| **Question** | **Sedan** | **Pickup Truck** |
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| Who is the customer? | Families and individuals for comfort and to commute and those who want to save fuel | Those who haul and tow as a business, slime also use it for their families |
| What do they care about? | Fuel efficiency, comfortability, cost, appearance | Towing and hauling capabilities, off-road performance and cargo space |
| What are the different specifications driving designs? | Comfort of the passenger, and the small size | Towing capacity, cargo size, off-road capabilities |
| Identify ways that Professional & Societal factors influence design (via needs) | Societal: An affordable family car that does all of the basic functionality needed to be safe on the road  Environmental: More fuel efficient and conscience of environment  Economic: Sedan may be more affordable | Size of car so it can fit on the road and in parking spaces, height of the pickup truck, weight.  Societal: For some, the size of their pickup truck is not just for practical use, but can be used as a sign of status within certain groups. Insurance coverage.  Environmental: Some pickup trucks can be very fuel inefficient, especially due to impractically large front ends on some trucks that increase drag and therefore ruin its own gas mileage. |
| How do these designs consider inclusivity? | Adjustable seats | It’s focused on those who need a vehicle to tow and haul things and for the vehicle to ride on different types of land  Can be used to carry wheelchairs and other mobility aids with ease |