

# An Influence of Taste with the Fashion of Life-Style toward Visual Design for Product Appearance --Light Motorcycle in T

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## ABSTRACT

Scooters are widely utilized in Taiwan as one of the necessary transportation tool. The goal of the study is to find out the elements consisting a preferred design in terms the consumers' visual preference. The first stage of the study is to identify the target group. People that are chosen as the target group are believed to be people who are the fashion leaders. The second stage is the investigation of subjects' preference on the styles of the scooters. And the target group was singled out to compare with all subjects. The third stage of the study is the Semantic analysis of the favorite graphic(s) and color(s) of the subjects. Once again, all the subjects as a whole is compared with the target group. A survey was conducted to collect the data. The results show that the preference of the styles of Scooters varies among people with different life backgrounds. The subjects of the study can be roughly divided into four groups: the fashion initiators-people who create fashion, the early fashion-followers-people who pursuit fashion, the later fashion-followers-people who are conservative, and the pragmatics-people who do not follow the fashion; they make their choices based on their practical concerns. According to the Semantic analysis of the target group, it is found that "young" and "urban" are the major preferred Semantic Factor. The popular graphics have the characteristics of "young, soft, lovely and new-fashioned." The designers can develop new models based on these preferences of the target group in order to meet the needs of the majority.

Keyword : Life-style; Scooter design ; Fashion taste ; Visual image

Keywords : 生活型態 ; 視覺意象 ; 流行品味 ; 速克達設計

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