

PIBO WHEEL

Relief Stress
Steering Wheel

Inspiration

ROAD RAGE

We often hear complaints from different drivers, but driver may unrealized is that small emotions can eventually lead to serious traffic accidents, so I designed a steering wheel to relieve the driver's stress

What "Road rage" is

Interview on
Some Road rage moments in different driver's experience

- A: "Some one tries to overtaking me"
- B: "When I saw the other people opened high beam all the time in we passed"
- C: "Somebody drive low-speed in front of me"
- D: "I was going to be late for work and I was stuck in traffic"
- E: "I can't resist honking at cars that cut in line"
- F: "I will speak some bad words"



- eat the steering wheel
- Traffic jam
- lame myself
- get up late



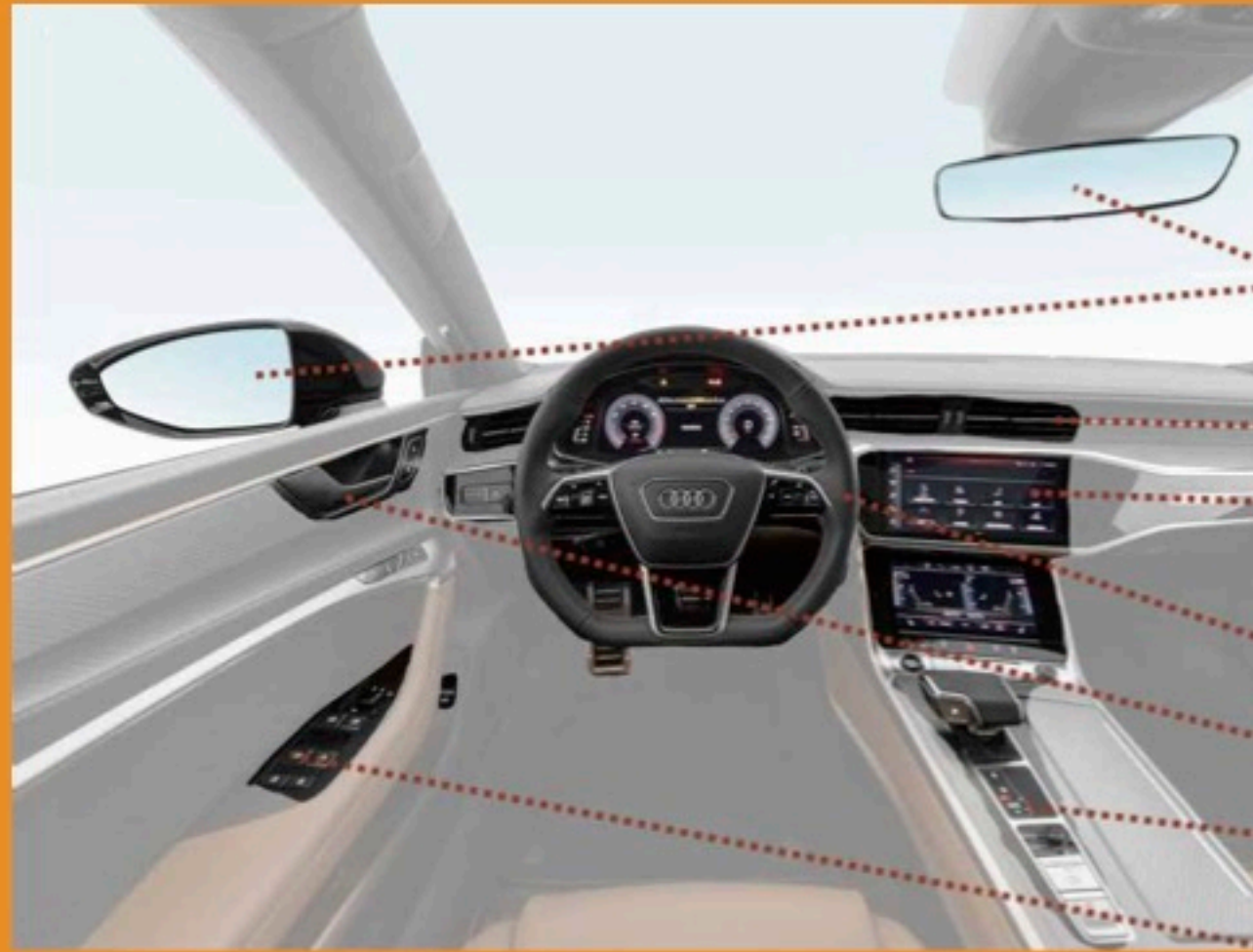
Why people Road rage :

Drivers do not follow the rules.

Drivers cannot control their emotion/temper.

Personal emotion was brought to driving experience.

Usage Scenario



- Rearview Mirror
- Air Conditioner
- Control Of The Screen
- Steering Wheel
- Doorknob
- Gear Box
- Windows Control Button

Design Objectives

Audience group:
It is suitable for people who need a low-level of stress relief

Function:
The driver can stay calm by decompressing

Material & Market research



Relief stress pen

Soft but heavy to write with as a pen

T P R

15-30 CNY

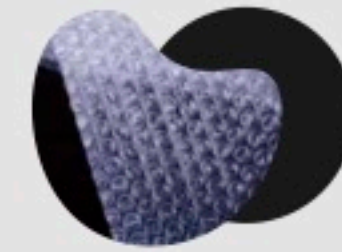


Relief stress ball

Very soft and relieves stress but gets dirty easily

T P R + Flour

15-25 CNY



Bubble Wrap

Great stress reliever but only once

Polyester Plastic

15-30 CNY

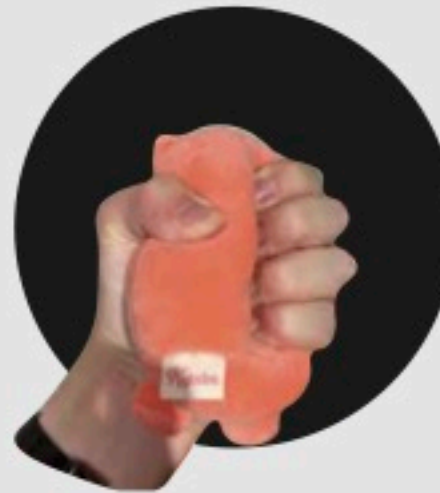


Hold pillow

Comfortable to hold but not very stress-relieving

Cotton

30-50 CNY



Hand Hold pillow

A little hard to squeeze but it relieves stress

Cotton + Polyester Fiber

10-20 CNY

Using Area Feedback



Design Objectives



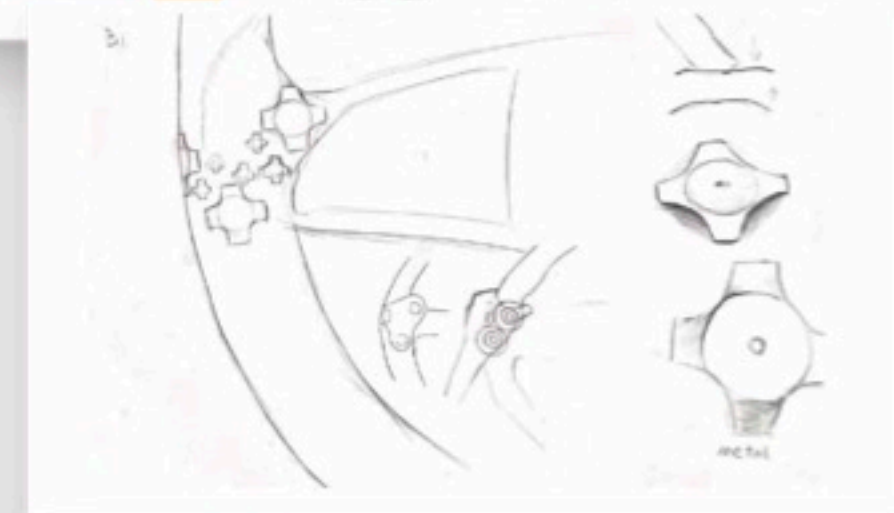
Sketches



B1

B2

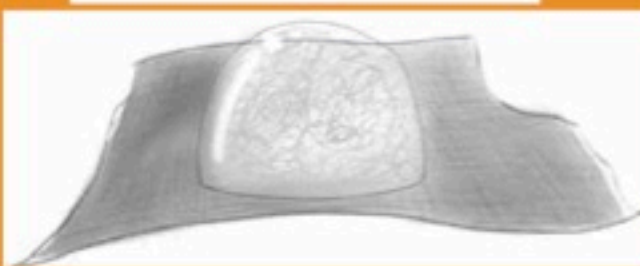
B3



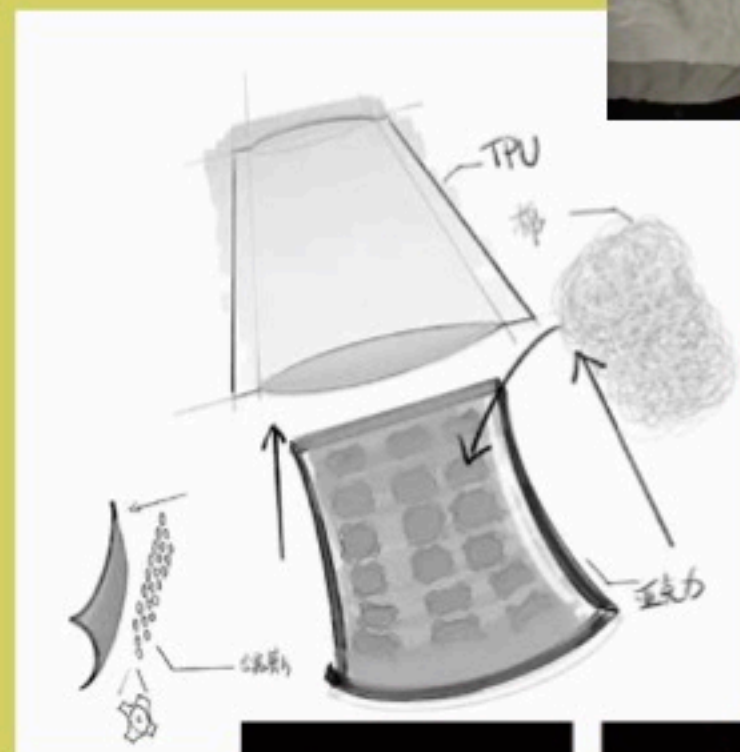
Model: A1/T P U + cotton



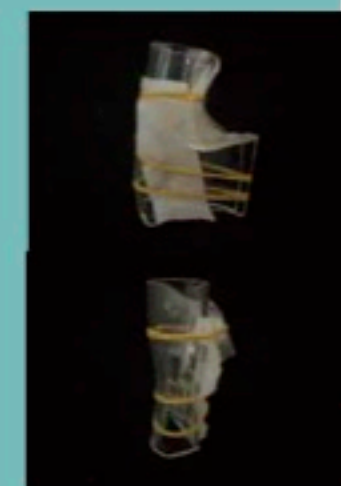
Conclusion:
Good/Texture
Bad/not satisfied enough to hold.



Model: A2/T P U



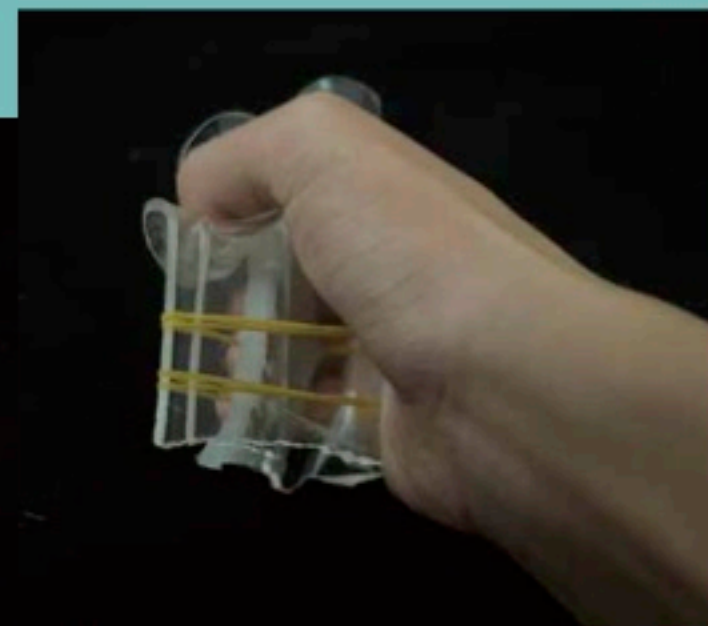
Model: B/T P U+Acrylic silicon



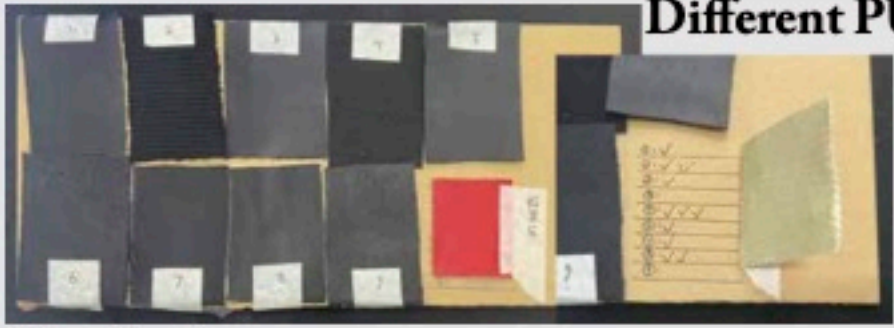
Silicone Pad



Metal Dome

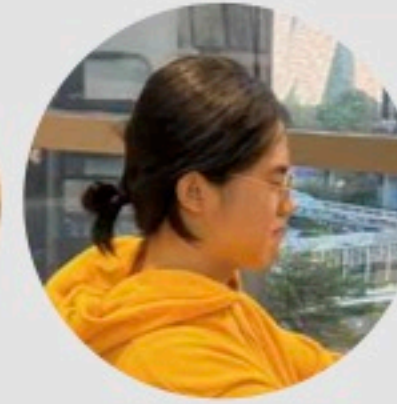
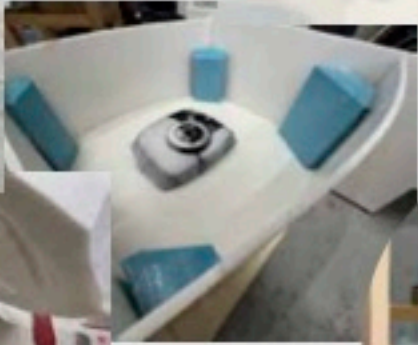
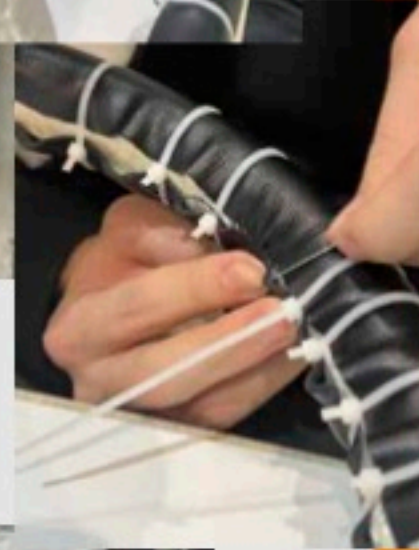


Prototype Making



Different PU leather vote.

Conclusion:
I decided to choose Model B as my final design solution. Therefore I tested many materials and I found that 5th PU leather is a fine material for the cover, in addition, I removed the silicone .



Final Work

