

APPLYING STRATEGIC DESIGN TO STAND OUT IN THE CARGO BIKE MARKET

Development of a cargo bike for non-cargo bike people

THE PROJECT

Traditional modes of transportation are currently being challenged on a large scale by more environmentally friendly alternatives, one being electric bikes. The market for new innovative vehicles is growing because of many factors, including governmental regulations which both makes it more difficult or expensive to use traditional modes of transportation and favours users of more environmentally friendly ones. This has increased people's need for alternative modes of transportation with high functionality, especially a need for solutions with the ability to carry cargo.

The thesis project was made for the e-bike company Rawbike, with the purpose to develop a design and construction proposal for a cargo bike from a strategic market perspective, that could broaden both the product portfolio of the brand and its audience to include more female users.

Literature studies and strategic tools were used to design a branding strategy where a small company like Rawbike can develop a strong brand to stand out in the crowd. User centred studies were conducted to ensure a product well adapted to the needs and wants of its users. The insights gained from these two fields were then used to develop a competitive concept that both extended the existing portfolio and appealed to the whole Rawbike community, regardless of gender.

RAWBIKE Cycling or driving?
Why choose.

THE RAWHAULER

The Rawhauler is a powerful, freight focused cargo bike with attitude for those who need an agile, multifunctional and modular cargo solution. Designed for dirt-road adventures while taking up modest space in the crowded urban morning commute, the Rawhauler is a cargo bike for the user that values agility and don't have adequate city planning to allow them lugging around a box all day.

It is an electric bike and a moped class II all-in-one; it comes equipped with a 750 W mid-motor; ensuring a smooth ride and enough torque to get the rider and their cargo up the steepest of hills. With a total length of 2150 mm, the Rawhauler offers 710 mm of modular cargo space in the back, as well as an optional cargo platform that attaches to the headtube.

The rear rack uses the integrated AltranVelo System (AVS) for its modular cargo configuration. Connecting the adapter to the rack is easy and only one hand is required. All it takes is a single simple movement and a "click"... the accessory is now securely fastened to or disconnected from the AVS rack. By having a modular system in the Rawhauler the user is free to easily modify the rear rack for their specific needs and can even attach an AVS adapter to a DIY cargo solution of their own creation.

An optional multi-purpose hoop and footrest system, can be used for both bussing children and carrying cargo. It's easily mounted by installing a front and rear metal bracket onto the rack and can carry up to 3 children. To keep both little toes and panniers safe, the Rawhauler is equipped with a skirt guard on the rear wheel that creates a barrier, keeping spokes and dirt away. The same rail system can also be used to carry cargo, either by placing cargo where one would place children, or by folding it down to a platform.

The 26x4" front fat tire offers a smooth ride over curbs and bumps in the road, while the 20x4" rear fat tire keeps the centre of gravity low for the added cargo. Intended to be taken more seriously in traffic and for added aesthetic appeal, the Rawhauler comes kitted with several moped features; a massive vintage-style headlight, brake lights and turn signals to alert close-by commuters, rear-view mirrors for monitoring the traffic behind you and a highly requested electrical horn to alert traffic and pedestrians ahead.



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