



JCB Steering Wheel

DESIGN PROBLEM

The steering wheel design on JCB equipment is an older and possibly obsolete design. We intend to research the problems associated with the steering wheel and suggest possible solutions to improve function and apply JCB's design language.

USER GROUP

In order to get the feedback that we need to finalize, we had to do user testing with people that come into contact with these steering wheels.

IDEATION

Through sketching we came up with many different ideas for redesigning the JCB steering wheel.

USABILITY TESTING

Get much information that what user don't like and like. What is comfortable and what is uncomfortable.

ANTHROPOMETRICS

JCB is English brand. That's why they made their product focused on English users. We had to take into account the different size of Americans hand, fingers, and grips.

FINAL PRODUCT

