

Copyright is owned by the Author of the thesis. Permission is given for a copy to be downloaded by an individual for the purpose of research and private study only. The thesis may not be reproduced elsewhere without the permission of the Author.

Hyundai Exodus - Exiting Tradition, Entering New Boundaries of Designing

“Design a Hyundai Motors Visual identity”

Jae Hoon Lee © 2009

A written component completed in partial fulfillment of the requirements for the degree of Masters of Design at Massey University, College of Creative Arts, Auckland, New Zealand.

Abstract

This research project was conducted to fulfill a Master of design specialising in Transport Design, at Massey University's Auckland School of Design. It was aimed to create a new visual identity for Hyundai Motors by designing a car model forecasting and utilising methods pertinent to Hyundai Motors. Simultaneously the designed car model focuses on specifically accommodating the needs of surfers. The whole philosophy behind this particular model involves three important elements of Visual Identity as pointed out by Warell; recognition, comprehension and association. As a result, in each stage of the design process, the model was designed and amended continuously to incorporate these three issues to create a design for Hyundai that targeted the surfing market.

This research sets out a departure point for designing differentiated vehicle concepts for Hyundai by targeting a niche market. The Exodus was designed for a particular demographic and a subculture. The targeted market began with participants of Extreme Sports such as snowboarding, windsurfing, and surfing, but was narrowed down to surfers, because they had specific requirements that were not well catered via by existing vehicles. These requirements also translated into specific design features that allowed the development of a strongly differentiate of vehicle concept. In this way the Exodus represents an example of how specific and user needs can drive differentiated design in both a practical and visually expressive way.

This process was facilitated by way of three major research stages. Firstly, a field trip to Piha, one of Auckland's most popular surfing beaches was conducted in order to find out more about surfing culture and as a general means of vehicle observation. Secondly, informed interviews were conducted in order to gather qualitative information to generate specific user requirements and inform design development that would meet the needs of surfers. Existing car designs types were analysed to extract any design features and attributes suitable for surfers. Thirdly, a comparative analysis of two established vehicle brands, alongside Hyundai was undertaken in order to reveal the weaknesses of Hyundai's visual identity. This phase then culminated in a research model specifically aimed at creating a new design image for them.

Based on requirements developed using the above methods, the design were developed through an interactive process of sketching, modeling and critique. The aim was to create a car with an advanced design that met the functional needs of the surfing market. The main focus was to create a specific, differentiated brand image based on association, comprehension and recognition for the Hyundai.

Table of Contents

1.0	Introduction
2.0	Background
2.1	Hyundai
2.2	Surfing History
2.3	Surfing New Zealand
2.4	Surfing Culture
3.0	Literature Review
3.1	Visual Product Identity
3.1.1	Brand Value
3.1.2	Consistent Recognition
3.1.3	Design
3.2	Research Context
3.3	Design Assessment Criteria
3.4	Research Questions
4.0	Methodology
4.1	Theory
4.1.1	Qualitative Interview & Case Studies
4.1.2	Outcome of the Surfers Interviews
4.2	Case Study: BMW
4.2.1	Background
4.2.2	Visual Identity
4.3	Case Study: Lexus
4.3.1	Toyota - Creating a Premium Visual identity, the Lexus
4.3.2	L - Finesse
4.3.3	Visual Identity
4.4	Case Study Summary

- 5.0 Design Method: "Creating Unique Car"
 - 5.1 Identifying Needs of the Niche Market Targets: Piha Field Trip
 - 5.1.2 User Analysis
 - 5.2 Vehicle type Consideration
 - 5.2.1 UTE
 - 5.2.2 SUV
 - 5.2.3 Minivan
 - 5.2.4 Station Wagon
 - 5.3 Target Vehicle Type
- 6.0 Comprehension
 - 6.1 Form
 - 6.1.1 Dune Buggy
 - 6.1.2 Body & Wetsuit
 - 6.1.3 Rip Curl Interior
 - 6.2 Function
 - 6.2.1 Bonnet Seating Unit
 - 6.2.2 1+2+1 Interior Layout
 - 6.2.3 Sleeping Area
 - 6.2.4 Change Area (rear hatch door open).
 - 6.2.5 Separate Wetsuit storage unit, to avoid get wet interior
 - 6.2.6 Surfboard Rack
- 7.0 Association
 - 7.1 Targeting a Niche Market
 - 7.2 Difficulties of Surfers Cars
- 8.0 Recognition
 - 8.1 Start of a New Branding Image & Visual Impact
 - 8.2 New Beginning

9.0	The Real model: Exodus
9.1	Design One
9.1.1	Analysis
9.2	Design Two
9.2.1	Analysis
9.2.2	Direction
9.3	Final Design Development
9.3.1	Package Drawing
9.3.2	Quarter view Sketches
9.3.3	Clay Modelling
9.3.4	Further Development Sketches
9.3.5	CAD (Rhinceros)
9.3.6	Final Model Process
10.0	Conclusion
10.1	Recognition
10.2	Comprehension
10.3	Association
10.4	Further Development
11.0	Appendices
	Appendix 1 - Interview with Hyundai Senior Designer
	Appendix 2 - Comments based on Exodus from Hyundai Senior Designer (E - Mail)
	Appendix 3 - Surfer Interview Questionnaires
12.0	Reference List

List of Figures

- Figure 001: Hyundai Exodus Concept
Figure 002: Vehicles of Hyundai Motors
Figure 003: Duke Paa Kahanamoku
Figure 004: Surfing in New Zealand
Figure 005: Surfing Environment
Figure 006: Apple Products
Figure 007: Samsung Mobile phone Advertisement
Figure 008: Type of product (function, use, purpose, maker).
Figure 009: Characteristics of product (properties, performance, mode of use).
Figure 010: Product Values (origin, brand, heritage).
Figure 011: Model of VPI (Visual product Identity).
Figure 012: Recognition (Series of Apple Ipad).
Figure 013: Comprehension (Apple I - phone).
Figure 014: Association (Star sports players with nike product).
Figure 015: 1948 Chevrolet Woody Wagon & 1956 VW Kombi.
Figure 016: Emotive connection with surfer.
Figure 017: Reference images of Key themes.
Figure 018: Early BMW models.
Figure 019: Features of BMW models.
Figure 020: BMW Z4 explains about the "Flaming Surface".
Figure 021: The Iconic BMW's Visual Identity.
Figure 022: BMW GS Concept.
Figure 023: 1989 Lexus LS 400
Figure 024: Lexus LF - Series Concept car.
Figure 025: Development of Toyota Motors.
Figure 026: Lexus IS.
Figure 027: Observations of Surfers.
Figure 028: User's Vehicle analysis based on Mazda 3 Station Wagon).
Figure 029: User's Vehicle analysis based on Mazda 3 Station Wagon.
Figure 030: 2008 Holden SS UTE.
Figure 031: 2005 BMW X5.
Figure 032: 2001 VW Kombi Concept.
Figure 033: 2005 AUDI A4 Advant.
Figure 034: Environment of Piha Beach Car park.
Figure 035: Hyundai Exodus Concept inspired by Dune Buggy.
Figure 035: Hyundai Exodus Concept inspired by Dune Buggy.
Figure 036: Hyundai Exodus Concept inspired by Dune Buggy.
Figure 037: Hyundai Exodus Concept inspired by Dune Buggy.
Figure 038: Hyundai Exodus Concept emphasis Wet suit.
Figure 039: Hyundai Exodus Concept emphasis Wet suit.
Figure 040: Hyundai Exodus Rip Curl Interior.
Figure 041: Hyundai Exodus Bonnet Seat Unit.
Figure 042: Hyundai Exodus Bonnet Seat feature.
Figure 043: Hyundai Exodus Interior Layout.
Figure 044: Hyundai Exodus Interior Sleeping Unit.
Figure 045: Hyundai Exodus Storage Unit.
Figure 046: Hyundai Exodus Change Area.
Figure 047: Hyundai Exodus Change Area.
Figure 048: Hyundai Exodus Door open.
Figure 049: Hyundai Exodus Surfboard Rack.
Figure 050: Hyundai Exodus Surfboard Rack.
Figure 051: Hyundai Exodus Associated to star surfers.
Figure 052: Hyundai Exodus Concept.
Figure 053: Hyundai Exodus Design one foam model testing.
Figure 054: Hyundai Exodus Design one ideation sketches.
Figure 055: Hyundai Exodus Design one ideation sketches.
Figure 056: Hyundai Exodus Design one ideation sketches.
Figure 057: Hyundai Exodus Design one ideation sketches.
Figure 058: Hyundai Exodus Design two ideation sketches.
Figure 059: Hyundai Exodus Design two ideation sketches.
Figure 060: Hyundai Exodus Design two ideation sketches.
Figure 061: Hyundai Exodus Design two ideation sketches.
Figure 062: Hyundai Exodus Design two Testing model Process.
Figure 063: Hyundai Exodus Design two ideation sketches.
Figure 064: Hyundai Exodus Design two Test Clay model Process.
Figure 065: Hyundai Exodus Design two Test Clay model Process.
Figure 066: Beach Buggy.
Figure 067: Hyundai Exodus Final Design ideation sketches.
Figure 068: Hyundai Exodus Final Design ideation sketches.
Figure 069: Hyundai Exodus Final Design Proportion Analysis.
Figure 070: Hyundai Exodus Final Design Package Drawing.
Figure 071: Hyundai Exodus Final Design Package Drawing.
Figure 072: Hyundai Exodus Final Design Package Drawing.

Figure 073: Hyundai Exodus Final Design Quarter view sketches.
Figure 074: Hyundai Exodus Final Design Quarter view sketches.
Figure 075: Hyundai Exodus Final Clay Modelling Process.
Figure 076: Hyundai Exodus Final Clay Modelling Process.
Figure 077: Hyundai Exodus Final Clay Modelling Process.
Figure 078: Hyundai Exodus Final Clay Modelling Process.
Figure 079: Hyundai Exodus Final Clay Modelling Process.
Figure 080: Hyundai Exodus Final design development Sketches.
Figure 081: Hyundai Exodus Final design development Sketches.
Figure 082: Hyundai Exodus Final design development Sketches.
Figure 083: Hyundai Exodus Final design development Sketches.
Figure 084: Hyundai Exodus Final design development Sketches.
Figure 085: Hyundai Exodus Final design development Sketches.
Figure 086: Hyundai Exodus Final design development Sketches.
Figure 087: Hyundai Exodus Final design development Sketches.
Figure 088: Hyundai Exodus Final design further clay modelling process.
Figure 089: Hyundai Exodus Final design further clay modelling process.
Figure 090: Hyundai Exodus Clay model scanned into CAD.
Figure 091: Hyundai Exodus Rhinoceros modelling process.
Figure 092: Hyundai Exodus Final modelling process.
Figure 093: Hyundai Exodus Final modelling process.
Figure 094: Hyundai Exodus Final modelling process.
Figure 095: Hyundai Exodus Final model.
Figure 096: Hyundai Exodus Final model.
Figure 097: Hyundai Exodus Final model.
Figure 098: Hyundai Exodus Final model.
Figure 099: Hyundai Exodus Final model.
Figure 100: Hyundai Exodus Final model.