

Team Assignment 1(2.

each team is asked to choose and then systematically analyse an
eSUV electric sports utility vehicle
Product—Brand from a Design Perspective.

past

present

future

1) the **visual appearance** — highlighting the sensory experience incl., design intention and user perceptions.

2) the active and **interactive behaviour** incl., the potential impact of generative AI and other emerging technologies.

3) the **assistive capability** i.e., how it enables me to do what I wish and ideally want to do.

ref.: polestar's 'perceived intelligence'

past

present

future

4D point-of-view

heritage / legacy / myth

mission / philosophy / values

vision / trends / strategic foresight

3D volume

form / function / feature / feel / fit

2D plane

shape / pattern / graphic element / contour / silhouette

1D line

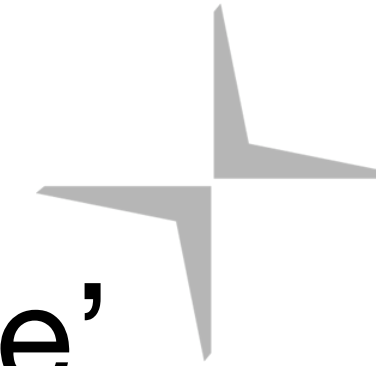
colour / materials / texture / finish

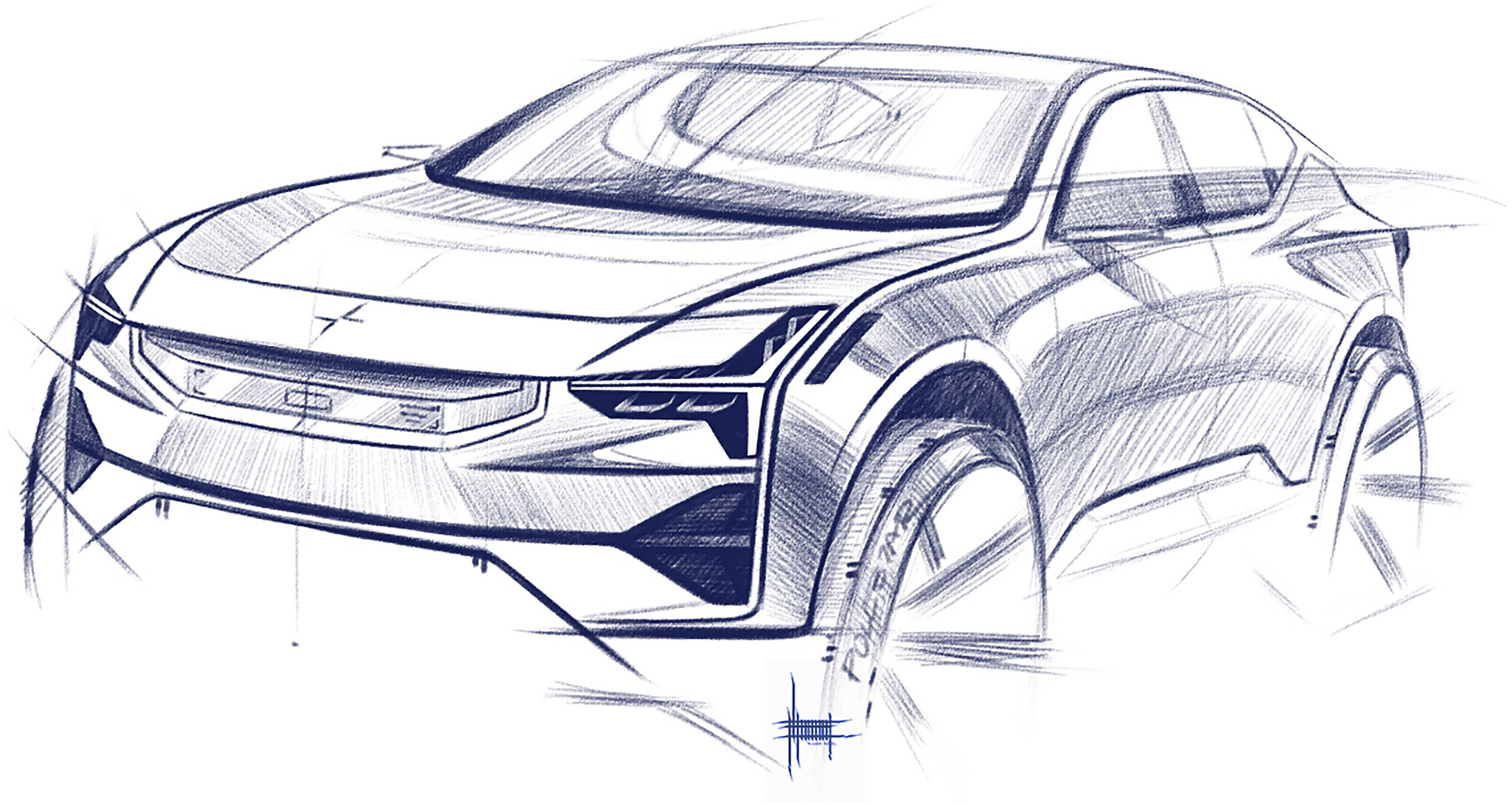
0D point

spiritual / cultural / conceptual / contextual dimensions

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Polestar eSUV Perceived 'Intelligence'





POWER

