



CASE STUDY

VOLKSWAGEN

TRENDS & DESIGN RESEARCH FOR INDIA- AUTOMOTIVE



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BACKGROUND

The global automotive giant from Germany, Volkswagen, approached Onio in 2006 to work on gathering insights and trends to help formulate their India entry strategy.

This was Onio's first global client for trends & ethnographic research, and the project went on for around 4 months working in concurrence with the CFT's (Cross Functional Teams) at Volkswagen.

SCOPE

1. Trends forecasting for 5 years
2. Trend tours and hotspots
3. Cultural Emersion
4. Ethnographic research and Consumer segmentation for India
5. Semiotic product analysis of competition products
6. Design Directions

2_TWIN WORLD > TECHNOLOGY AND AUTOMOTIVE



CROSS FERTILIZATION > TECHNO FASHION AND HYBRID TECHNOLOGY

1. Nokia phone in a traditional embroidered cover
2. Glass and Metal- architects know this language, spoken in crockery to shopping malls
3. Maruti Swift: Retro is 'in'



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ONIO'S SOLUTION

Onio conducted ethnographic research encompassing the 3 P's namely People, Places & Products. Interviews were conducted in major cities of India to study the preferences of the common man for automobiles and his perception about Volkswagen. Various Bollywood personalities were also interviewed apart from designers, companies and sociologists to study the effect of respective trends on automobiles.

India being a multicultural country, consumer segmentation was of key importance. Also trend tours were conducted consisting of trend hotspots so as to help Volkswagen understand the effect of trends in various cities.

Semiotic product analysis of competition products was done to understand the cues that are appreciated by the various consumer segments, so as to take correct decisions about launching models that would suit the targeted Indian mindset.

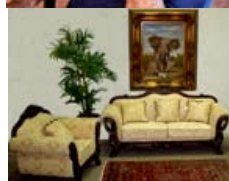
The outcome of semiotic analysis & mapping of trends on to the consumer segments helped Onio to emerge with the final design directions.

Consumer segmentation and semiotic product analysis

Utility

Potency

Status



Fiat Stilo: Forward flowing, tight intersecting niches.

The inverse curve gives a feeling of weakness

