



**A Quick
Recap**

Qualitative Data Analysis

Questionnaires

Personal Interviews

Focus Groups

Participation Observation

Auto Rickshaw Drivers

Passengers



Auto Drivers

We interviewed 61 Auto Rickshaw Drivers from Delhi and Pune

Quality of life

Profession

Personality

Issues with current Auto Rickshaw's

A black and white photograph of a man with a beard sitting in the driver's seat of a Bajaj Auto Rickshaw. The rickshaw is parked on a paved area, and a building with a sign that says "Softcopy Training" is visible in the background. The man is looking towards the camera. The rickshaw has a license plate that reads "MH 12 NU 4068".

It is observed that most Auto Rickshaw drivers that are settled in the profession do not like to experiment with their vehicles and opt for Bajaj.

But the younger driver has shown inclination towards TVS and PIAGGIO.

**We asked the Auto
Rickshaw drivers to tell us
what they would like to
change about their Auto
Rickshaw**

“I would like to associate my auto with an app like ola and uber. Passenger charging point. I need to give good service to the passenger. AC, mobile stand. Bajaj has a lot of issues with suspension. My back and shoulder hurts like anything by the end of the day.”

“Auto gear is a best solution for the city. Traffic is chaos in the city. Suspension needs to be upgraded. Headlamp should not be on the sides, because of the auto movement 2 wheelers damage the headlamps and we cannot afford to keep getting new ones, pickup, no gear, no clutch. Wheel alignment needs to be improved. The passenger seat needs to be more relaxed. For longer routes passenger gets irritated. The location of the meter needs to be changed.”

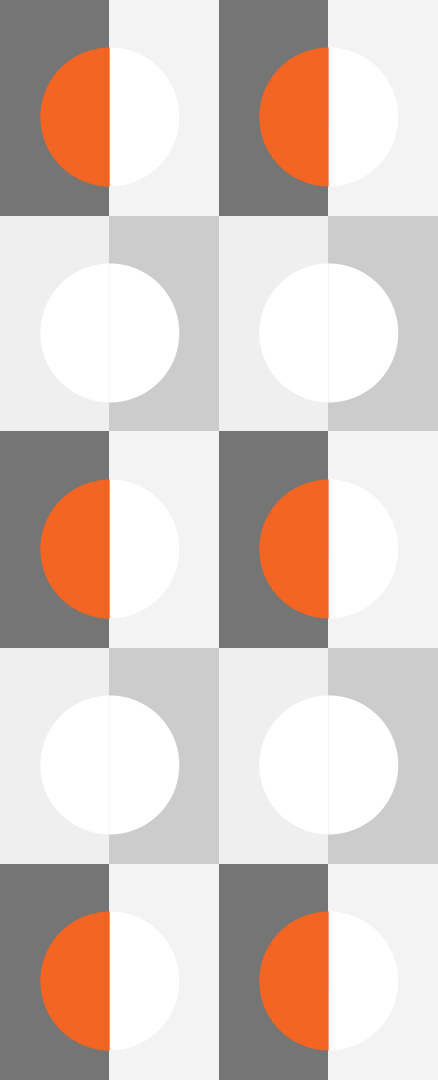
“chassis needs to be strong, big vehicle passes by the whole auto gets affected. battery box, rear seat comfort”



Passengers

Why the passengers do not wish to travel by an Auto Rickshaw?





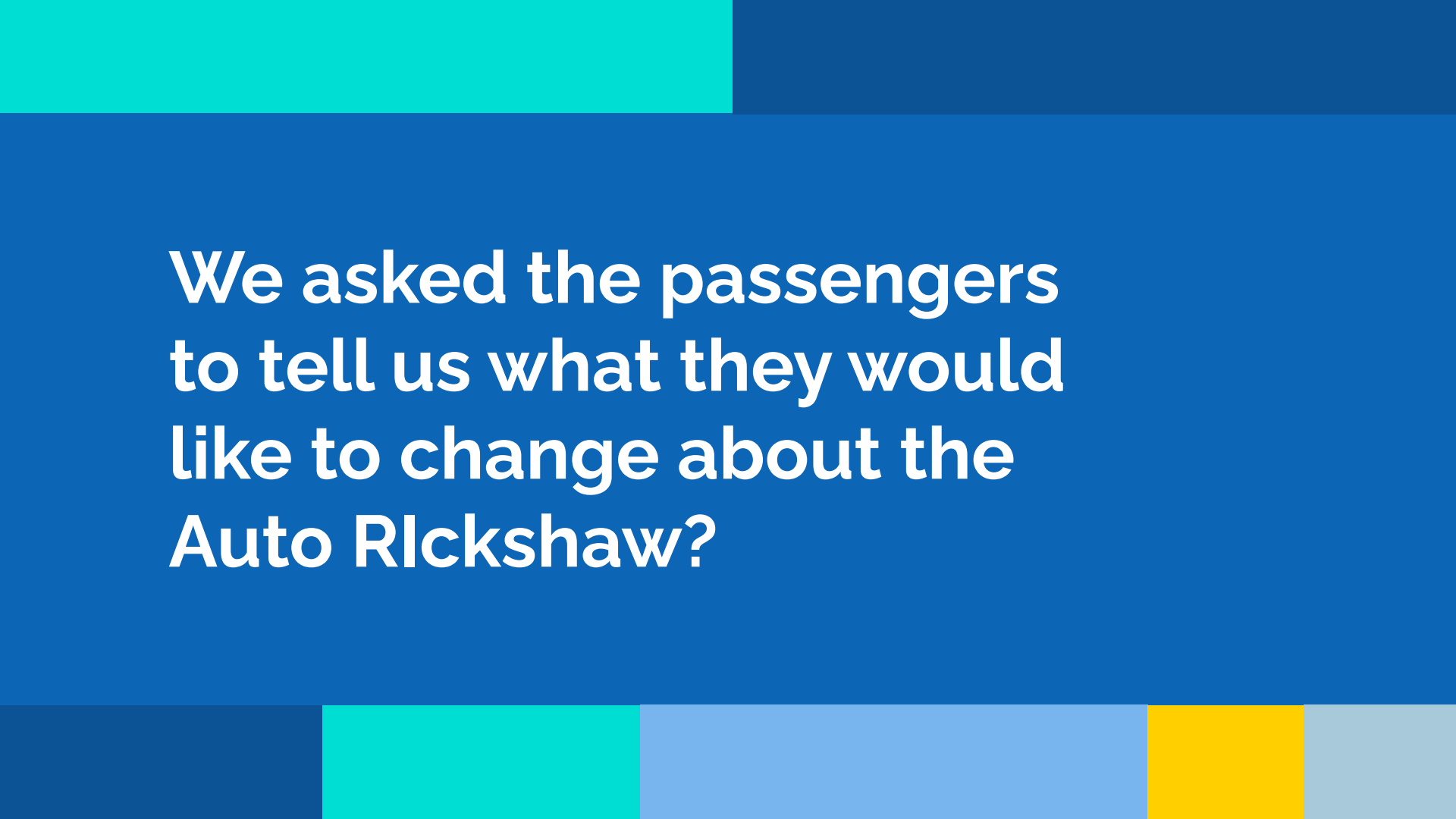
“Don't look safe and comfortable.”

“It's not safe at all . Metro is better than auto Few days ago my mother and sister were going to laxmi nagar and their bag robbed by 2 boys.”

“Cab is always safer, faster and within similar charges of the journey.”

“Due to it doesn't have weather protection.”

**“Prefer cabs these days..
due to weather and comfort..”**



**We asked the passengers
to tell us what they would
like to change about the
Auto Rickshaw?**

“Need more safety and comfort.”

“Best design with more safety.”

“It will be more safer and better if auto rickshaw also have some door kind of thing . There will less or may be no chances of robbery and mishappenings.”

“More strong while on road, it feels we will meet with an accident if it gets fast.”

“It should be safe. Most of the autos look like they will breakdown within the journey.”

“Get doors instead of being open and A/C.”

“Exposed metal corners should be rounded to avoid any injury. Proper insulation for making travelling in winter comfortable.”

“More robust body,bigger wheels,suspensions can be better, braking should improve,safety to weight ratio must improve,handle can be more comfortable.”

“More luggage space. Since air quality is v bad in NCR, AC in the auto.”

Stakeholder Analysis

Core

Driver
Passenger
Auto Owners
Auto Fleet Owners

Direct

Auto Manufacturers, Insurance Companies, Dealer network
Banking, Financing Institutions, Mechanic, Technician, Spare parts, Accessories, Aftermarket customization, Auto Union
RTO, Licensing Authorities, Govt. Policies, Infrastructures
Police, Hospitals, Toll Plaza, State immigrants/migrants, Rly. Stations, Bus Stands/Depots, Malls, Pubs, Restaurants, Street Markets, Company Service Centres, Hospitals, Homologation.

Indirect

Taxis, E-Rickshaws, Uber, Ola, Meru, Easy Cabs, Diesel Autos, Vikram, Tata Ace, Piaggio Ape, TVS, Metro Cities, Mobility Solution for Tier 1,2,3 cities, Road Conditions, National Highways, State Highways, Streets, Blocks, Districts, Hawkers, Vendors, Pan Gutkha Vendors, SOS, First Aid

Delhi Culture



Delhi is

Overcrowded

Passengers show no respect for Auto Rickshaw drivers
and vice versa

Frustration mounts the drivers

Excessive consumption of alcohol and cannabis (even
while on duty)

Auto Rickshaw Driver Behaviour

Individualistic

Self Centred

Only a few show concern
for the passenger

Money minded

Split personality traits

Aimless



|| श्री विद्याय नमः || || श्री गुरुभ्यो नमः ||
वैद्यनाथ टि. हाऊस
चहा, कॉफी, दुध

Pune culture



Pune is

Relaxed

Passengers show respect
towards the Auto Rickshaw
Drivers and Vice Versa

(a few even mentioned, "Passenger is like
god to us")

Culture Driven

Drivers are mostly happy
with their day to day work



Collectivistic

**Give and Receive
Respect**

Helpful

Political

Split personality traits

Motivated





Upon Initial Research



Name : Ajay Singh

Age : 25-35 yrs

Monthly income : 20-25k

Travel : 150-200 km/day



Issues to Address

Weather, Road conditions, Seating Comfort, Safety, Load Capacity, Luggage, Print Adds etc.

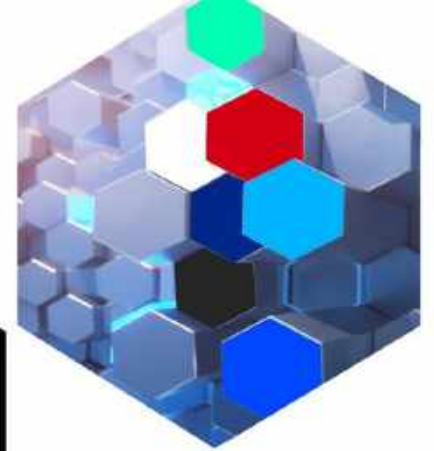


MOOD BOARD

SUSTAINABILITY



FUTURISTIC



UNIQUE



ROBUST



FUNCTIONAL



SAFE



Opportunities for Lohia Auto



To develop a user-centred design, which can be applied to

Electric Mobility Solutions

Current line of products

Upon Design Research

User Board

(CHARACTERISTICS)

- RISK TAKER
- NO RESPONSIBILITY
- LOVES FREEDOM
- HIGH ASPIRATIONS
- FAMILIAR WITH NEW TECHNOLOGY
- READY TO ACCEPT AND ADOPT NEW THINGS

(ASPIRATION)

- TO HAVE RESPECT IN THE SOCIETY
- MORE COMFORT AND SAFETY
- FAMILY ORIENTED AND CONTENT



Name: Md Asif
Age: 25
MHI: 25000 Rs
Area of work: Delhi NCR
Marital Status: Single

Name: Amol Karmarkar
Age: 45
MHI: 20000
Area of work: Pune
Marital Status: Married

(ASPIRATION)

- TO DRIVE CAB/TAXI(OLA,UBER ETC)
- TO BREAK THE CURRENT STEREOTYPE
- UPGRADE TO A BETTER THING
- HAVE A BETTER LIFESTYLE



(CHARACTERISTICS)

- RESPONSIBLE PERSON
- SETTLED
- CULTURAL
- HAPPY WITH HIS SITUATION
- DO NOT WANT DISRUPTION
- DIFFICULT TO ACCEPT AND ADOPT NEW THINGS

MOOD BOARD

Direction-1



Direction-2



MOOD BOARD

Direction-1



simple

functional

strong



Direction-2



modern

futuristic

experimental



Product Aspiration



Hard Top

Driver Comfort

Interior Space
(Can Accommodate 3 people easily)

Easy To Maintain

Better Suspension

Passenger Comfort
(Ergonomics and weather safety)

Bigger Wheel size

MODERN STYLING WITH FUNCTIONALITY

A white rectangular frame with a thin border, centered on a black background. The frame is composed of four lines: a top horizontal line, a bottom horizontal line, a left vertical line, and a right vertical line. The text "Design Solution" is centered within this frame.

Design Solution

AIRAVAT

Option 1-
Side View



Front and Rear



Front Quarter



Rear Quarter



Airavat :

- Strong Body Design
- Closed Passenger cabin
- Simple and Rugged
- Designed to match the current line of competitors



PRATHAM

Option 2-
Side View



Front and Rear



Front Quarter



Rear Quarter



**Side View
Iteration with
Half door**



Pratham :

- Modern Styling
- Car style body design
- Strong Boxy design
- Design to carry the vision of Future E-Mobility.

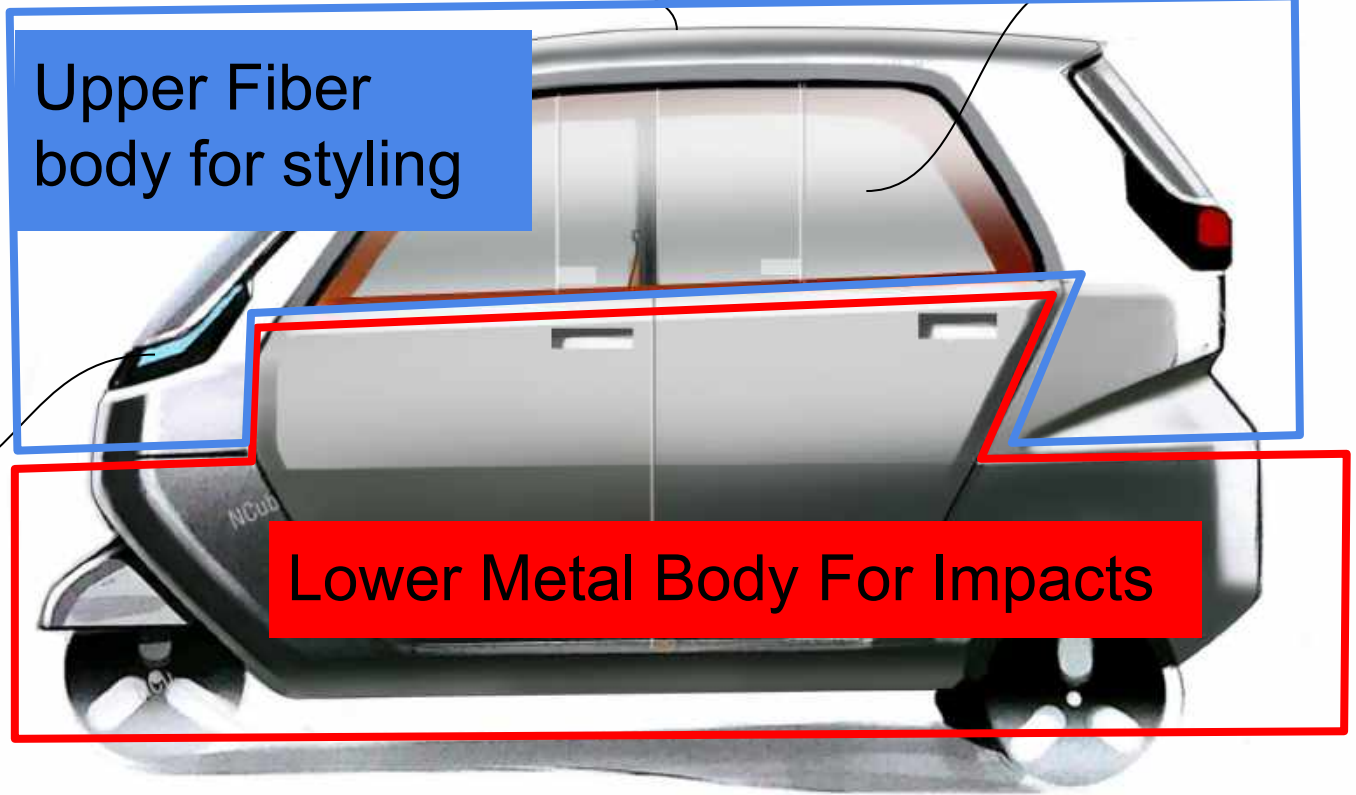
Led Head Lamp

Hard Top

Slidable windows

Upper Fiber
body for styling

Lower Metal Body For Impacts





Features

Essential features for an Auto Rickshaw

Interior

1. Mobile Holder for the driver
2. Charging point
3. Seat Belt
4. Lighting
5. Ergonomic seating both for the passenger and the driver.

Exterior

1. Hard Top
2. Strong body
3. High intensity headlamp
4. Strong Suspension
5. Doors



Product Eco-system

Services that strengthen the product

A wide and extended network of Dealers and Service Stations

Availability of spare parts.

Availability of qualified mechanics.

After-Market accessories

Thank You

QnA