

The Application Of Life Styles On The Design Of Metropolitan Bus Seat

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ABSTRACT

Owing to the amount of private cars and motorcycles increase promptly, the ratio of taking a bus decrease gradually year by year. There is a direct relationship among people and bus seats. In a variety of studies for improving the quality of bus service, most people focused their thought on the amount of transportation and facilities. Few studies concentrated their mind on "people" and utilized the methods of product design to solve the problems of the quality of bus service. It naturally arouse my motivation of this study. The main purpose of this study is to apply the study of life styles to the design of metropolitan bus seats. The study of life styles will probe into the difference among groups and develop the products to satisfy different groups. When we design public equipments like bus seats, however, the study of the common demand of life style more meaningful. It will also become one of the important courses of this thesis. The questionnaire will be utilized as the primary tool in gathering data for this research. Probing deeply into the backgrounds of different passengers and their life styles by statistically using Factor Analysis, Cluster Analysis, One-Way ANOVA and Two-Way ANOVA to know their differences by using bus seats. According to the results of this study we will obtain, we will find the common speciality of the passengers and conclude the factors of designing bus seats depending on sex, age, occupation, gross income, academic degree and ergonomics. We will also apply them to the practical design of metropolitan bus seats in order to combine the theory and reality, importantly, promote the quality of bus service. Keywords: Life Style; The Design Of Bus Seat; Metropolitan Bus Passenger Groups; ANOVA

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