

## Inspiration

Initially I began looking at sports cars to examine what makes form look fast or streamlined. I then thought about the persona and realized they would need a more classic streamlined form.



## Ideation

Initial ideation sketches were driven by what I felt would meet the needs of the primary persona.

My initial sketches were all very suitcase or luggage like, as I wanted to incorporate wheels for transport. I then realized that this was not very interesting, so I thought about trying to speed things up or streamline the design while still keeping the same functionality.

Several sketches were taken given a basic rendering to describe the form better.

After building foam models, I realized that consideration would be needed for relief from the heel coming around on the pedals.

