



DESIGN RESEARCH

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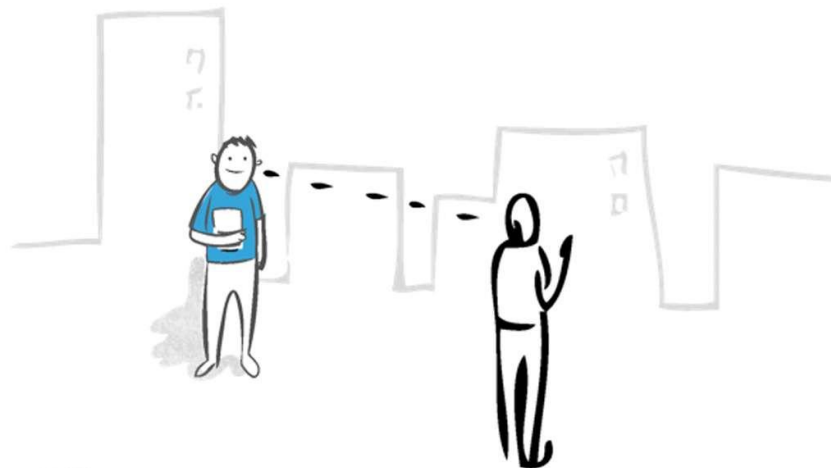
**MARKET & USER RESEARCH
PERTEMUAN KE-3
GEGGY GAMAL S., S.DES, M.DES
DESAIN PRODUK / FDIK**



MARKET & USER

TARGET MARKET & TARGET USER

Shadowing



Behavior Mapping

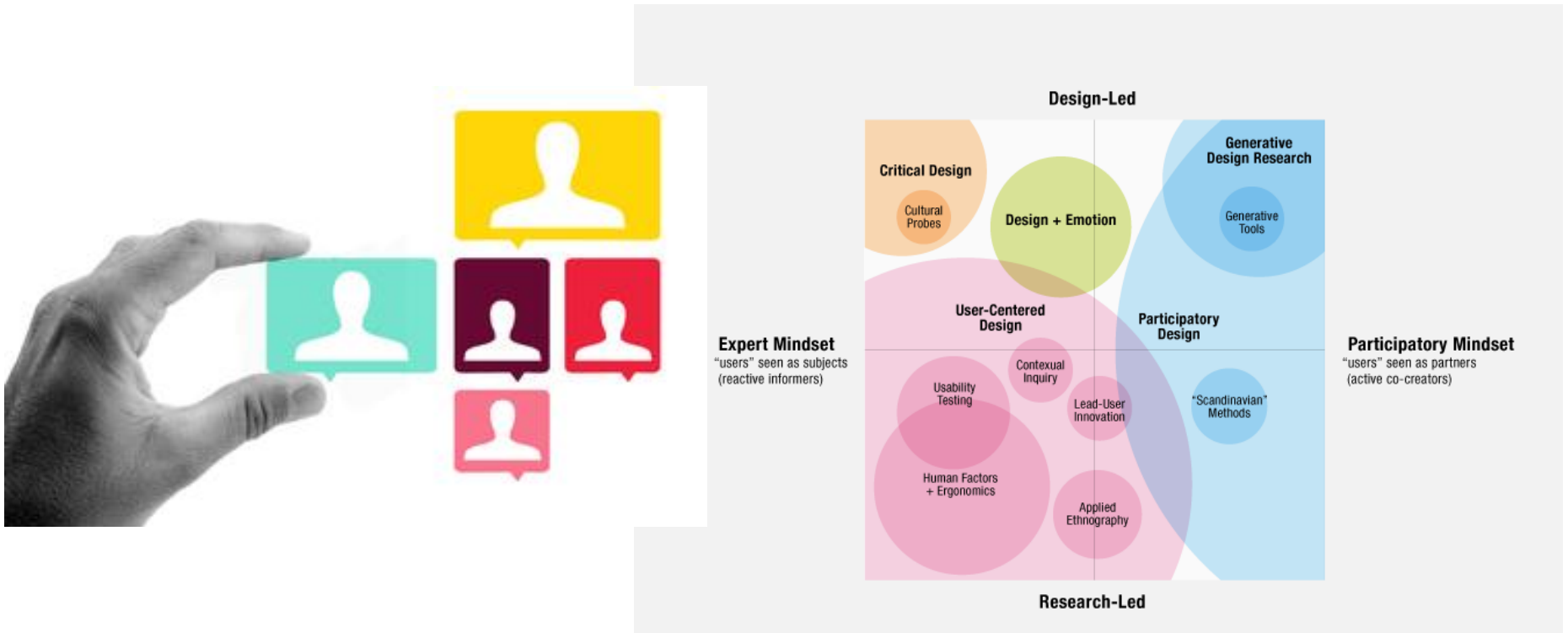
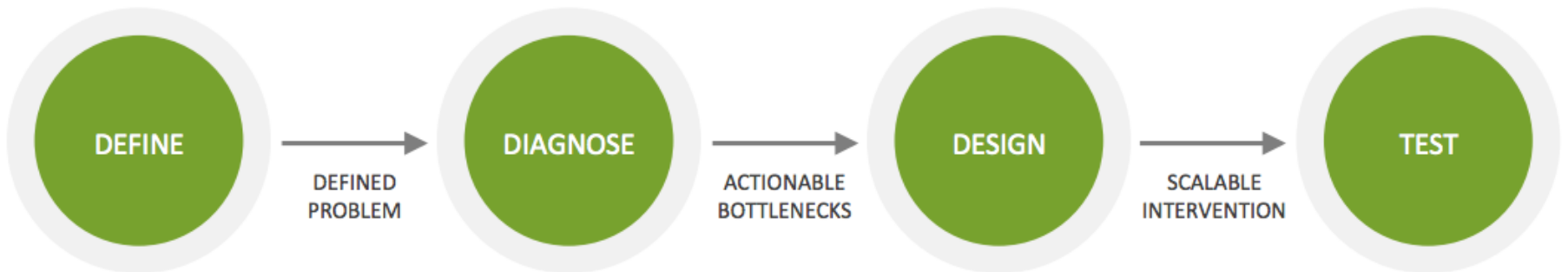
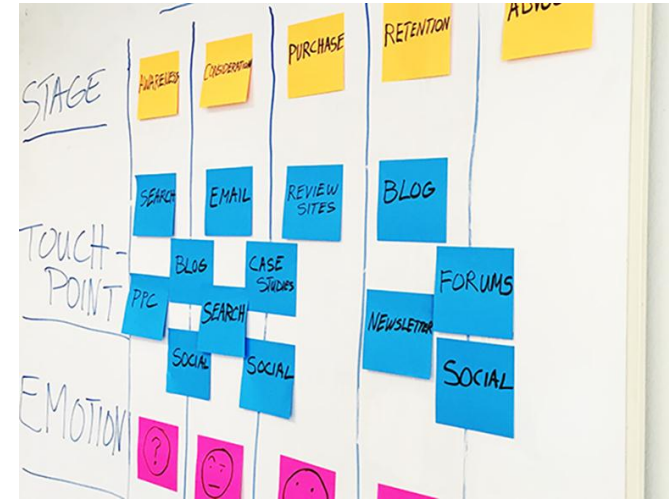
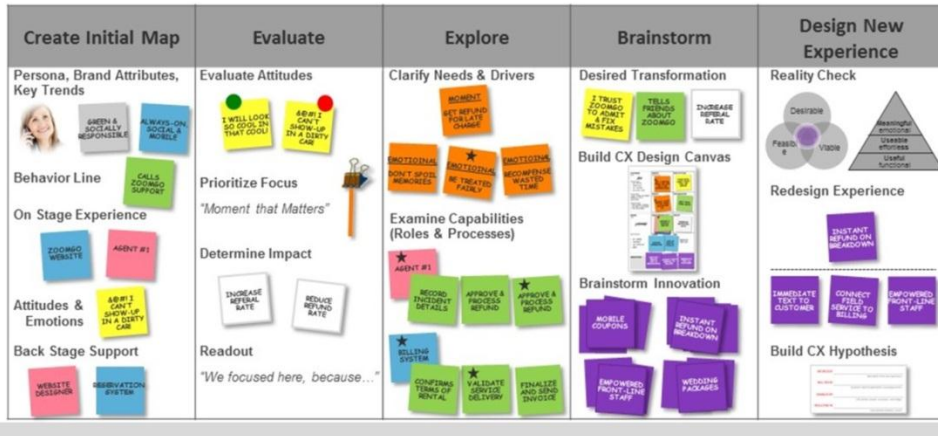


Figure 1: The stages of the behavioral design process



Consumer Journey

CX Journey Mapping Process



Oracle, CX Journey Mapping Workshop, designgpx.com

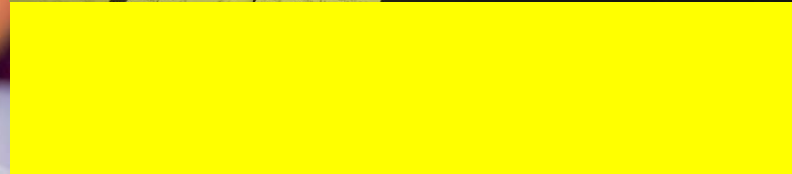
The LEGAL USER JOURNEY



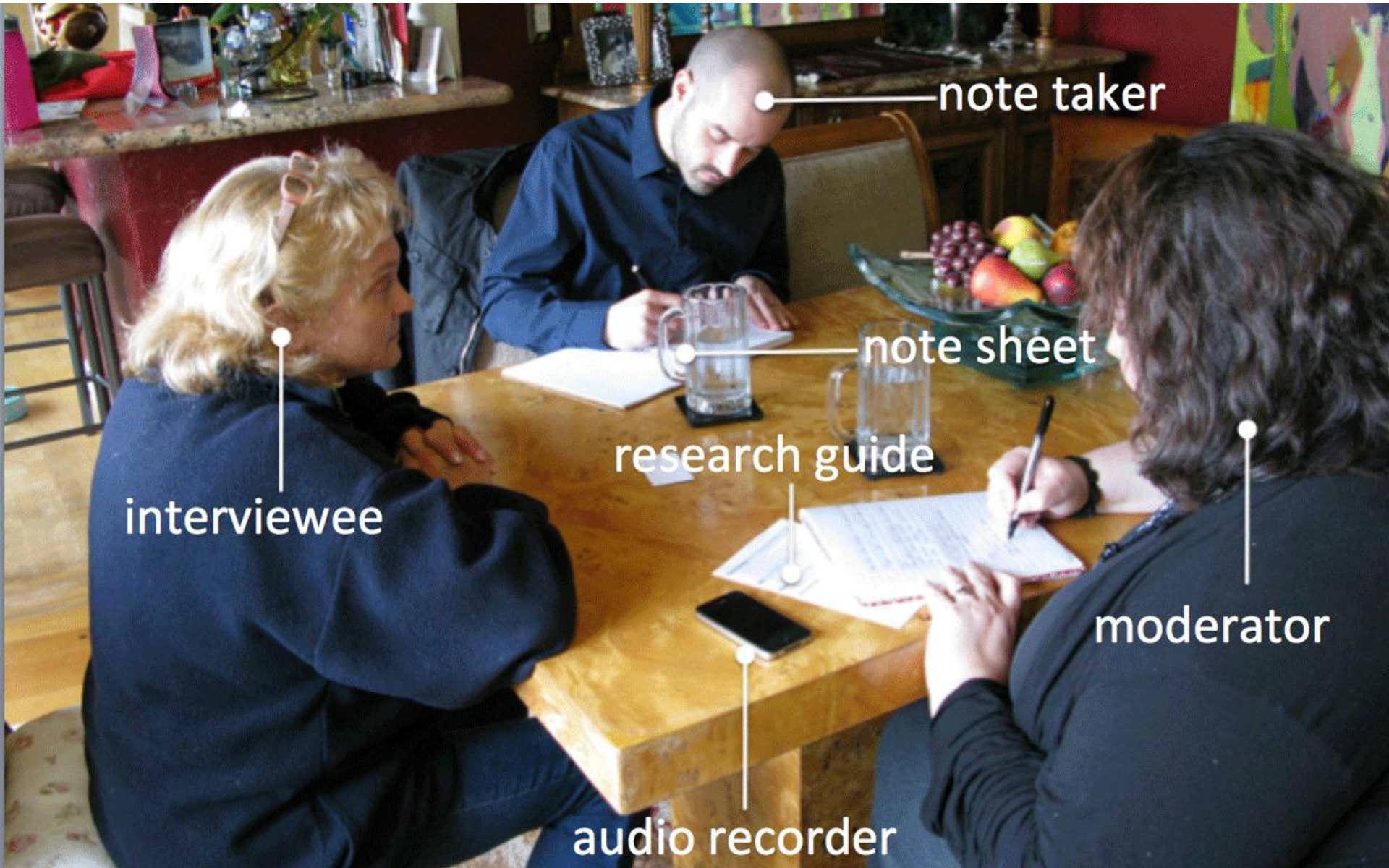
Camera Journal



User Interviews



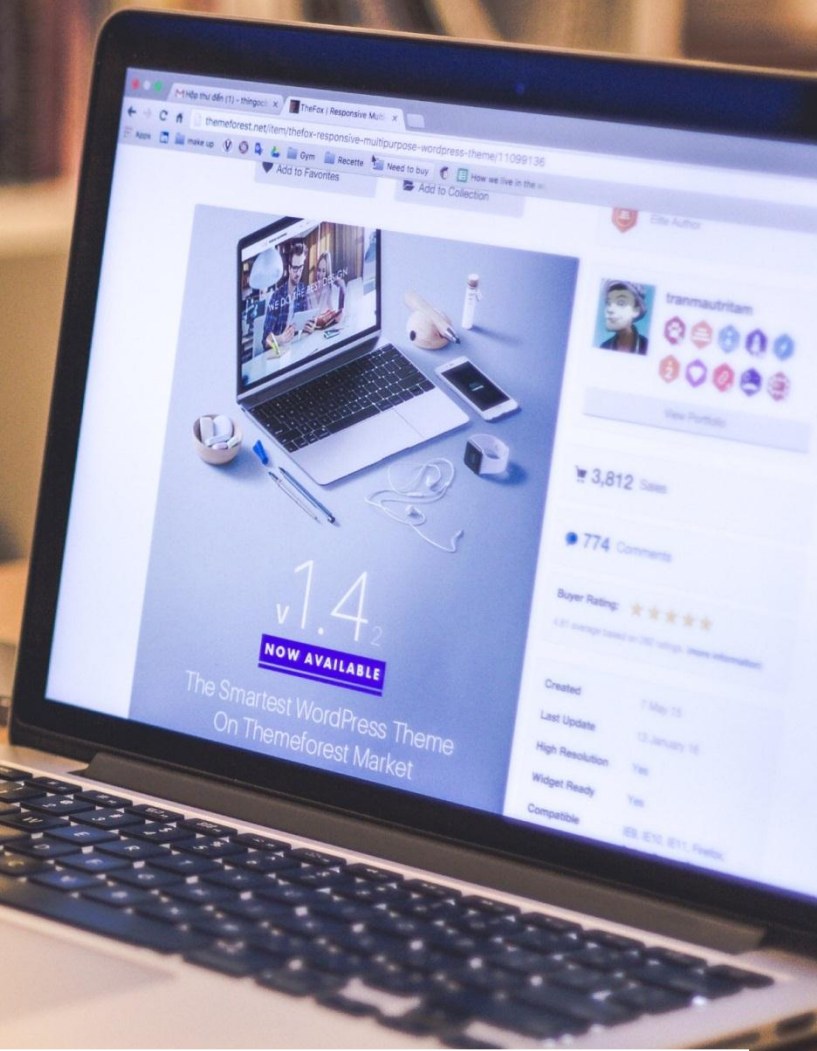
User Interviews



Unfocus Group



CASE STUDY



■ Research and Interviews of Friendly Market mainly to Young Female

■ Carried out in May 2006

Location : Tokyo,
Kanagawa



Design Concept

■ Vehicle Concept

Simple, Nice, Casual MINI

< EASY and USUFUL at glance >

~Simple & Smart~

Simple, nice exterior
& interior

~Easy & Convenient~

Easy and Useful- make
you want to go out

~Economy~

Top class economy in
K-class

■ Target User

Enjoy life my way & naturally

Women finished
Dealing with kids users
Second car of a Compact car



Singles
Used K-car

