ABSTRACT

car is a well developed product. As car manufacturers are facing keen competition from competition and diversifying demand from consumers they must make efforts to develop right product to satisfy consumers’ need. This research is to study the lifestyle of compact car consumers to understand their demand, and also to investigate their impression about the car styling of different design so as to establish the relation between image and design elements. For lifestyle study AIO questionnaire was used to find customers’ activities, interests and opinions. As for their impression about the car styling, fourteen adjectives were first selected to describe car image with SD scale. Twenty eight car samples were then shown to customers and asked them to match the car styling with appropriate image scale. By assuming linear relation between image scale and design elements multiple regression was used to identify the important design elements corresponding to image. For final result of this design research three adjectives were selected and a new compact car was designed based on the research conclusions to express the image which chosen adjectives describe.

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