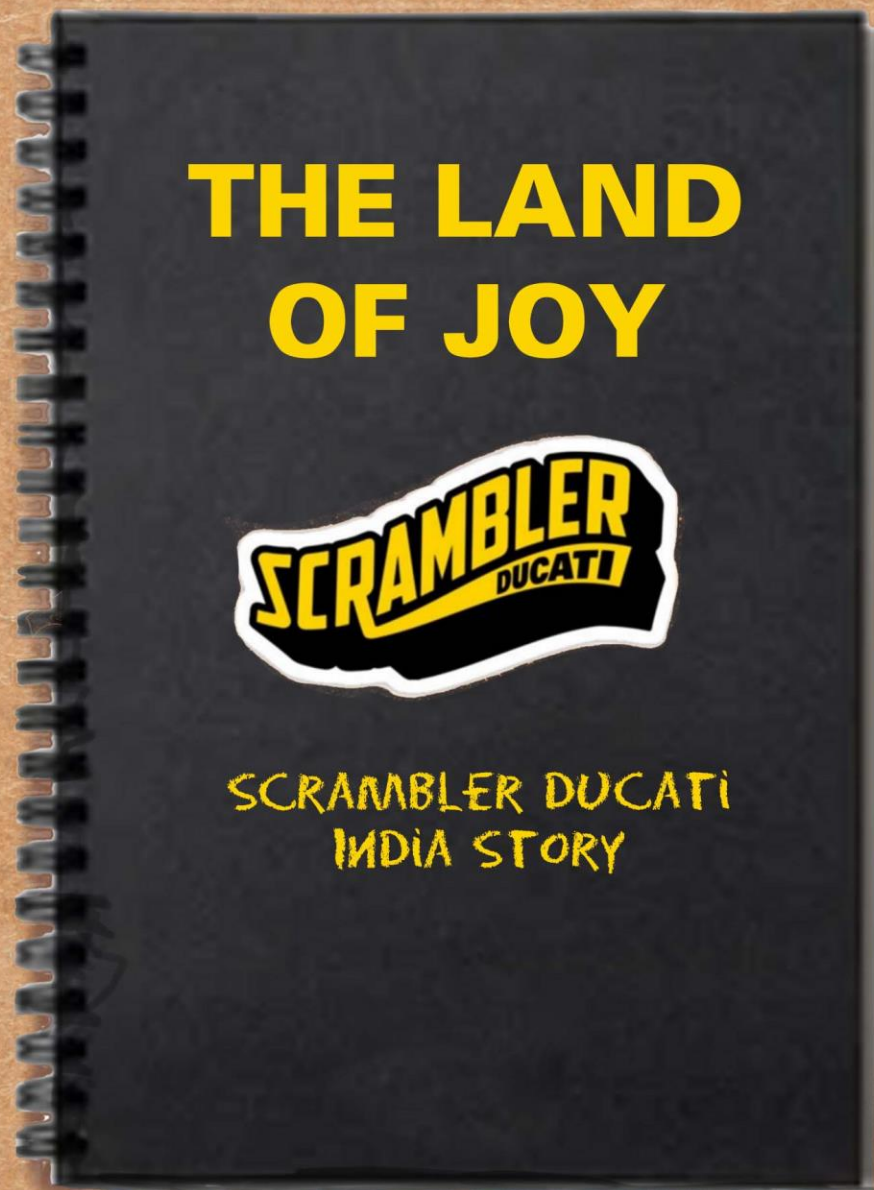




GROUP - B
VARUN
DEVENDRA
BRAHMANSH

B.tech-Automobile engineer
M.des-transportation design
B.des- Product design



MENTORS

Nikhil Verma
Anuj prasad
Nikhil sharma

Founder director : N-cube
Founder &CEO- Desmania design
Group head designer-Honda R&D

HISTORY AND VALUE

SIXTY-ONE HORSEPOWER

280 POUNDS WET. THE SUPERMONO WAS A TOUR DE FORCE OF REVERSE ENGINEERING.



→ **JOHN TUNSTALL**, #36, PUTS HIS DUCATI SCRAMBLER INSIDE A BULTACO ASTRO IN A **FLAT-TRACK** RACE.



OLD SCHOOL VERSATILITY

DUCATI SCRAMBLER IS THE ESSENCE OF MOTORCYCLING AND A WORLD FILLED WITH **FREEDOM**, **JOY** AND **SELF-EXPRESSION**.



↖ **1965 DUCATI 250 SCRAMBLER**, BONE-STOCK ASIDE FROM A 12-VOLT ELECTRICAL SYSTEM AND ELECTRONIC IGNITION. OWNER **GEORGE BETZHOLD** HAS IT GEARED TO TOP OUT ABOUT 75 MPH AND USES IT "WITH IMPUNITY" ON PAVED AND DIRT ROADS.

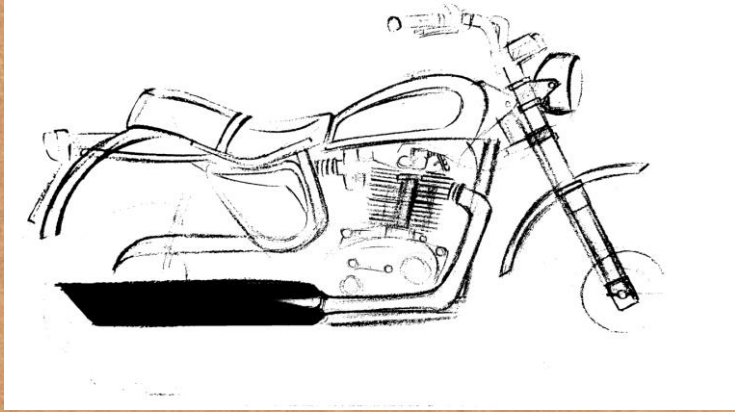


↑ THE LAST ITERATION

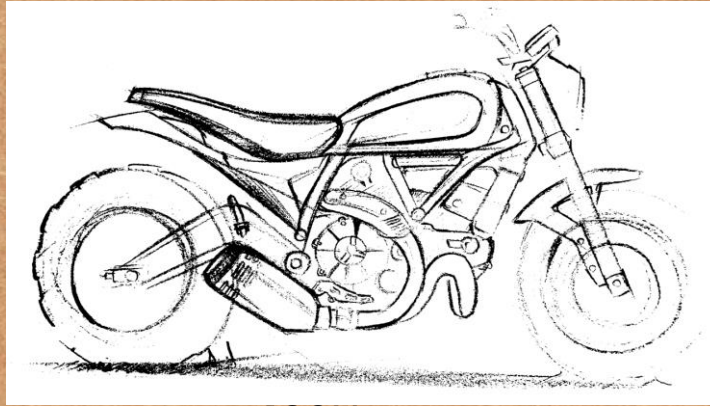
OF THE ORIGINAL DUCATI SCRAMBLER FAMILY WAS THE 450 R/T, HERE IN MOTOCROSS TRIM FOR TESTING. THE DOCTOR OF DESMOLOGY HIMSELF, **FABIO TAGLIONI** (WEARING SHADES), DISCUSSES THE MACHINE WITH THE CORPORATE CHIEFS.



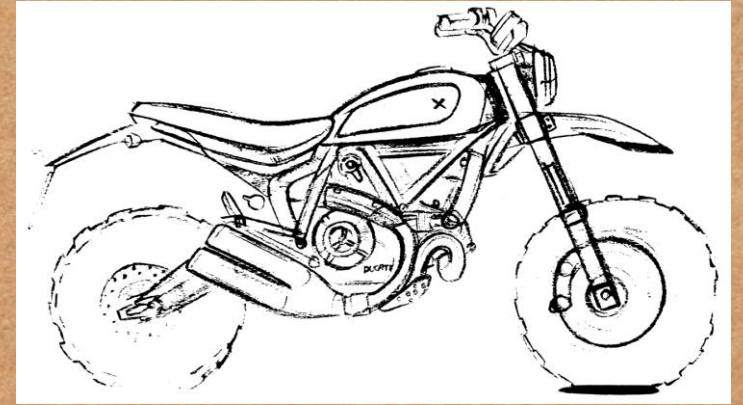
BRAND IMMERSION



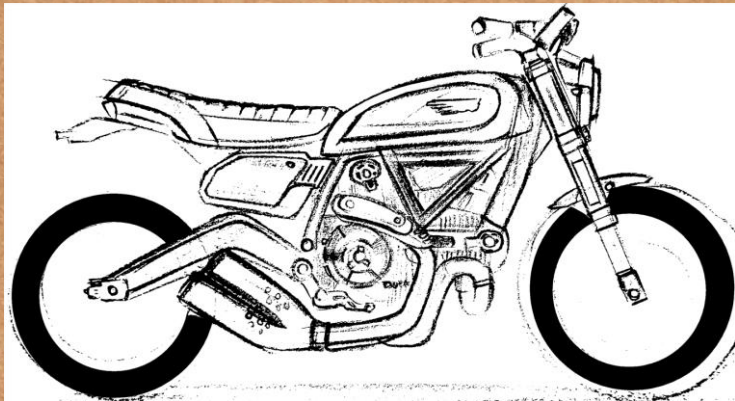
450 scrambler



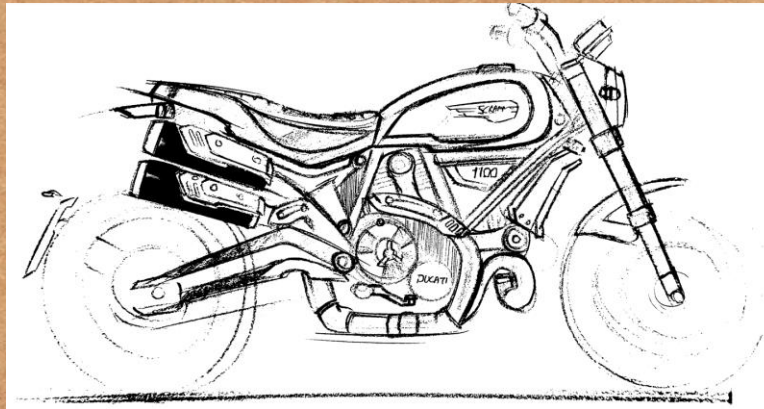
ICON



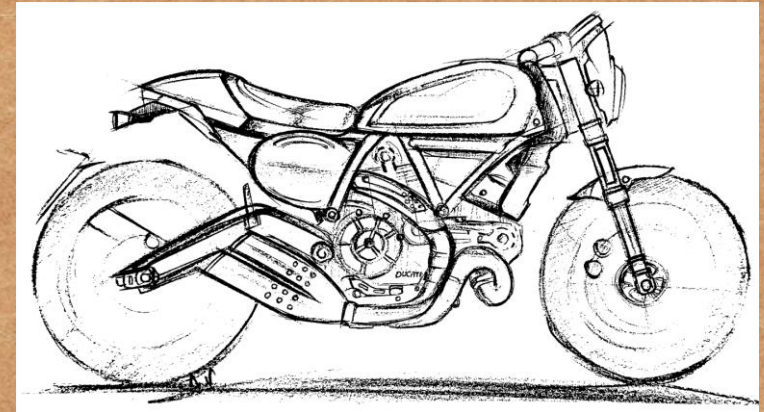
Desert Sled



NIGHTSHIFT



1100 PRO



Café racer

SCRAMBLER
DUCATI



**SKULL
CANDY**

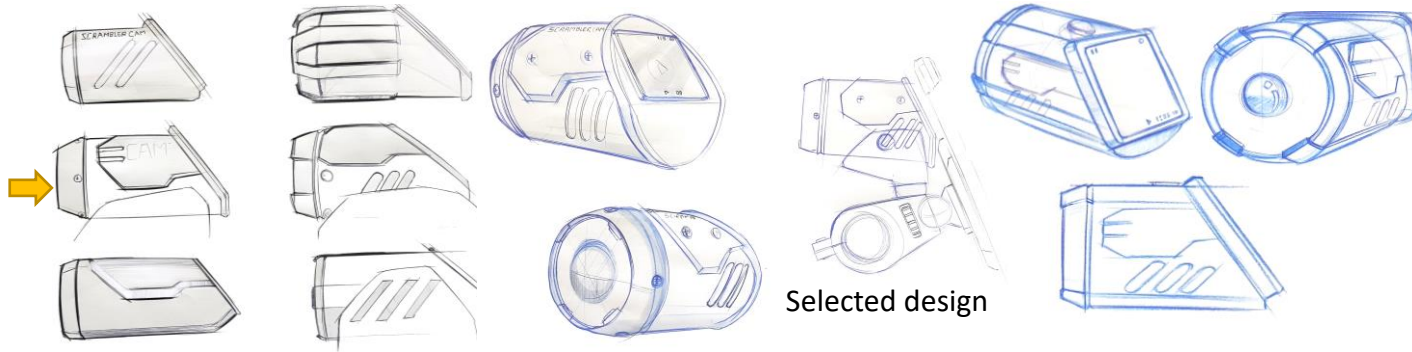
The Idea of headphones connects to the brand values of the Land of joy giving an accessory to enjoy music . Also the idea of an electronics product was inspired by the background of Ducati back in 1924 when company started in electronics sector.

Skullcandy is an American audio brand and its products are targeted at the outdoor action sports market. Skullcandy's approach is towards counterculture and self-expression particularly for passionate individuals and the brand has partnered with unique artists, athletes, DJs who were risk-takers and pioneers of their fields





DESIGN INSPIRATION IS TAKEN FROM THE 'X' SHAPE FROM HEADLAMP AND THE EXHAUST GUARD



Ladakh trip- Aspiration on every Indian rider

- Most of the Indians have a monotonous routine I.E. continuous studies or hectic job.
- It is an innate nature to be fed up of monotony and do something else for a change.
- People who like adventure can't stay in a confined and restricted place for a long time.
- Motorcycle ride gives instant adrenaline rush.
- People prefer riding because that gives more freedom.

User journey map



RISHI WORKS A 9 TO 5 IN A METRO CITY IN INDIA



HE FEELS EXHAUSTED WITH THIS MONOTONOUS LIFE



HE WATCH TRAVEL MOTO VLOG ON YOUTUBE AND GET INSPIRED



FINALLY HE TAKES STEP AND GETS HIS MOTORCYCLE THERAPY

Craze of Indians for adventure trips



DUCATI

Standardized showrooms all around India. A sporty, passion and aesthetic theme.
For Chennai Tamil Nadu, Tier 1 city in Tamil Nadu.
Most loved – Panigale v4
Most loved colour- Ducati Red
The showroom and the bikes themselves are a beautiful mix. Excellent showcase of bikes, merchandise and gear. Has a unique and varied heritage, with extreme performance figures. Excellent handling and manoeuvrability. Scrambler series not very popular.
For experienced riders: In showroom visit, a single seating area was available with enough room. Product data was told by salesperson and booklets. Salespeople was very polite, charismatic and very professional. Rival knowledge was also excellent. The range of bikes, plus their customisation options is very thought out.
Only scrambler icon test drive was available. Only showroom in all of Tamil Nadu.

- Presentation of products- ☆☆☆☆☆
- Aesthetics of show room- ☆☆☆☆☆
- Ergonomics of showroom- ☆☆☆☆☆
- Attitude of salesmen- ☆☆☆☆☆
- Knowledge of salesmen- ☆☆☆☆☆
- Location- ☆☆☆☆☆



ROYAL ENFIELD

Standardized showrooms all around India. A retro café theme,
proper Seating and greeting of costumers
For Kashipur Uttarakhand, tear 2 city in Uttarakhand
Most loved – Classic 350,
Most sold -standard bullet because of price point
Most loved colour- Desert storm
People look for sound,
Have anxiety about no kick start in classic,
liking new no vibration in classic
Plenty of customization available, people mostly get leg guards seat cover, change seat
People add aftermarket additional headlamps, exhausts
People like to buy the outfits, gears , and goodies available even if they don't own a royal Enfield.

- Presentation of products- ☆☆☆☆☆
- Aesthetics of show room- ☆☆☆☆☆
- Ergonomics of showroom- ☆☆☆☆☆
- Attitude of salesmen- ☆☆☆☆☆
- Knowledge of salesmen- ☆☆☆☆☆



HUSQVARNA

Standardized showrooms all around India. An elegant, sophisticated and minimalist theme
For Chennai Tamil Nadu, Tier 1 city in Tamil Nadu.
Most loved – HQ Svartpilen 250
Most loved colour- Black
Definitely a beautiful bike with a presence of its own. Has many onlookers when you drive.
Pillion driver comfort and ground clearance is a minor inconvenience.
Non interested buyers still sit on bikes to take pictures, Exciting driving experience.
Great attention to detail. Two models available are nearly the same price and same features.
Common benchmark brand for comparisons.
In showroom visit, only one seating area was allotted. Product data was on a professional pamphlet.
Space was cramped, but the one bike on display had a nice platform for itself.

- Presentation of products- ☆☆☆☆☆
- Aesthetics of show room- ☆☆☆☆☆
- Ergonomics of showroom- ☆☆☆☆☆
- Attitude of salesmen- ☆☆☆☆☆
- Knowledge of salesmen- ☆☆☆☆☆
- Location- ☆☆☆☆☆



HONDA BIGWING

Standardized showrooms all around India. A charismatic, premium, exclusive theme was followed.
For Chennai Tamil Nadu, Tier 1 city in Tamil Nadu.
Most loved – CB350 Highness DLX
Most loved colour- Pearl night star black
The bikes were the key attraction. Very good showcase of merchandise, bikes and gear. Museum quality display. Complaints of horn placement and mudflaps in highness. Very good riding characteristics
Step up for HONDA FANS who want a premium experience:
In showroom visit, a large seating area was available with enough room to move around. Product data was told by info boards next to each display. Salespeople was very polite, charismatic and professional. The
Space was very open and allowed for full 360 inspection of bikes. The showroom however felt to not be connected with the feel of the bikes. All test drives except 500x available.

- Presentation of products- ☆☆☆☆☆
- Aesthetics of show room- ☆☆☆☆☆
- Ergonomics of showroom- ☆☆☆☆☆
- Attitude of salesmen- ☆☆☆☆☆
- Knowledge of salesmen- ☆☆☆☆☆
- Location- ☆☆☆☆☆



YAMAHA

Standardized showrooms all around India. A sporty, vibrant and exiting theme.
For Chennai Tamil Nadu, Tier 1 city in Tamil Nadu.
Most loved — YR15 v3
Most loved colour- Racing Blue, Thunder grey
Many products and variants stood side by side huddled together. Very good showcase of accessories and gear. Has products for all ages and genders. Excellent mileage for its segment. Very good customisation features and personalisation accessories available for some models. Some scooter models give hybrid options.

Entry level sport brand for youth.
In showroom visit, many seating areas were available with enough room to move around. Product data was on professional pamphlets. Salespeople were polite, but not charismatic nor professional.
Space was very cramped for the scooters and bikes. No real hierarchy in presentation. No test drives available.

- Presentation of products- ☆☆☆☆
- Aesthetics of showroom- ☆☆☆☆
- Ergonomics of showroom- ☆☆☆☆
- Attitude of salesmen- ☆☆☆☆
- Knowledge of salesmen- ☆☆☆☆
- Location- ☆☆☆☆



JAWA

Standardized showrooms all around India. An old workshop, garage, English theme.
For Chennai Tamil Nadu, Tier 1 city in Tamil Nadu.
Most loved — Jawa 42
Most loved colour- All star black
The bikes were the key attraction. Very good showcase of merchandise and gear. Has a unique and varied heritage, even helping in the wars. Excellent handling and cruising experience in its segment. The colours and design is very retro and instantly recognisable. The road height might be an issue.

Cruiser range for older experienced riders:
In showroom visit, 2 seating areas were available with enough room to move around. Product data was told by salesperson only. Salespeople was very polite, charismatic and professional. The classic comes with a special edition with 2 colours. Space was very open and allowed for full 360 inspection of bikes. The theme was very much like a time capsule. Perak and classic 300 available for test drive.

- Presentation of products- ☆☆☆☆
- Aesthetics of showroom- ☆☆☆☆
- Ergonomics of showroom- ☆☆☆☆
- Attitude of salesmen- ☆☆☆☆
- Knowledge of salesmen- ☆☆☆☆
- Location- ☆☆☆☆



KTM

Standardized showrooms all around India. A sporty, aggressive and exiting theme.
For Chennai Tamil Nadu, Tier 1 city in Tamil Nadu.
Most loved — KTM DUKE 390
Most loved colour- Grey/black
People love brand image in the south, slightly more aggressive seat angle and looks for older folk. Non interested buyers still sit on bikes to take pictures, Exhilarating driving experience. Seen as a bragging right or status symbol. Brand has all round capability with its products.

For Moradabad UP, Tier 2 city in UP.
Showroom was below the Bajaj showroom
Showroom is located in front of a TMIMT management college
Most loved — KTM DUKE 390 , Most sold Duke 125
Common benchmark brand for comparisons. In showroom visit, only one seating area was allotted. Product data was on a flyer, rather than pamphlet.
Space was cramped, but each bike had a nice visible spot in showroom.

- Presentation of products- ☆☆☆☆
- Aesthetics of show room- ☆☆☆☆
- Ergonomics of showroom- ☆☆☆☆
- Attitude of salesmen- ☆☆☆☆
- Knowledge of salesmen- ☆☆☆☆
- Location- ☆☆☆☆



Empathy map 1

Pallav, 23 Y/O, Student, likes **Marvel movies , Anime, Si-Fi ,action & lord of the rings** kind of stuff mansions **'Nike'** as fav brand and prefers **android** phone over **iPhone** because of practicality
Likes to spend weekend watching movies/ web series or playing snooker and swimming
Desires to own a **Harley Davidson Street Rod**



<p>SAY</p> <ul style="list-style-type: none">• Both classic design and modern design will work for him. Started riding at young age• Say range of electric motorcycle and power is not good enough so will prefer a IC engine.• Say riding comfort is above speed. Specifies comfort for pillion rider too• Likes ride with group of friends• Would like to do vlogging or share experience on social media• Doesn't like plastic on fuel tank, metal feels solid• Can ride in cold	<p>DOES</p> <ul style="list-style-type: none">• Goes on longer rides in hillside roads• Use motorcycle for daily commute• Doesn't do odd roading or adventure riding• Will definitely take break after 100-120 kms of ride• Used to ride with friends during college• Will choose bike if weather is good otherwise go for car• Only legal mods maybe change handle position
<p>SEE</p> <ul style="list-style-type: none">• His financial state > power of bike> Looks & stance, comfort, fuel economy• Safety• Graphic options available for aftermarket mods so bike can match his personality• Seat covers	<p>HEAR</p> <ul style="list-style-type: none">• Friends on what they riding• Lo-Fi music but depends on mood
<p>PAIN</p> <ul style="list-style-type: none">• Road conditions, shape of fuel tank may cause hydrocele or pressure or pain.• Uncomfortable seat for rider and 'pillion' cause tiredness , heat	<p>GAIN</p> <ul style="list-style-type: none">• Economic ride and opportunity to show off his personality with the kind of graphic touch he gives to his bike.• Opportunity to hang around with friends• Practical Mode for transport for daily commute.

PERSONA	LIKES/ SEE	HEAR	SAY	DOES	PAIN
<p>Prasad Chopde –Mumbai, Designer. Age- 26 Bike ride, tracking , hanging around with friends BMW</p> 	<p>Triump boneville. Styling, cruising, HQ. is retro modern so like it adv 1250, Free to go anywhere Social media Like modern BMW c02</p>	<p>No brand Custom bike liked, like to customize , add on parts luggage carrier, camping stuff, GPS American culture liked, from 7th, TV influence Socil media helped join the group. Internet review Western culture in styling-tv</p>	<p>Scooter is good for city, ride motorcycle 220 for ride, passion pro for daily commute 100-125 for city ride, even 150 200. Duke 390 for daily ride. Adv ride more then cruising,. Gear is important Would go for electric. Depends on its reliability range Based on purpose electric Shared mobility if they send at home,</p> 	<p>weekend ride bike Group rider COPS member pulsar, every month 1 ride 100-150 kms one side. Searching for groups, found COPS.(above 200cc) form fill up, free. Follow rules. No rush, compulsory ride, get in time, do highway ride . Rinox jacket, gloves, tarmac Does camping, have 220 f. 410 kms*c nonstop, alone. Pune to Mumbai</p> 	
<p>Atharva- Nagpur. Digital journalism., Nature and hiking, Games</p> 	<p>Bike over scooter. Cruiser, Harley style fitter with modern tech. Technology, article on internet, budget. Bulky heavy Like group riding, guys</p> 	<p>Travel XP, TV influence Harley Davidson.</p>	<p>Go for electric, for now, TVS zeppline because of tech, Both highway/ adv Bulky rugged Would buy car for long distance mostly car. graphic change. Phone holder. Storage detachable</p>  	<p>Access, I10, use for all purpose(avenger) Did tour on bike 100kms. For now avenger 180 Likes to do vlogging have a YouTube channel. Would like to do bike vlogging .</p> 	<p>Puncher repair kit is needed, not capable for offroad.</p>
<p>Rama S – Hyderabad, movies thriller action Mistry, biography, Baby, Polhran, Indian chants, Gaiea Sanskrit</p> 	<p>Rretro, comfort, looks, cruise. Indian retro looks . Comfort,-, looks-, power- Saw budget , cc and long ride capacity, was condering RE, milage.</p> 	<p>Does not believe youtube review. Hears himself his test ride Inspiration because Arts student so like travelling, riding since 9th, had a wish to see folk art community all India.</p> 	<p>Bike is better but scooter is antique. Modern is not Comfortable , retro is more calm and for long Himalayan as per current budget for ride in north east should have range 1000kms. Charging station range... cant charge it like petrol</p> 	<p>Small rides on weekwd, expore local or nearby places. Bike for daily commute, hometown bus. Use Bike for all uses. Pune to calcatta 2300 kms hyderabad to Kolkata. Stops 700kms 800kms. 3 days continues Like adv more. But cruising is also good. 220 avenger now maintain bike before ride</p> 	<p>Power, road condition while off-road,</p>
<p>Ashwin- Kerala 27 years, Management job, drama, Music choice- Rock/hard rock,</p> 	<p>Both . Finality , mainrinance cost,, power of bike, low to mid ran. Himalayan rugged ,,, size of motorcycle... scrambler is heavy. Impulse impulse, hated head lamp. Yamaha tenere fav bike offroad</p> 	<p>Fav bike- HQ Vtpline, Friends influence, youtube review. Family influence</p> 	<p>Retro and modern design both. Electric for daily commute. Would buy ICE for now, consider electric for dirt biking purpose. Will prefer a car. Would change handle bar hight offroad tyres. will fall a lot so you need parts. Himalayn hndle hight, impulseis is good. If they bring back impulse</p> 	<p>Working on his own custom café racer with friends, use buke for daily commute, long ride. Ride 200-250kms on NS 200. Solo ride. No pics or vlogging. Some time record for himself.</p> 	<p>Size of bike, if its too big its not good milag. Seat hight, weight , Do not like pillion rider</p>
<p>Vimal- Moradabad- Student(Into politics) Age-23</p> 	<p>road presence, power, sound,</p> 	<p>Movies, Friends openion</p> 	<p>Royal enfield is trusted, Retro and modern both will work, plastic not liked, No electric. Wished to ride long Triump is current fav because of Dominating road preence</p>	<p>Ride around 100- 120 Use his RE standers for small rides in locality. Have an Illegal exhaust mounted. No vlogging Wheels, seat, light , tyre, Light guard,</p> 	<p>Road condition, safety ,Seat, Service cost, proper service not available, lighjts</p>

DESIGN RESEARCH

SELLER'S INSIGHTS:

- Royal Enfield has standardized the show room experience across India and has the trust of people because of ages of market presence.
- Customers in tier 2 cities are mostly trend follower and, while customer in tier one city are looking for new technology, connectivity or newer packages.
- Customers are not drawn towards Scrambler Ducati by its looks and design at first glance, most of customers start liking it after they try it once.
- Triumph – look for customization opportunity, refine sophisticated ride, technologically advance. Trident. Efficiency, cost, confusing if so many similar models
- People appreciate reliability of Honda kind of brands and want their motorcycle to stand out.
- People are looking for road presence.
- Heritage, nostalgia, sense of patriotism gives a supplement for buying a Royal Enfield or a Jawa.



**Complete design primary and secondary research is included in end of presentation.*

USER DESIGN RESEARCH INSIGHTS

- Budget is one of the most Important point while making buying decision.
- People want recognizable road presence.
- Seat Hight and weight of motorcycle is important factor to consider before buying.
- care about comfortable stance instead of aggressive stance
- People are interested in smaller adventure cruising packages which they can use as a daily driver as well.
- Road condition and safety are major concerns
- People were interested in going for a long adventure ride
- mileage as the main factor which influences Maintenance Cost are additional consideration with price of motorcycle



DESIGN BRIEF

To design a Adventure tourer variant of scrambler Ducati for year 2025 targeting the growing adventure touring community in India.

PRODUCT POSITIONING MAP



Premium



commuter

Budget

AVAILABLE AFFORDABLE ADVENTURE MOTORCYCLE IN INDIA



Motorcycle name	Himalayan	KTM 390 adventure	Hero xpulse	BMW G 310 GS	Kawasaki VersysX300
Engine	411 cc	373.2 cc	199.6cc	313cc	296cc
Number of cylinders	1	1	1	1	2
Max Power	24.3 bhp @ 6500 rpm	42.9bhp @ 9000 rpm	17.8 bhp @ 8,500 rpm	34ps@ 9500rpm	38.7 bhp@11500rpm
Max torque	32 Nm @ 4500 rpm	37 Nm @ 7000 rpm	16.45 Nm @ 6,500 rpm	28 NM @7500 rpm	25.7 NM @10000rpm
Fuel Tank Capacity	15 liters	14.5 liters	13 Liters	11 Liters	17 liters
Top Speed	122 to 145 Kmph	150Kmph	110Kmph	143kmph	132 kmph
Front Brake Size	300 mm	320mm	276mm	300mm	290mm
Rear Brake Size	240 mm	230mm	220mm	240mm	220mm
Front Wheel Size	21 inches	19inches	21 inches	482.6mm	19 inches
Rear Wheel Size	17 inches	17 inches	18 inches	431.8 mm	17 inches
Kerb Weight	191 kg	162 kg	157Kg	175 kg	184 kg
Seat Height	800 mm	855mm	823mm	835mm	815mm
Price	1.9 lakhs	3.1 lakhs	1.15 lakhs	3.49 lakhs	4.97 lakhs

COMPARISON BETWEEN 3 BEST SELLING ADVENTURE MOTORCYCLES IN INDIA



The most affordable adventure bike in India
Its 157 kgs so more agile for and suitable for lightweight rider
fully digital LCD instrument panel single-channel ABS



Switchable ABS
feels most comfortable in the 80 kmph to 100 kmph zone
Minimal body panels so extremely rugged



Tech-loaded adventure motorcycle, LED headlamps and a whole lot more. Adjustable windscreen and 12-volt power socket.

PROBLEMS WITH PREMIUM ADVENTURE MOTORCYCLES IN INDIAN CONTEXT



High frame



Heavier weight



Over expensive

Persona 1 – Influencer / Entrepreneur



Sunny Chauhan
Faridabad
Age ~32
Occupation- Entrepreneur

"Motorcycle is capable, the question is whether you are capable or not?"

- Wants to buy Multi strada V4s.
- Looks for functionality , practicality for buying decision.



Persona 3 - User



Abhiroop Somishetty
Tamil Nādu
Age- 22
Occupation- IT sector
employee

"Buys a Husqvarna Svartpilen
250, Likes the scrambler styling"

- Compared in 250 cc offering
- Research on internet and YouTube reviews for making buying decision
- Have Budget constrains
- Would buy electric if experience is as good as a ICE motorcycle

Persona – User/ buyer

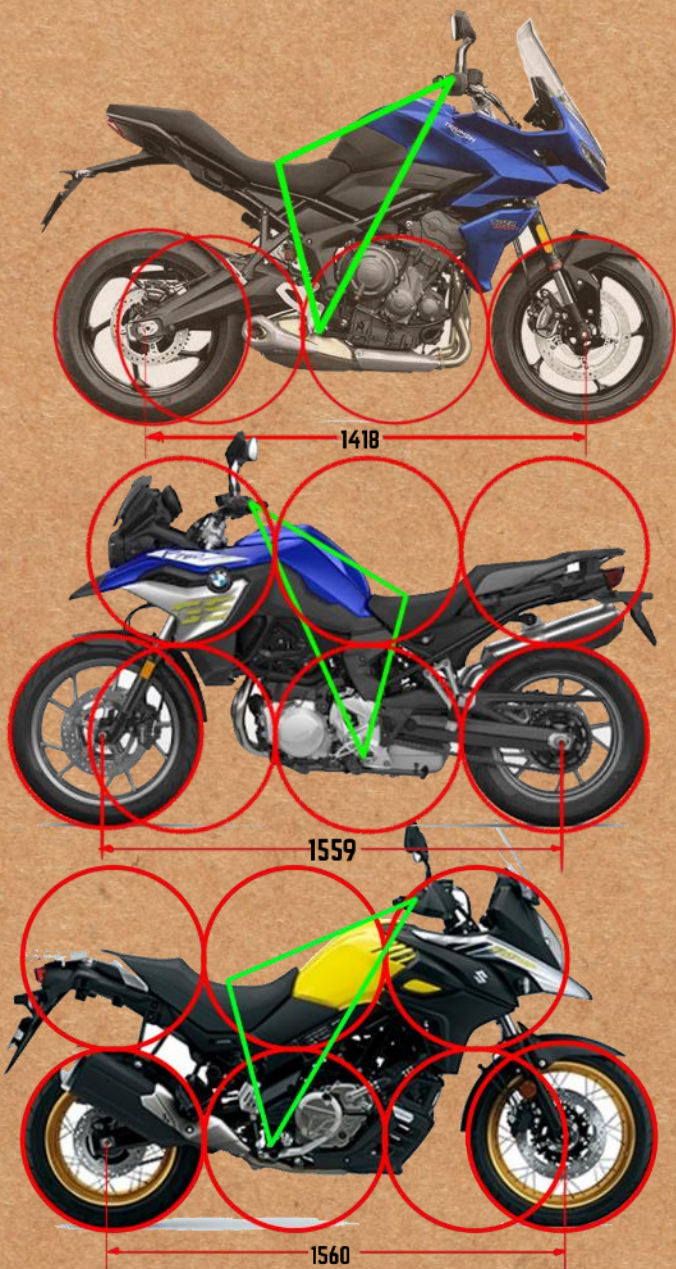


Prasad Chopre
Mumbai
Age- 26
Occupation- Designer,
event organizer

"Looks for functionality of motorcycle
and BMW GS 1250 is most reliable for
the adventure riding"

- Currently ride pulsar 220
- Like retro modern design of Husqvarna
- Part of Pulsar riding group from Pune
- Wear proper riding gear

BENCHMARK



Motorcycle name

Engine

Number of cylinders

Max Power

Max torque

Fuel Tank Capacity

Top Speed

Front Brake Size

Rear Brake Size

Front Wheel Size

Rear Wheel Size

Kerb Weight

Seat Height

Price

wheelbase

Hight

Triumph tier 660

660

3

81psbhp @ 10250 rpm

64 Nm @ 6250 rpm

17.2litters

-Kmph

310 mm

255 mm

17inches

17 inches

206kg

835mm

8 lakhs

1418mm

1350-1398mm

Suzuki V Storm

650

2

66.6hp @ 8800rpm

63.1nm @ 7600 rpm

20 litters

150Kmph

310mm

260mm

19inches

17 inches

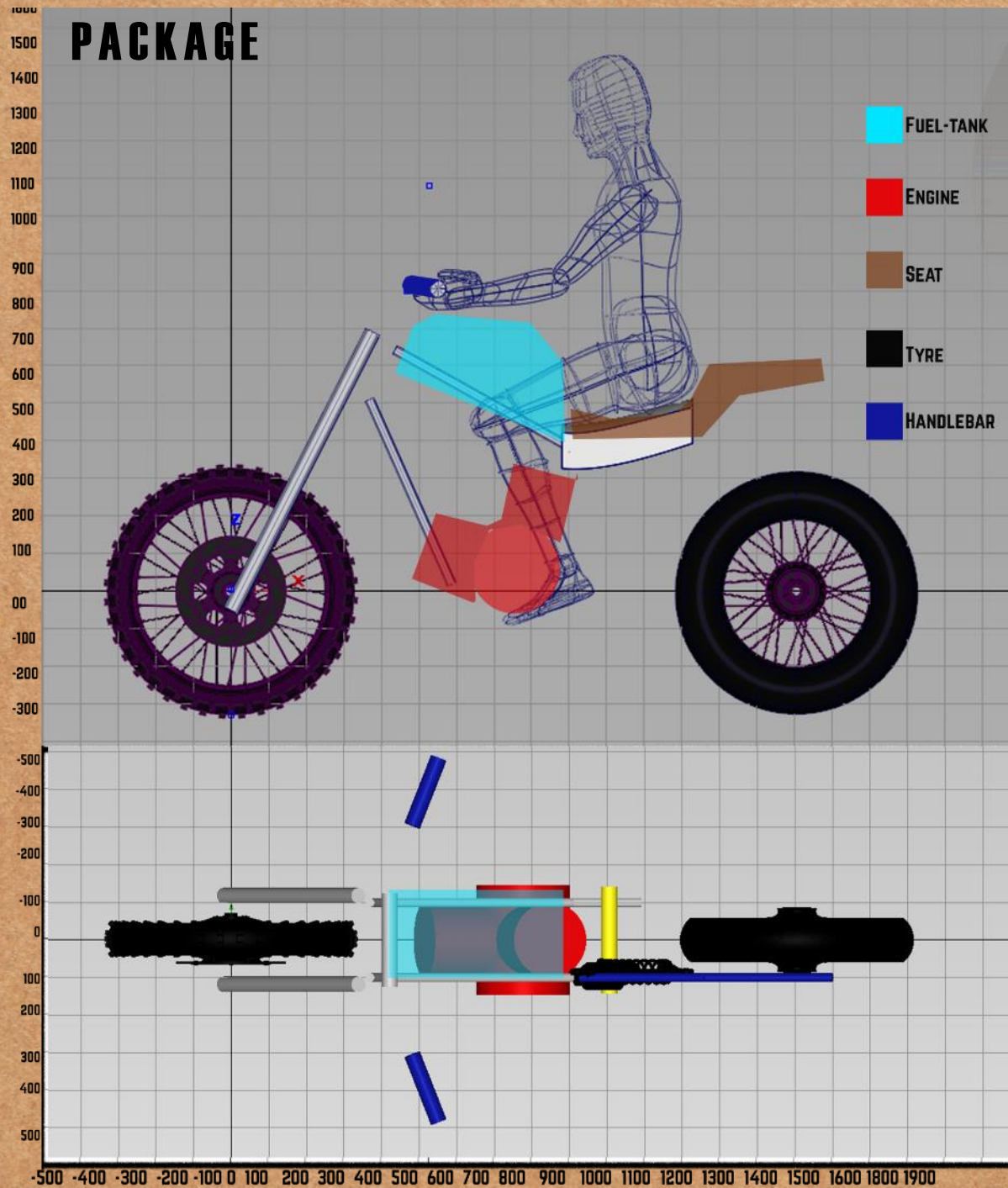
216 kg

835mm

9lakhs

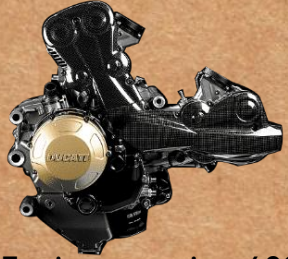
1560mm

1405mm



Width Handlebar	834 mm
Hight (without side mirror)	1398-1315 mm/ 1225mm
Seat hight	800mm
Wheelbase	1505mm
Rake Trail	25..5
Fuel tank capacity	18-20L
Engine capacity	650-660cc
Type	liquid cooled
Final drive	Chain
Transmission	6 speed
Frame type	Hybrid frame
Swingarm	Single sided
Front suspension, travel	Telescopic- 150mm
Rear suspension , travel	Mon shock – 150mm
Front wheel size	482.6mm
Rear wheel size	431.8
Front tyre	110/80 r19
Rear tyre	150/70 r17
Front brakes	310mm twin
Rear brakes	255mm

FEATURE BOARD



Engine capacity- 600-650cc



Comfortable seat and seat height

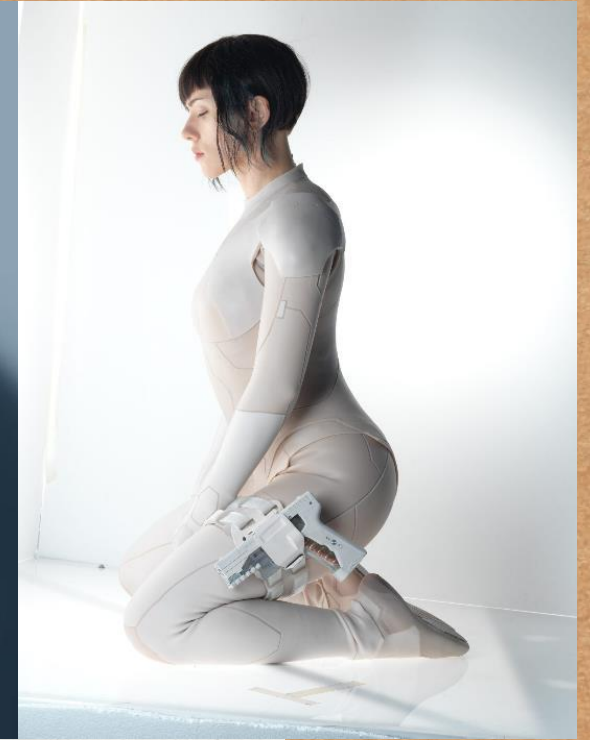
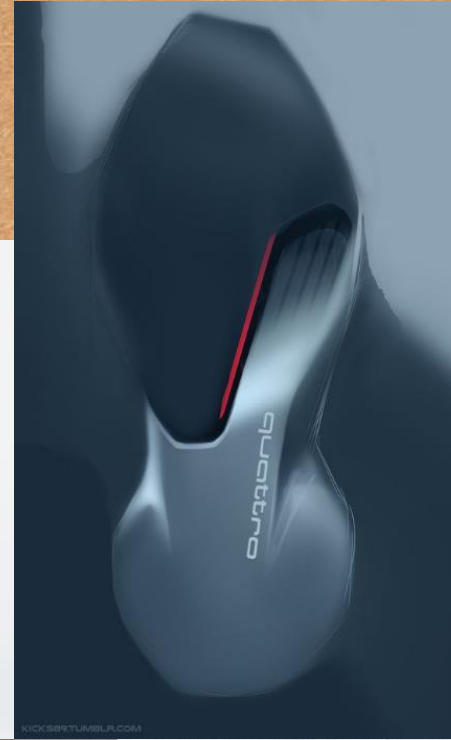


Font fender And windshield



Bigger TFT screen

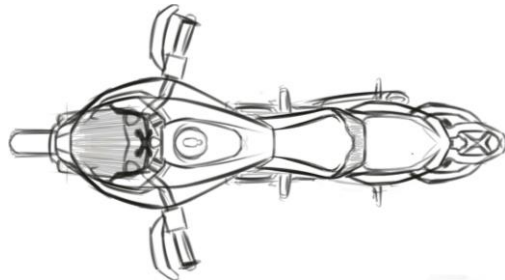
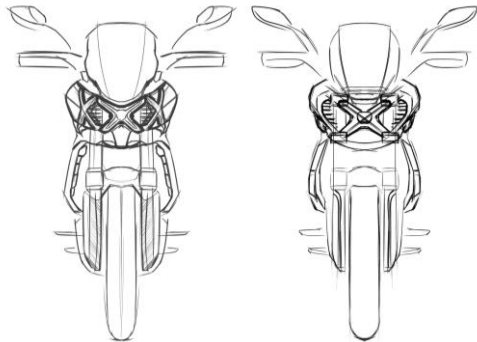
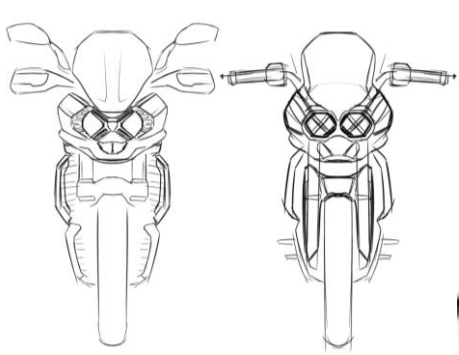
MOODBOARD



KEYWORDS

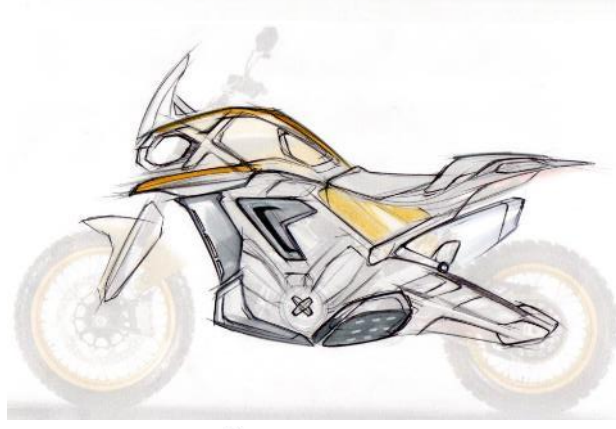
SEXY
BEASTLY
DYNAMIC
NIMBLE

IDEATIONS



Key Sketch

DEVELOPMENT



SHORTLISTED TWO



Side views



Quarter views



Finalized side view



Front quarter view



Rear quarter view



Alternate colour scheme









Turn Indagators

DRL

Head lamp

Twin exhaust









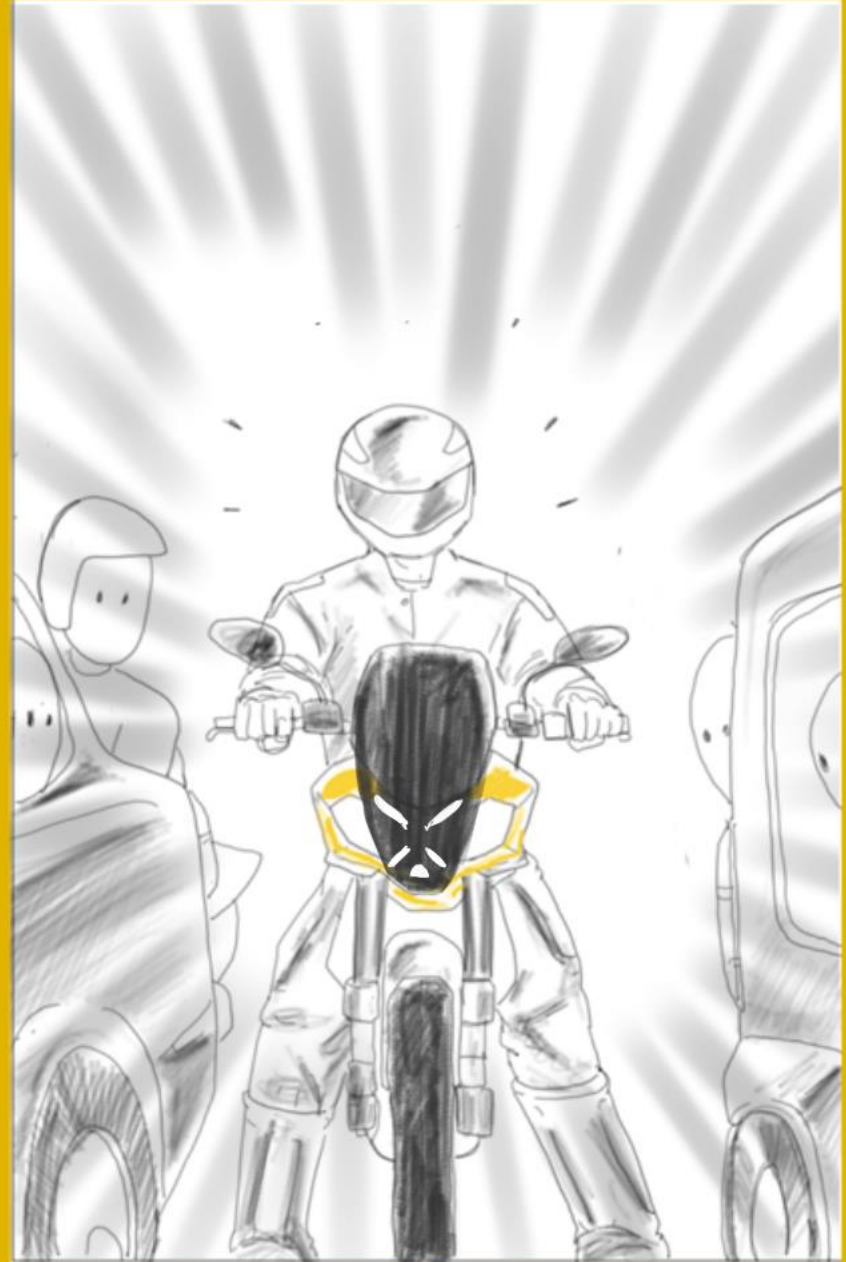


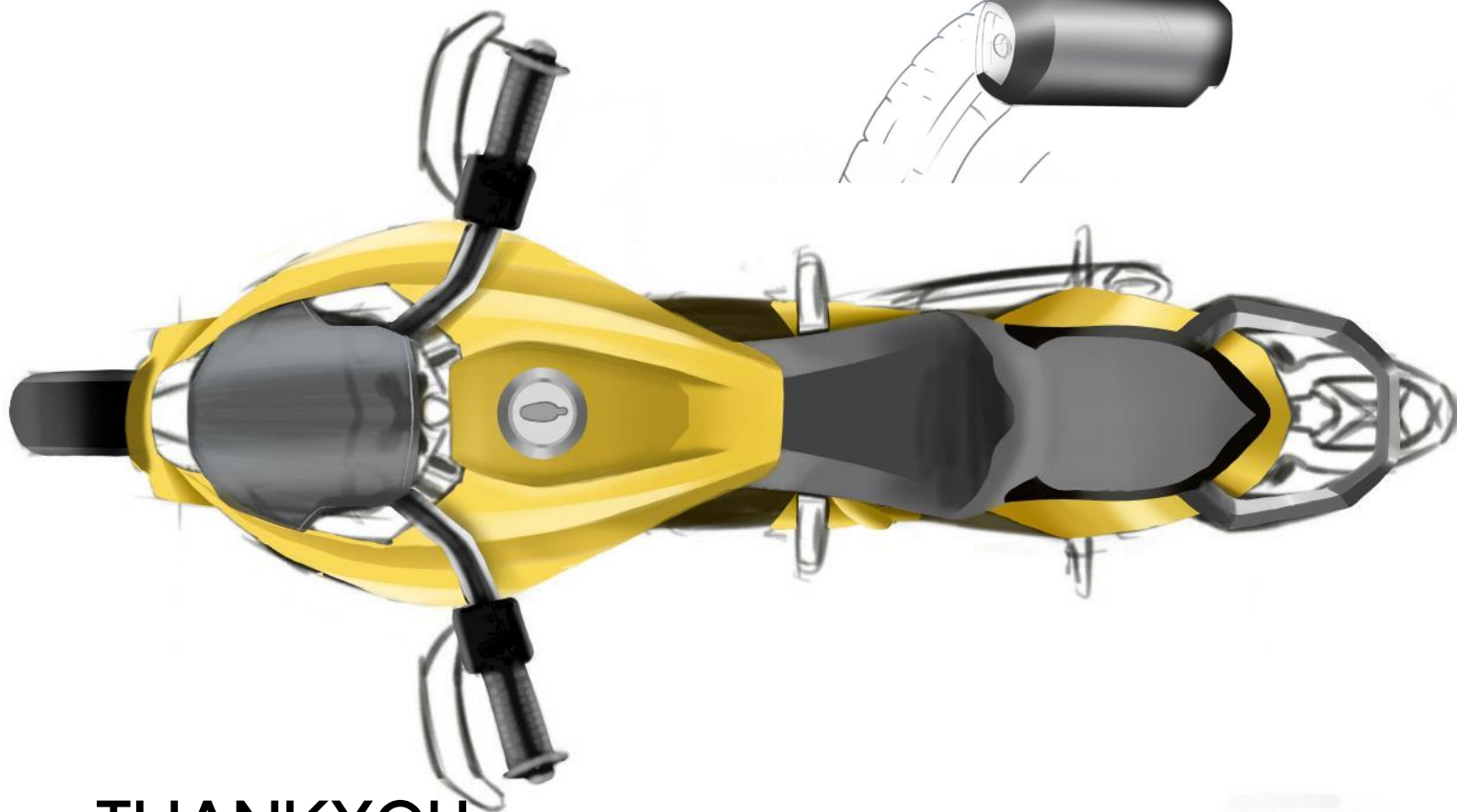










STORY BOARD





THANKYOU

PERSONA	LIKES/ SEE	HEAR	SAY	DOES	PAIN
<p>Abhiroop Somishetty–Tamil Nādu. Age-22 IT sector employee, Use MI</p> 	<p>Dominar 250, duke 250, Interceptor 650, Used as a comparison constrain Up to date with technology and apps</p> 	<p>Internet reviews</p> 	<p>likes scrambler styling and in 250 cc category , Would like to add a phone holder . Need a Navigation Showroom didn’t allow him to take test ride Can buy an electric. If there is proper experience as a normal Bike</p>	<p>Choose Bus if bike is not available for daily commute Bought : HQ Svartpilen Does personal internet research before buying stuff Prefer to travel in group like every weekend Likes to take pics for social media No vlogging</p>	<p>: handlebar hight, pillion is not so comfortable / safe Customer service experience wasn’t very good</p> 
<p>Hrshikesh, age group: 22, Place: TN. Unemployed. Live with family, Part of blue cross(animal lover / animal social welfare). Music: Takashi 69 Creative,</p> 	<p>Solo riding. Internet research for Continental GT</p>	<p>Internet reviews, youtube. Motorcycle content</p> 	<p>Solo ride is good because I like to ride on my own speed. Scooter is good for city ride. ride is bike. In electric sound and vibrations should not be fake Would lik to build his own chopper</p>	<p>owns, Suzuki access 125 continental GT650 Earlier had a RE 350 Machismo Like solo riding, calm rider. Prefer metro if Bike is not available. Bore on 350 classic. Lightweight Crank in Continental gt Turne oil cooled to air cooled. Engine mods. Take pics and vlogging</p> 	
<p>Priyam. Vlogger, have 390 you tube subscribers</p> 	<p>MV AGUSTA BRUTALE 1000 Triumph 675R Daytona</p>	<p>Did personal research before buying a motorcycle</p> 	<p>R15 inspired to get into motorcycles Loves to document his adventure and see his achievement Say Commuter section is going to be electric ,design is goanna be more complex Ye jawaniii hai deewaniii- Dedicate this to his bike Calls his bike his travel buddy. Bike over scooter or car</p>	<p>Vlog his journey for YouTube. Rides whole day for fun Does solo ride, for new places a compony is preferred. Had Bajaj Vikrant earlier, now rides Dominar 400 Has Windshield, knuckle guards Hazard lights on dominar .Prefer cabs if no bike</p> 	<p>Handlebar hight</p> 
<p>Aneesh, from Mumbai Content writer, 500 insta following. Accountant officer</p> 	<p>Vincent Black shadow 1951 Arch GT is fav bike Would go for bike compare to scooter or car</p>	<p>Friend suggestion</p> 	<p>Likes to finding beauty and new perspective in everyday object Ic engine will remain , design will change drastically. Would dedicate bad wolves by Zombie music . Likes to call bike partner in crime, Kawasaki klr 650.</p>	<p>Isn’t a fan of sharing personalpics or videos Goes on leisure road trips on weekend Likw travelling in groups. Had Pulsar NS 200 but now owns KTM Duke 390. Adds windshield to bike Choose Metro in city if no bike</p>	<p>Over heating issues , wikdblast</p> 
<p>Rahul vengoor. Kerala age 25, Clay modeller & artist, Bird photography. ,</p> 	<p>Does photography, model making Comfort. Range. ^50 interceptor. Looks, functionality, Himalayan for off-road fun Comfort, seat hight, balance. Looks.</p> 	<p>Family influence.</p> 	<p>Motorcycle is comfortable. Dad had a Suzuki zxe 100 that inspired him in motorcycle. Freedom comes with bike. Can buy electric for cit purpose , need more imfrastrcture. Would like to go on rid with 2 -3 friends.60 % cruising,40% offroad, Cars Vs bike –budget, and distance.</p>	<p>Motorcycle for daily commute. Rides 40—50 kms on it. 100 kms maximum. Ride a CB unicorn Bought pre owned Does not do vlogging and not planning to do vlogging.</p>	<p>Uncomfortable seat, back pain,road condition, plastic parts</p> 

Repeating words and their pictograms-

- Calm
- Retro
- Modern
- Internet
- Budget (coins)
- Power(road presence),
- Engine power
- Functionality
- Comfort3
- Seat hight,
- Handle bar hight, 3
- Exhaust note
- Service cost,
- Milage,
- Vlogging



- Adventure,
- Light
- Leg guards
- Engine mod
- Windshield,
- Road conditions,
- Heating,1
- Uncomfortable seat
- Safety
- Family/friends influence
- Creative



- Technology
- Solo riding
- Group riding,
- bike
- Scooter
- Car,
- Hanging out with friends
- Public transport,
- Illegal mod
- Weight 3
- Weather
- Brakes,
- Customer Service

