

P X V

PERSONAL COMMERCIAL VEHICLE

*PCV that accommodates future lifestyle of an American
Family in Autonomous Vehicle Context.*

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Question

What will be the *future* of personal car? How *personal* will it be ?





INTEREST/HOBBY
BASED
COMMUNITIES



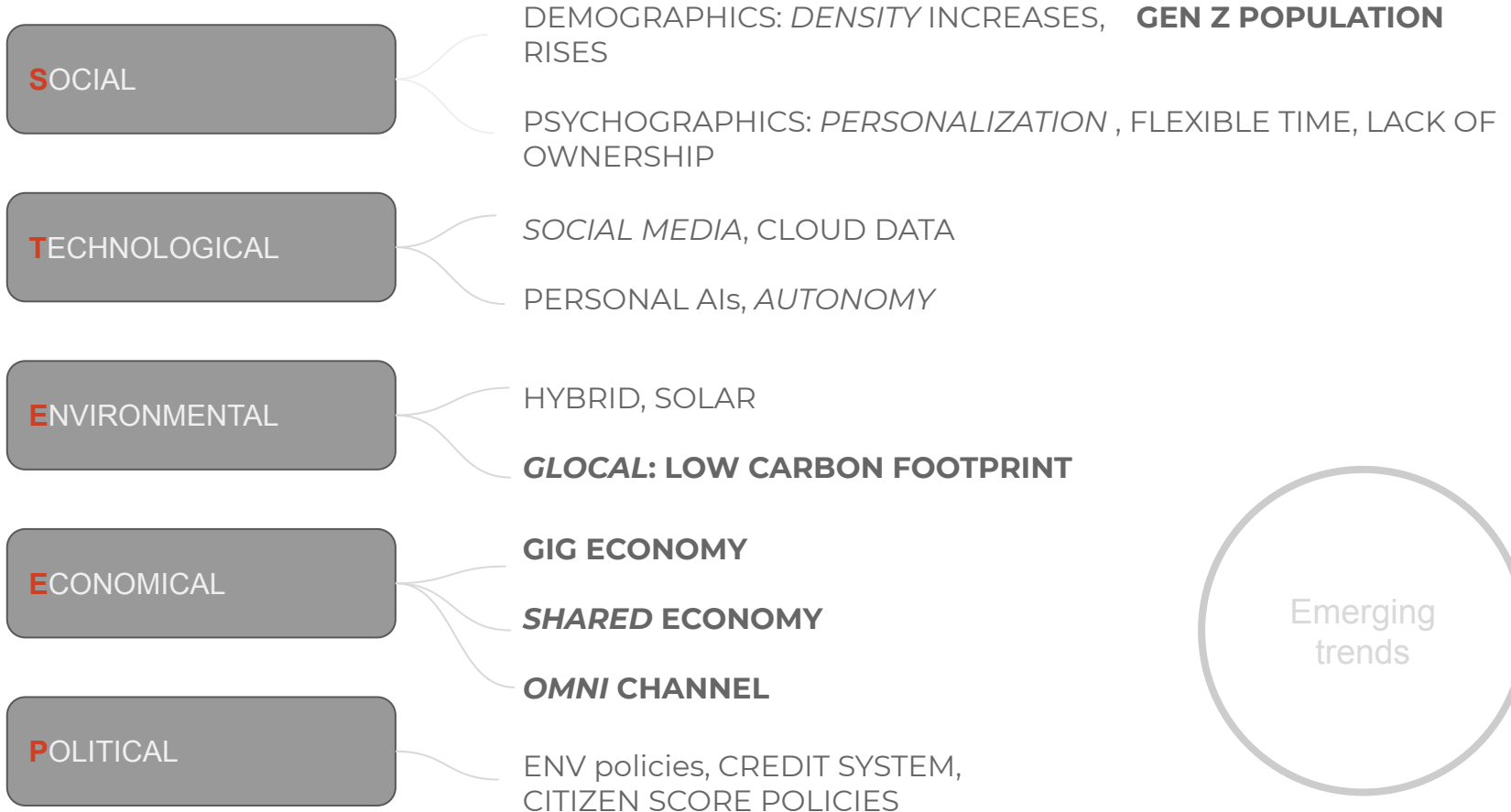
CONTRACT WORK_GIG
ECONOMY

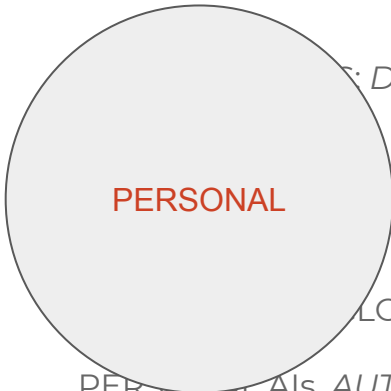


PHYSICAL-DIGITAL

Hypothesis based Story for 2035

- It is year 2035, *sharing* has become not just a need to an affordable living but has become the way of life.
- Spaces are no longer fixed, it is flexible, *dynamic* and more *adaptable* than ever before.
- *Community* has become the catalyst towards a more self resilient living and working spaces.
- *Physical-Digital* experiences is everywhere



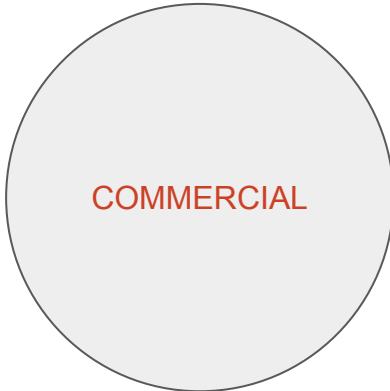


DENSITY INCREASES, **GEN Z POPULATION**

PERSONALIZATION FLEXIBLE TIME, LACK OF

LOUD DATA

PERSONAL AIs, AUTONOMY



HYBRID, SOLAR

GLOCAL: LOW CARBON FOOTPRINT

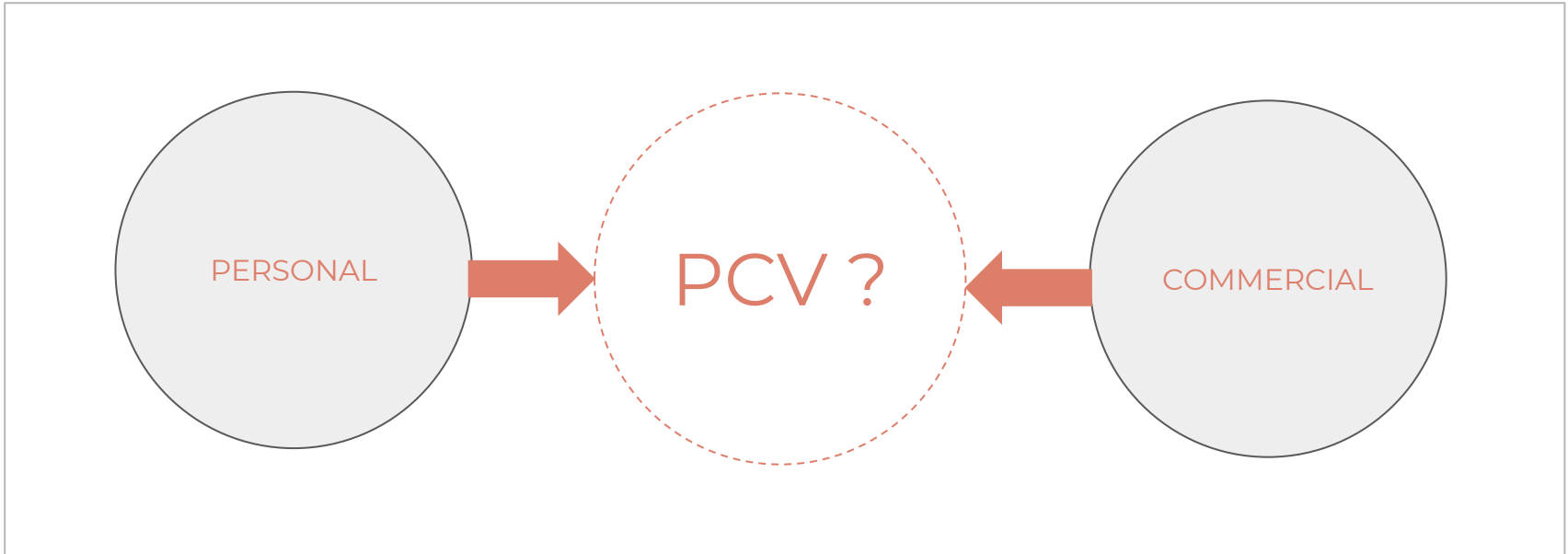
GIG ECONOMY

SHARED ECONOMY

OMNI CHANNEL

ENV policies, CREDIT SYSTEM,
CITIZEN SCORE POLICIES





To design an **autonomous PCV space** with extended usage of **skill based businesses (*mobile kiosks*)** which is **human centric** and **experience based** for the **shared economy 2035.**



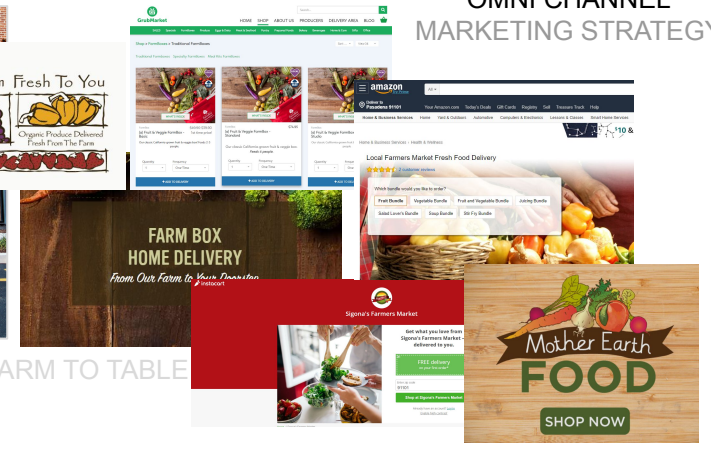
OMNI CHANNEL MARKETING STRATEGY



ON DEMAND RETAIL

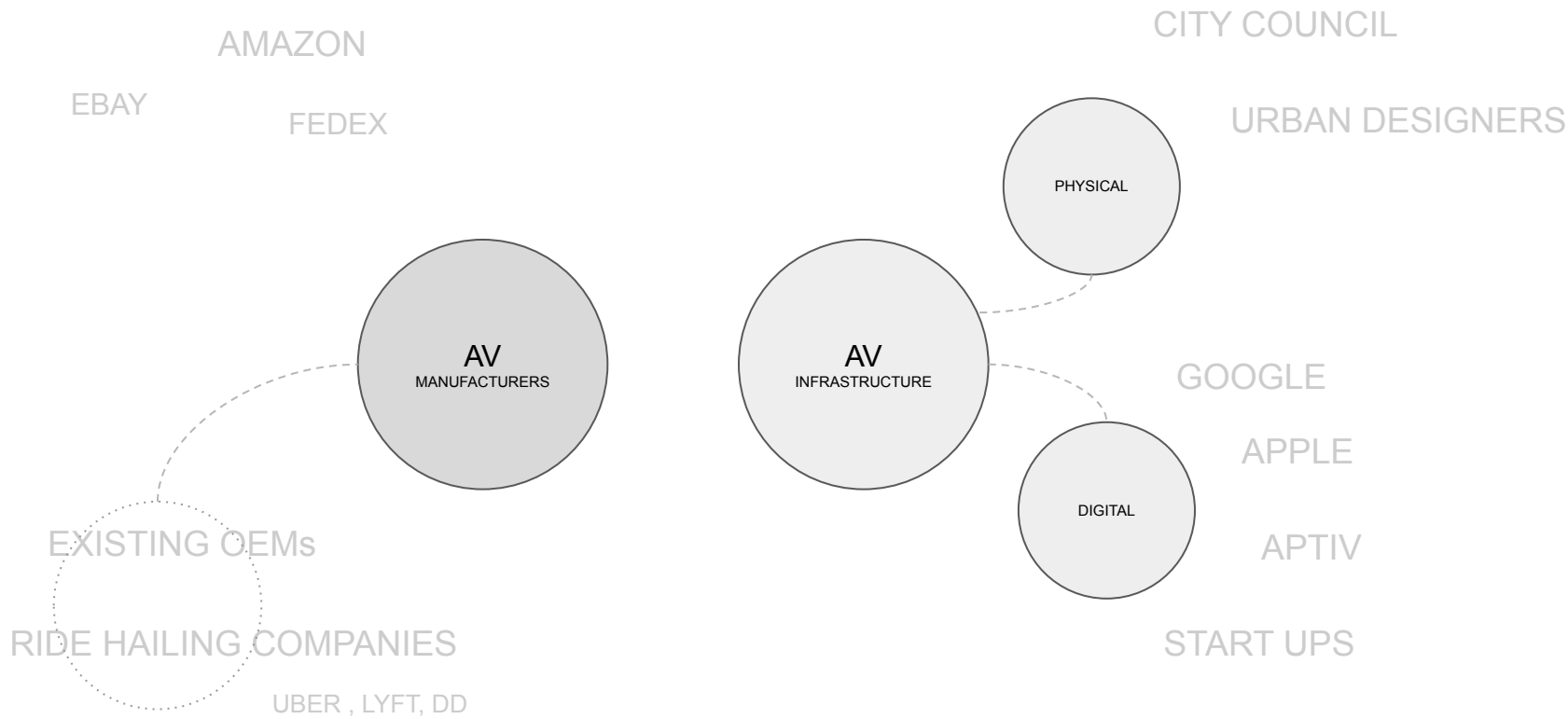


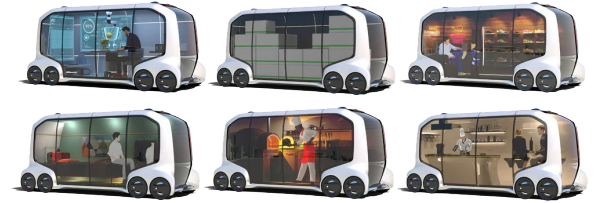
PERSONAL PODS

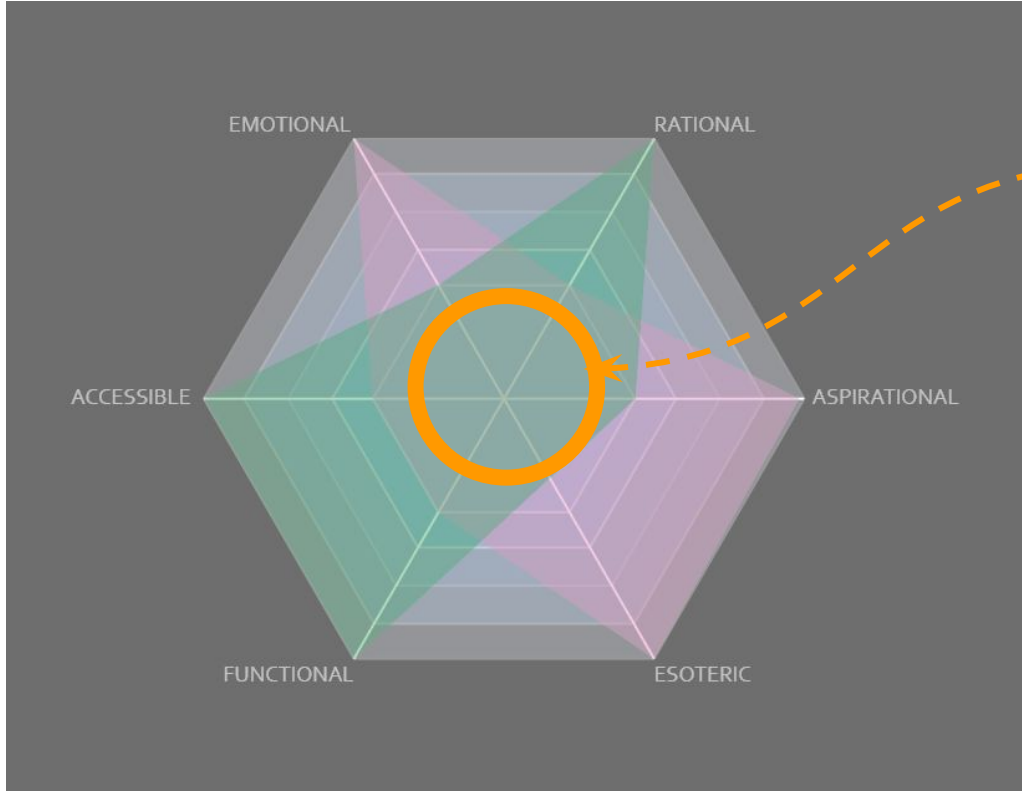


FARM TO TABLE









OPPORTUNITY AREA

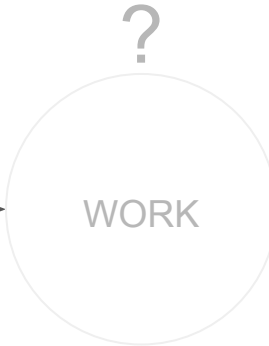
- BALANCES THE RATIONAL & EMOTIONAL ASPECTS.
- FULLY FUNCTIONAL BUT TOTALLY HUMAN CENTRIC
- ABLE TO CHANGE ROLES & ADAPT TO HUMAN NEEDS

HOME

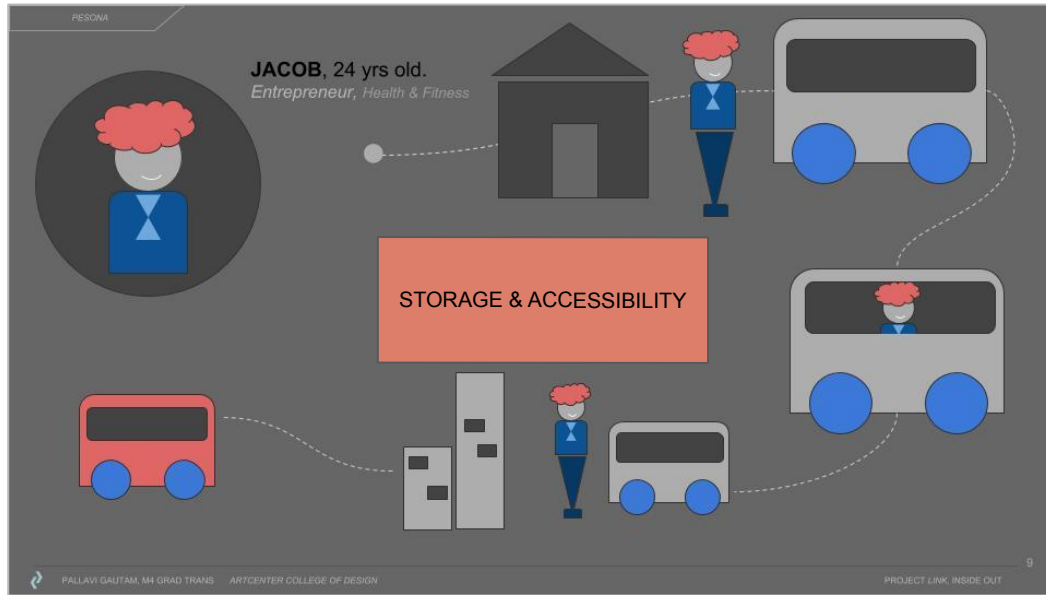


WORK

HOME



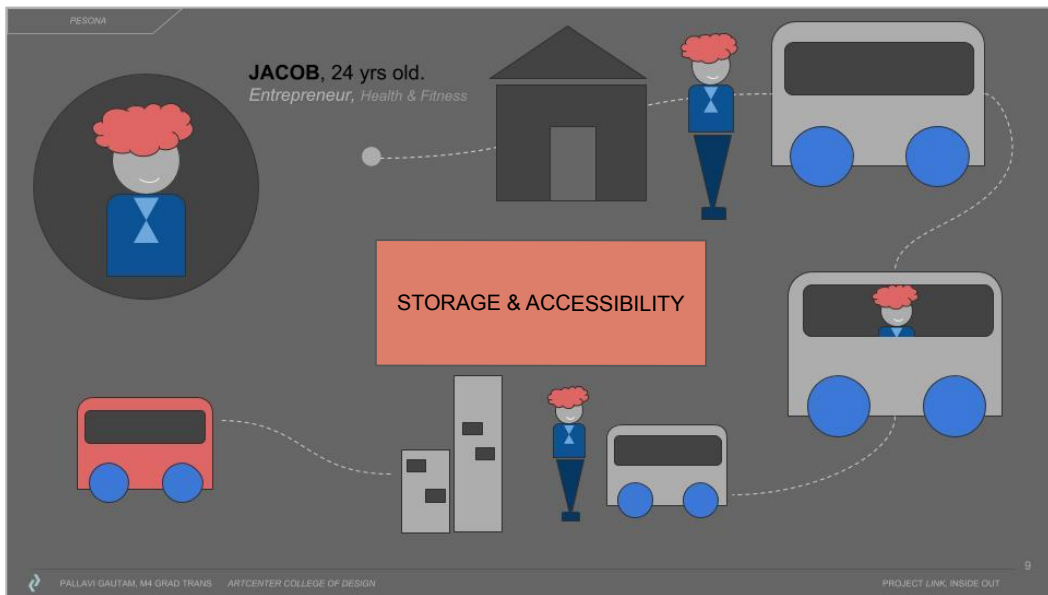
WORK



Jacob, 24 yrs old, Freelance Fitness trainer. GEN Z.
 His commute behaviour changes as per client demand.
 His vehicle is very personalized and has all the basic fitness equipments and supplements in it.

Questionnaire for freelance personal trainer

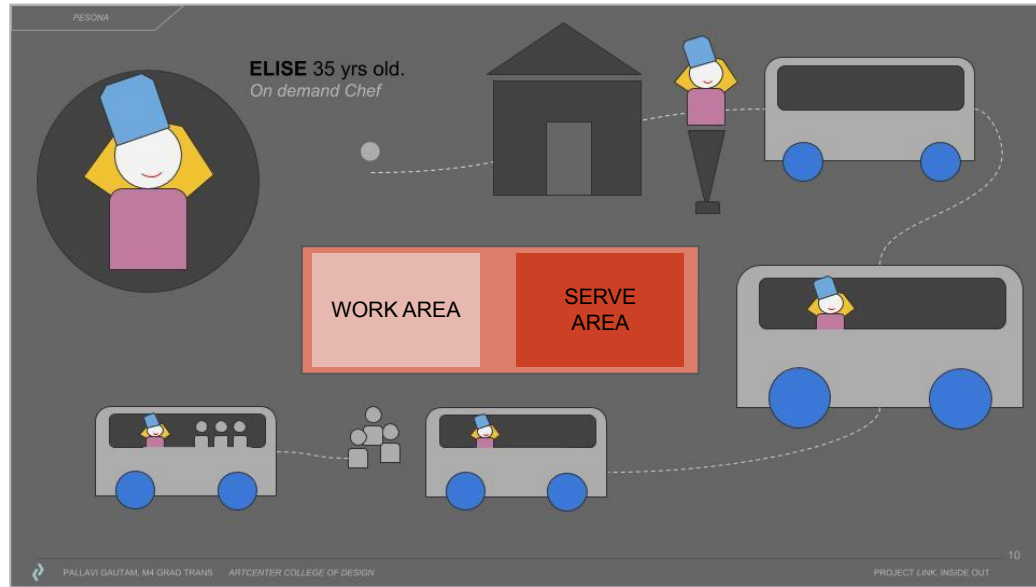
1. Is this is your full time job?
2. Since when are you doing freelance training?
3. What made you opt for a freelance job than a 9-5 job as a gym employee ?
4. Do you have a training studio or do you go to the clients?
5. Which car do you use to commute from home to work?
6. What is the maximum distance you travel daily?
7. Approximate time you spend in your car?
8. What do you think about carpool?
9. How often do you carpool ?
10. Do you have any collaboration with specific nutrition company/brand?



Do you have a preference for a specific training location?

- Trainer's gym or private studio
- Public outdoors location
- My home or apartment gym
- A location recommended by the trainer

Where to freelance ?



Elise, 35 yrs old, Full Time chef. GEN Y. Chinese

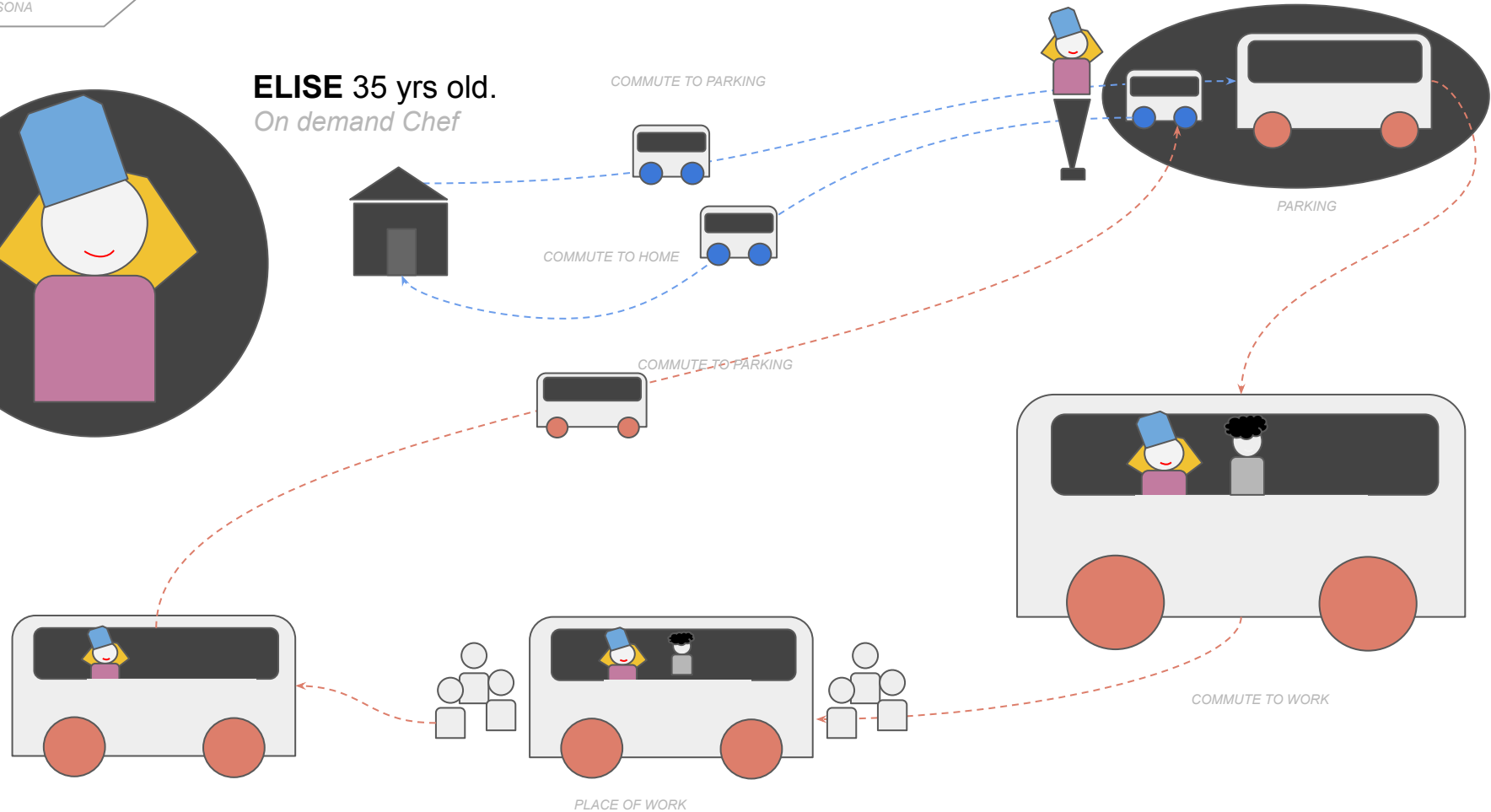
She runs a Chinese food truck with American boyfriend which makes her to travel in the city quite often.

She has a personal car for personal commute which she is not able to use as much.

A midsize food truck with capability of personal car is what she needs.



ELISE 35 yrs old.
On demand Chef

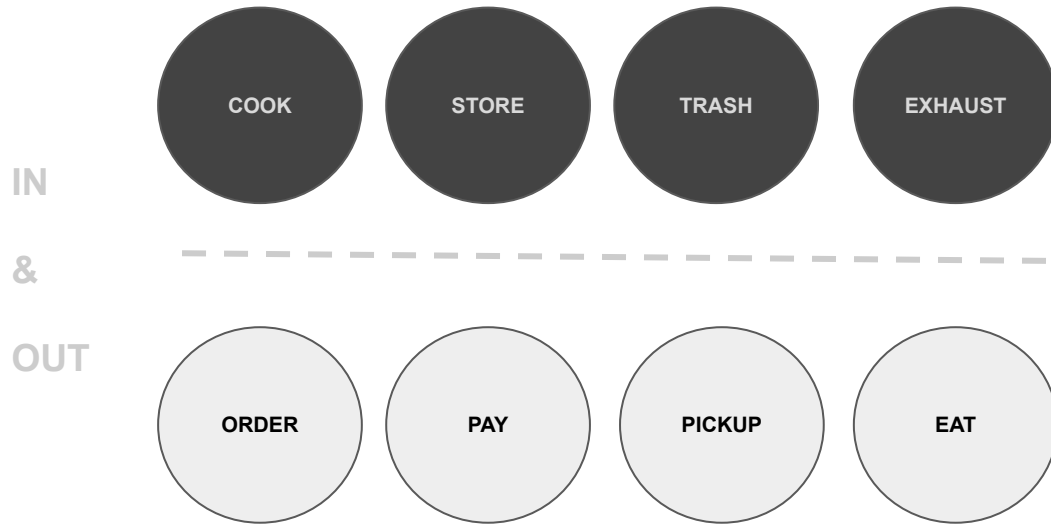


Objectives

1. Activities inside vehicle and outside vehicle
2. Number of people
3. Role of people
4. Any customization made
5. Space to move in vehicle
6. Space to move in vehicle in city
7. What other vehicle do you use to commute

KEY INSIGHTS

- Spends 14 hrs in the food truck.
- Have a smaller vehicle for city commute.
- Customers likes interacting with the chef.
- Special parking required for trucks.



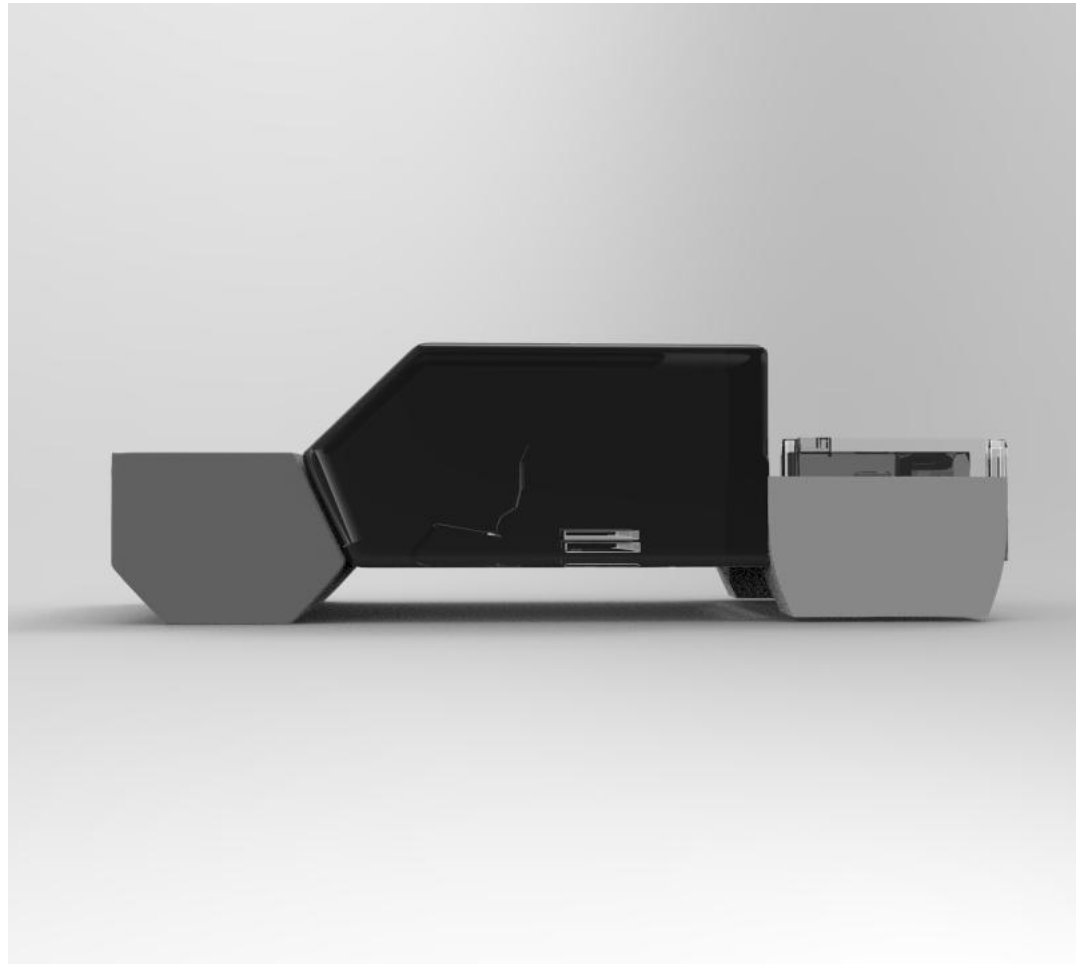
How to commute in city without worrying about multiple vehicles ?

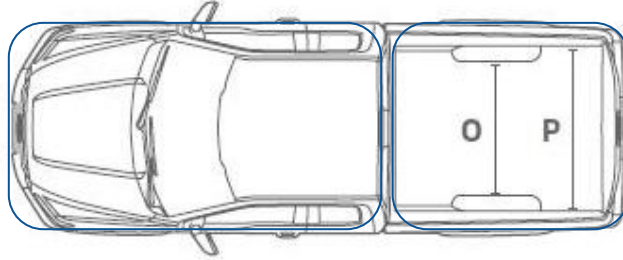
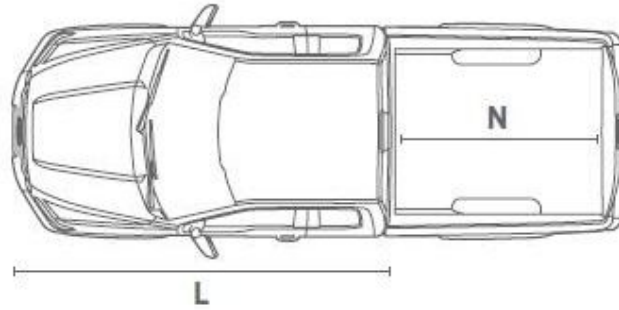
Thing that does not change.

NEED FOR A PERSONAL SPACE !

How will a personal family car for
American market adapt to the changing
lifestyle ?

Personal
Commercial
Vehicle of
today.
FORD F 150





Cargo Box	5½' Box	6½' Box	8' Box
Volume (cu. ft.)	52.8	62.3	77.4
M. Inside height	21.4"	21.4"	21.4"
N. Length at floor	67.1"	78.9"	97.6"
O. Width at wheelhouse	50.6"	50.6"	50.6"
P. Maximum width at floor	65.2"	65.2"	65.2"

Inspiration - FORD F 150

Future mainstream family car for American market - SUV/ CUV platform

1. Select Your Configuration

Cab



Regular



SuperCab



SuperCrew

Box



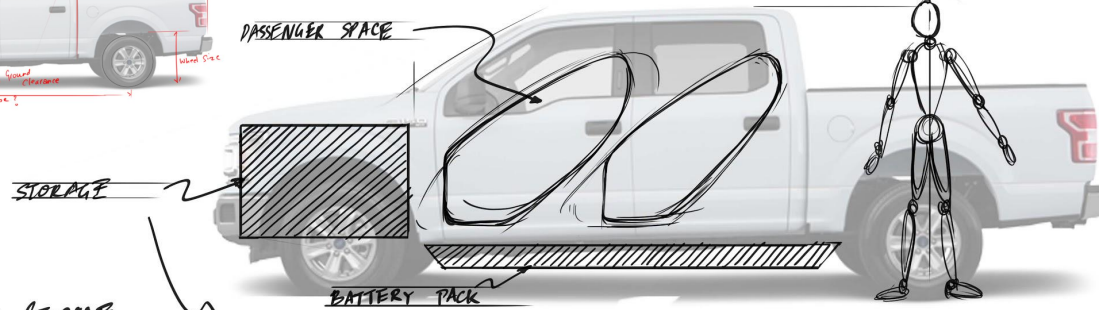
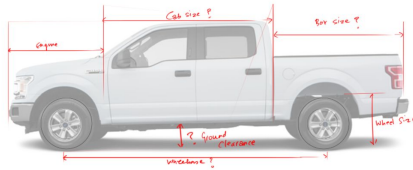
5-1/2'



6-1/2'



8'

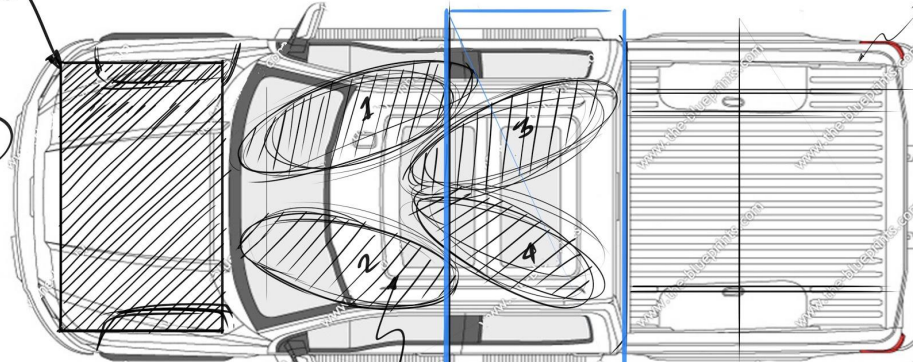


Ⓐ PERSONAL STORAGE

Ⓑ PERSONAL LOUNGE

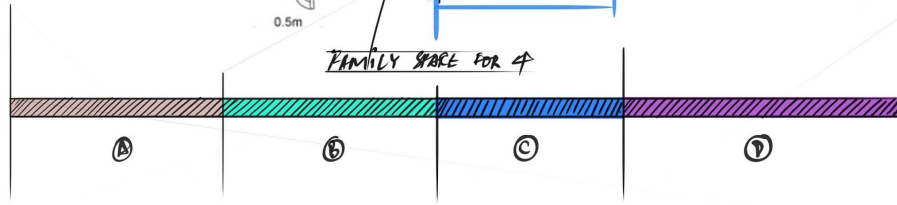
Ⓒ TRANSITIONAL SPACE

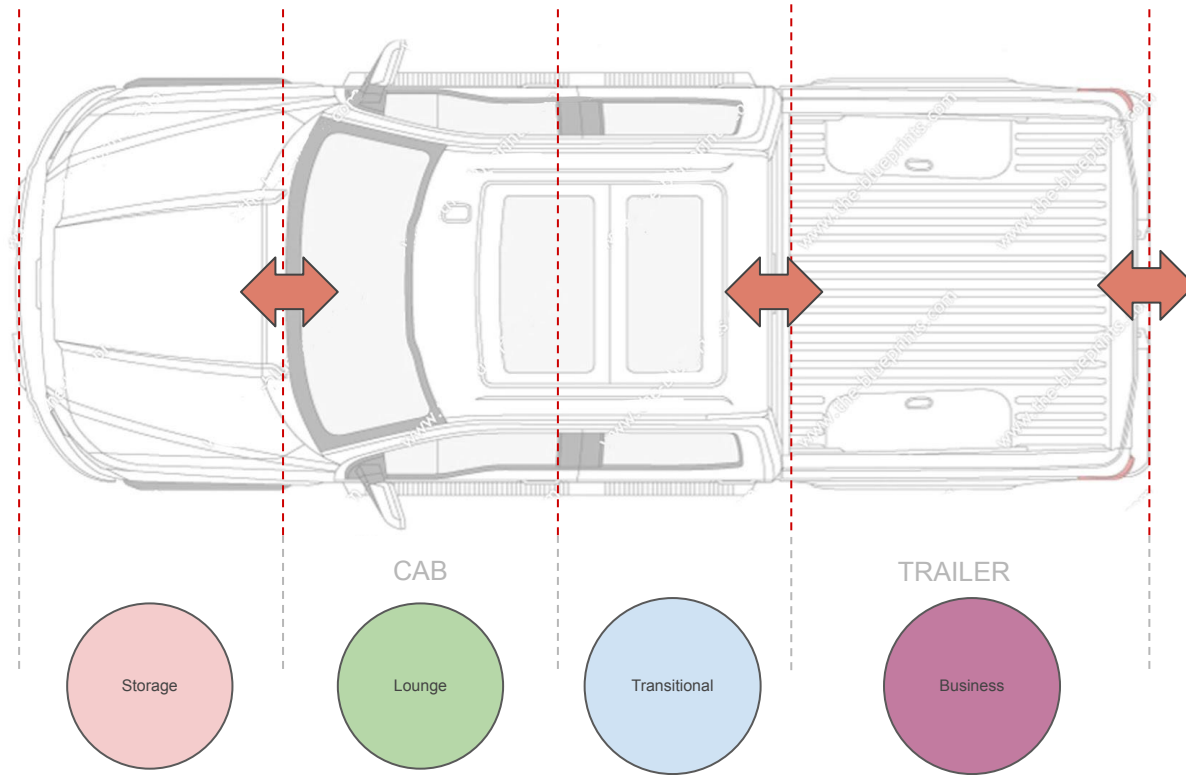
Ⓓ BUSINESS SPACE

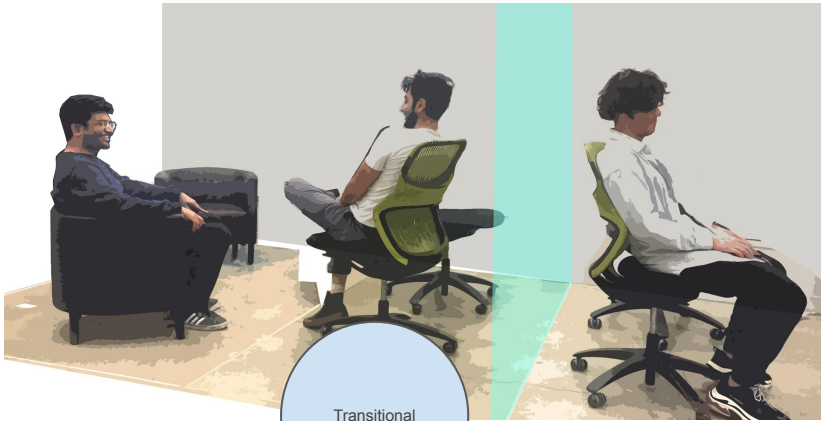


0.5m

FAMILY SPACE FOR 4



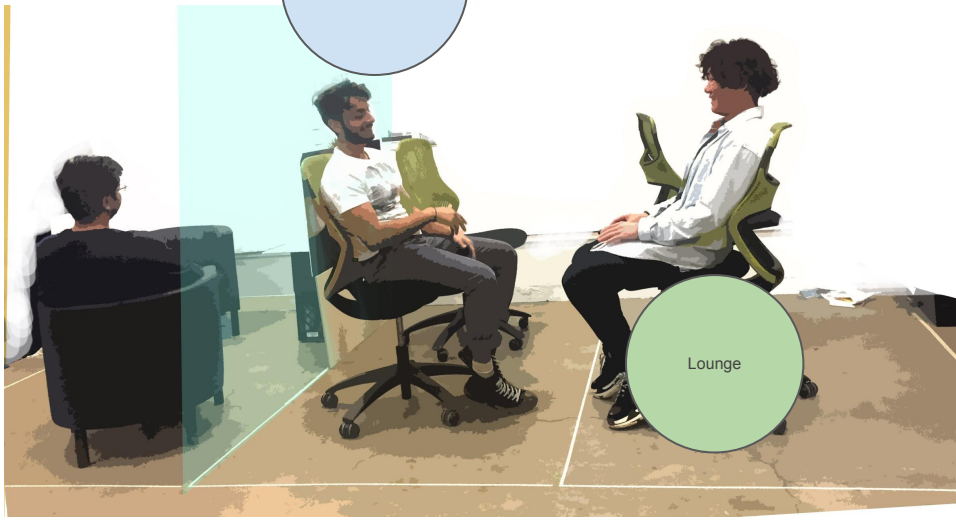




Transitional



Business



Lounge



MODE 1
PERSONAL

MODE 2
FAMILY

MODE 3
BUSINESS

WEEKLY

MONTHLY

14 HOURS A
DAY !

MODE 3
BUSINESS

14 HOURS A
DAY!



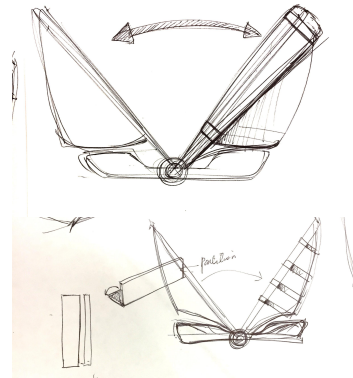
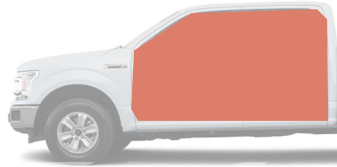
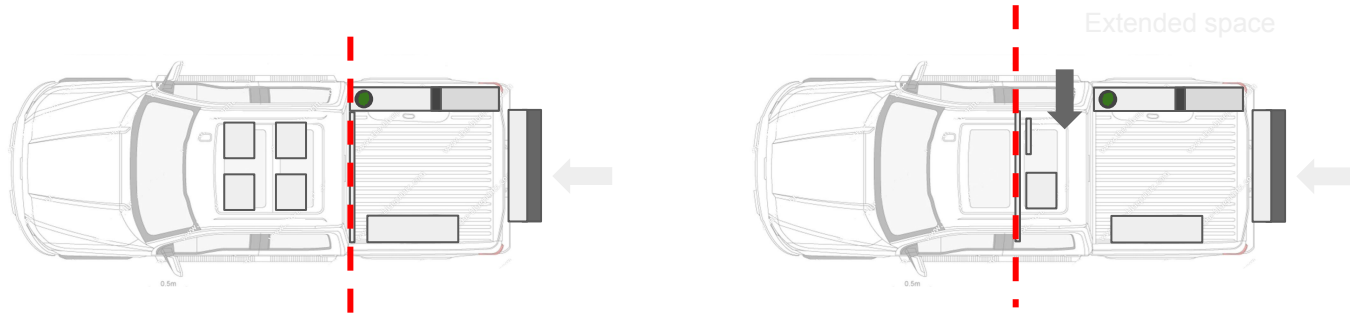
WORK

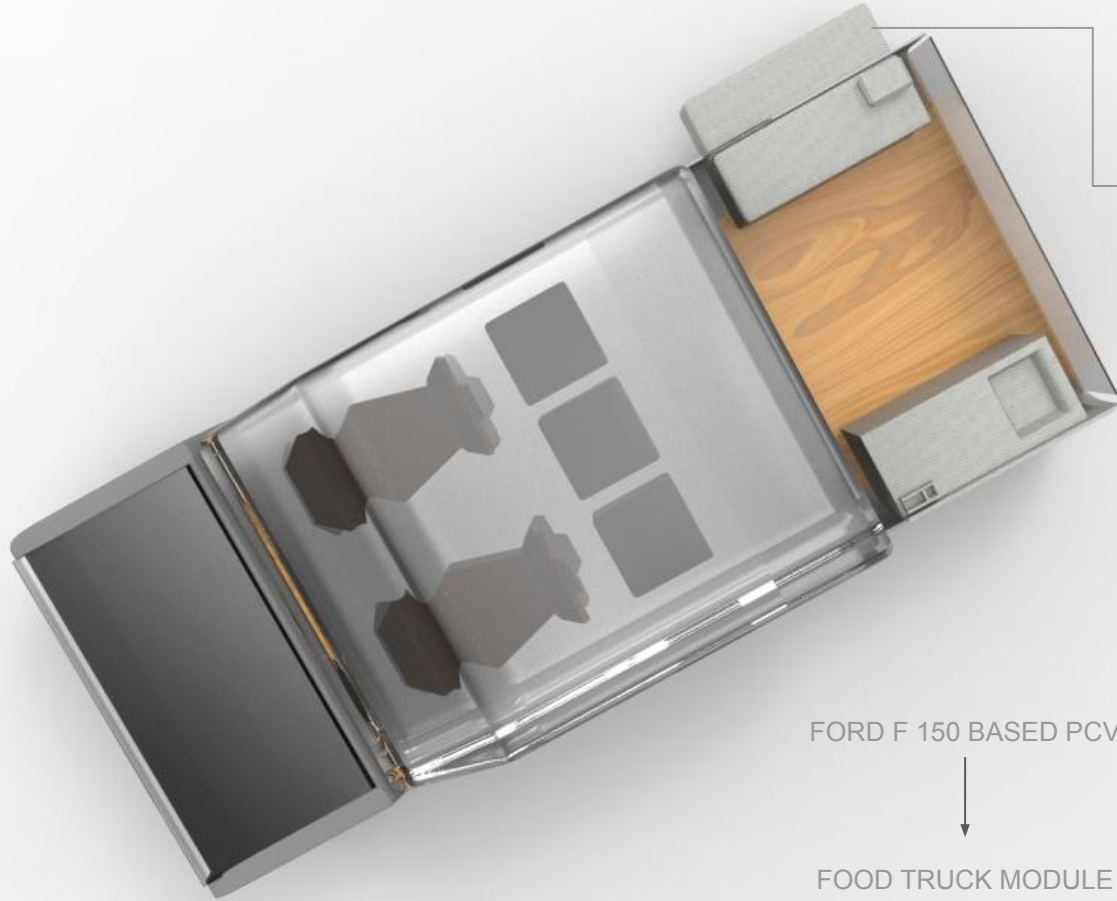
STRETCH

EAT

POWER NAPS





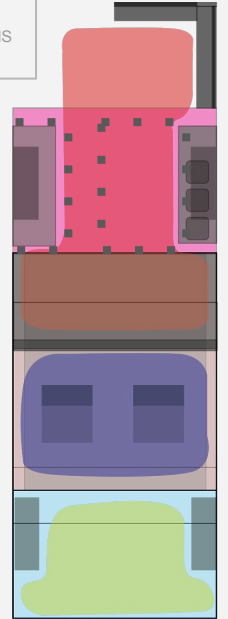
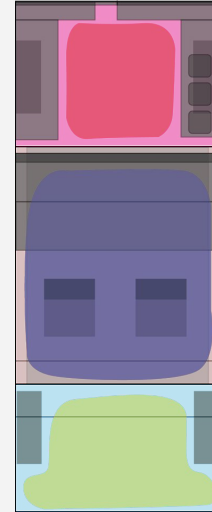


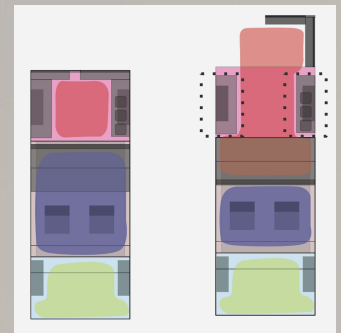
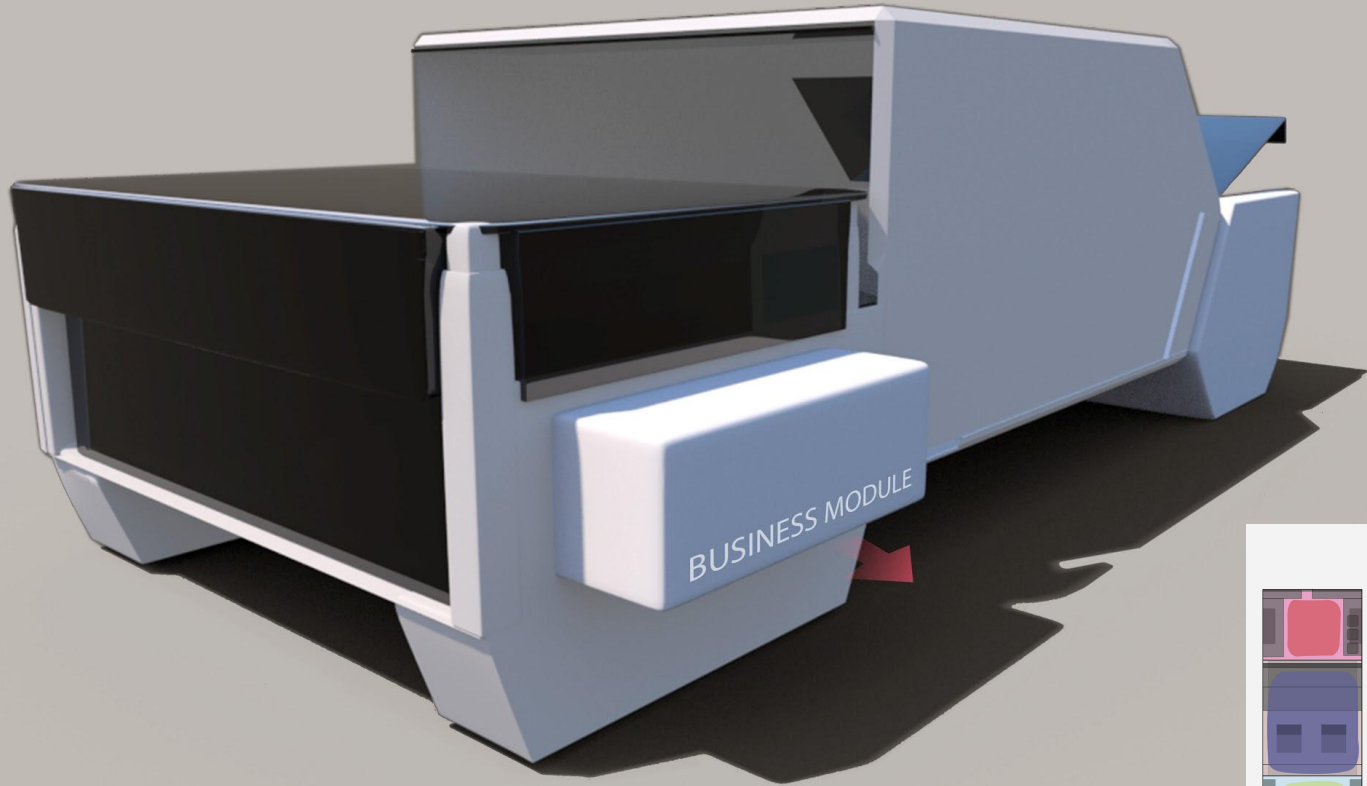
FORD F 150 BASED PCV

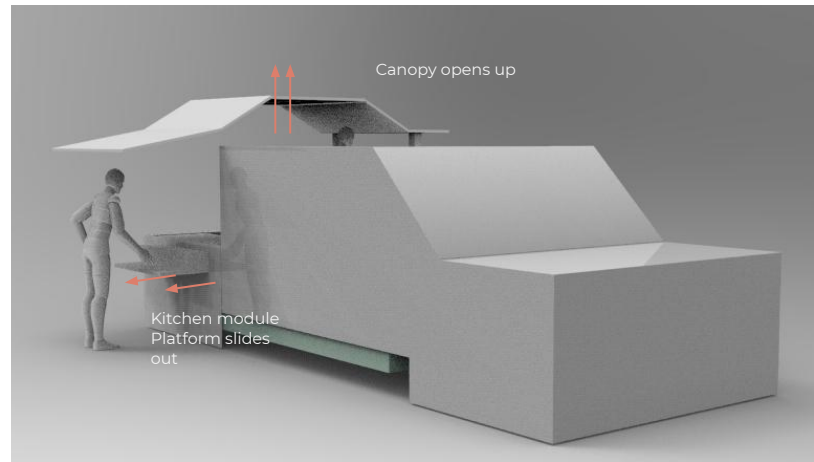
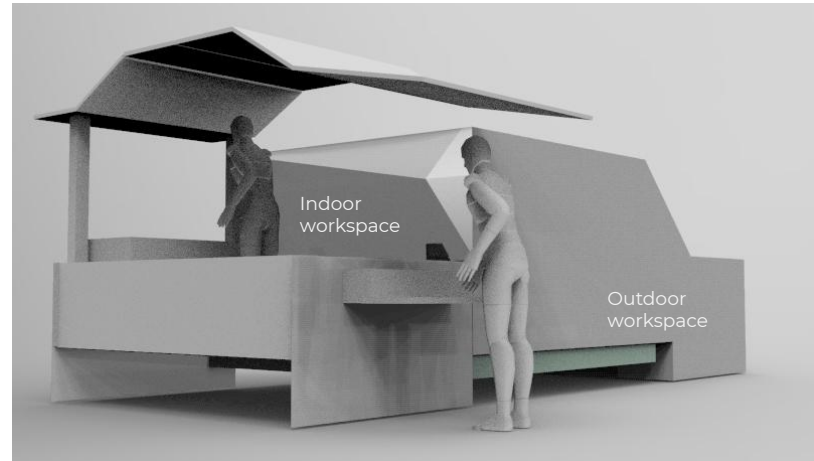
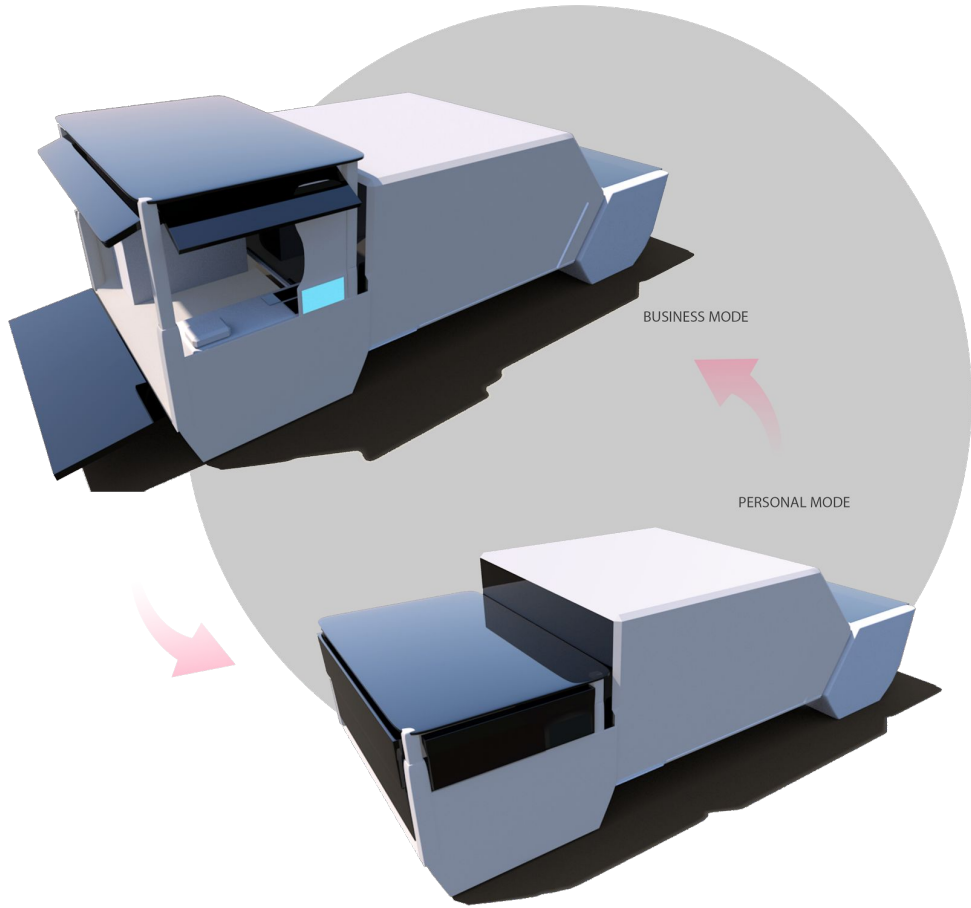


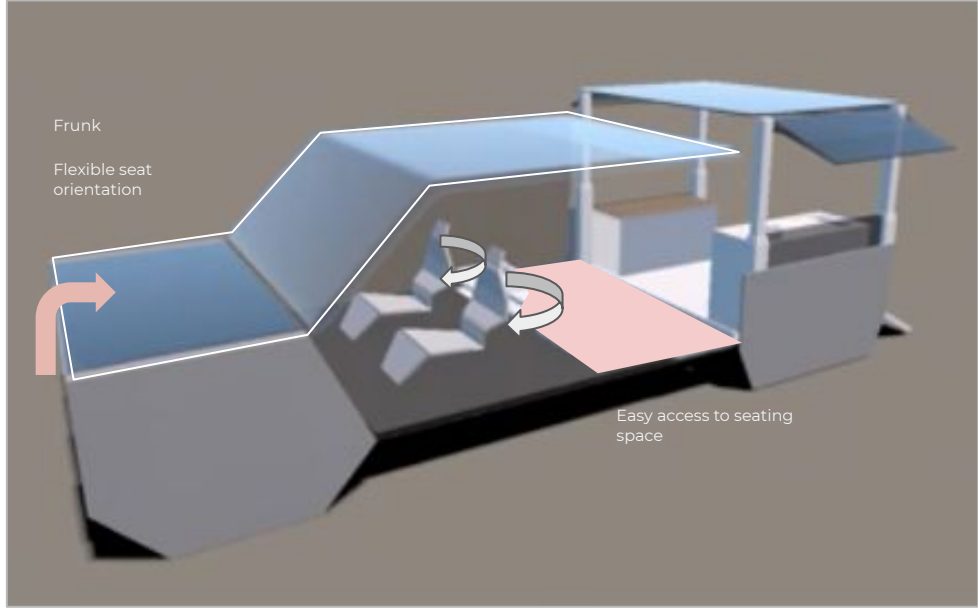
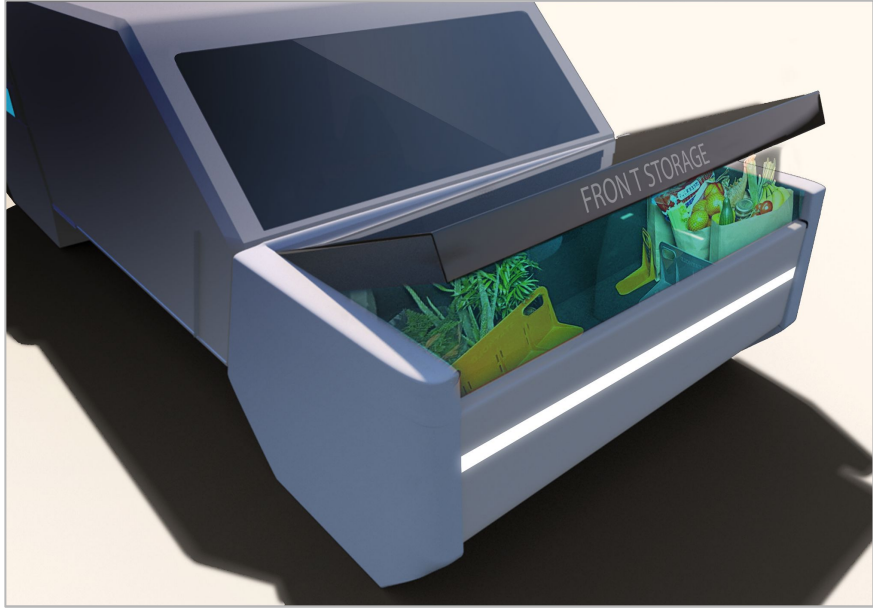
FOOD TRUCK MODULE

CHANGEABLE MODULES
FOR DIFFERENT PROFESSIONS

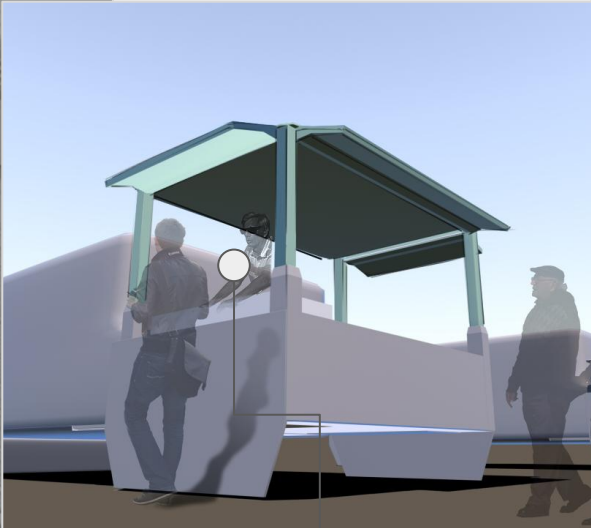








Human-Machine Interaction



Human-Human Interaction

But PCV space can do much more!

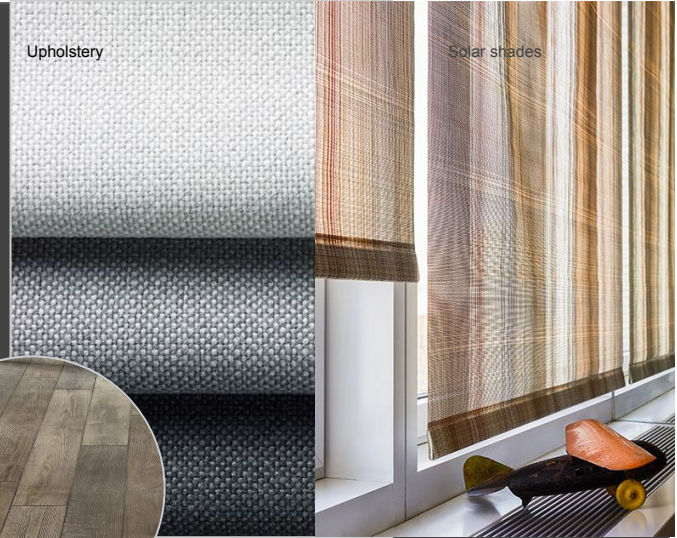
CMF Inspiration



Small indoor plants

Upholstery

Solar shades



Dual Materials



Satin finish

Wooden furniture



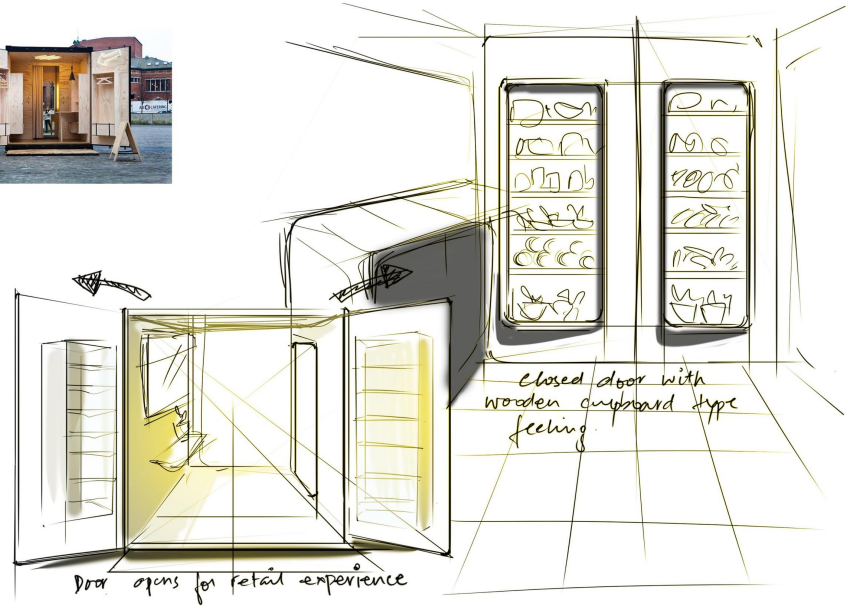
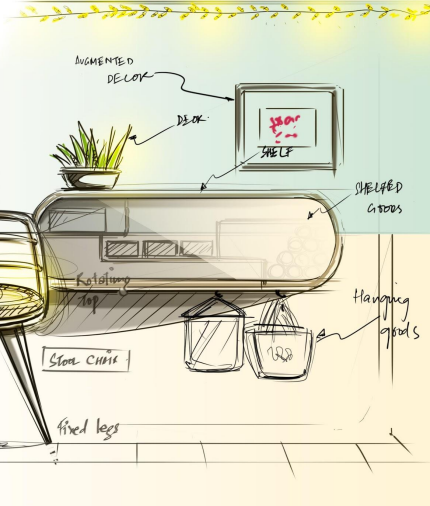
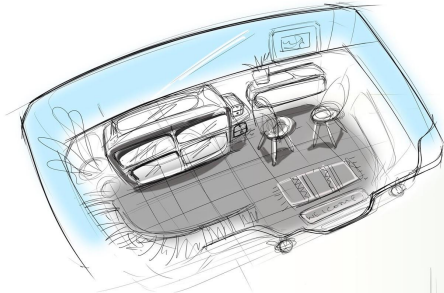
Warm Ambience

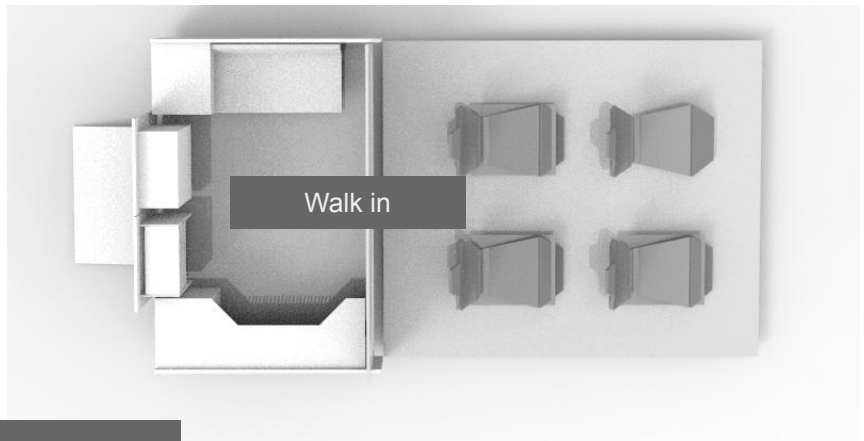
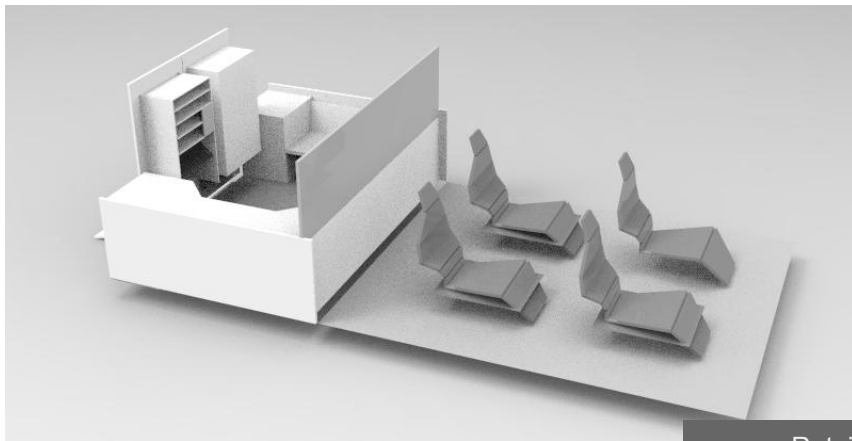
Light stripes



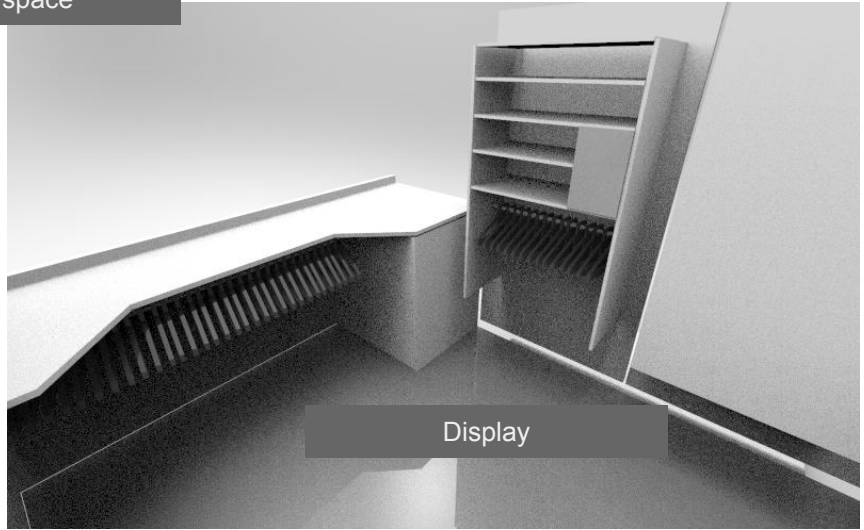
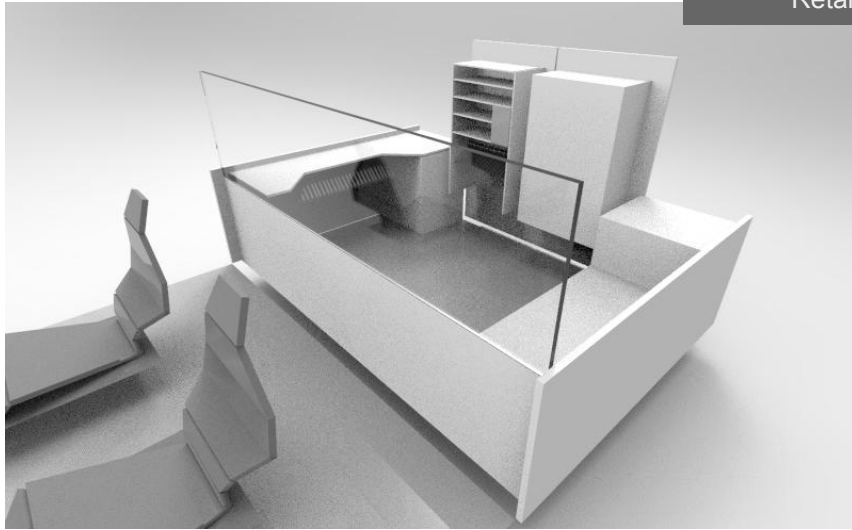
Rugs

Unique retail experience

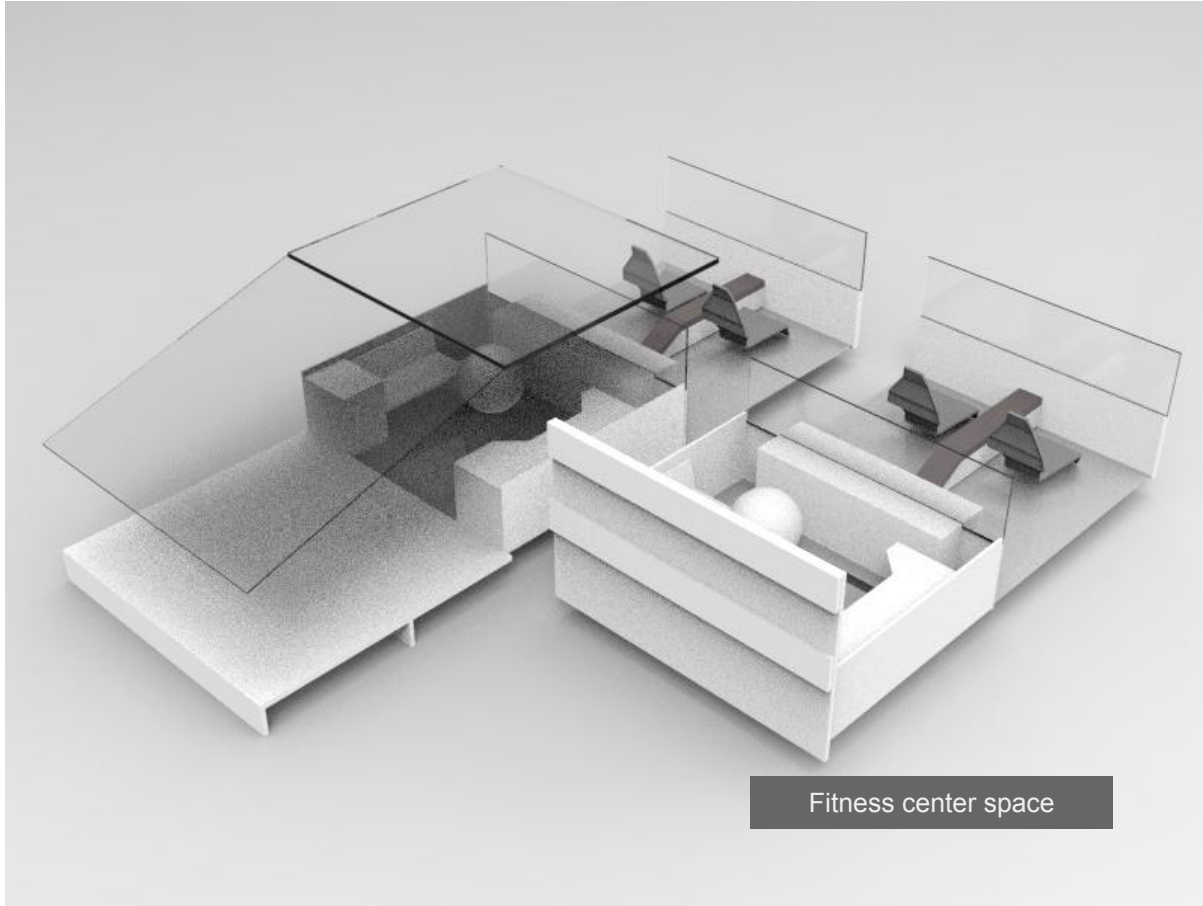




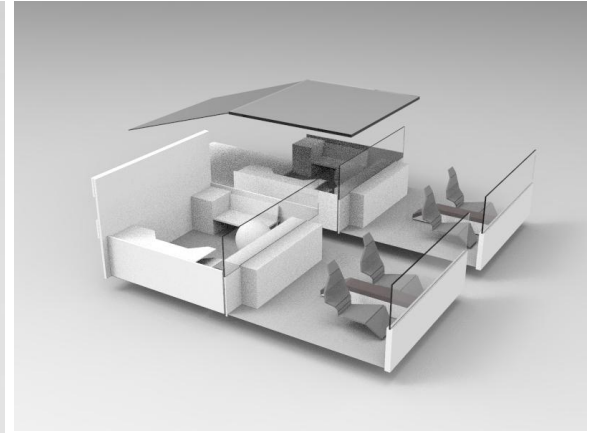
Retail space



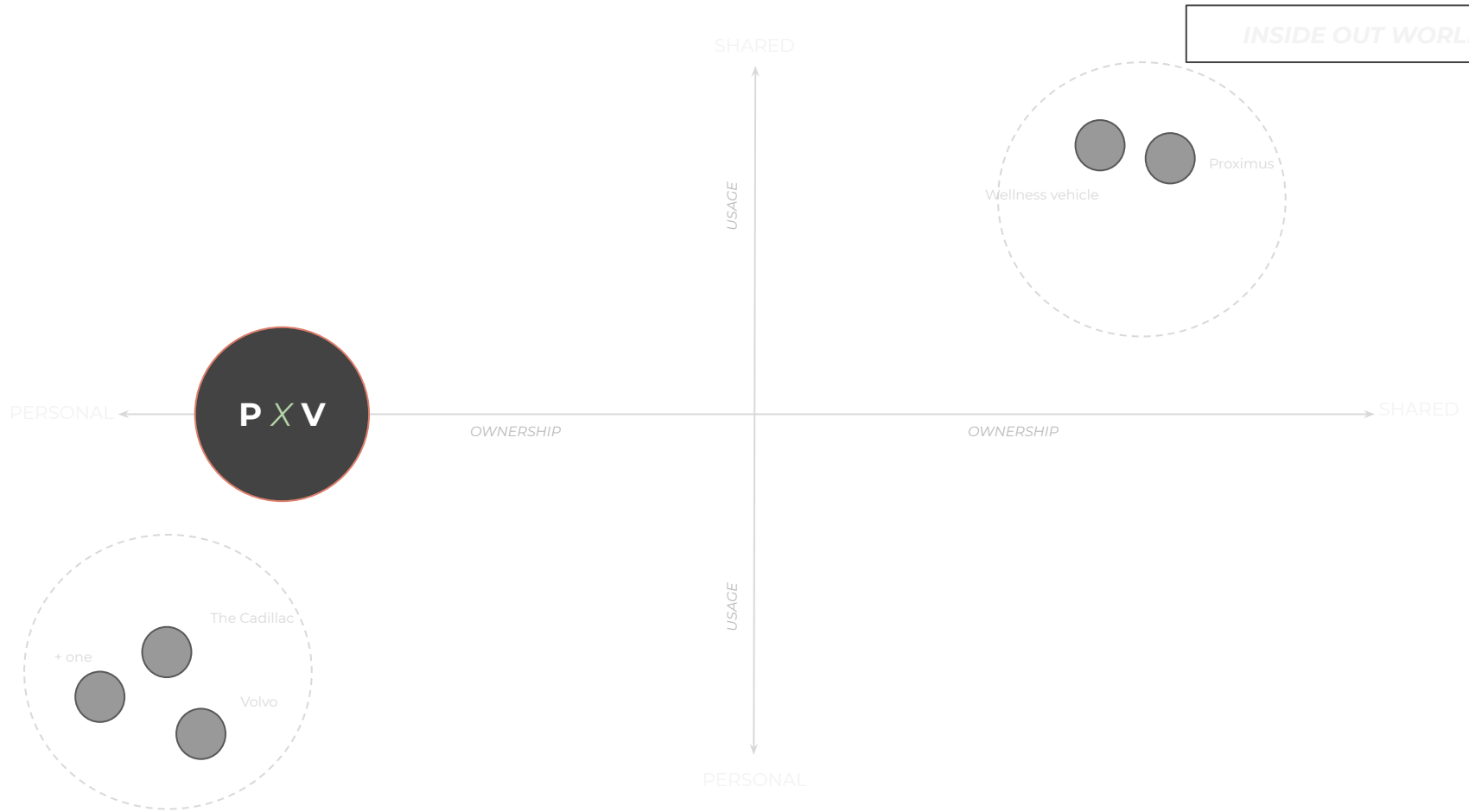
Display

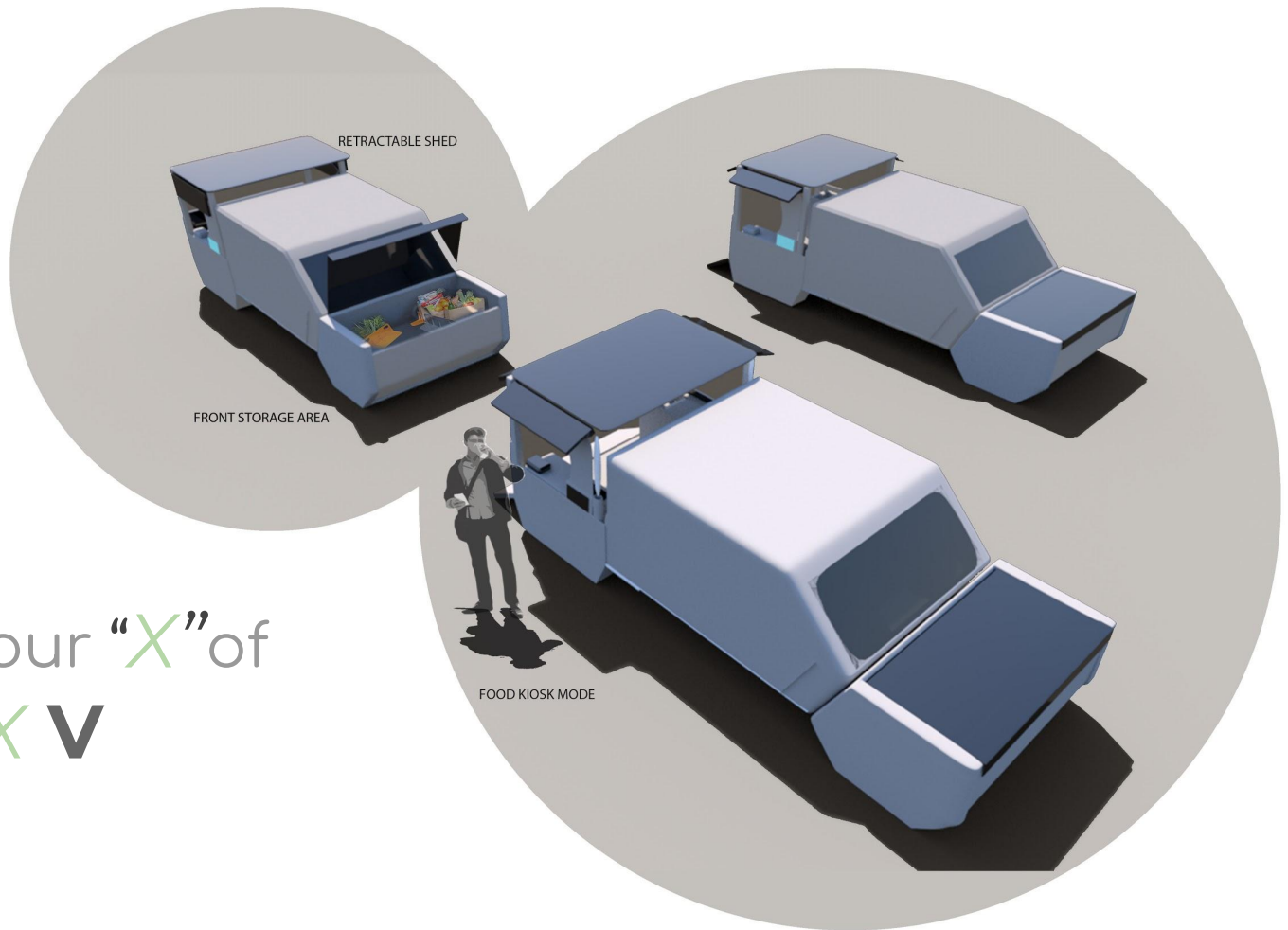


Fitness center space



Mobile Fitness experience
And
Much more !





Define your “X” of
P X V