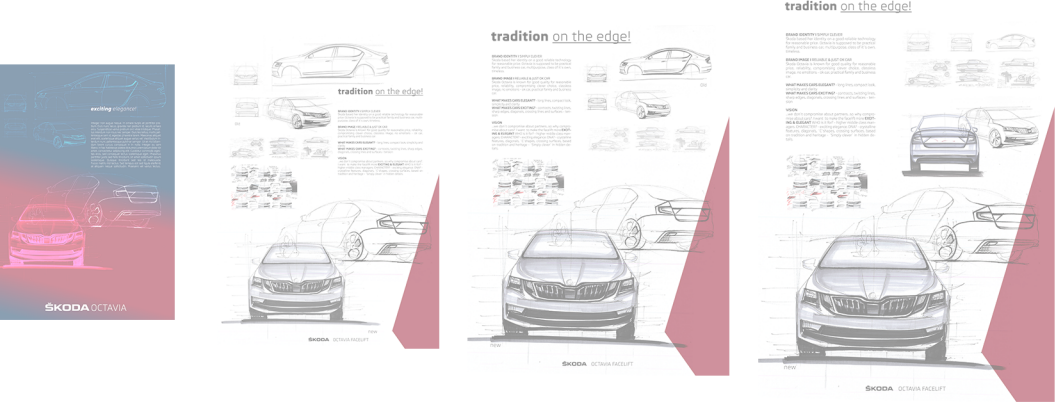
PANTONE 18-1935 TSX_RED VELVET

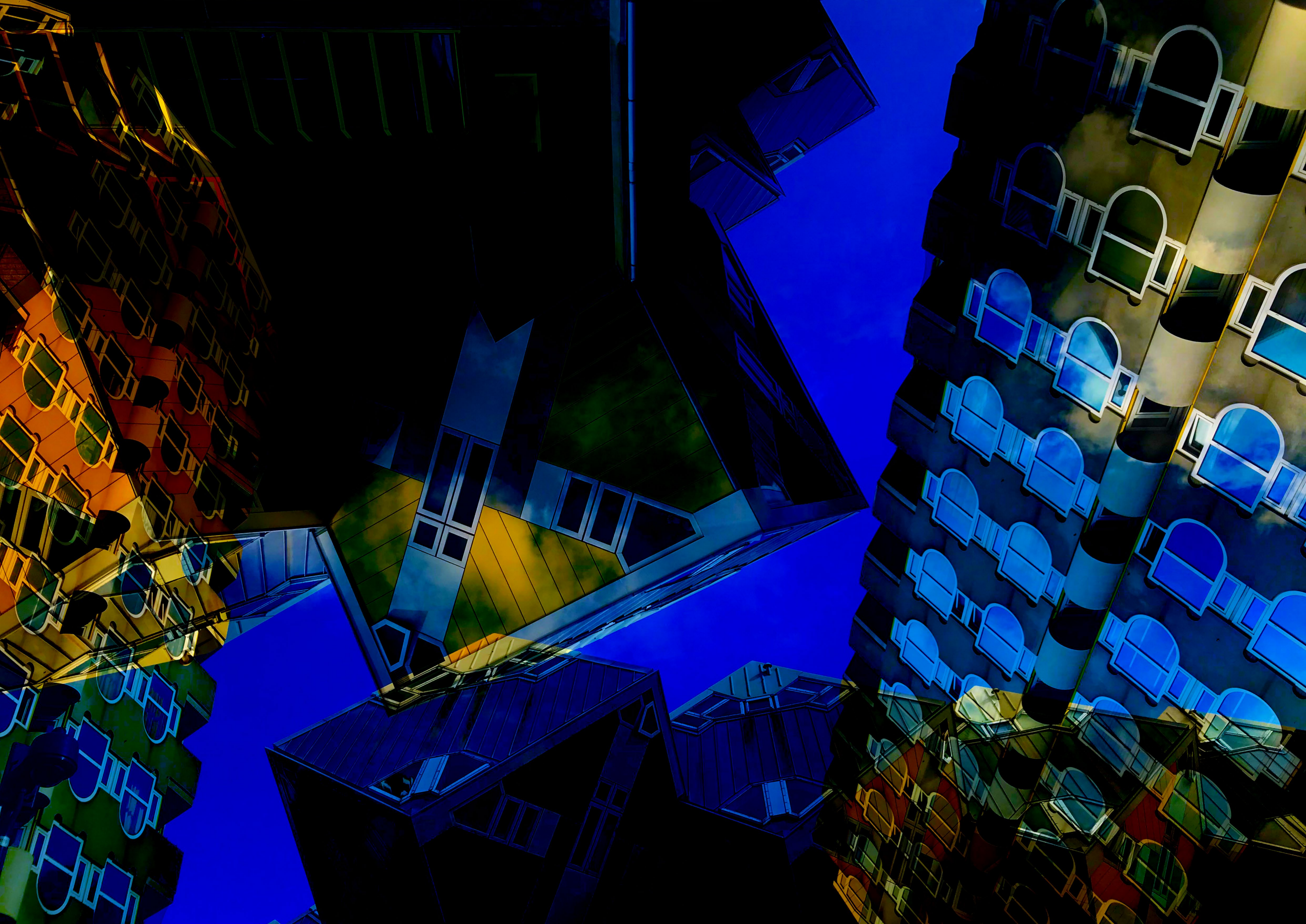
PANTONE 19-4045_VELVET BLUE

MAKING OF POSTER

The most challenging part about making posters was to avoid creating just a nice poster. I learned how to apply **AIDA** rule for hierarchy at the poster, so people are guided through my process and ideas which are presented on the poster exactly the way I want them to be read. What I really appreciate is the amount of feedback we received during those exercises, because it helped me a lot to improve my poster.

In another posters I have to be careful about putting **information first** and then adding graphics, while I tend to creating jokes and strong form in my graphics and as a result the content seems to be less important for the audience.





NO.3

R_ FAMILY CAR ROTTERDAM CITY CENTRE


A collage of images related to Rotterdam City Centre. The top left features the text 'ROTTERDAM CITY CENTRE' in a bold, black, sans-serif font. Below this, the collage includes: a modern building with a glass facade; a couple walking away from the camera on a reflective surface; a busy street scene with a car and a motorcycle; a canal with several cyclists; and a small, dark-colored car parked on a cobblestone street next to a building. The collage is composed of various rectangular and irregular shapes, some of which are highlighted in yellow and green.

tinder™

RET

W

FAMILY CAR ROTTERDAM CITY CENTRE



Process used in this project was based on **designing inside out**. The main role played **ViP method**, which was introduced us during lectures. For me the first experience with this method was kind of confusing, especially because I haven't seen it applied on a certain examples, so as a result it was really abstract and sometimes we were struggling in the group with this issue a bit. The area we were designing for was Rotterdam city centre. To start with we went through a brief desk research followed by RET visit and possibility to ask questions to make sure we are **not making any assumptions**. Crucial part of the research period was to get known the area and group members.

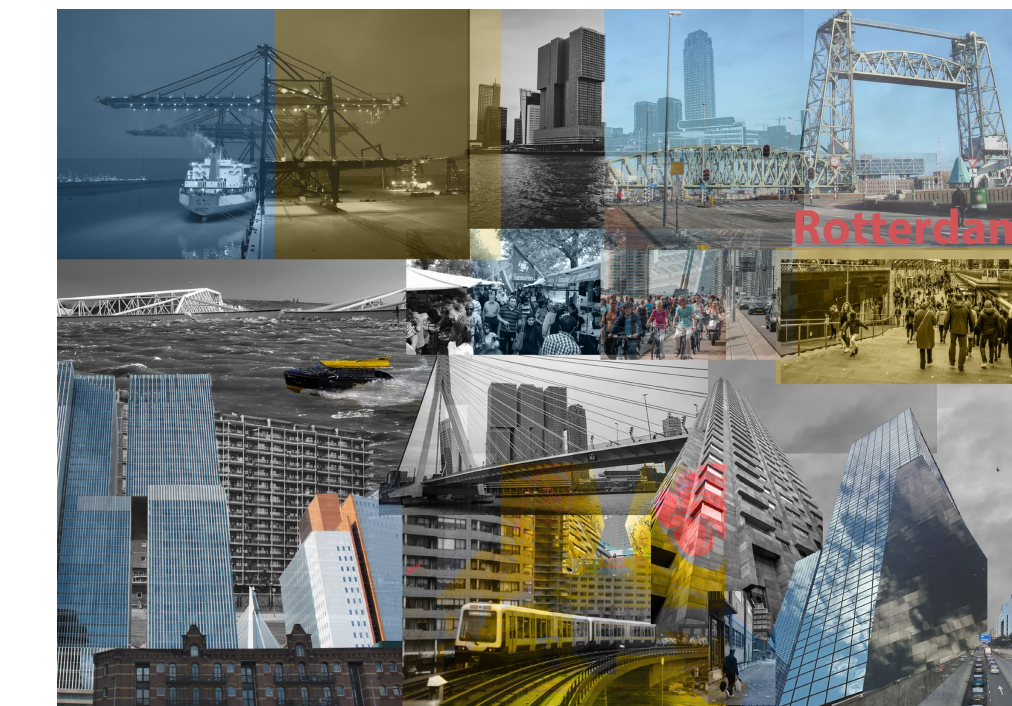
Another step we took was trying to **visualize our impression and information** we got in a collage. My task was to create area collage. As a hardest part I would consider picking the right pictures, as without the right choice of photographs the impression and information is gone and the collage does not fulfil the function.

ROTTERDAM

Bart Jan Rowan
Demi Max
Campbell

Stijn Démyann

Mark Dorris
Shashruth Ivo
Arabella



RESEARCH—DATA

~ 50% 18-39 YEARS OLD

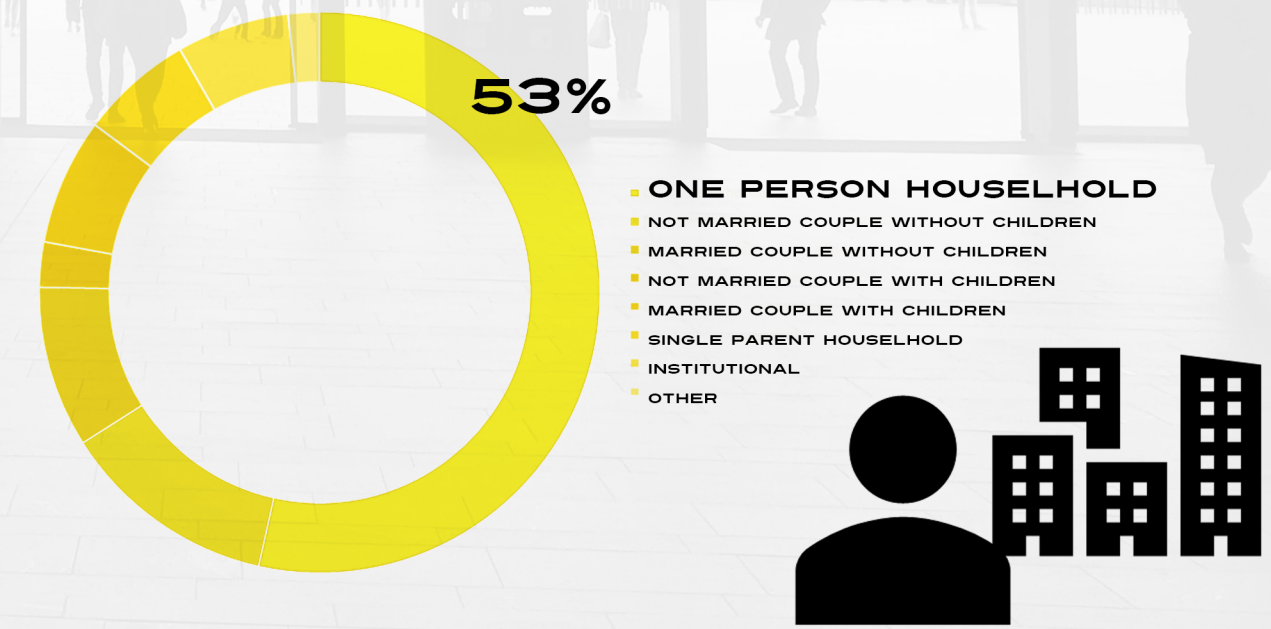
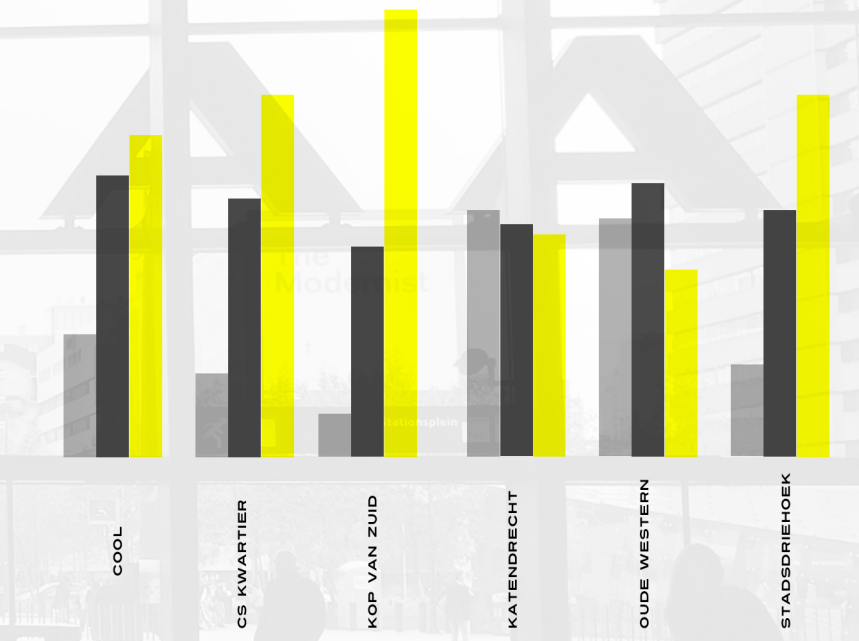
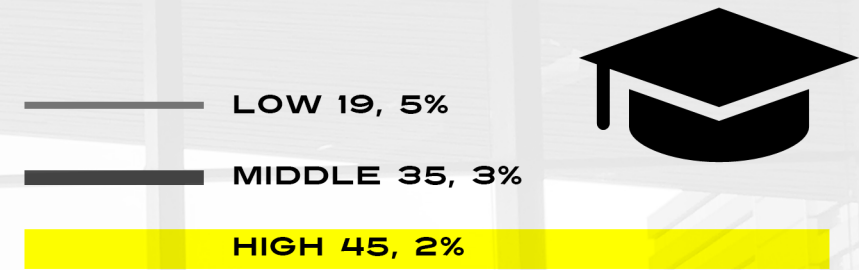
~ 53% ONE-PERSON HOUSEHOLD

~ 45% HIGHLY EDUCATED

AGE

AGE	—%
0-3	3,7%
4-11	5,4%
12-17	3,3%
18-26 Y.O.	18, 5%
27-39 Y.O.	29, 1%
40-54	18, 1%
55-64	9, 6%
65+	12, 1%

LEVEL OF EDUCATION

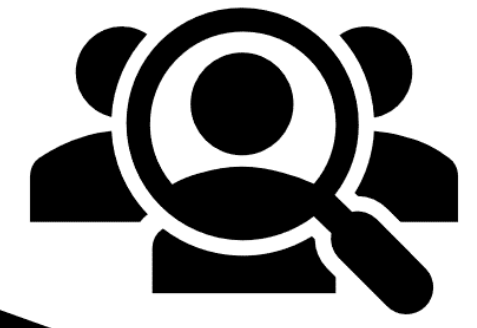


DATA

18-39 Y.O.
50%

HIGH 45, 2%

ONE PERSON HOUSEHOLD 53%



WHAT DOES FAMILY MEAN?!

During our quantitative and qualitative research we found out, that Rotterdam city centre is based on **young professionals with relatively high income**, who are mostly **single**. This fact runs the social life and structure of services in our area – more bars, places to have fun. Parking spots are replaced by terraces. Also the diversity of this area is pretty intense, when we consider the amount of foreigners coming mostly because of work, so they spend in Rotterdam CC approximately 2-4 years and than move on. People with high level of education, lack of time, same mindset, but different background. We consider them to be

the biggest influencers in our area now. Rotterdam CC was used to be a ghost town, because of the amount of office buildings. However, life is coming back with services and housing options. So as a result we settled a family. In our case it's a couple in an open relationship. Both live on their own in their own apartments their own private life, which is from time to time interrupted by their friends or partners. They work hard... and they play hard during a weekends...

YOUNG PROFESSIONALS

SATURDAY....PLAY HARD



SCENARIO

OUR FAMILY COUPLE
HMMMMMM
 MM.....
WHATEVER...
 HAHAHAAAA
 HAHAHAAAA
 HAHAHAAAA
 HAHAHAAAA
 HAHAHAAAA
 HAHAHAAAA
 HAHAHAAAA
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 HAHAHAAAA

YOUNG PROFESSIONALS IN AN OPEN RELATIONSHIP
 (LIVING ON THEIR OWN)

By visualizing of the scenario we were able to **describe all needs** which could both people from our couple possibly feel and come up with vehicle fulfilling most of them. Those two people are strongly **independent and individualized**, barely stable. They are sick of routine, their daily life is slightly unpredictable as well as their relationships.

They usually pick means of transport, which are the **fastest or the most comfortable, easy to use**. It is hard for them to be involved in something long term. They are also aware of consequences of their behaviour and environmentally friendly. Their personal life reflects their habits in transportation.

SOPHIA, 28 COUPLE OF YOUNG PROFESSIONALS
IN OPEN RELATIONSHIP

Digital Strategist

OWN! APARTMENT

SCENARIO

[illegible]

YOUNG PROFESSIONALS IN AN OPEN RELATIONSHIP (LIVING ON THEIR OWN)



TIM, 32

Young Entrepreneur

IMPROVING
PERSONAL
INTERACTIONS
IN THE CC

changing infrastructure of cc makes cars less use-
full

expensive to park in cc

increase in safety for pe-
destrians and cyclists

decrease the ammount
of car emissions in the cc

EMPLOYEE
CENTRED
WORKENVIRONMENT

generation Z enters the
workplace - different
mentality they have
more information,
changing jobs, thinking
differently

flexible working envi-
ronments - home office,
cafe...

employers hire a more
diverse groups - women,
other nationalities

leaders encourage more
human interaction

SOCIAL HIERARCHY
IS DETERMINED BY
ACCOMPLISHMENTS

car becomes less of a
status symbol for young
people

individual sports are
getting more and more
popular

people want to belong to
a certain group, they buy
products and services to
confirm, people in the
centre do have money to
buy and use fancy stuff
-express personality

people are showing off
more of their accom-
plishments

people becoming more
insecure because of
social media posts

participating in Iron
man runs

BALANCING ON
THE EDGE

DESIRE FOR
PERFECTION

NEVER
SATISFIED

DESIRE FOR
EXTREME
EXPERIENCE

sports - challenges

YUPPIES SHAKE UP
ROTTERDAM CC

bars, cafe's, night life at-
tract young people

number of people with
high education is in-
creasing in the cc
which leads to higher
income of the inhabit-
ants

people experience the
cc as being too crowd-
ed and move out

a lot of cultural back-
grounds increase the di-
versity in restaurants,
bars...this gives more
possible activities in the
city centre. which at-
tracts more young
people

because of the populari-
ty of Rotterdam the orig-
inal inhabitants are
pushed out of the cc by
wealthy people

there are a lot of new
luxury appartments
which attracts young
professionals

single young profession-
als have more time and
money to spend on dif-
ferent services

new generations are
more flexible in their
jobs, to prevent moving
too often they like to live
in neighbourhoods with
access to many jobs

families with children
move out of small ap-
partments

street culture has
become main stream

FEAR OF
COMMITMENT

NEVER
SATISFIED

DESIRE FOR
EXTREME
EXPERIENCE

SEARCHING
FOR THE
BEST IN THE
MOST EASY
WAY

YUPPIES SHAKE UP
ROTTERDAM CC

BUILDING OF A STATEMENT

Based on those characteristics we built our statement. We want people to get rid of the fear of commitment, encourage their behaviour change to get over their fear. But we were facing a problem, how to make them commit, when they are scared to do it? By making them curious, we will attract their attention and we provide them extreme driving experience, so they will be totally committed to the driving without even realizing. After that they will feel a desire to try again.

BEHAVIOUR
CHANGE

VISION IN PRODUCT DESIGN_ VIP

To come up with a meaningful vision we had to go deeper to the mindset of young professionals living in our area, because how we found out – the rule the area. They are mostly really **career oriented** and it led us to the most important characteristics. They are use to be **balancing on the edge**, take risk, be brave, as they feel **desire for perfection**, which is surrounding us everywhere – Instagram, facebook...as a result? They **go for extremes**. Consequently, they are disappointed and **never satisfied**, insecure about themselves, however – they cannot admit it...They search for the best in the most easy way, because they are simply not used to wait for anything...They **want the best and right know...** That is the reason why they keep on dating, why they change their job very often...because they are **afraid of commitments**. What if there is something better? That is the basic question.

STATEMENT

WE WANT PEOPLE TO
GET OVER THEIR
FEAR OF
COMMITMENT BY
MAKING THEM
CURIOUS AND
COMMITTED TO THE
DRIVING EXPERIENCE.

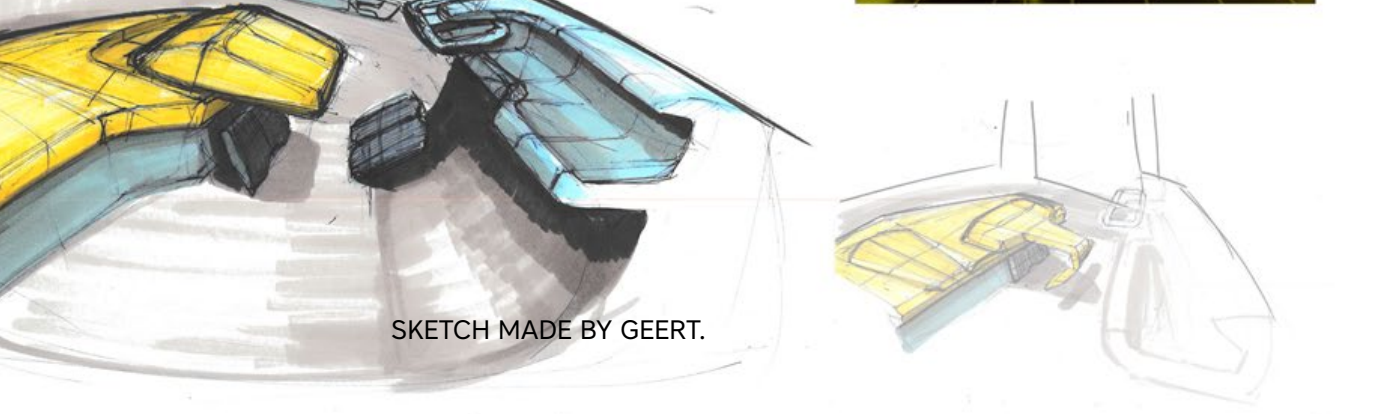
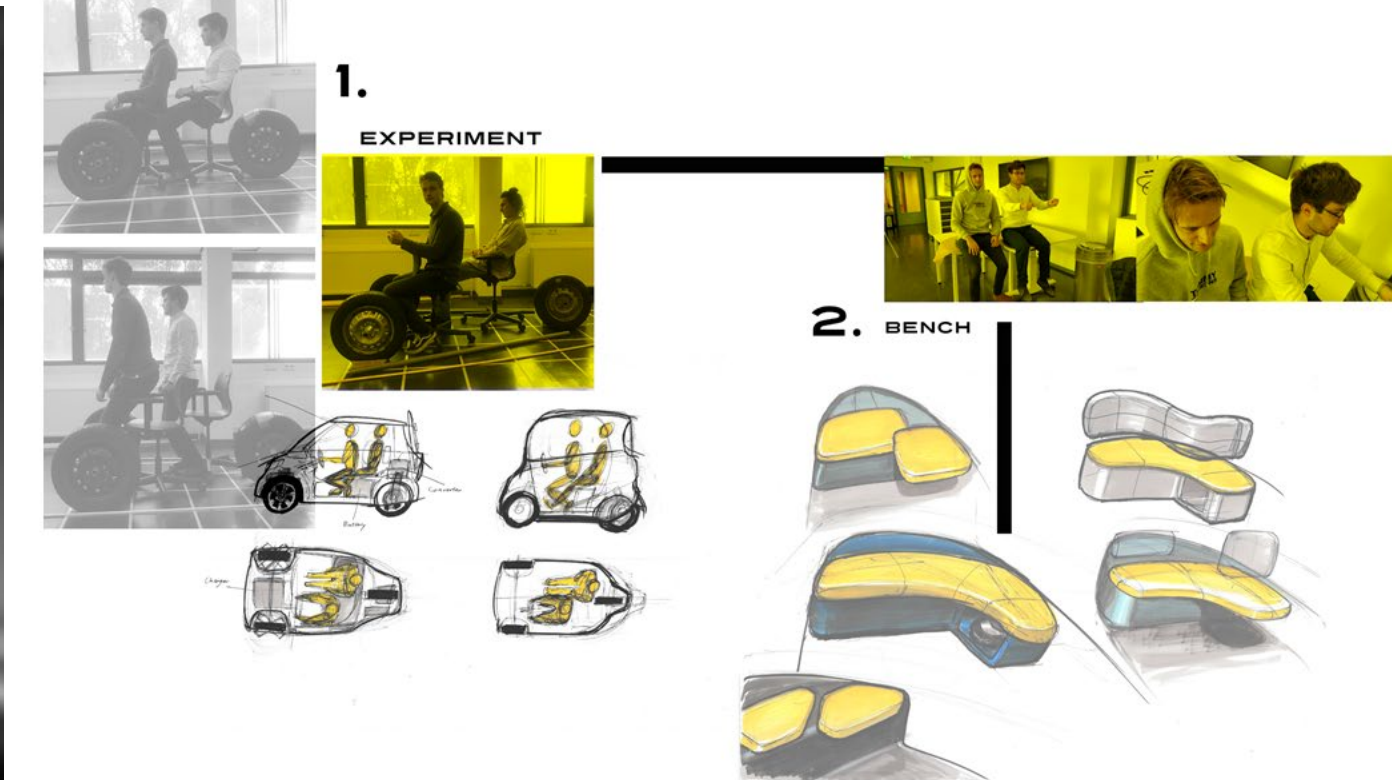


DEVELOPMENTS

TRENDS

STATES

PRINCIPLES



DESIGN CHOICES

We made basically three important design choices to reach our goal and statement. First problem we were facing was how to make young professionals curious and attract their attention. We chose three-wheeler, because it brings new and exciting driving experience without need to go fast, grabs attention, what's more is lighter and which gives you parking advantage. As a second design pillar we searched for active driving position, which would make you feel even more committed without any chance to do something else except for driving. In this case we went for kind of experimental approach and

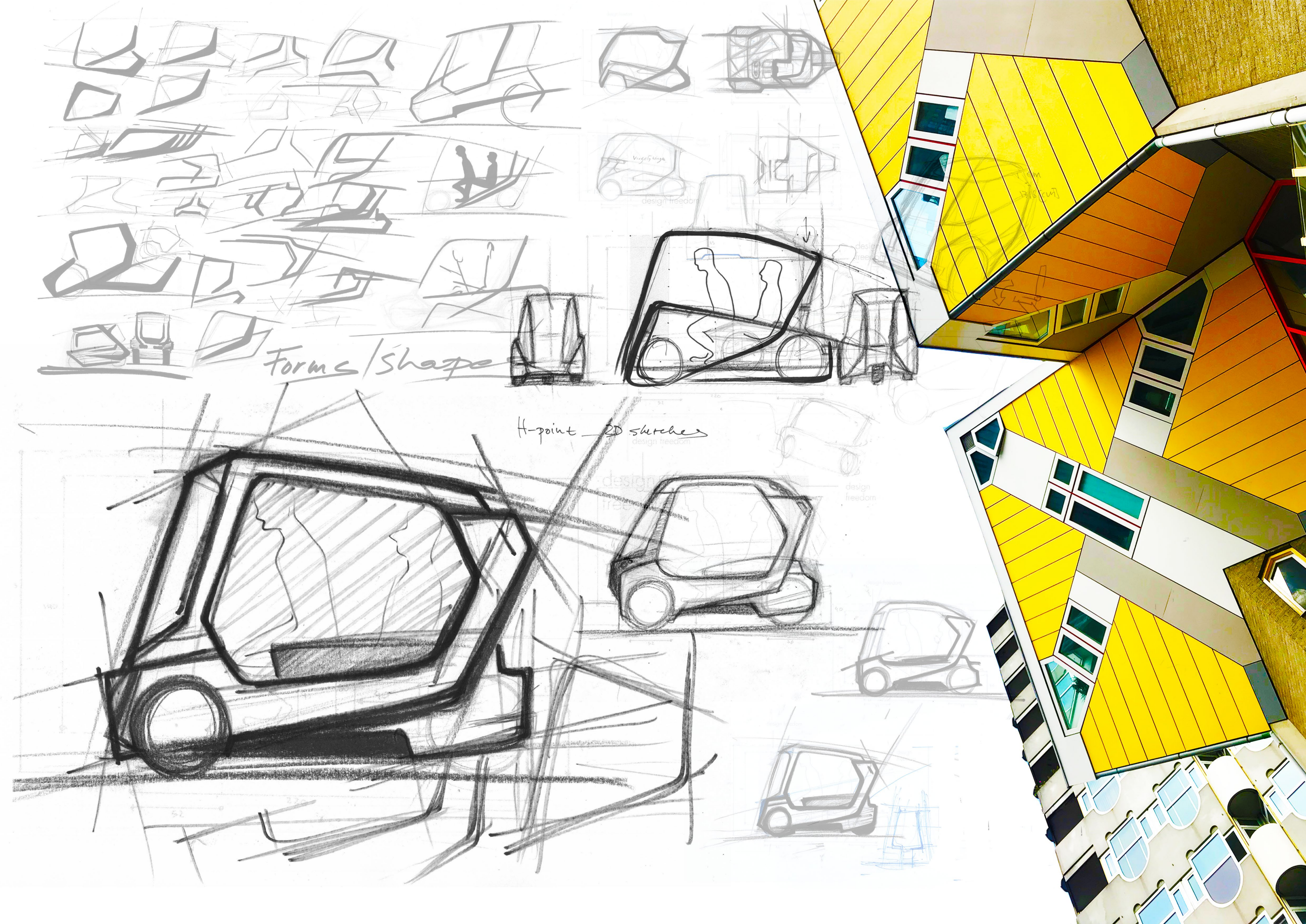
got inspired by Kamasutra...365 committing positions... You can go though and try to guess which one we took as a reference... We also thought about the way of driving and decided for motorcycle manual steering wheel for the same reasons. Last decision we made to convey the statement was the way of entering the car over a back wheel, so you have to climb up and then down. This whole process awakes curiosity not only in the person entering the car, but also people watching it.

SEATING POSITION

As for the seating position we went though a few extraordinary methods and finally agreed on a bench for both passengers and knee position for the driver. To take some basic measurements we used a motorcycle. We also tried a number of passenger arrangements to find out the most suitable position for shoulders and take account some kind of interaction between passengers.

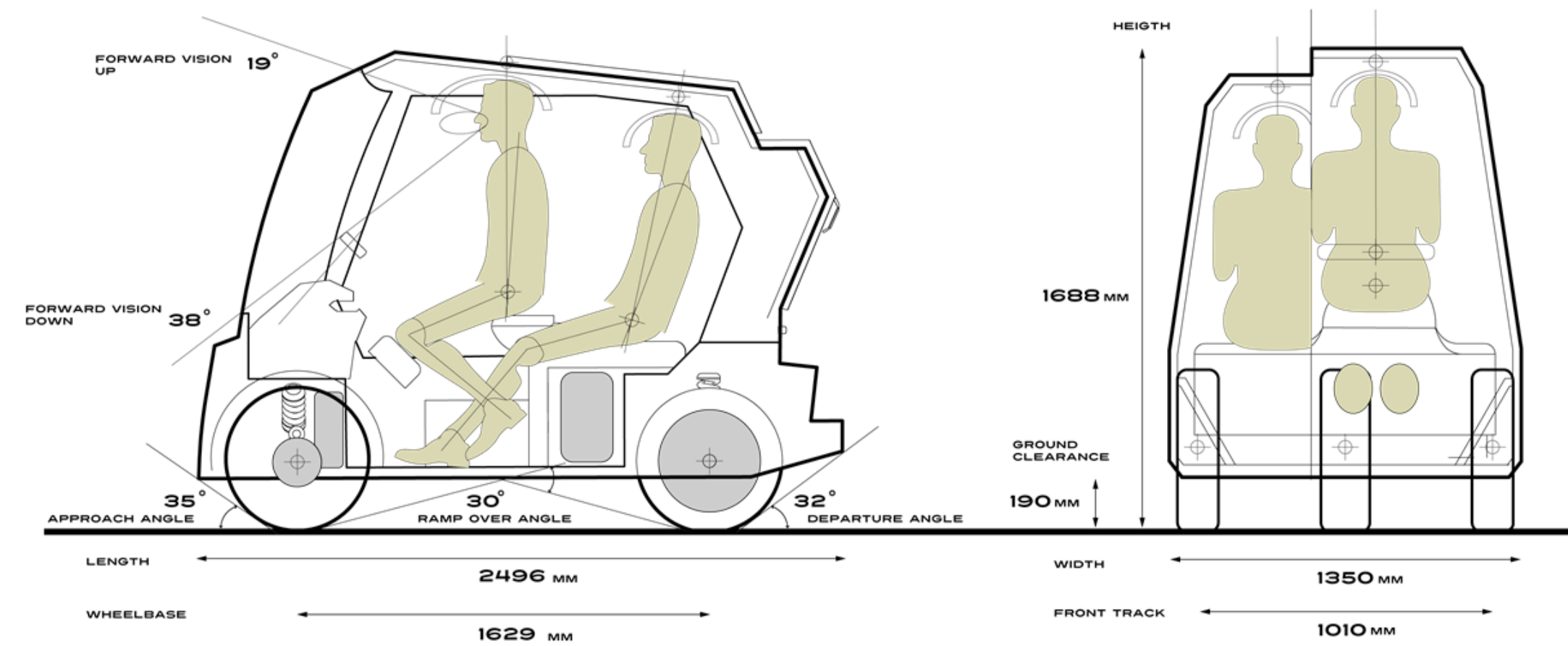


FORM FOLLOWS
ARCHITECTURE



H-POINT

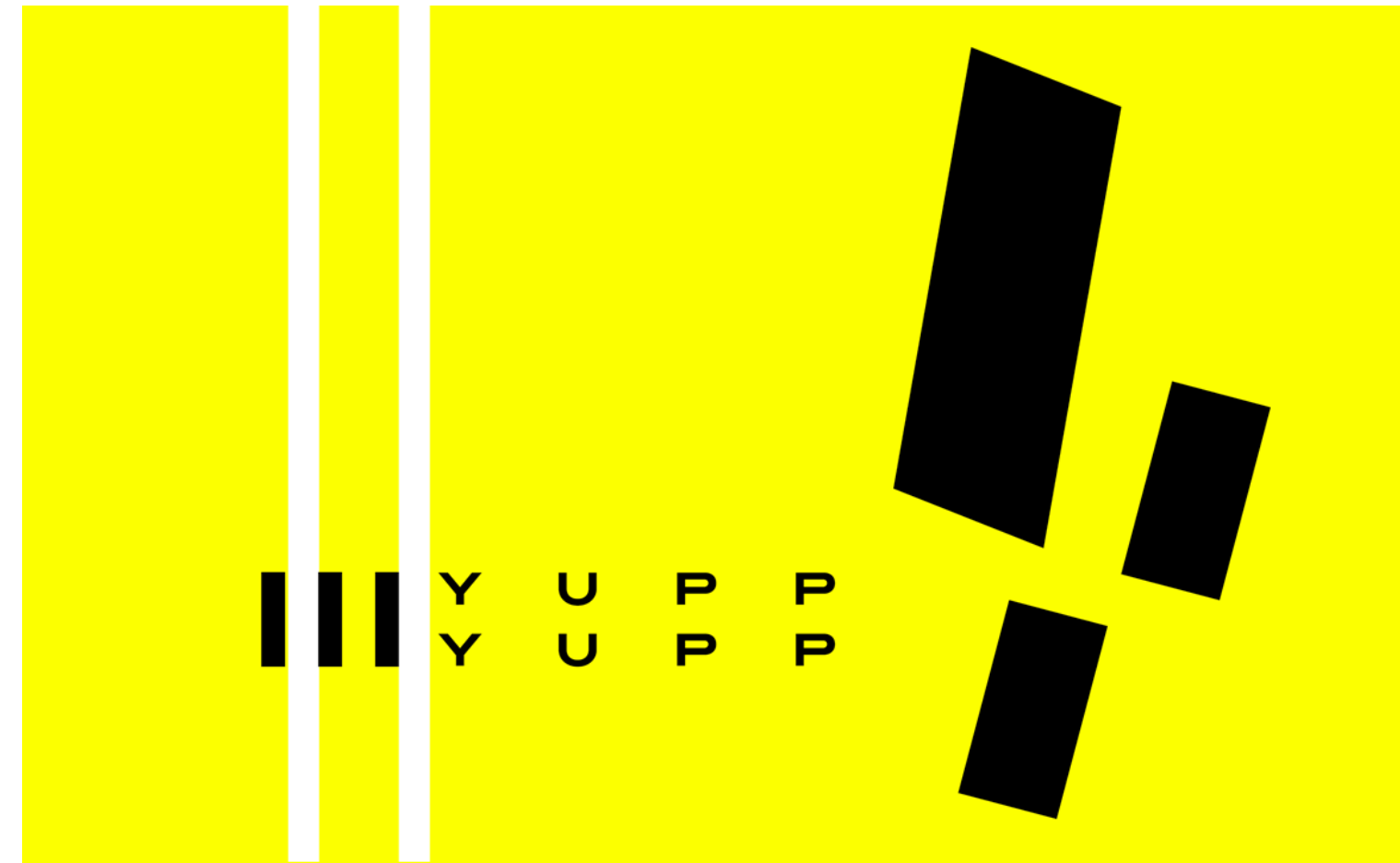
MADE BY GEERT.



_TO SUM IT UP

I'm introducing you our solution in visuals. I'm introducing you our solution in visuals. In H-point picture you can see all technical data, measurements and our packaging in a real form. Everything reflects goal we agreed on, our statement and behaviour change we want to achieve.

This project was a lot about learning how to communicate information visually and also for me the biggest challenge, because I know about my tendency to emphasize more the form and as a result forget about the information. I have to keep in my mind to control myself from overstyling and additionally communicating information not clearly with my audience. First information, purpose of the visual and later on the styling. Tereza, remember that! (Well, I guess I should repeat it to myself during creating my reader...hahah)



RENDERS BY FOEKE.



NO.4

HILLEGERSBERG MOBILITY SYSTEM



COLLAGE MADE BY LARS, ME AND MARK.

HILLEGERSBERG

2039

ROTTERDAM

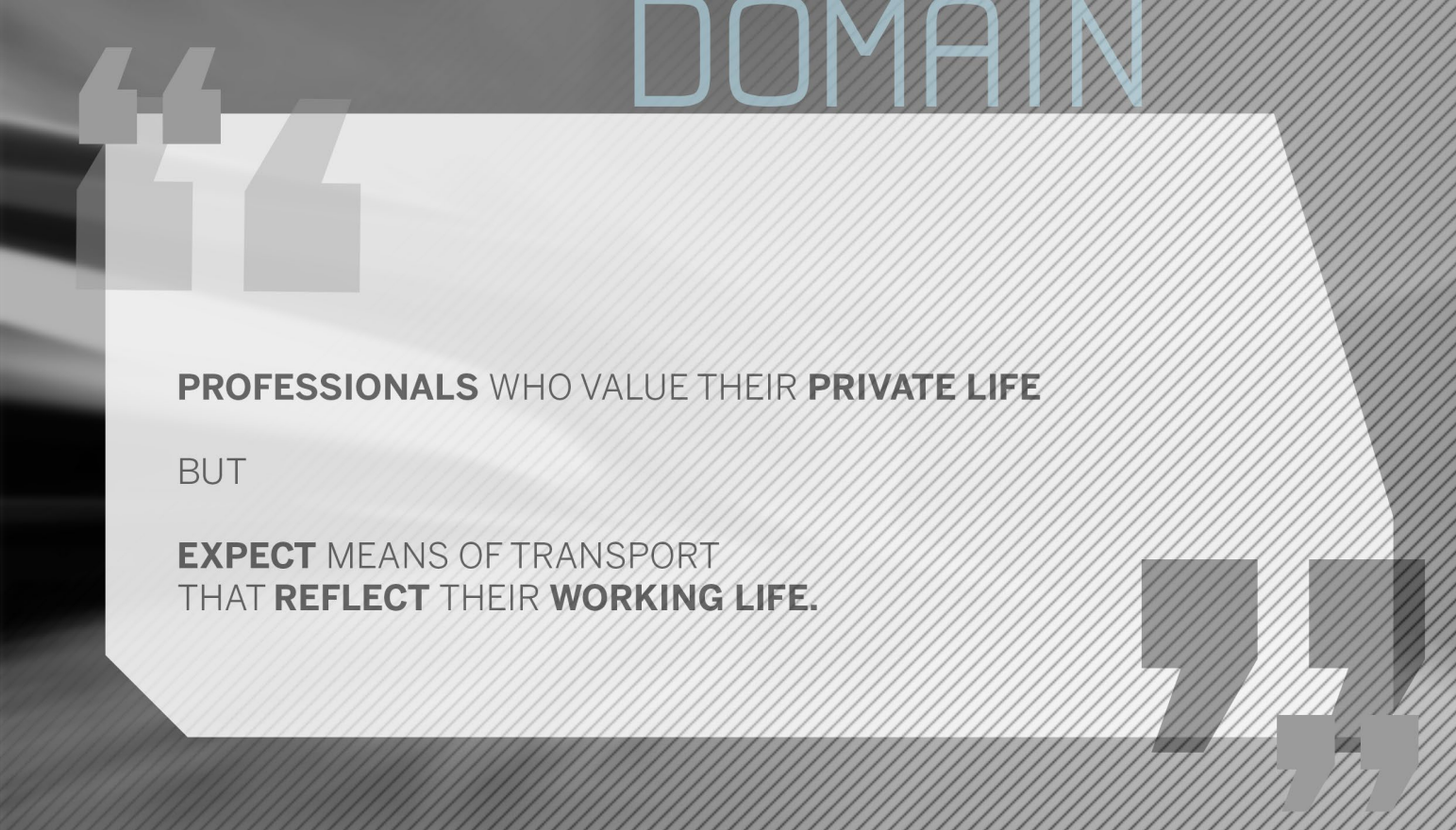
ONCE UPON A TIME...A CERTAIN PROJECT GROUP ACCEPTED A CHALLENGE - MOBILITY SYSTEM FOR HILLEGERSBERG...

Project introduced on those few pages consisted of two parts. First one was a group task to create a mobility system for a certain part of Rotterdam (in our case Hillegersberg) in context of 2039. Second individual part was about designing vehicle from our system.

But how is going 2039 look like in general? Donald Trump in jail, first trash on the moon, people married to their computers...hahahah...Who knows? Let's try to find out how future for Hillegersberg looks like according to our group!

COLLAGES MADE BY LARS.

LARS BART TEREZA MARK SHASH



ROTTERDAM'S ELYSIUM



CURRENT A FUTURE CONTEXT

Currently is Hillegersberg attracting inhabitants with **above average income, responsible and intensive jobs**, usually surgeons, top managers with their families, because this neighbourhood is famous for kind of **"village feeling"** atmosphere (green, calm, quiet area) as an ideal place to grow up. In a future the status of inhabitants is not going to change, however their professions are becoming **more business and technology oriented** because of the near airport. According to our research, the airport is developing in a sense of business and technology hub.

We count with the fact that future Hillegersberg lays emphasis on comfort and effectivity of **working life**, but also on the **Elysium lifestyle**, so unique aspects of the area will be preserved and even developed. Current problems are **bad or inefficient connections to public transport, traffic jams in streets during rush hours...** - in short, **travelling is interrupting your daily life**. Demand for efficiency and comfort are not fulfilled at all. The travelling time is an obstacle.

QUIET_GREEN FAMILIES

Dexter's Airport_001



Lelystad airport is set to take up the future role as tourist-centered location. Schiphol is dealing with expansion dilemma's -as always.

The demand for Rotterdam The Hague airport to strengthen its position as a **business-oriented hub** will be greater than ever.

How wil modalities in and around the airport change depending on this **shift in scene and attitude?**

CONTEXT FACTOR["WGS 84",
DATUM["World Geodetic System 1984",
INNOVATION["WGS 84", 6378137,
298.257223563,

VISION["metre", 1]],
CS[ellipsoidal, 2],

A galaxy far, far away_003



One of the things that residents value most about the area -and will continue to do- is the fact that it is "a **small** village within the **large** city"

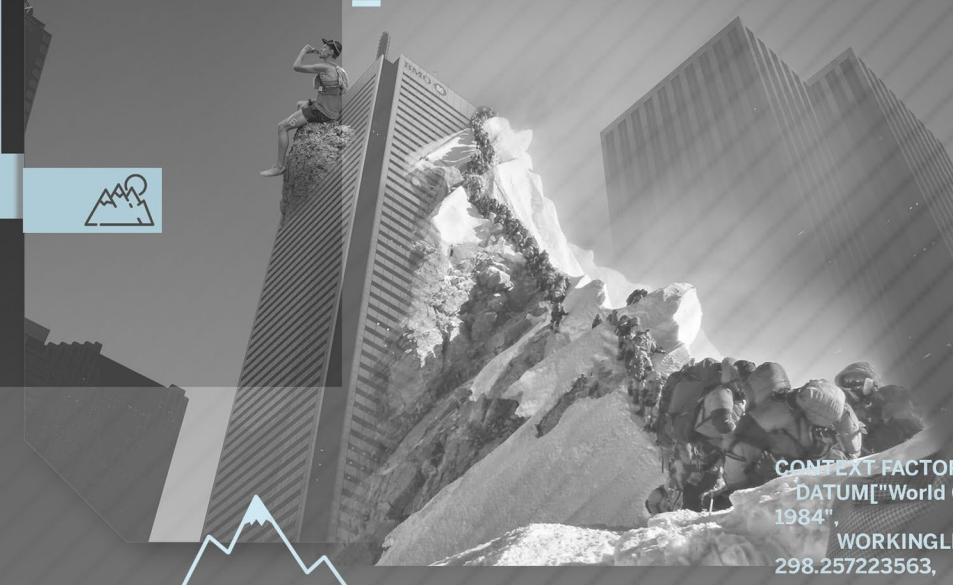
But what happens when this village feeling is also **reflecting** on things that are expected to reflect **working life** -like public transport and other modalities?

CONTEXT FACTOR["WGS 84",
DATUM["World Geodetic System 1984",
CONNECTION ["WGS 84", 6378137,
298.257223563,

MODALITIES["metre", 1]],
CS[ellipsoidal, 2],

COLLAGES MADE BY LARS.

Queueing up for Everest_002



Residents of our area are, on average, at the peak of their social circle and heading to the top of their respective carreers.

This life of relative **popularity** and **success** can be exhausting, causing them to see the value of the **difference** between **private** and **working life**.

CONTEXT FACTOR["WGS 84",
DATUM["World Geodetic System 1984",
WORKINGLIFE["WGS 84", 6378137,
298.257223563,

DIFFERENCES["metre", 1]],
CS[ellipsoidal, 2],

The Bakfiets Family_004



The balance between working good hours and finding time for living off-line and spending time with the kids can be a tricky one.

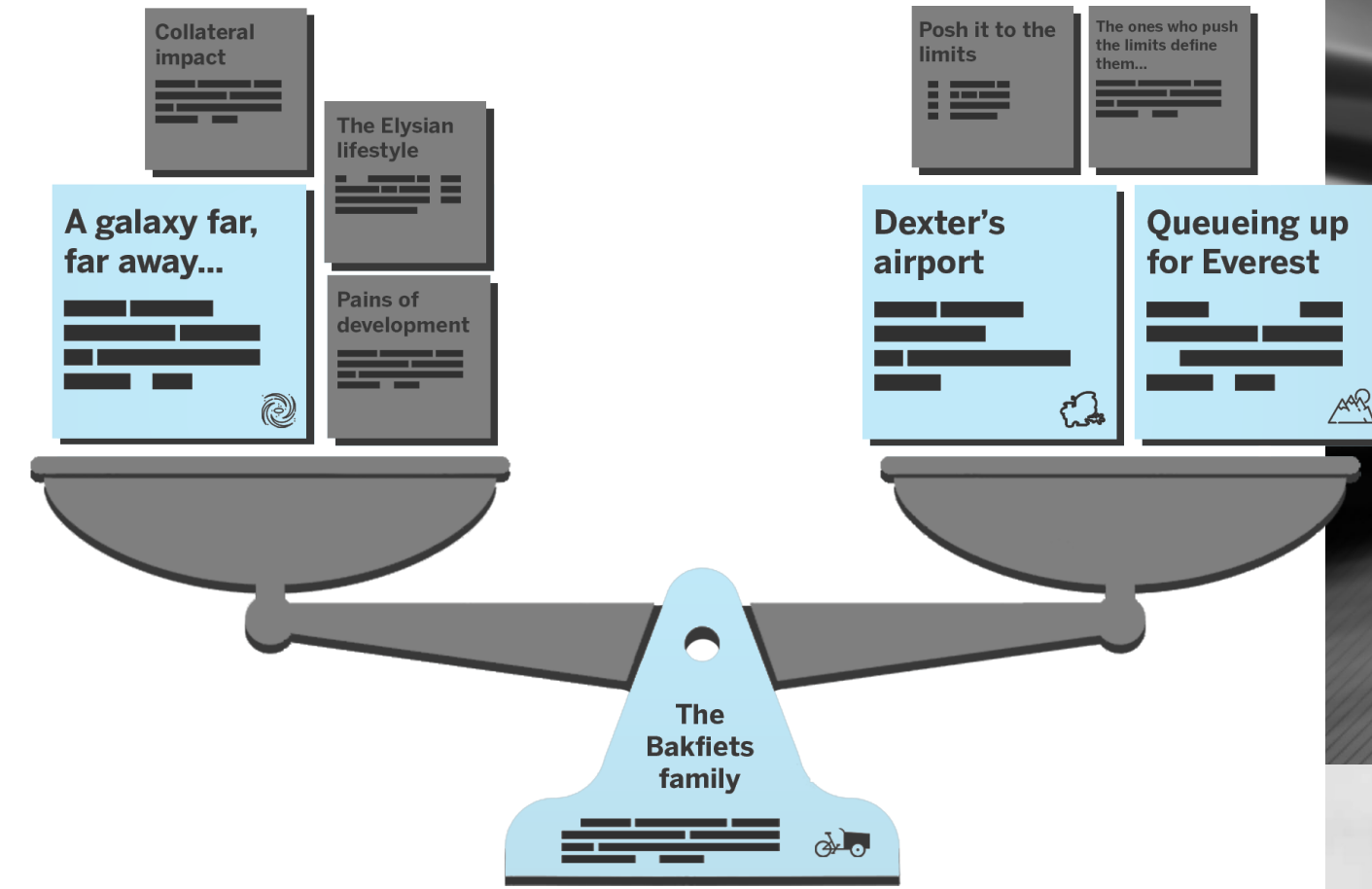
Modalities used must reflect this drive to find **combination** between **efficiency** and **family-centered** use.

For Hilligersberg, right now this is the "bakfiets". But how will this attitude **change**?

What will be the bakfiets of the future?

CONTEXT FACTOR["WGS 84",
DATUM["World Geodetic System 1984",
BALANCE["WGS 84", 6378137,
298.257223563,

FAMILIES["metre", 1]],
CS[ellipsoidal, 2],



CLUSTERS, VIP

Those obstacles I talked about at previous page create clusters. Cluster called "galaxy far, far away" talks about **village feeling** of this area and all issues connected to that, represents **private life**. Cluster called "queueing up for Everest" represents together with "Dexter's airport" (innovations and airport development) **working life**. "Bakfiets family" is balancing those two sides. Based on that we want to achieve the seamless transition between those two worlds. Why? As people expect mobility system which reflect their working life – is fast, efficient and comfortable. The highest level of comfort? When you feel benefits but you don't realize you are using the service/product. As a reference and analogy we use contact lenses.

PEOPLE FEEL LIKE

NOT TRAVELLING AT ALL

STATEMENT

WE WANT PEOPLE TO FEEL A

SEAMLESS TRANSITION

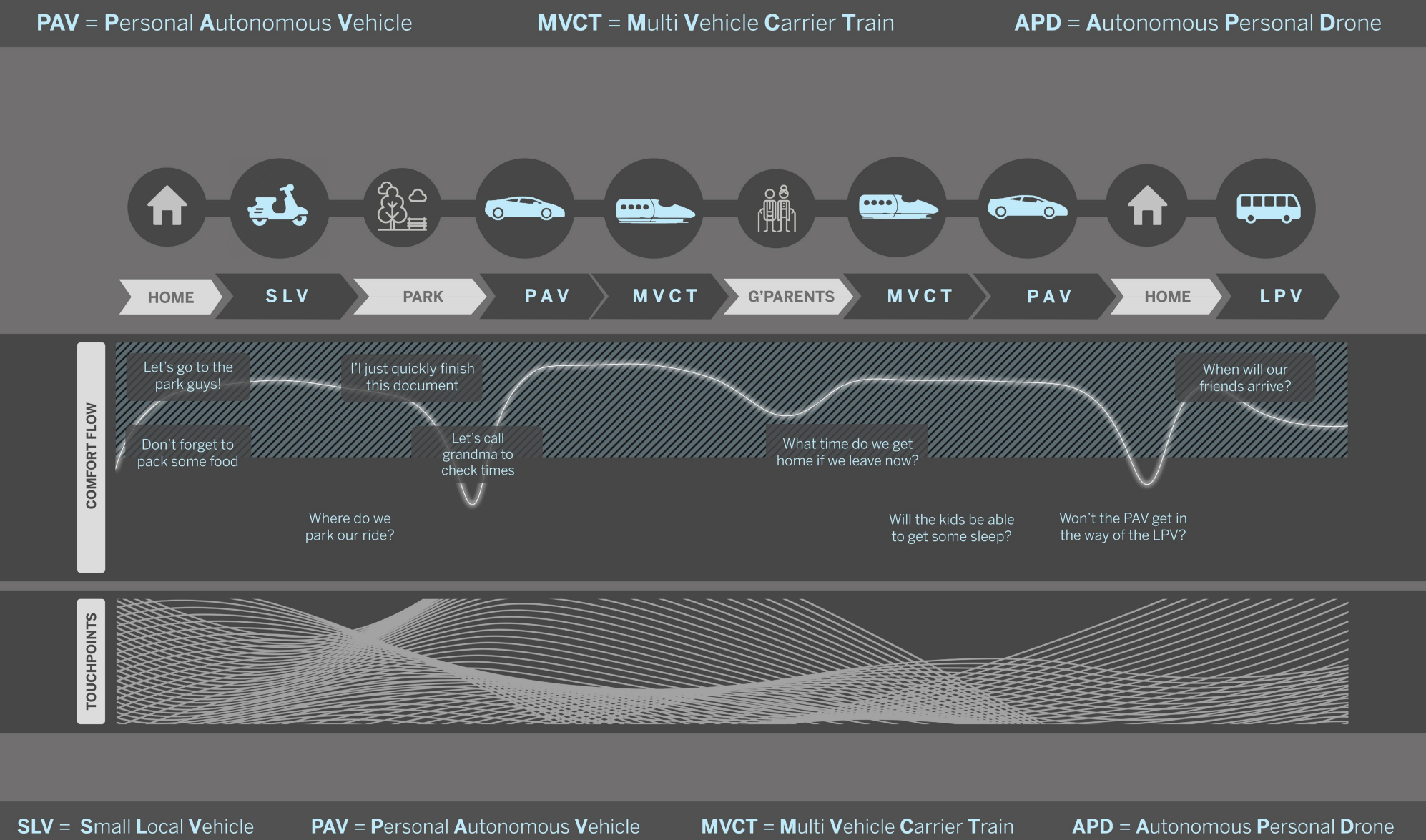
BETWEEN **WORKING LIFE** AND **PRIVATE LIFE**

ANALOGY

LIKE WEARING

CONTACT LENSES

FEEL BENEFITS, BUT **SERVICE/PRODUCT TAKES BACKGROUND ROLE**

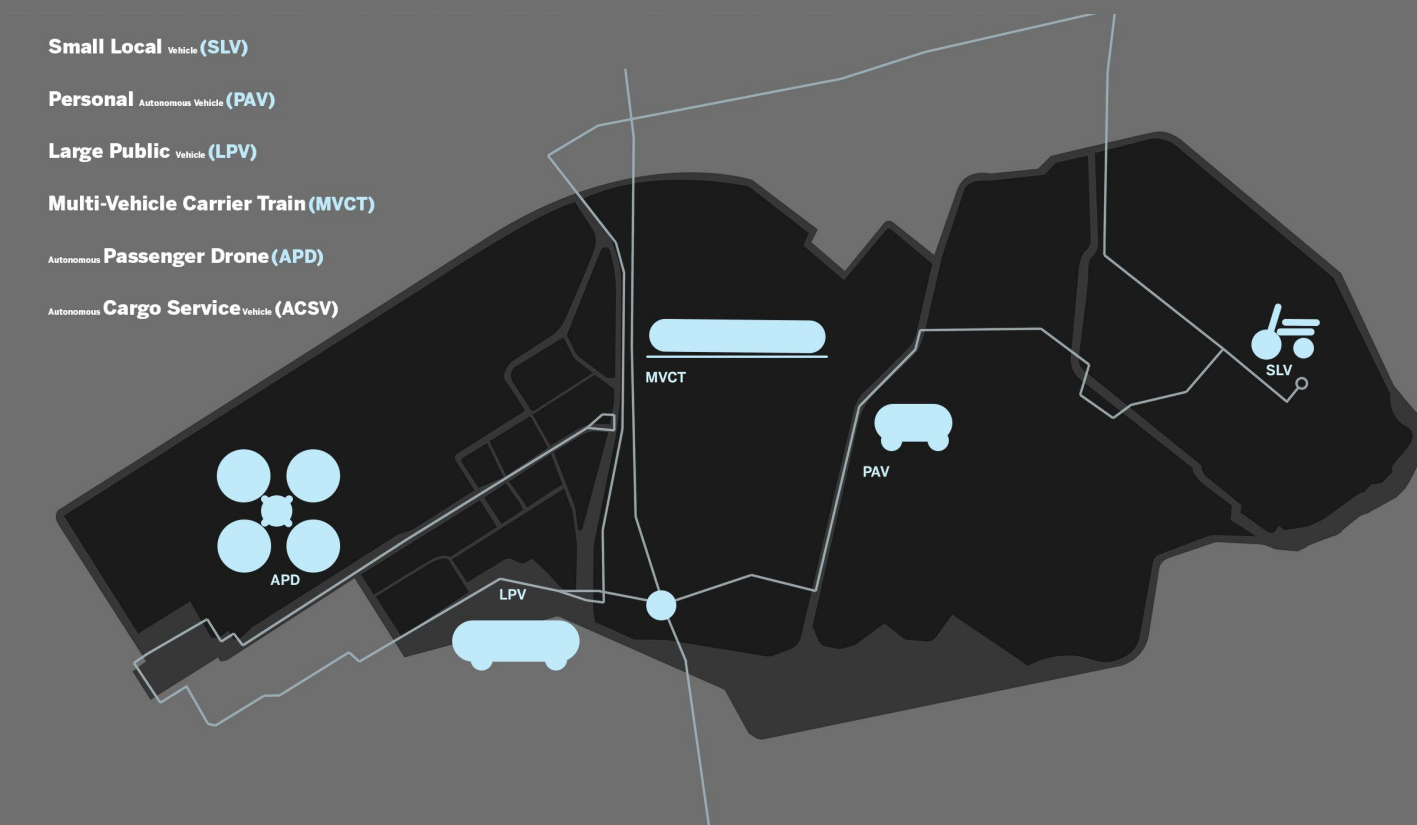


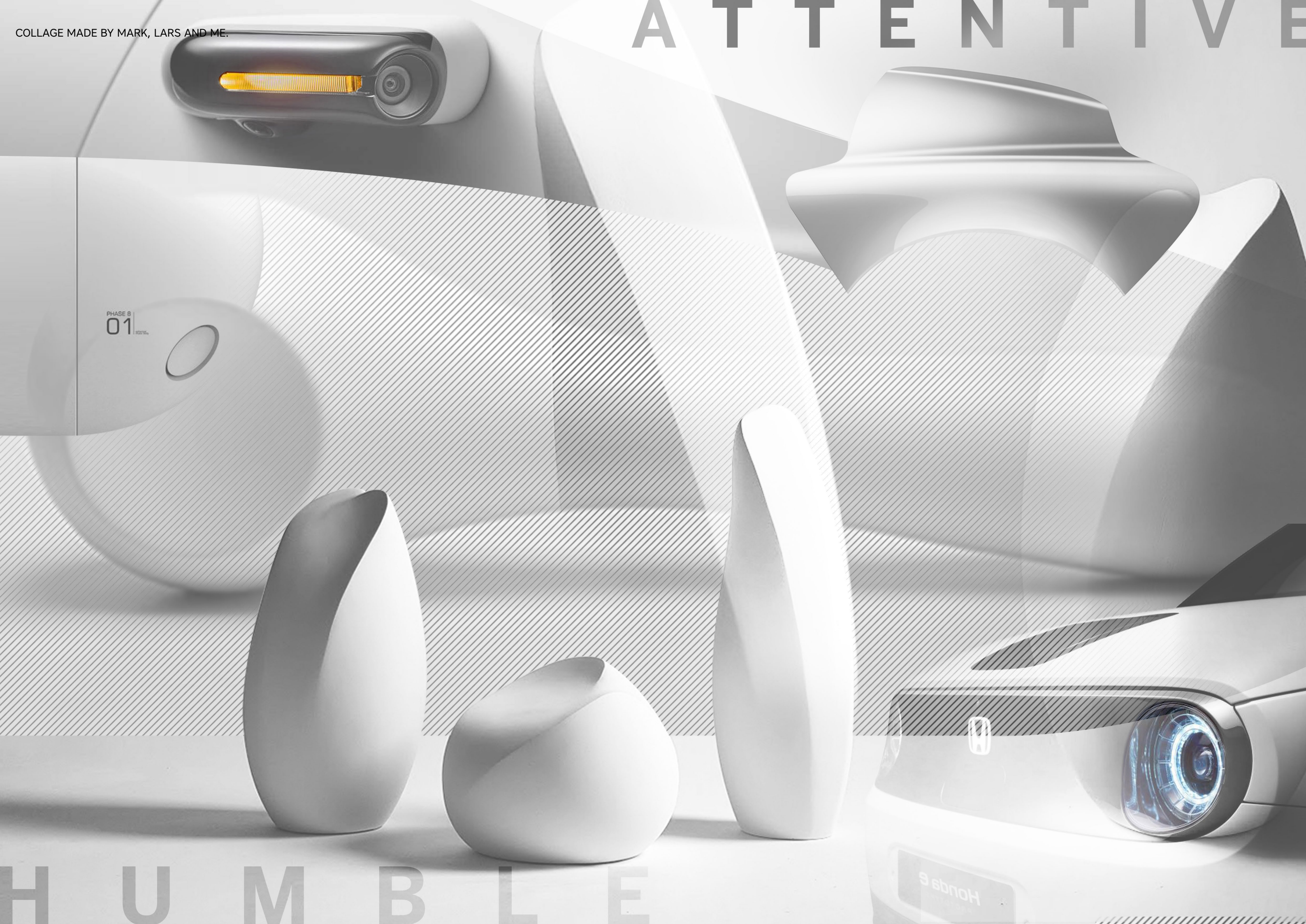
CUSTOMER JOURNEY

That seamless transitions and background role of the system led to the main point which means creating of **FLOW**. Flow link together essential characteristics of the system – **fast, efficient and comfortable**. Visualised customer journey reflects all activities, emotions, thoughts, concerns and questions people might have. However instead of touchpoints there's a symbol for flow, because in our system **we minimized the amount of touchpoints** on purpose **to create the seamless transition**.

— SYSTEM

Our system consists of six vehicles. We decided to design five of them. **Small local vehicle** is privately owned and is used locally. **Personal autonomous vehicles and large public vehicles share platform**, which is stored in old parking lots. Everybody can order this service through an **interface at home** (no mobile phones, notebooks...they don't exist according to our vision). You will be directly brought to your destination. However, if there is a need to transfer (to get to the city centre, den Haag...) **the whole cabin of personal autonomous vehicle is brought to the multi-vehicle carrier train so you don't need to get out of the vehicle**. Fifth part of the system is **autonomous passenger drone** designed by me. Purpose of this vehicle is to provide **residential straight benefits from the airport**, so they're going to be more willing to be part of the developing area.





A T T E N T I V E

PERSONAL AUTONOMOUS VEHICLE

- _ 4 persons, family transporter
- _ kneels for passengers
- _ tilts in corners
- _ cabin goes into train

LARGE PUBLIC VEHICLE

- _ 5 persons
- _ airport business shuttle
- _ mobile working space
- _ shares PAV platform

MULTI VEHICLE CARRIER TRAIN

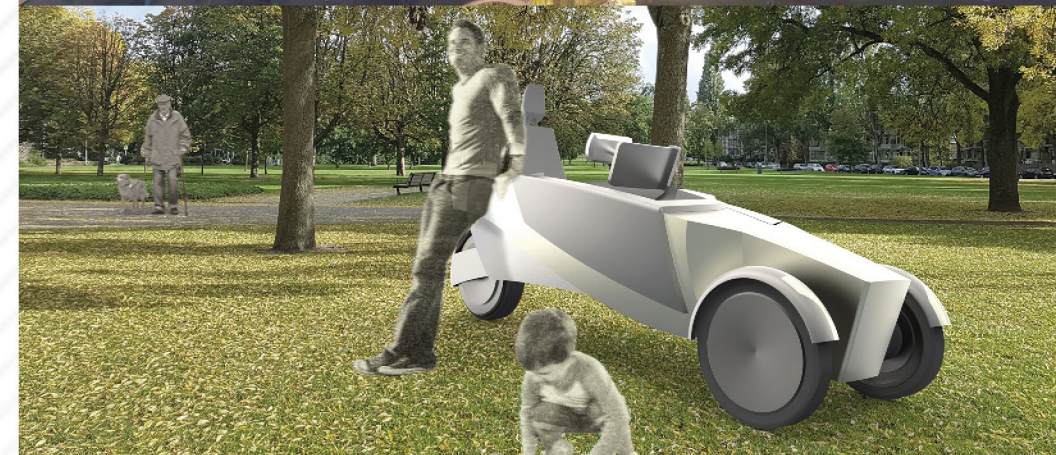
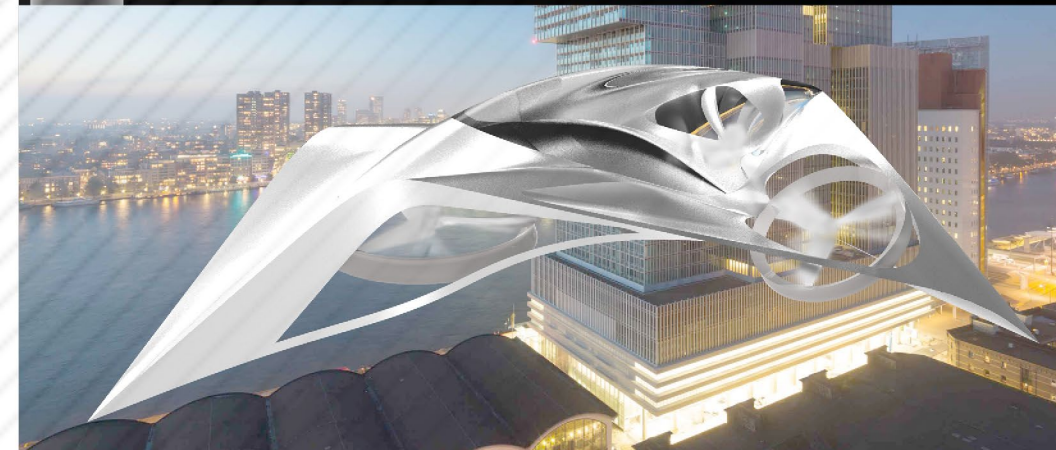
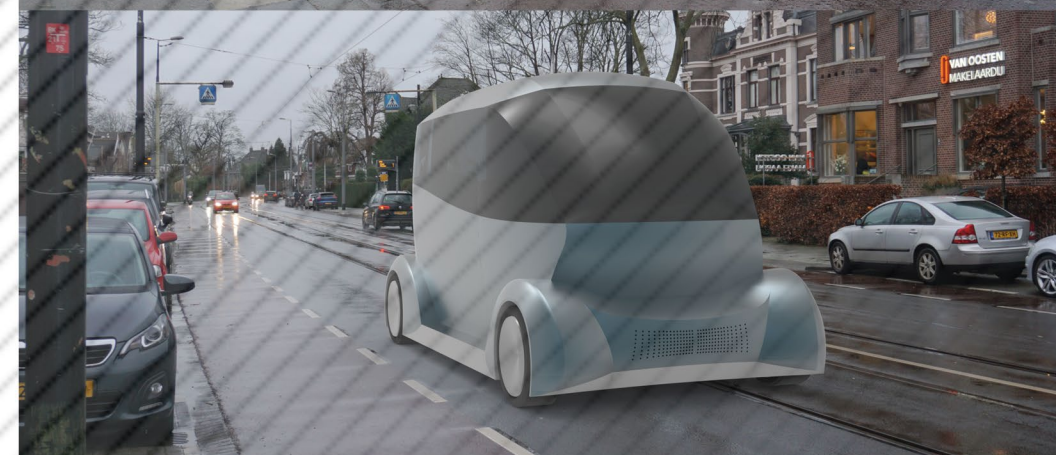
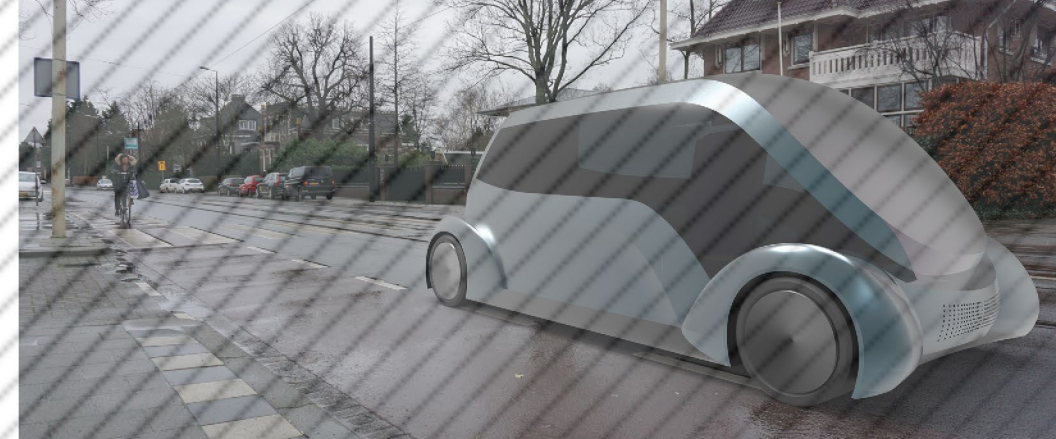
- _ intercity travel
- _ passenger and vehicle compartment
- _ magnetic levitation
- _ carries PAV cabin

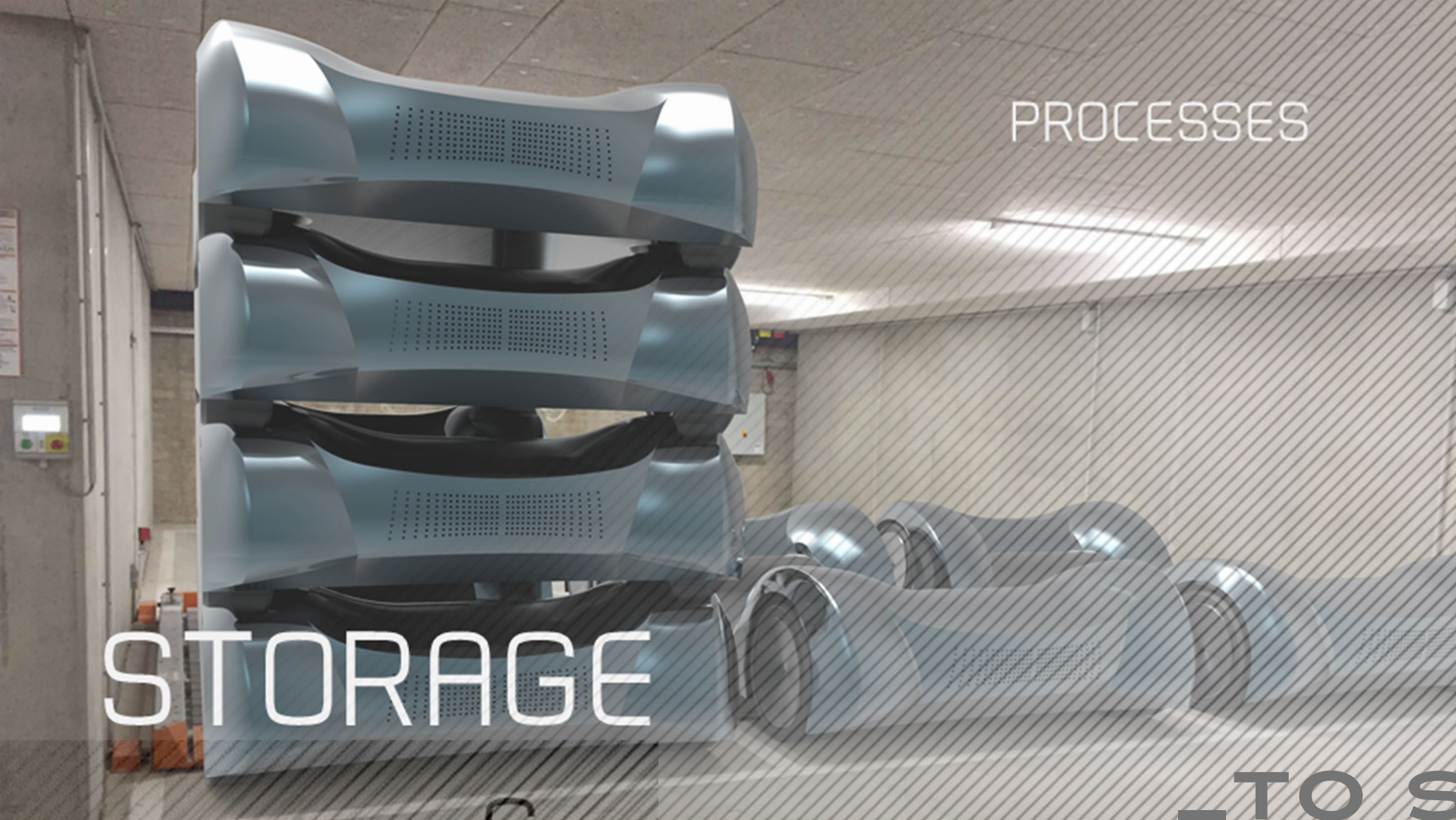
AUTONOMOUS PASSENGER DRONE

- _ one passenger (second optional), business drone
- _ provided by companies
- _ hydrogen powered
- _ adaptive interior

SMALL LOCAL VEHICLE

- _ privately owned
- _ within residential area
- _ 1 adult, 2 children
- _ intimate seating arrangement





PROCESSES

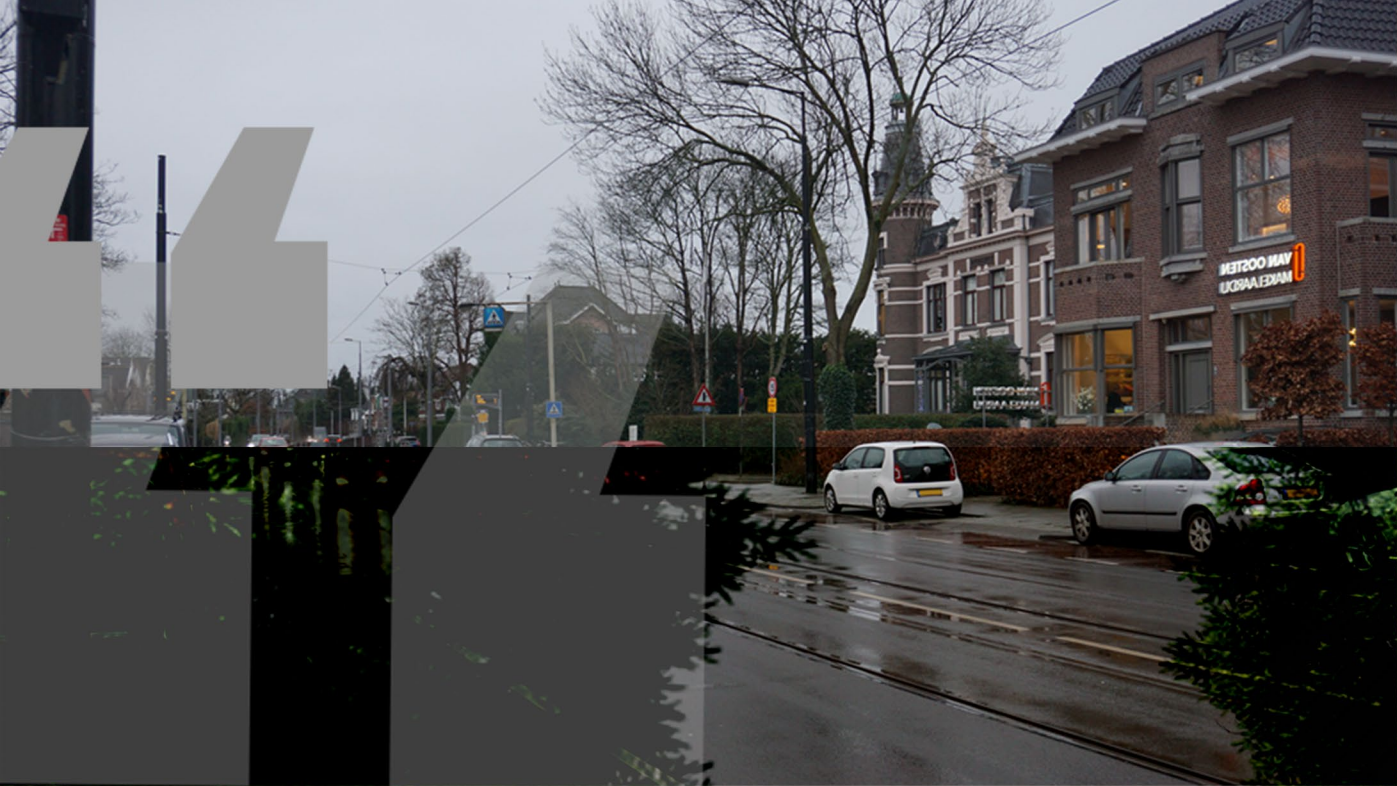
STORAGE

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TO SUM IT UP

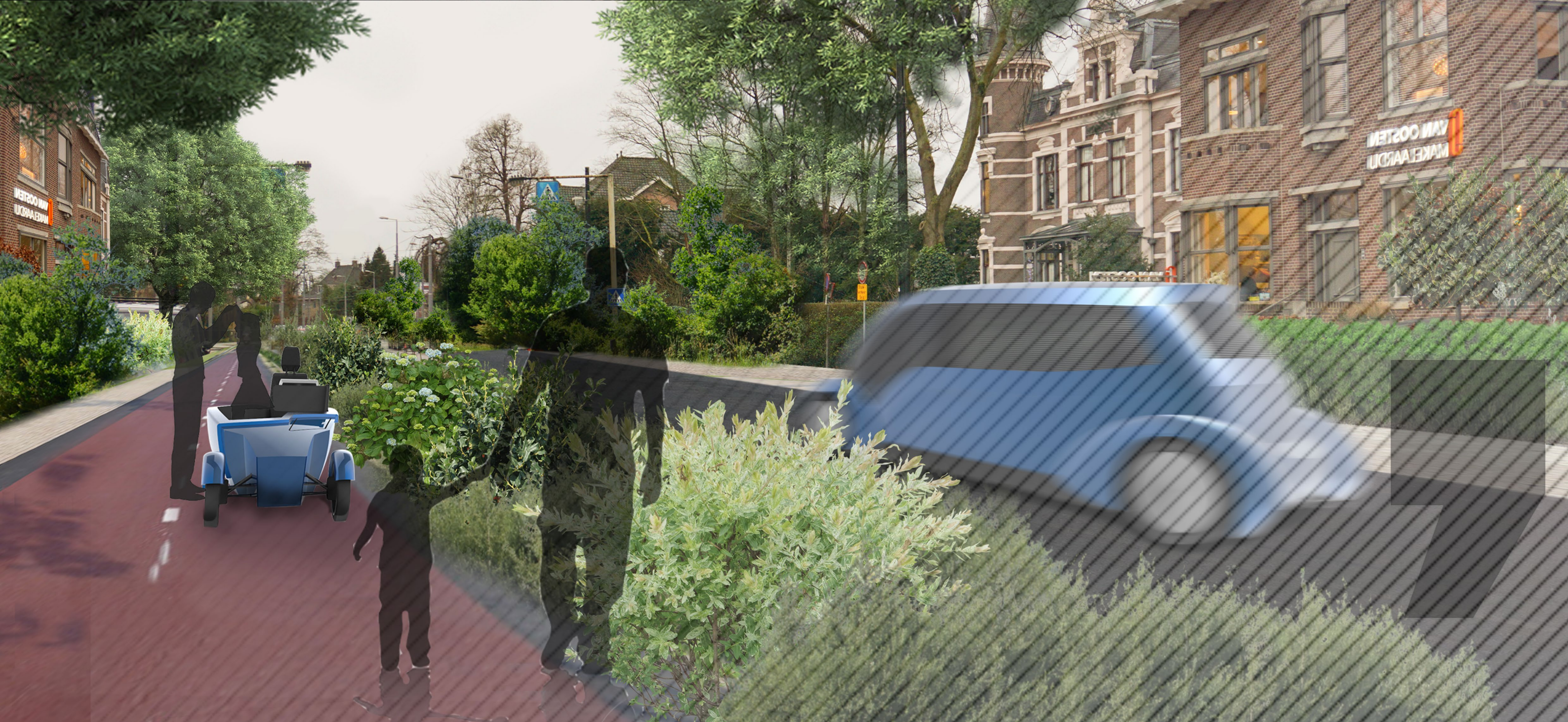
Less waste of time, space and resources, cleaner and quieter surroundings. Hillegersberg will flourish. There are no parking spots in a surrounding, because they are not needed. We use empty parking lots for platform storage. The only vehicles on a street are the ones moving. As a result you can enlarge green spaces in our area. The comfort of new technologies is provided without the lost of area character. We also feel like future is sustainable ways of aviation. So delivery drones and hydrogen passenger drones are going to be standard mean of transport, especially for business.

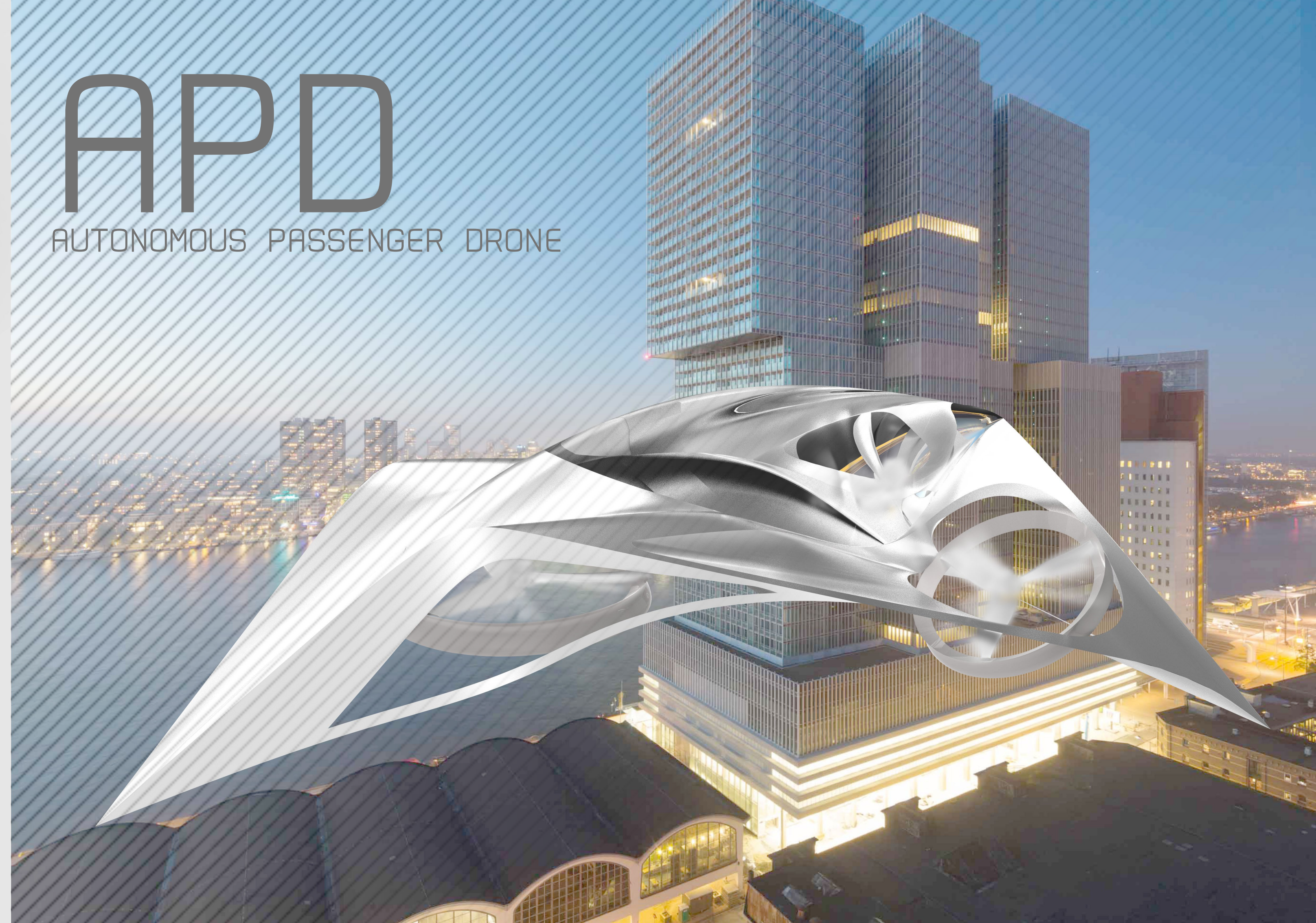
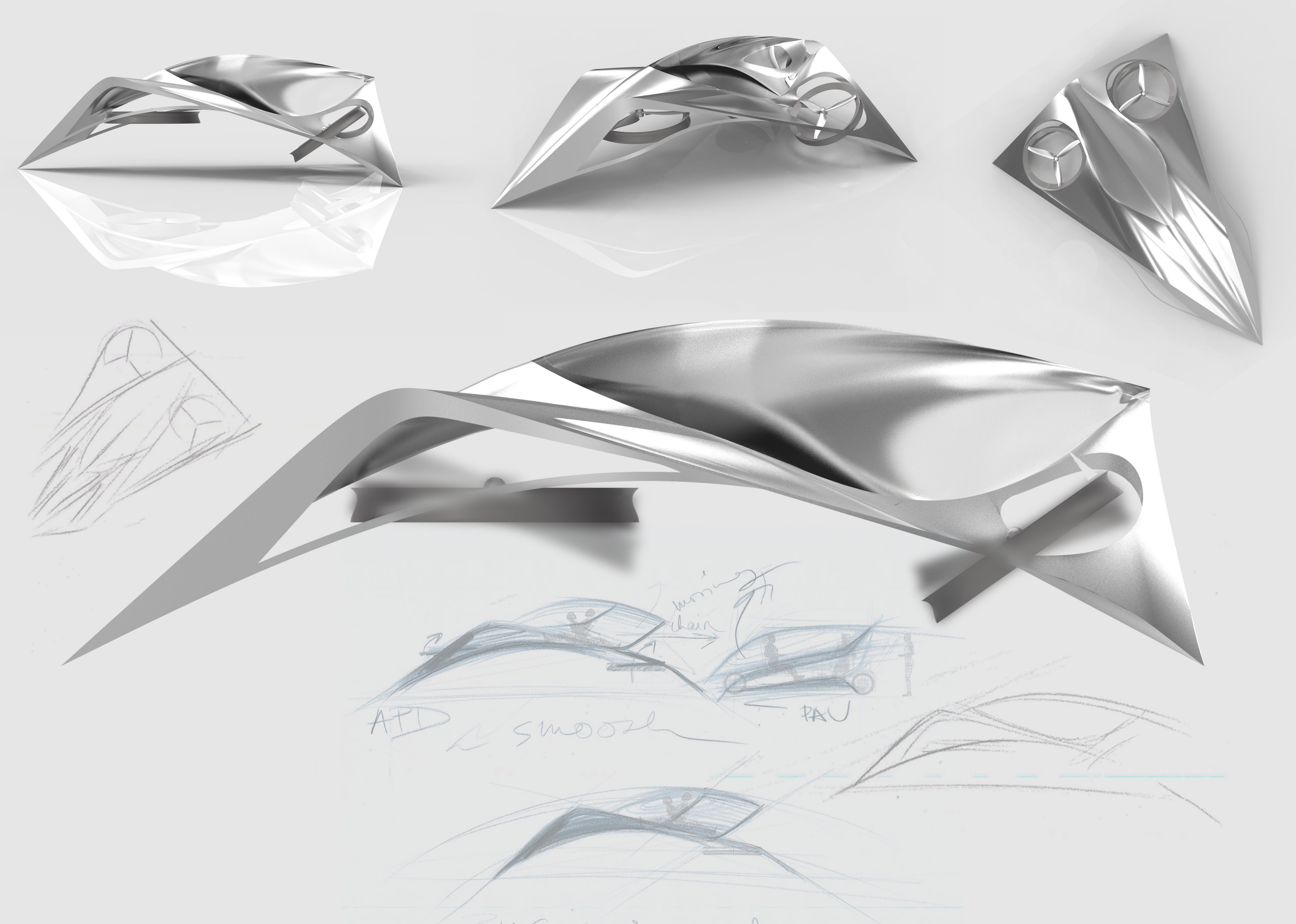
LESS WASTEFUL LIFE IN
TERM OF TIME, SPACE,
RESOURCES.



AS A RESULT...

COLLAGE MADE BY MARK.





APD

AUTONOMOUS PASSENGER DRONE

- HIDDEN ROTORS – AS THE MOST DOMINANT PART OF THE VEHICLE
- HUMBLE, BUT REFLECTS BUSINESS ENVIRONMENT IN THE SHARP EDGES
- HUMBLE IN A SENSE OF SMOOTH FLOWY LINES, PART OF THE SKY
- HUMBLE IN A CONTEXT OF A SKY, DIFFERENT THAN THE CONTEXT OF THE ROAD

PHASE 8
01

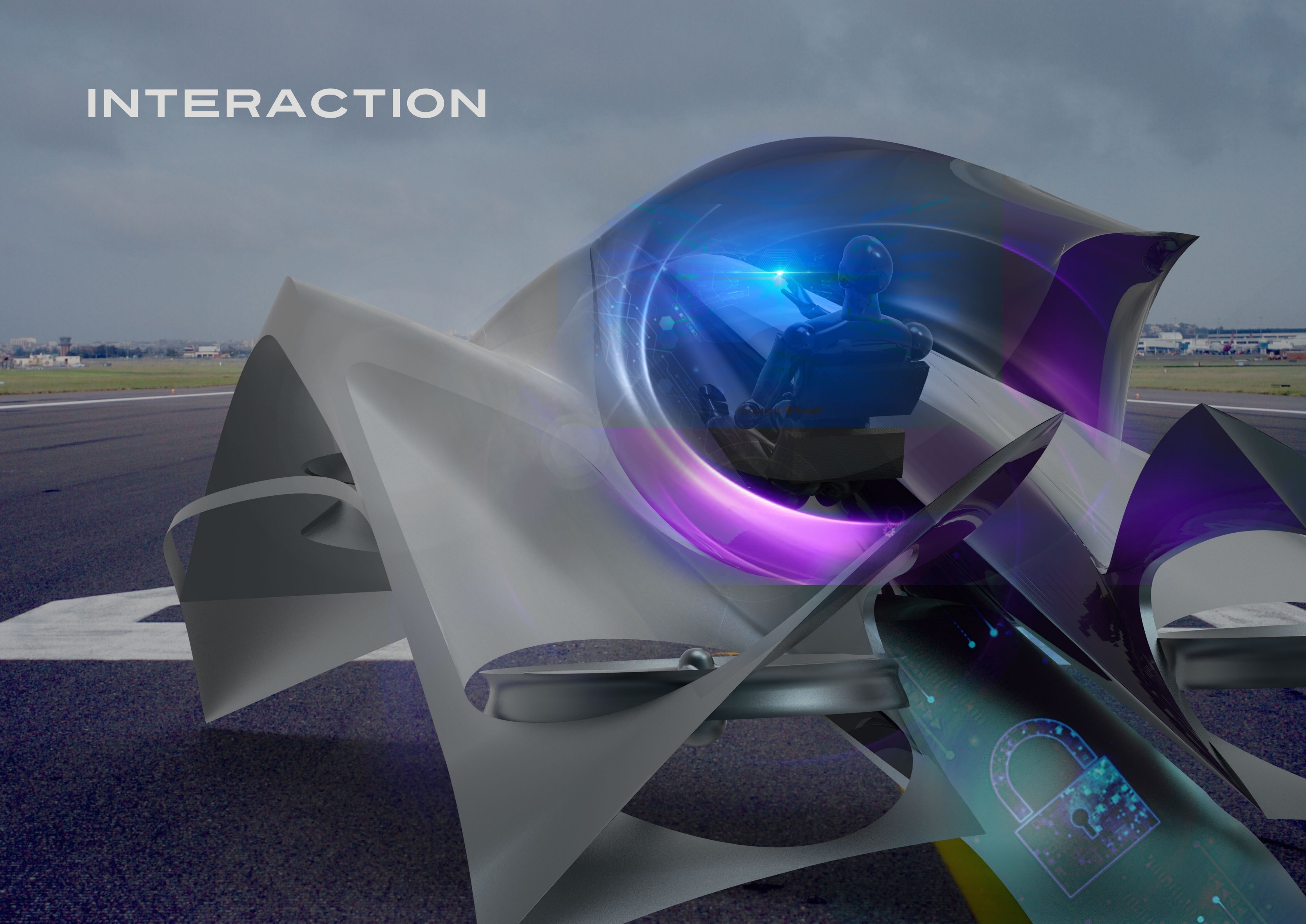
FORM

BE HOME FOR DINNER AT 6...

PROVIDED BY COMPANIES
HYDROGEN POWERED

ONE PASSENGER
BUSINESS DRONE

INTERACTION



MAIN PURPOSE IN THE SYSTEM: AN ALTERNATIVE OF A PRIVATE JET PLUS PROVIDE PEOPLE STRAIGHT BENEFITS FROM THE AIRPORT.

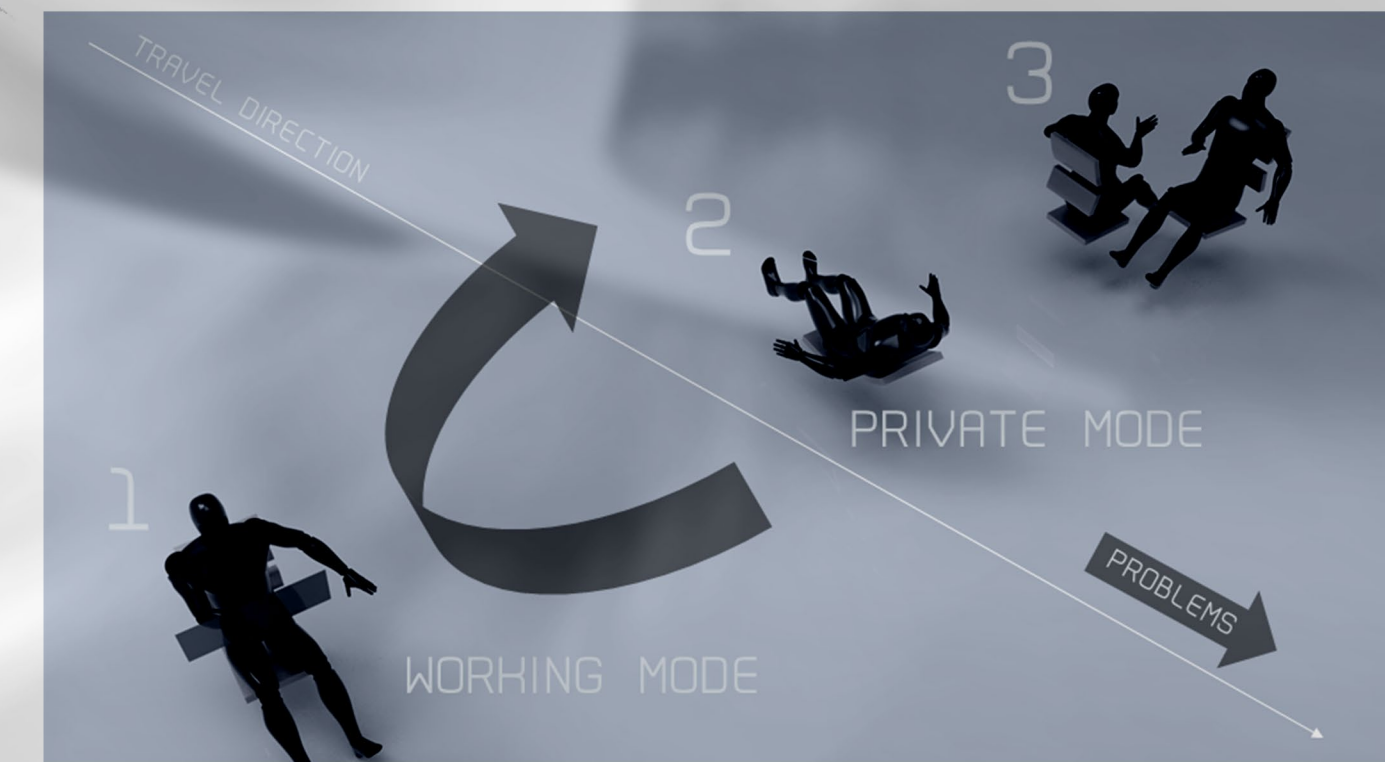
As a result they are going to be much more willing be be part of the airport development.

What's more, the airport is going to become more business and technology oriented. Professions of our residents are also changing in a future. Distance is not an issue anymore.

The challenge for my drone was to make one passenger drone - the most exclusive way of transportation humble and attentive as said in a first part of the project. I tried to deal with those product characteristics by keeping smooth lines from our form collage plus analysing existing concepts, where I found out that the feature which stands out the most are rotors. So I incorporated them and made one coherent shape, which would be part of a context of the sky.

As for the seating positions, the drone is primary for one passenger, however with possibility to carry second person sitting on a folding chair. In that case the arrangement is similar to helicopter (3. mode).

The key feature is turning chair providing the passenger working mode, when you are facing the direction of your travel, facing your problems. While private mode position is a rear seat, so you are sitting in the opposite direction than you are travelling and instead of work you can chat with your family, watch film etc... This simple switch/transition is made by turning of your chair and has a psychological meaning.



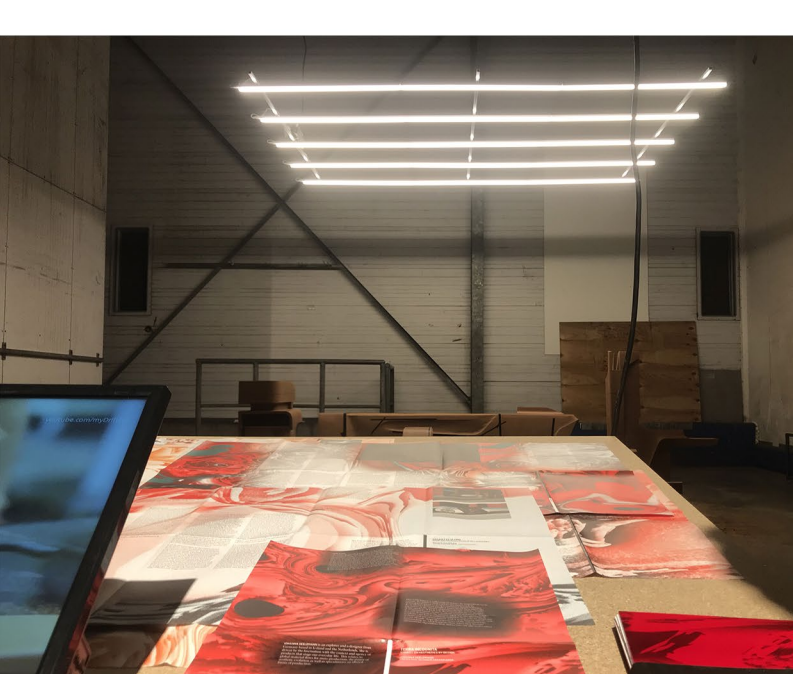
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VISITS

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if not drowning,
then when?



DDW — DUTCH DESIGN WEEK 2019

LAURENS VAN DEN ACKER: 'MOBILITY AFFECTS US ALL AND IS CRUCIAL FOR A PROPERLY FUNCTIONING SOCIETY'

Dutch Design Week was great opportunity to see how different approach can designers choose. For me – the greatest benefit is to see other students from different schools and their methods, because that is how you can motivate yourself to work harder, when you see how perfect or imperfect some projects are. I really appreciate graduation projects. Quite a big amount of time we spent on Renault stand.



PROJECT I LIKE

=CHAIRWAVE BY VOEW

RENAULT future mobility system was visually really attractive, but this project is in my opinion nice example of simple design, which improves interaction between people. The key role is played by folding chairs. Those chairs are open only next to the persons already sitting there, so you have to sit next to the person and you don't have a choice.



<https://www.ddw.nl/nl/programma/2094/chairwave>



REAL OVERVIEW ON TECHNOLOGY...

First visit of RET was more about getting a sense of reality into our projects. It was quite hard to ask questions, because we had no clue about profession of people we are going to have meeting with. However, we found out how the process of maintenance of public transport looks like, so we were able to take into account those aspects while creating our visions and better understand the problems RET is facing right now.



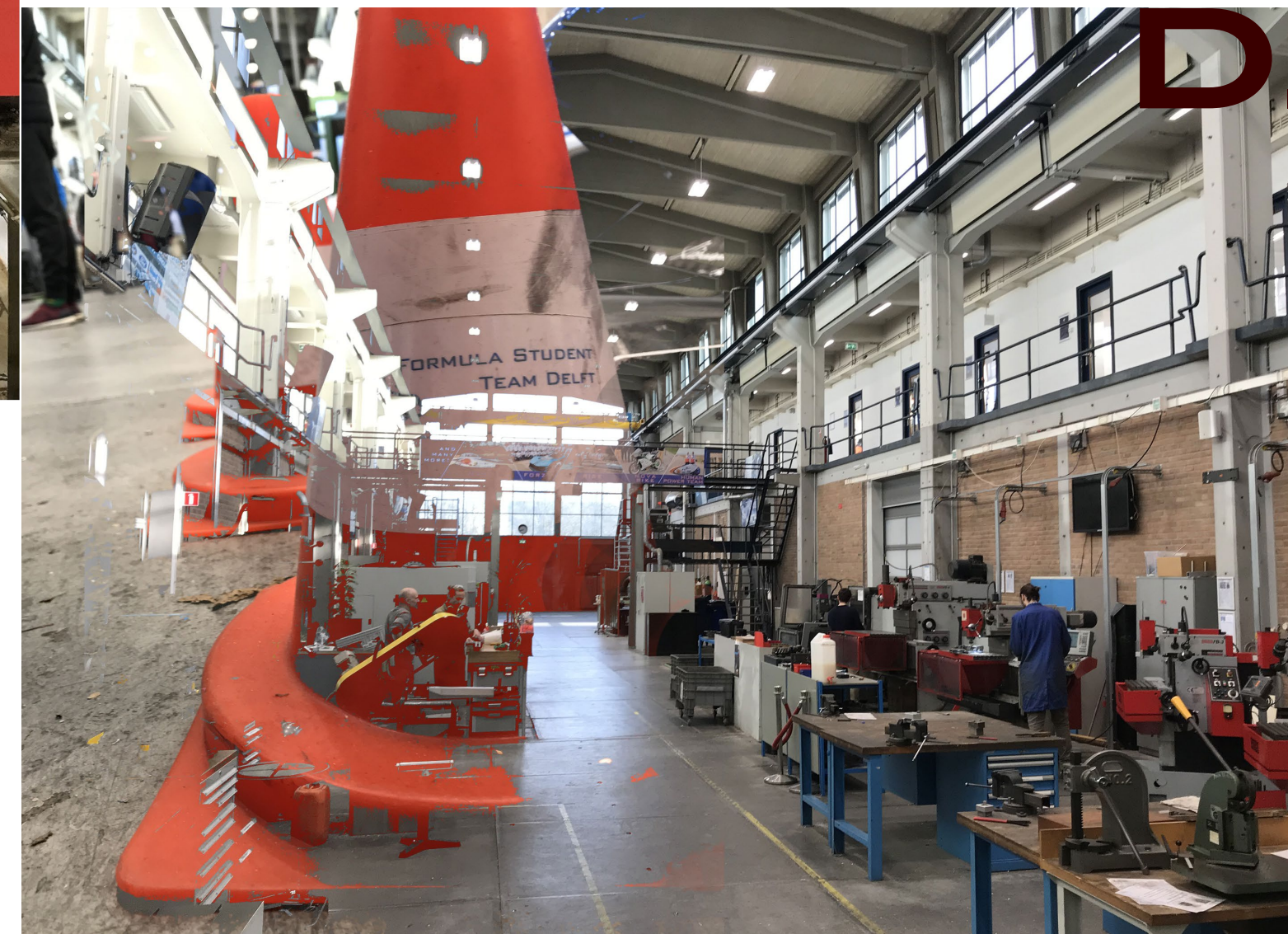
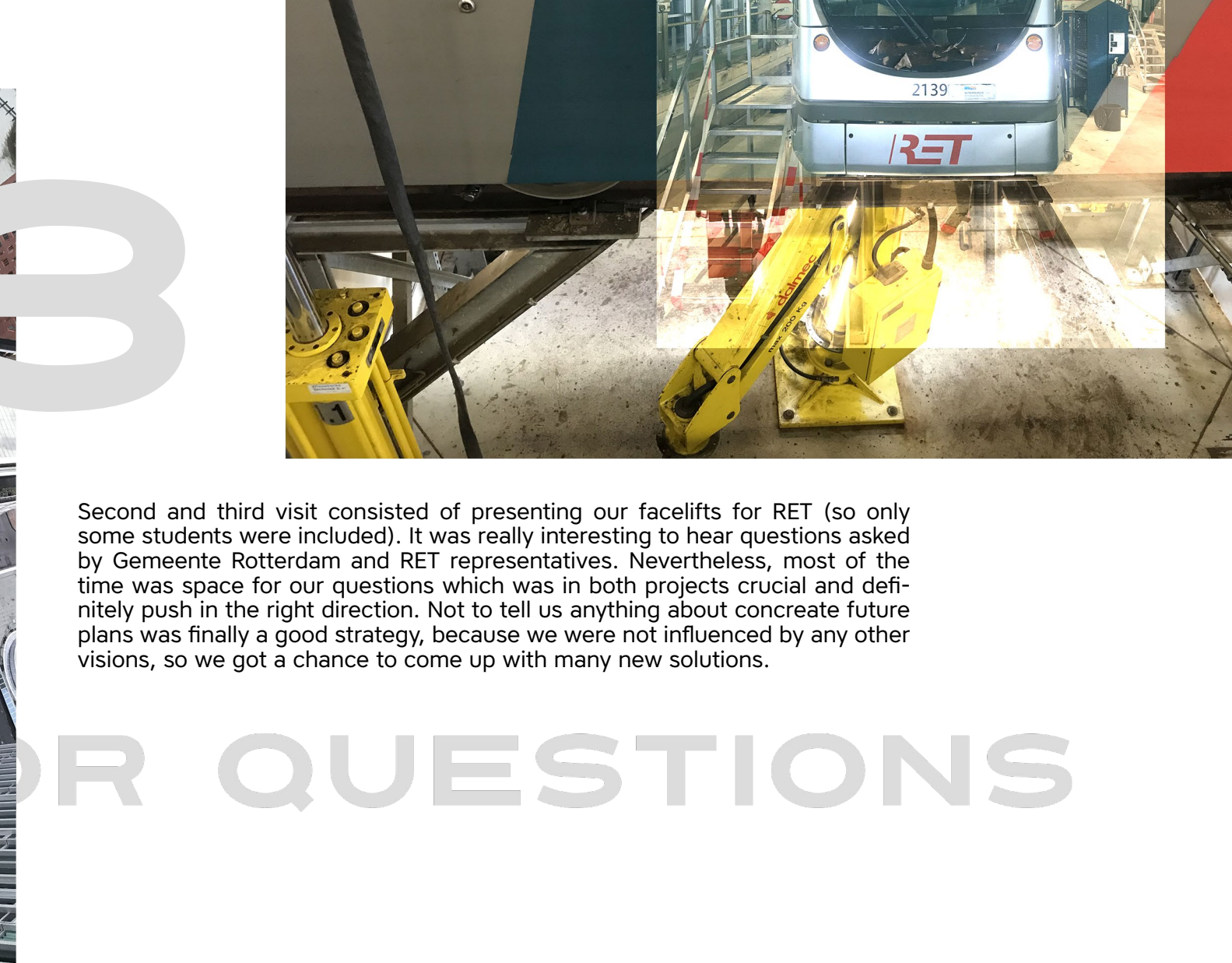
Second and third visit consisted of presenting our facelifts for RET (so only some students were included). It was really interesting to hear questions asked by Gemeente Rotterdam and RET representatives. Nevertheless, most of the time was space for our questions which was in both projects crucial and definitely push in the right direction. Not to tell us anything about concrete future plans was finally a good strategy, because we were not influenced by any other visions, so we got a chance to come up with many new solutions.

TEAM SPIRIT AND DIVERSITY...

I was really curious about this guided tour through the dream hall, because as a member of PR team eForce FEE Prague Formula I was more than curious about teams are organized in Delft. This tour was a real inspiration for me, because the structure of all team and diversity of their interests is amazing. Our guide is a member of solar boat team, which I consider to be one of the best ones in dream hall. I also took part in their design presentation and the level was much higher than I expected. All teams include industrial designers and they do have a certain role in a team. In general students are used to work in project groups and cooperate, which is big advantage of TU Delft and there is the power and spirit, even more visible in dream teams.

AS AN EXTENSION...WHY NOT...

To sum up all Transport Thursdays, not all of them were relevant for us. I took part in all of them and pretty interesting was explanation of customer groups and their mindset, followed by psychological reasoning for willingness to share, also the topic of user-centred perspective explained on OV – chip card system was worth to hear during first session. Another one I consider to be interesting included the topic of crowd - not really useful in our projects, however as an extension, why not.



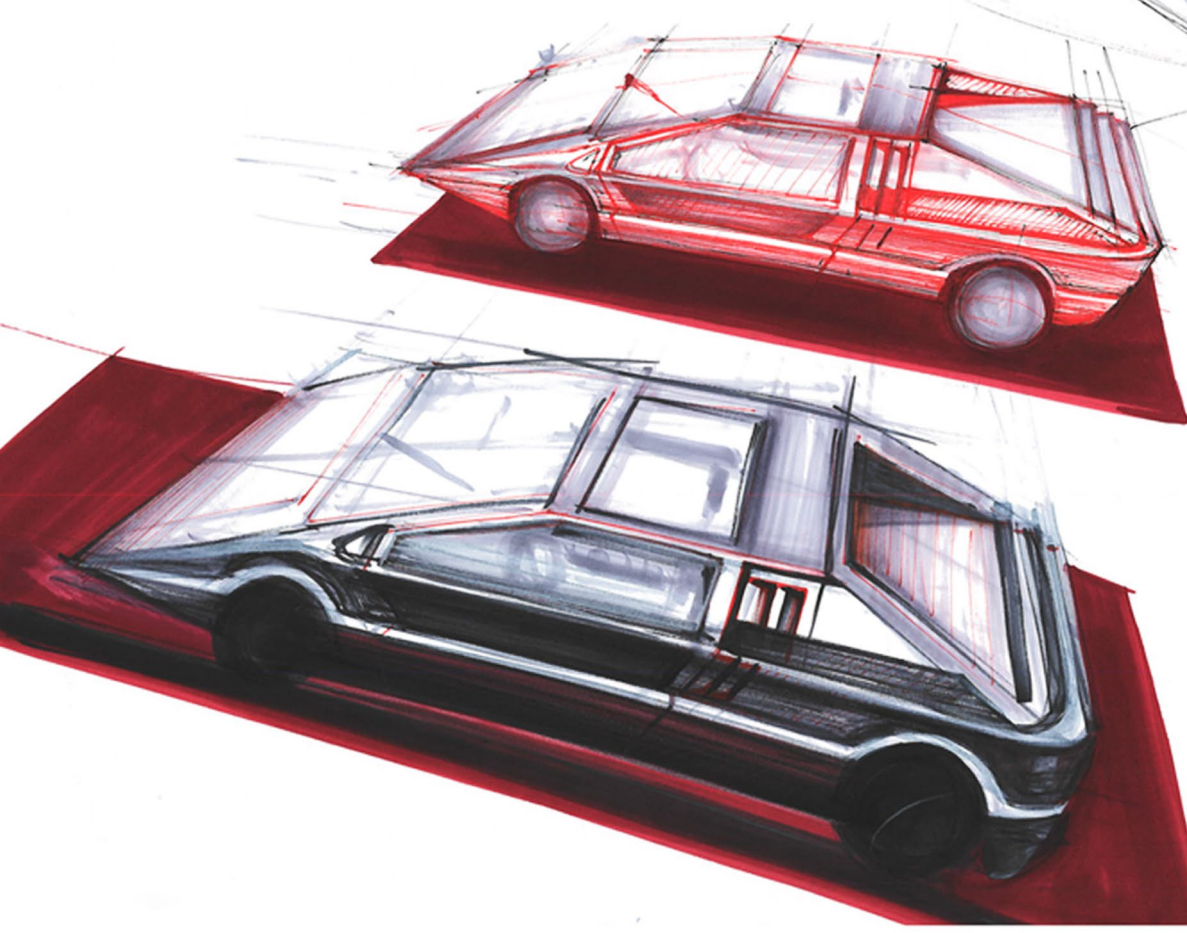
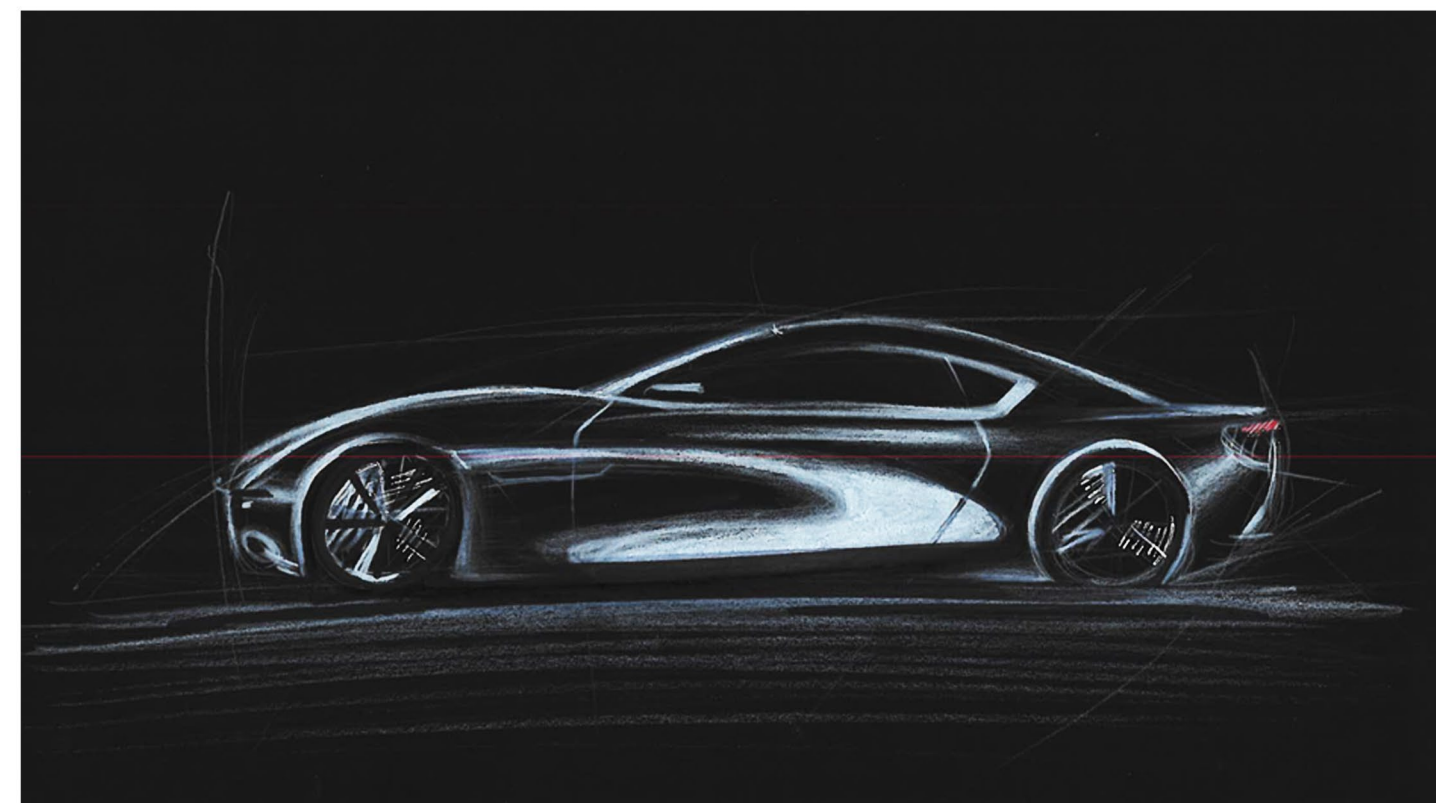
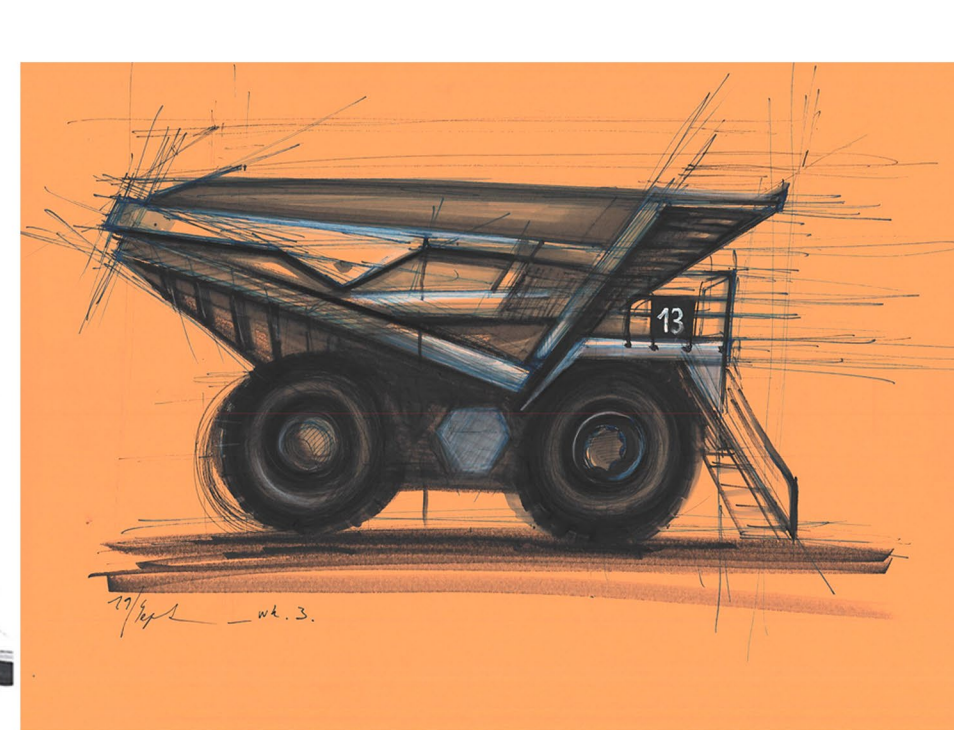
"CULTURE. ACHIEVING INTERCULTURAL EMPATHY THROUGH CONTEXTUAL USER RESEARCH IN DESIGN."

To begin with, I was really surprised by the seriousness of the whole defence. The issue addressed in the presentation and discussion wasn't anything new, it's kind of logical, although maybe that is the problem. We take into account culture context, but only ours. It made me think about how would that be to be designing a product for culture I'm not familiar with at all.



SKILLS

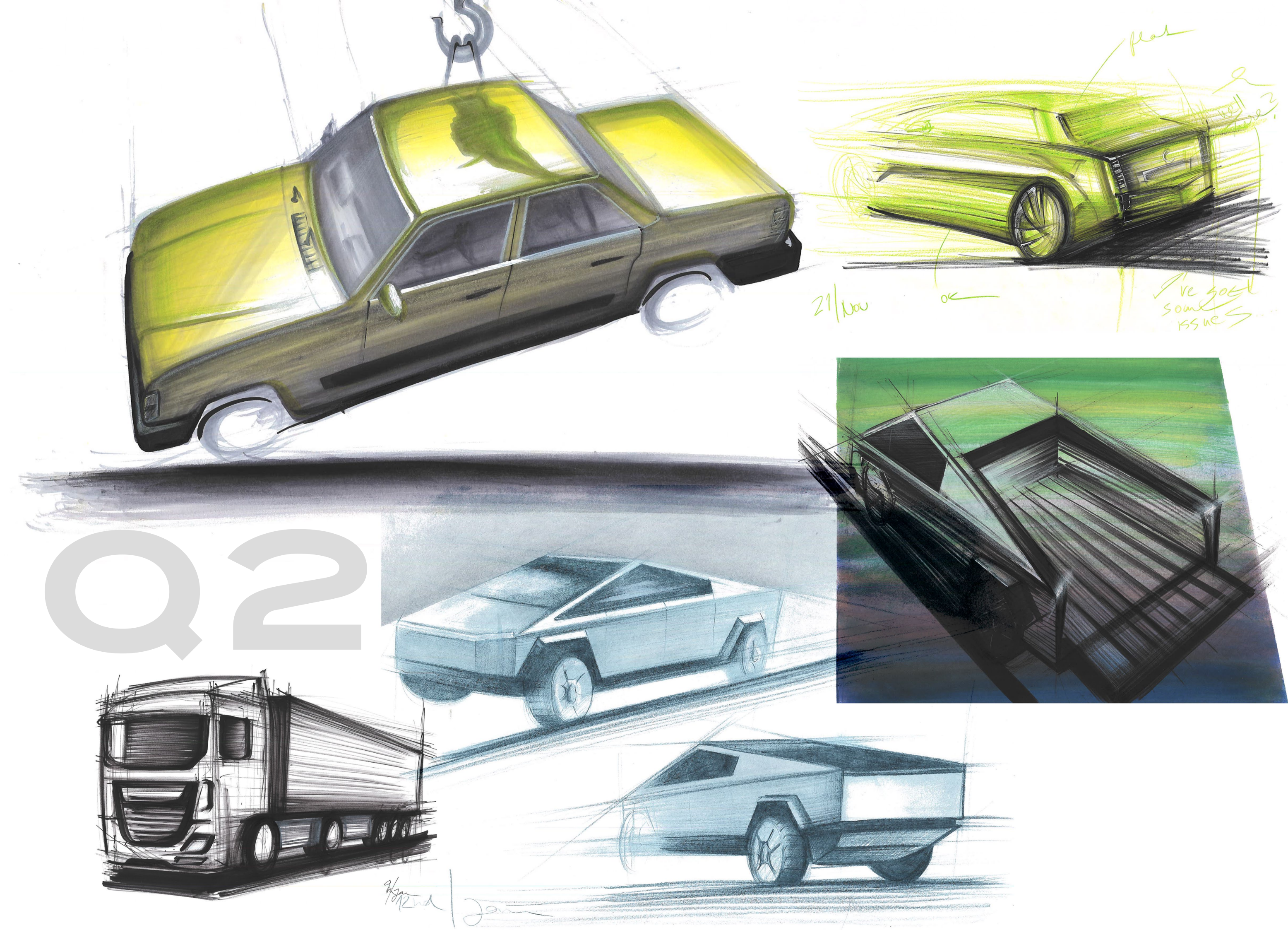
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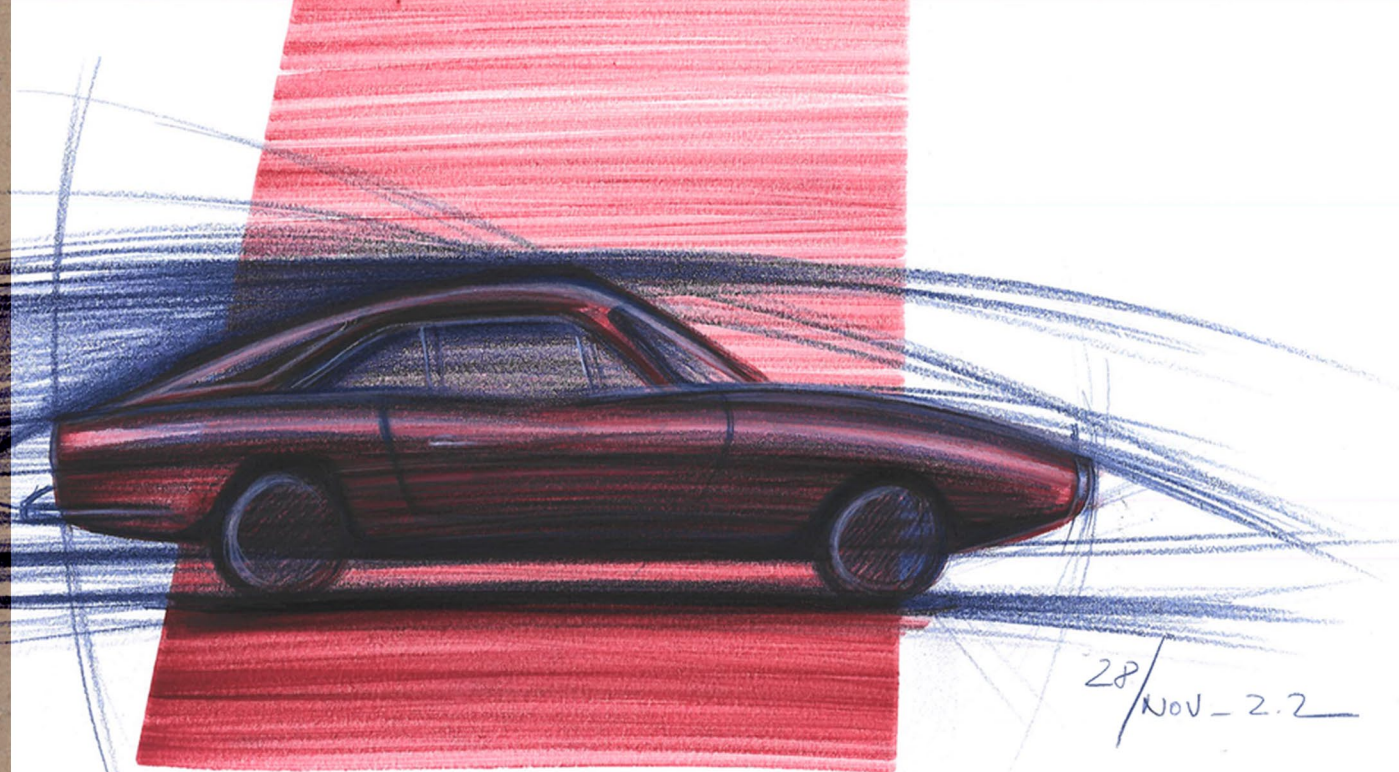
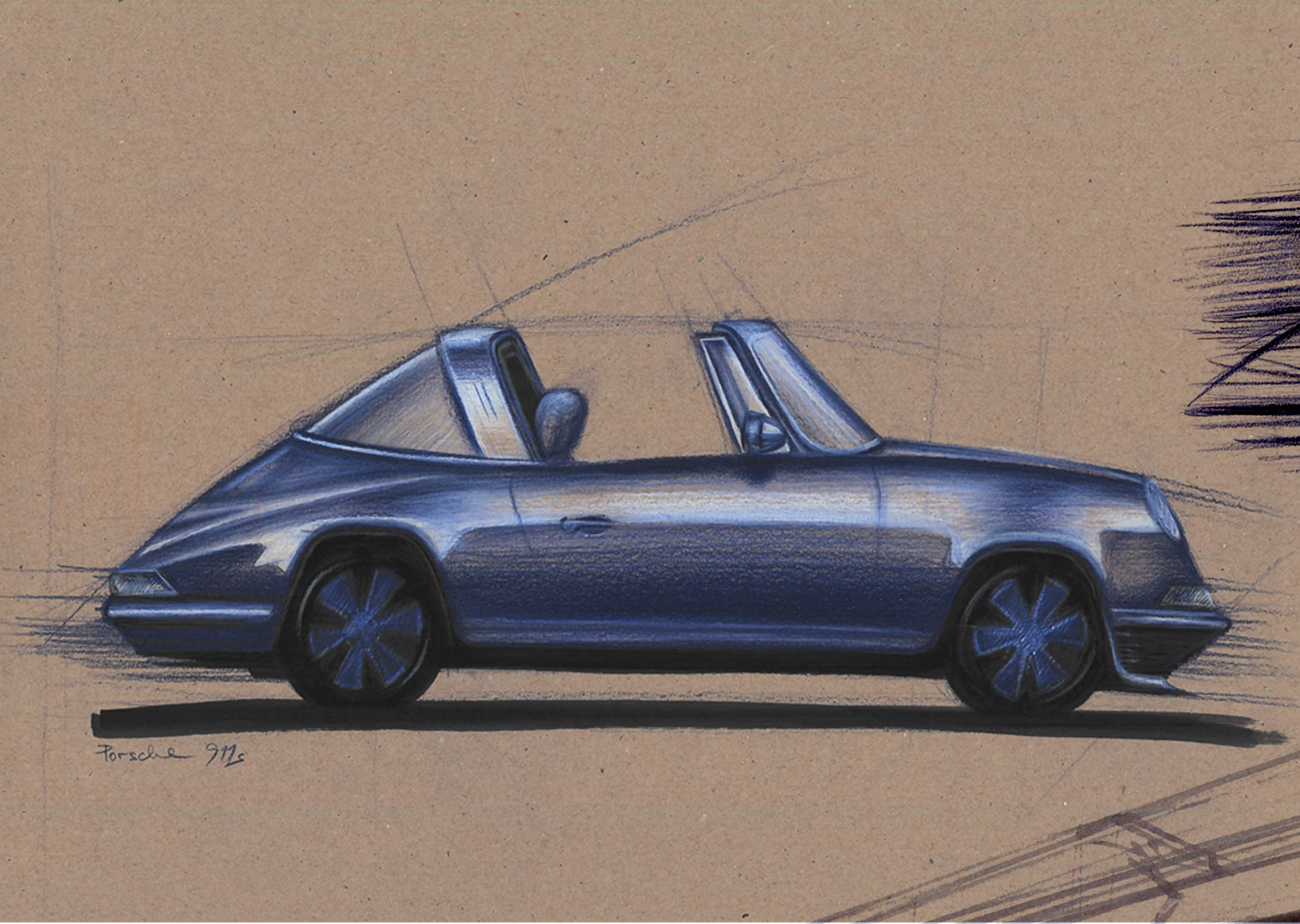
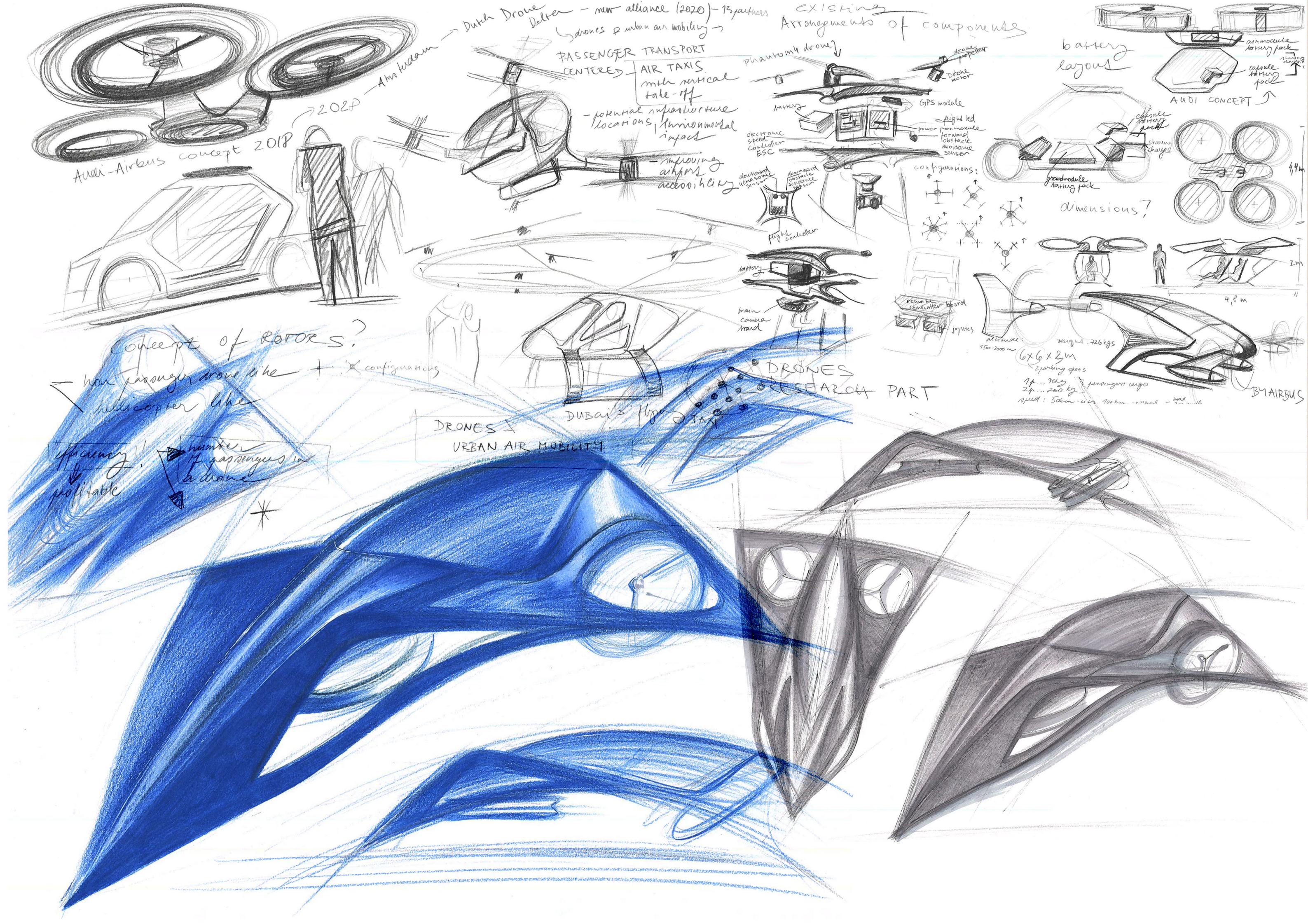


TEREZA, LEARN TO BE PATIENT SO YOU CAN GET IMPROVED...

Coming to Delft, I was really afraid of those lectures, actually even don't know why now...Anyway I really enjoyed them very much and when I look at at my first sketches, I can see quite an improvement. My biggest problems to work on are **proportions and lack of observation**. Both problem are caused by my **impatience**. I had a chance to try pastel method and at the beginning I was struggling. Now I feel like understand it more, nevertheless another thing to work on and improve.

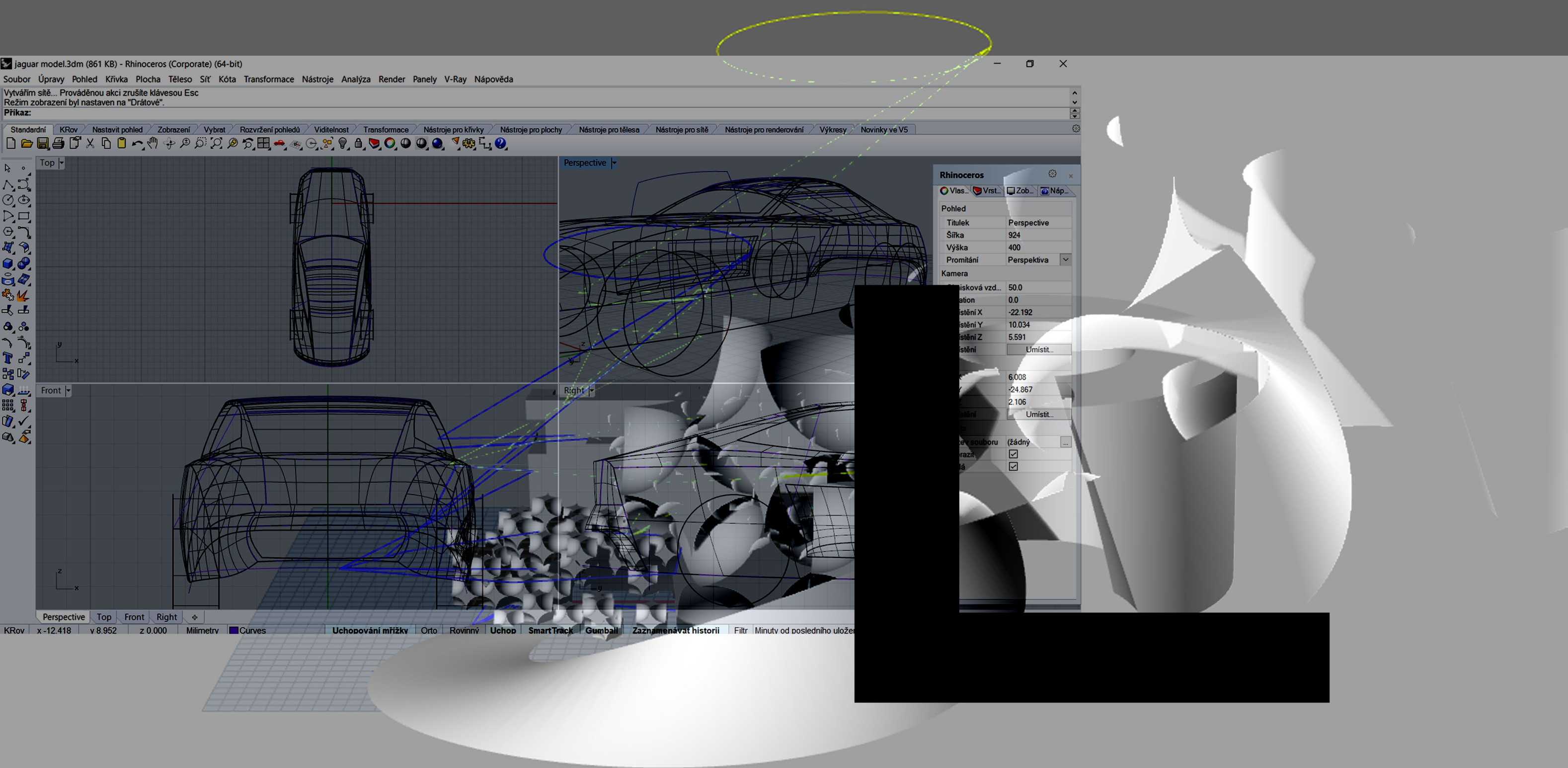






Q2





LECTURES

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THANK YOU FOR ALL.