

E S S E N C E



TEAM 6

# Scenario Buliding.



# User Building.

## PREFERENCES

- Developed City
- Status ~~city~~ symbol.
- Economy
- Experience
- 

GROWTH  
OPEN MIND

## PROFESSION

CREATIVE

FRIENDLY

AGE  
30-35

SMART.  
WORK

MONTHLY

1.5 - 2 LAC. NON-REPETITIVE

## GOAL.

- OPEN HIS OWN ~~DESIGN~~ STUDIO/WORKSPACE
- & WORK FOR A BETTER CLIENT.
- WORK → EXPLORE → LIVE.  
(FOODTRUCK/CAFE)
- 

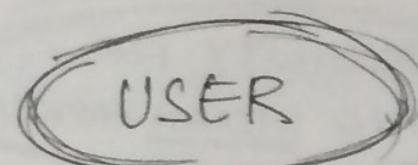
## FRUSTRATION

- VALUE & ACCEPTANCE OF ~~DESIGN~~ WORK.
- DEADLINES
- STAGNANCY
- FREEDOM TO WORK HIS OWN WAY.

~~DESIGN~~

~~DEADLINES~~

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## MOTIVATION

- RECOGNITION
- GROWTH
- REPUTATION
- PROGRESS & OTHER LIKES.
- PROJECT APPRECIATION
- FEAR OF STAGNATION.

SOCIALY  
ACTIVE

EXTROVERT

DYNAMIC

FORESEEDED

CONSCIOUS IN

~~DESIGN~~  
EXPENSES

~~SPOT~~ MUSIC  
LOVER.

MUSICIAN.

SPORTS.  
FOOTBALL.

SO

FOODIE.  
ENTHUSIAST

INDEPENDENT

EXPLORER

TECH-DEPENDANT

L INTEGRAL PART OF  
LIFE

DISPLAYS DESCENT

STATUS

TRAVELER.

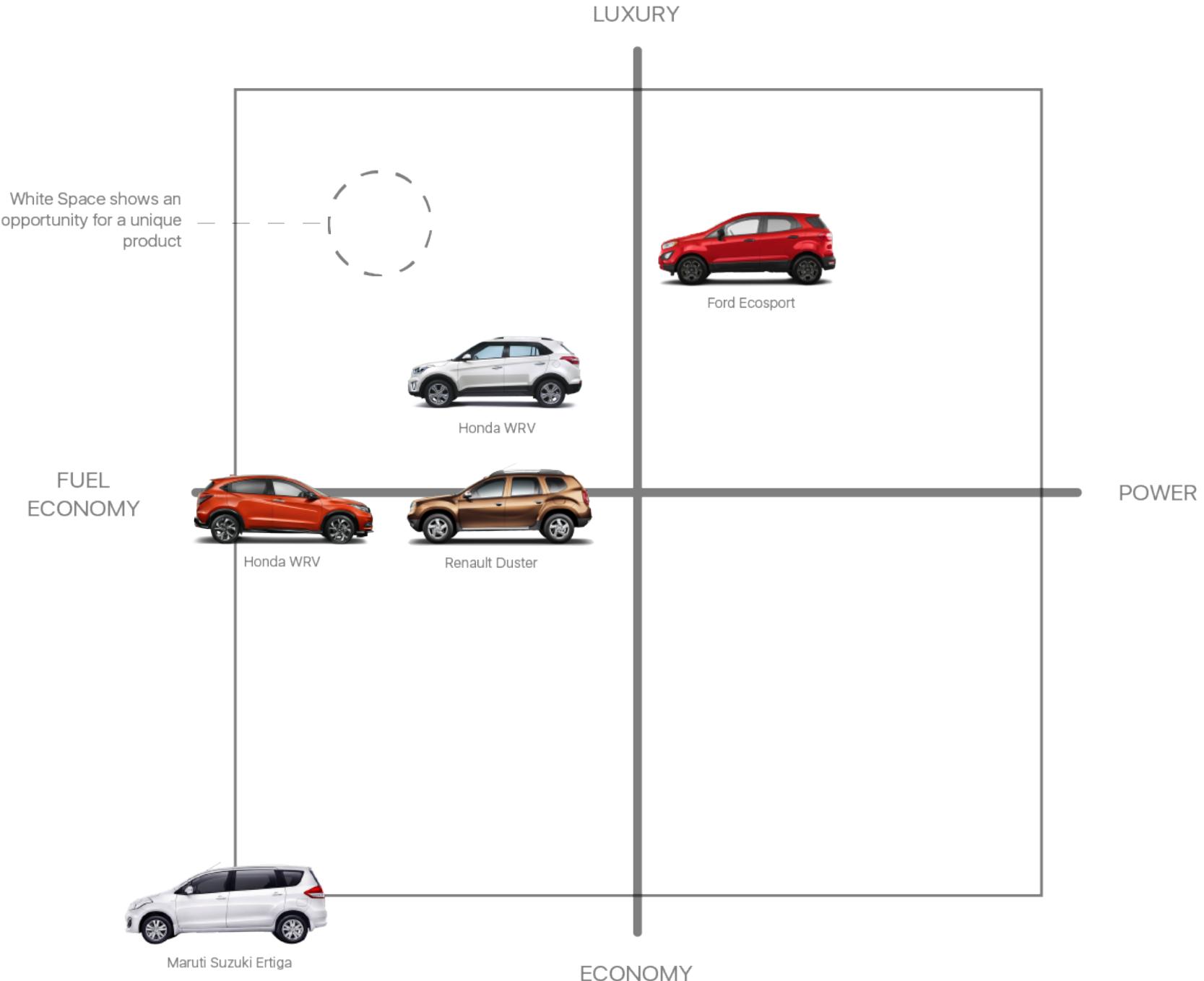
INSPIRATION

UPDATE.

BRIGHT

SPiritual.

# Product Placement.



# User Persona.



Age: 32

Work: Freelancer

Income: 1.5-2 Lacs per month

Creative	Foresighted
Friendly	Ambitious
Explorer	Smart
Dynamic	Tech-Savvy

#### Motivation

Growth and Reputation  
Project Appreciation  
Fear of stagnation

#### Goals

He aims to open his own studio/ workspace in the future  
He dreams to work for a big client.  
WORK---EXPLORE---LIVE

#### Frustrations

Value and acceptance of his work  
Meet Deadlines overcoming all the obstacles.  
Fears stagnancy and repetitive projects.  
Is generally provided very less freedom to work in his own way by his clients.

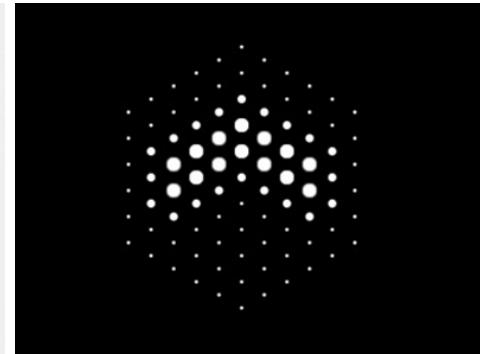
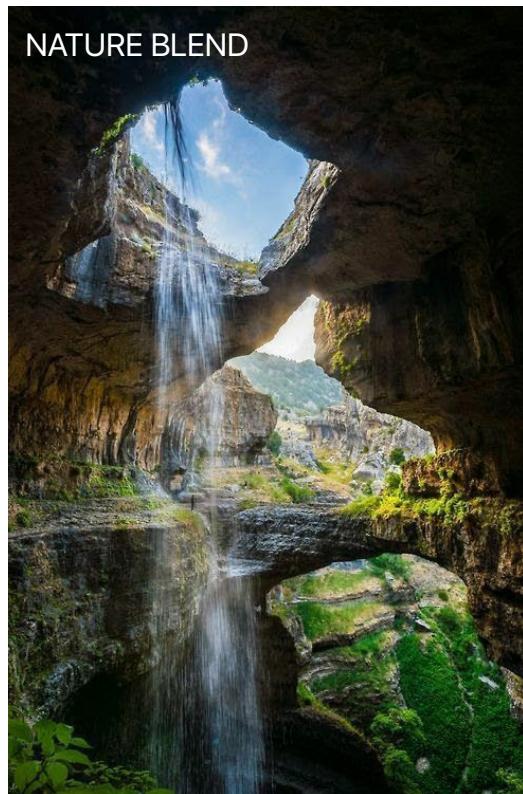
#### BIO

Robin is a freelance illustrator, and a 'Tech junkie' and for the past couple of years, has been very passionate to make an identity for himself in the market. He wants to be a professional personality and soon open his own studio/ workplace. He is very thoughtful about the products he owns. He is very conscious in presenting himself well. He is constantly exploring and travelling in pursuit of inspiration to apply it in his work. As food and music enthusiast too, he wants to spend his senior age of life by putting a small cafe and a music studio.

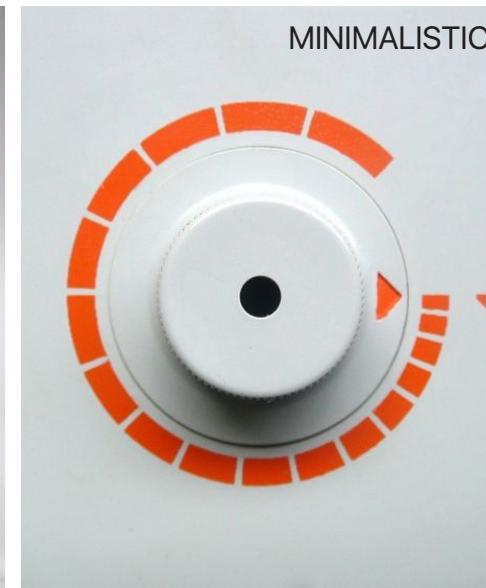
#### Brand influencers

Volkswagen  
Skoda  
Ford  
Renault  
Jeep  
Toyota  
Iphone  
Google  
Tommy hilfiger  
louis philippe  
high design  
us polo assn.  
UCB

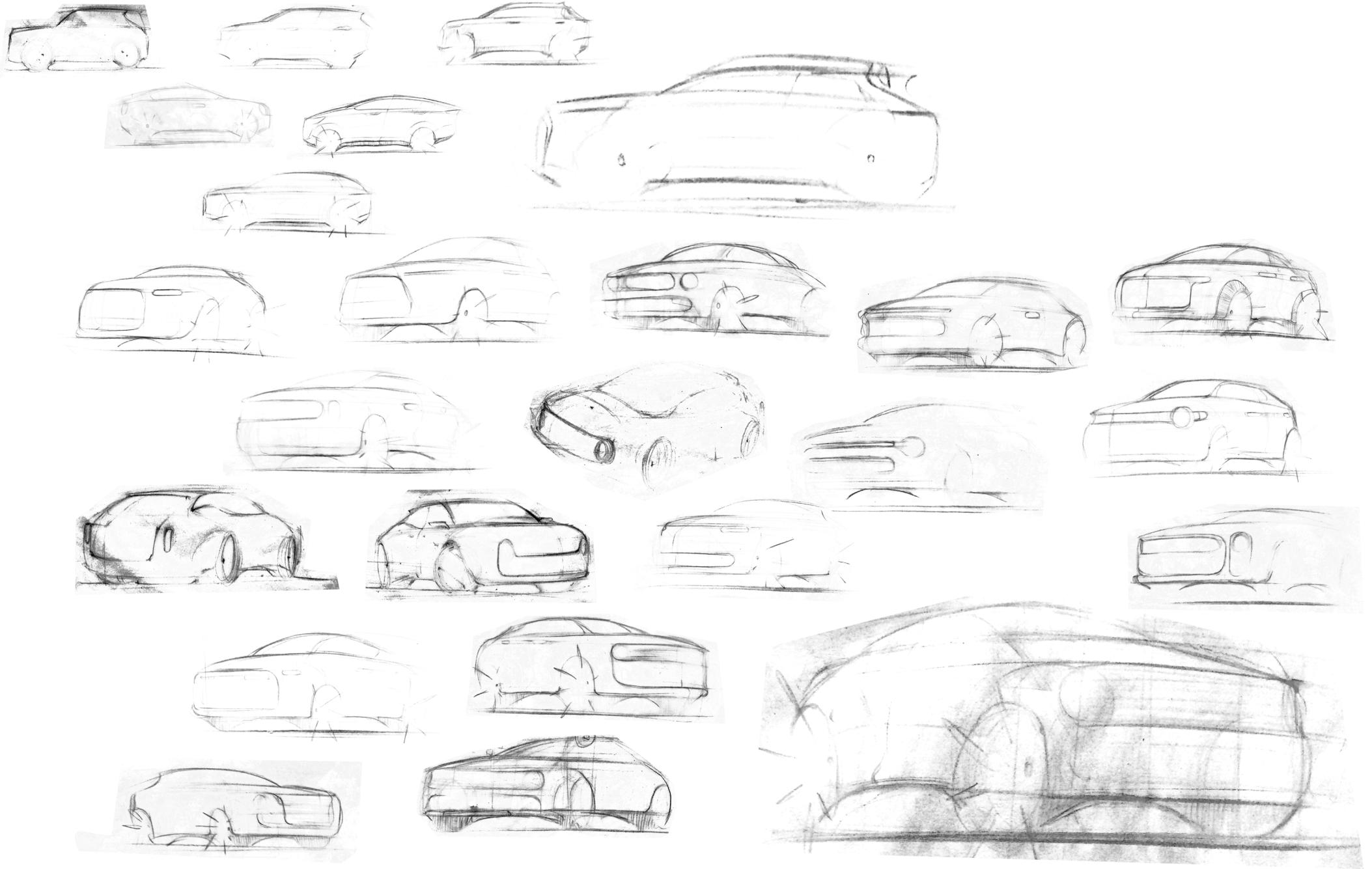
# Mood Board.



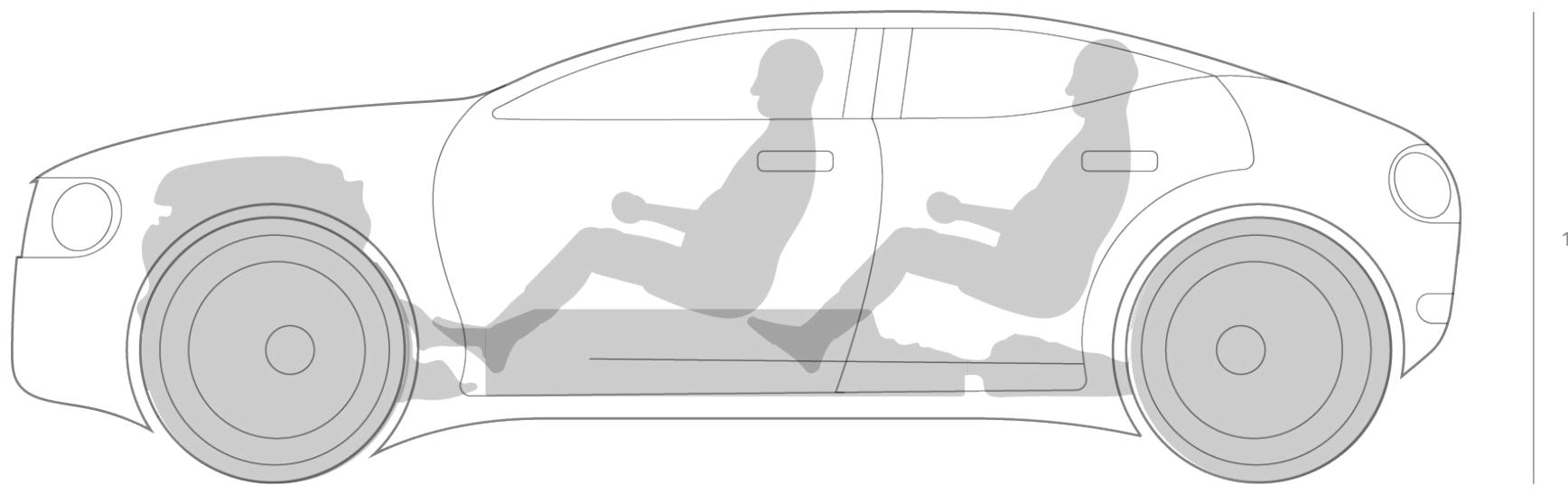
# Inspiration Board.



# Concept Sketches.



# Vehicle Packaging.



3999

2726

# Final Concept.

E S S E N C E



Thank you!