“Judge [transportation] by how it makes you feel, not by what it does or doesn’t do.”

— Jeremy Clarkson
VOLVO TRUCKS: A TRUCKER’S PRIDE.

FOR JENBO

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:: In Loving Memory ::
of Shannon Vaninetti, who passed away during my masters studies. Thank you for everything, I would not see the world as I do without your always positive outlook on life.

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The evidence has been piling up throughout history, and now neuroscientists have proved it’s true: The brain’s wiring emphatically relies on emotion over intellect in decision-making. USA TODAY correspondent Dan Vergano reports.

“A brain-imaging study reported in the current Science examines “framing,” a hot topic among psychologists, economists and political hucksters.”

As emotional preference has been proven to be instrumental in the decision-making process, it is no secret that business and societies have caught on; marketing firms have used “emotional advertising” to entice buyers for years. Emotion has been used in automotive design since the 1938 Buick Y-Job and modern vehicles are emotionally styled to increase their “emotional appeal”. The application of emotion to business and design have been applied for ages, but the understanding of how we emotionally attach to our belongings has been barely touched.

The goal of creating emotionally appealing mobility is still the same, though we can get there using new methods that put the human user – you and I, as the central focus. Creating emotional connections with our transportation will provide us better insight to why we like what we like and buy what we buy, and will present opportunities for new designs that explore the possibilities of emotionally connected vehicles.

*References located in Vol.1:Research.
During 2011, I acted as the head of design for a start-up car company in San Francisco called Lit Motors. Here, I designed and developed the C-1 Transportation Device (and refined the design of the Cargo Scooter) under guidance of the founder and president, Daniel Kim. The main focus of my work was on a human centered approach to an emotive user experience (for the C-1). Though the form and aesthetics were important, they were second to the story and experience of the user. My work brought about a full scale concept mockup (interior and exterior, looks-likeFeels-like) with “depth and substance” that is pure and emotional, yet approachable and simple. The select few that have seen the concept in person are already applauding its story and design.

At Lit Motors, I was fortunate enough to watch someone create an emotional connection with our concept. A woman, the daughter-in-law of a prominent VP of product development, did just that. I watched her as she walked around our prototype, smiling – the vehicle had been delivered just that day. She then opened the door, had a seat (was the first woman to sit in the vehicle for that matter), and all I can remember is her face. I was fortunate because I got to see an emotional connection with transportation occur before my eyes. To this day I cannot help but smile when I recall this memory and have a difficult time finding a way to describe the feelings in words. This experience was truly inspiring.

Though fleeting, I knew that what I had glimpsed was perfect and pure: the woman had fallen in love with a vehicle and its story. This experience made me want to understand how and why she fell in love with the C-1. The emotional connection between people and design is a key interest for me in my budding professional career.
“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.”

— Winston Churchill
June 30, 2011: Nestled in at a humble little café in Ubud on the island of Bali in Indonesia, I sit and type away on our small netbook while listening to the rain pour down, refreshing the rice paddies and blessing the simple Hindu shrines with a cleansing vitality. Jenbo is reading a Stieg Larsson book, curled up next to me on this padded bench after talking to her family via Skype a few minutes before. We just uploaded some photos of our trip to Picasa and Facebook, and are chatting away with our friends about our travels; we update our blogs to journal our adventures. We are over 8,000 miles from home in a culture and nation completely foreign to us before now, but I cannot help but smile to know that, so far from home, the ones we love and care about are still so close.

*References located in Vol.1:Research.
It’s exciting to be a part of this digital age of communication. Wherever we are in the world, we can still be close to the ones we love. We have Facebook and Google+ profiles set up to tell the world about our social lives; blogs to pontificate our interests; Twitter to chat to whoever is listening. We have Skype to call anywhere in the world and can use it to see our friends and family from thousands of miles away. We have made digital versions of ourselves and the internet and the "cloud" our keepers. Throughout our daily lives, we are able to connect with the people we love.

Business professionals also have an increased need of communication. A study done by Plantronics in 2010 shows how the many methods of communication have all increased substantially over the last five years. More importantly, the study shows that the physical office is becoming virtual and mobile, thus increasing the need for prolific and reliable communication.

"Telecommuting and flexible schedules have transformed "office" from a fixed place to a state of mind. 90% of the surveyed Enterprise Employees stated that they spend at least some time working off site — almost 30% percent spent up to half their time working outside of their official office space, while the majority (46%) spent 25% or less of their time off site.

“No matter where workers are, the vast majority are expected to be present in meetings either online or via voice call-in at least once a week. Following the growing trend away from automation-based business and towards knowledge-based economies that are centered on innovation, skills and ideas, the primary focus of most meetings now (according to 91% of survey respondents), is brainstorming. This was followed by status updates (89%), presentations (86%) and project planning (80%)."

With developments in communication, society is becoming more deeply connected. "The proliferation of communication technologies is influencing not only what it means to be in touch with our networks of family, friends, and colleagues, but also with ourselves."
The lives of those involved in the transportation and logistics of goods offer a sharp contrast to the lives of general first world societies. Long hours on lonely stretches of highway keep good people disconnected from society, both physically and digitally. Though companies communicate privately with their drivers via satellite and cell phones, wireless internet is only available at select locations. This lack of access to communication causes relationships with friends and family suffer. A woman married to a trucker relates her experience:

“...I miss him so much but I know he’s doing what he’s doing for our family. It’s not always easy on them either though. He feels so bad when our 7 yr old says daddy stay home a lil longer bec he just cant do that.”

“...communication is the key to being the wife of a truck driver.”

“The only thing that’s bothered me being out here is missing friends and family.”

Mike Rogers
OTR Trucker

References located in Vol.1:Research.
The hauling of goods has been around since the dawn of man. Nomadic tribes carried their shelter on their backs when they relocated to more fruitful lands; we domesticated horses to expand our mobility and enable the trade of food and resources.

From when we first carved out earthen roads for our carts and carriages to the creation of our complex modern transportation infrastructure supporting the numerous vehicles of today, the mobility of our goods and ourselves is a fundamental necessity to modern society. Civilization as we know it is unsustainable without the movement of goods; the industry is the life-blood of society.

The commercial freight industry is both complex and multifaceted, utilizing numerous means of transportation to spread the goods and resources needed by mankind across the world. Valued at over $13.05tr US (2002 estimate), the US industry makes use of air freight, cargo shipping, pipelines, and trucking.

Trucking is the largest and most widely utilized facet of commercial freight in the United States. Generating over $154.9bn US in 2008, this segment dominates the US market in commercial freight activity. Trucking is the key enabler that increases the quality of life and brings a higher standard of living to people across the United States.

"IF YOU BOUGHT IT - A TRUCK BROUGHT IT!"

References located in Vol.1:Research.
The trucking industry is in decline. A large percentage of drivers are aging and are expected to retire soon and there are few who desire to take their place. These realities are major factors that have created a shortage of drivers in the USA:

“Currently, within the long-haul sector, there is an estimated shortage of 20,000 drivers. That shortage is expected to increase to 111,000 by 2014. Trucking (especially the long-haul sector) is also facing an image crisis due to the long working hours, long periods of time away from home, the dangerous nature of the work, the relatively low pay (compared to hours worked), and a “driver last” mentality that is common throughout the industry.

“Employee turnover within the long-haul trucking industry is notorious for being extremely high. In the 4th quarter of 2005, turnover within the largest carriers in the industry reached a record 136%, meaning a carrier that employed 100 drivers would lose an average of 136 drivers each year.”

The consequences of the declining number of long-haul truck drivers is severe:

“Trucks are the lifeblood of any nation. As soon as our trucks come to a standstill, so does everything else. Industry grinds to a halt; food rots at the farm gate; and our towns run out of food.”

Everything we own has relied on a truck (at some point) for its very existence; from food and furniture to cars and housing. The need for long-haul truckers is fundamental.

*References located in Vol. 1: Research.*
To be a truck driver, “you must live to work.” Truck driving is not merely a career but a lifestyle choice. “This is not a ‘normal’ life by any stretch of the imagination.”

As the driver and truck are the enabling factors essential for society to continue to grow and flourish, increasing the emotional appeal of this “trucker lifestyle” is key to keeping the trucking industry strong and society moving steadily forward.

Professional truck drivers argue that there isn’t a scarcity of drivers, but a lack of decent wages and the regrettable working and living conditions that come with the career.

There’s no truck driver shortage. There’s plenty of drivers, but not enough qualified drivers want a mediocre paying job with miserable working conditions and trucker isn’t treated to drive at all.

The emotional appeal of truck driving has faded due to the lack of driver consideration and the physical and emotional demands on the driver. The combination of these elements create undesirable working and living conditions.

“The decision to lead a truckers life.

Mike Rogers
OTR Trucker

Hervy Christmas
OTR Trucker

*References located in Vol.1:Research.
The current “trucker lifestyle” lacks the emotional appeal needed to generate interest in the US long-haul trucking industry. An emotional appeal to the career path is hindered by the realities of the profession. In order to strengthen this industry and ensure the stability of society’s logistical requirements, the “trucker lifestyle” must be made more desirable.

As the driver and vehicle are the key figures in the “trucker lifestyle”, analyzing and strengthening their relationship is integral in generating an emotional appeal to trucking. We must look at ways to improve the driver’s experience in and with the truck. This will show how and the driver uses the vehicle and “connects” with it.

The development of emotional connections between driver and truck will strengthen the emotional appeal of the truck driving lifestyle and experience.

“GREAT DESIGN GIVES US SOMETHING TO RELATE TO AND SOMETHING TO FEEL CONNECTED WITH.”
— David Malouf

WHAT’S THE APPEAL OF THE FUTURE TRUCKER LIFESTYLE?

*Research phase is Vol.1:Research.
The US Trucking Industry is in decline and is losing drivers at record rates due to retiring generations and the undesirability of the trucker lifestyle. As it declines, Volvo Trucks see opportunity to revitalize the market with their human-centered approach to product innovation. Their focus is not only on the functionality of their product, but how easy it is for us to understand and use.

This design approach is already starting to show results in North America: Volvo Trucks enjoy a 12.1% market share as of January 2012, a jump of over 109% from the previous year. Volvo Trucks is motivated to address the challenges of the failing North American trucking industry.

This thesis follows the same design philosophy as Volvo Trucks, but will look deeper than the aspects of functionality and usability. This thesis aims to develop the pleasurability of the truck and the future trucker lifestyle: the emotional aspect of human-centered design. The resulting concept aims to appeal to us on an emotional level, thus creating a holistic synergy between human and machine. Creating an emotional appeal to the trucking lifestyle is instrumental in providing stability for the overland freight industry.

The goal of this project for Volvo Trucks is a successful design that aims to revitalize the US Trucking industry by addressing the emotional needs of the future trucker. A successful concept will make Volvo Trucks a more desirable brand for the US market and create demand for the trucking lifestyle with trucks from Volvo. In turn, this will help make Volvo Trucks more successful in the North American market to help Volvo become the largest truck manufacturer in the world.
PROJECT GOALS.

Though the research has exposed numerous design areas to explore and evolve, the work of this thesis will revolve around two primary goals:

Create a design experience that targets the emotional needs of future truck drivers in the USA.

Create a vision of trucking that makes the OTR trucker lifestyle desirable to future generations.

DESIGN APPROACH.

Using experience design methodology to create the vision of the future trucker lifestyle, I aim to visualize the emotionally appealing experiences of future truckers. Below is a breakdown of my design approach:

1) Consider future markets and technologies to understand who future truckers are and what they will want.
2) Determine the pleasures future truckers will seek.
3) Show inspiration for the visceral appeal of the design.
4) Explore how truckers will get their desired pleasures.
5) Create functionality to achieve the desired pleasures.

Following these steps, an appropriate and innovative experience design can be created and a lifestyle evolved.
Truckers take pride in doing their jobs, and everything regarding the image of their job need to reflect their pride.

Recognition brings drivers an image boost and shows their hard work paying off. This enhances their “quality of life.”

Respect will help truckers feel good about their jobs and their lifestyle decisions; it will strengthen their “resilient” image.

The feeling of control helps boost trucker’s confidence in themselves and the work they do.

*As established by the “The Trucker Essence”, Vol 1:Research. p067.
The synergy of contrast, emphasis, and a form-follows-function mentality is the holistic approach to the project’s aesthetic design. Action and reaction are appropriately indicated where necessary, and visual aesthetics serve a physical purpose.

This picture of *kelp* represents the synergy of work and life. The leaves absorb the sun (work) to sustain the growing bulb (life). The contrast of forms offer a synergy as well; each element is not as strong individually as they are together.
On the following pages, you will see numerous sketch ideas illustrating possible, plausible, and inevitable developments that can and will affect the trucking industry in the coming future.

- Maximized Interior Space.
- Home on the Road.
- Expanding Space.
- Holistic Layout.
- Automation Sensors.
- Fuel Cell Architecture.
- Trailer Space Maximization.
- Aerodynamic Consideration.

These core ideas provide the backbone of the design development of the final product.
MAXIMIZED INTERIOR SPACE.

HOME ON THE ROAD.
EXPANDING SPACE.

A flexible interior volume provides truckers added convenience and personal space, both of which increase their quality of life.

Applicable today.
This list of sensors is to illustrate the various locations and design integration possibilities of future autonomous trucks.
FUEL CELL ARCHITECTURE.

This diagram explains the main necessary components of current and future truck architectures.

RANGE EXTENDER.

Here I explore opportunities to use wasted space on and around the truck trailer.
AERODYNAMIC EFFICIENCY.

Covered wheels, aerodynamic forms, and dynamic diffusers are all appropriate methods to achieve higher aerodynamic efficiency.
When creating a design for emotion, we must look at the meaning behind the design; the design story. With a simple and appealing product story, we can explore and innovate new functions to bring the story into reality.
REFLECTIVE DESIGN.

Expansive glazings provide truckers greater visibility to experience North America.

VISUAL STRENGTH.

Analyzing how forms intersect and create visual structures reflect upon the truckers in the cab.

Greater feelings of safety and strength come from reflective design. Thus, visually stronger forms will give drivers these positive and necessary feelings.
REFLECTIVE DESIGN.

The directional flow of lines serve two main purposes:

1) Visually cheat the eye to make objects wider or narrower than they really are.
2) Emphasize the flow of energy around and through the vehicle.
BEHAVIORAL DESIGN.

How can we expand the interior space? What will make the experience “special”? 
BEHAVIORAL DESIGN.
Bed-Pod Development

Three bed configurations

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BEHAVIORAL DESIGN.
I got in contact with Hervy Christmas and asked him his thoughts on my analysis of the essential pleasures happy truckers feel: Respect, Recognition, Control, and Pride. Below is an excerpt of his reply:

"Respect - I think you hit it but also, we often speak of deserving more respect from our own dispatchers and trucking company. As well as respect for our fellow drivers. The conversation will often arise about how younger, drivers have no respect for the job or the next man.

"Recognition - Again in short you nailed it partially. It is also tied in to respect a little and therefore the dispatcher and trucking company we work with. I remember making suggestions at our first driver meeting. Simple suggestions to save the company money, time, decrease possibility of accidents by default.

"Control - Usage could also refer to the lack of personal driver control over getting home because that control is in the hands of the dispatcher. Lack of control in next destination as that is largely determined in freight that is available from where you are.

"Pride - On point for the most part. Most drivers do take pride. We know that even without the recognition or respect that we are an essential part of what makes this country tick. And most of us with pride could do something else, but we choose to remain behind the wheel because in the big picture of things we love what it means to be a trucker. The trucker lifestyle is gratifying for the right person, in the right situation, with the right mindset. The end result is Pride."
Icebergs and drifting snow offer the key inspiration to the exterior form. Icebergs are strong and provide life, forever on the move, and like the truck driver career, get worn down over time and will eventually disappear. Drifting snow represents the nomadic life-style of the OTR trucker and their constantly changing environment. Above, these assertive and playful images illustrate strength and control, as well as providing dynamic shifting reflections and light. Surfaces and volumes have priority over creases and lines.
AN APPROACHABLE LIFESTYLE.

“DRAMATIC ENTRANCE”

“SOFT FORM TOO ROUND FOR VOLVO DESIGN, EVOLVE THE DESIGN.”

LIQUID CHROME.

STIFF SIMPLICITY.

TWISTING PUSH.
TWISTING PUSH.
"This new sketch is lovely. However, I do not see North America in it." - Jeff Cotner
“Chrome will die out, but the idea of chrome and what it stands for will still be strong.” - TJ Vaninetti
CAB-OVER SPACE.

The upright windscreen maximizes forward visibility and interior space, with translucent panels providing both light and privacy. Maximizing the interior space will allow the long haul trucker to bring a family onboard and truly live life on the road. A cab-over design, like those found in Europe, is decidedly the way to maximize space.

As the North American trucking industry needs an image adjustment, the design is purposely approachable and androgynous, providing an image of future trucking to those who previously would not consider living the life of a truck driver.

"...the market preference is against cab over. There is a strong perception of safety that comes from the hood in a potential crash situation." "You don’t want to be the first one to the accident... flying through the windshield." "Real or perceived it’s on peoples minds. I don’t believe that’s going to change even with next gen drivers."

- Jeff Cotner

DESIGN COUNTER-POINT.
At this stage of development, there have been contrasting visions of the future market preference of trucking in the USA. Further research was conducted, exploring the essence of the US OTR Trucker.

Along with guidance from trucking industry experts in the US, the design makes shift from interior space to exterior emotion. The image of future trucking comes from the exterior design.

“2030 is not as far in the future as you think. If you look back 18 years in trucking you don’t see much of a difference from where we are today. I do not believe we will have a complete shift to a radically different proportion in NA unless the government forces it. So what is it that defines the market preference today?” - Jeff Cotner

“Trucker blood may be dying out... so no more boxy long nose road train looking peterbils, but we believe the overall proportion of the conventional (cab) will still be evident in the future product of this market.” “Got to get that nose a bit higher and the windshield faster.” - Jeff Cotner
A TRUCKER’S PRIDE.
A TRUCKER’S PRIDE.
A TRUCKER’S PRIDE.
"The model looks good. It has a nice strong stance while having some great dynamic flow through the side." - Jeff Cotner
REAR-END REFINEMENT.
EXPRESSION DESIGN.

KEY SKETCH.
Though the current trend of headlamp design aims for smaller and more intricate design solutions, the solutions are not timeless. “Our eyes are windows to the soul” and the headlamps of our transportation give us a relatable feature which allows us to give our vehicles life.

Proportional headlamps are like proportional eyes: simply beautiful.
SCULPTURE OF TRUCKING PRIDE.
Welcome Home.

Door pops out and slides back.
Stairs fold down.

Door pops out and slides forward.
Step swings outward.
Light illuminates step.
...not a life supporting a career.

The diagram below illustrate the necessities of living life on the road.

With this in mind, it is apparent that future truckers living life on the road need access to food, water, a toilet, and other people at all times. This interior design will cater to these needs, and will aim toward a high-quality living experience, in order to sell the lifestyle.
Surfaces are similar yet offset, providing depth, contrast, and emphasis to functional aspects of the design. The simple use and manipulation of noble materials provide a heightened experience of quality and honesty in the design.

**INTERIOR FORM INSPIRATION.**

Subtle Emphasis and a form-is-function approach to the interior design provides simple and pure solutions. Dynamically twisting surfaces present functional elements. All forms and surfaces "aim to serve" the human element.

Surfaces are similar yet offset, providing depth, contrast, and emphasis to functional aspects of the design. The simple use and manipulation of noble materials provide a heightened experience of quality and honesty in the design.
Warmth in interior design transforms any space into cozy living areas. Mood lighting, noble materials, quality finishes and detailed surface treatments make living areas more appealing. Open designs provide perceptions of greater space. The space is seen to be larger and more livable, creating a happier living and working environment. Retreat areas give us a feeling of wellbeing: providing a place to relax, recharge, and retreat. This space is separate from “work” and adds quality to life.
HUMAN NEEDS.
TWISTING FLOW.
FLOORPLANS.
The driver seating position is higher than the floor, providing a working area separate from the living environment. This high seating position will make the trucker feel more in control.
LOFT LIFE.
WHEN NATURE CALLS.

A semi-transparent divider separates the bathroom from the main living area, yet makes the space seem larger and light.
HOME COOKIN'.

This kitchen resolution is a maximization of space, but its design is too "motorhome". The design must be pushed further to capture a new interesting aesthetic.
KITCHEN REFINEMENT.

Applying the simple design language to the evolving interior design creates new interesting forms and surface resolutions.
As there was not enough space to create an integrated folding table under the couch, a simple cushion was all that was deemed necessary.
FREEDOM AT WORK.

Padded armrest on window sill for driver

Silk-steel wire inner structure between A-pillars

Wrap around work space mimics windscreen and creates a cradling environment.
CAPTAIN’S HELM

A stand-alone driving unit creates a feeling of importance and pride, mimicking the helm of a ship. The driver sits slightly forward of the passenger, creating feelings of respect and pride.
CAPITAN’S CHAIR.
Designed to be both proud and comfortable, the captain’s chair provides feelings of pride, respect, and control.
INTERIOR MOCKUP

- CAD DATA
- 1:10 SCALE PLAN
- FULL SCALE ROUGH LAYOUT
- SHOWER SPACE
- TOILET SPACE
THE APPEAL OF TRUCKING AND A TRUCKER'S PRIDE.
A TRUCKER'S PRIDE.

EXPANDING LOFT AREA

"SIGHT-GLASS"

WRAP AROUND WINDSCREEN

LARGE EYES

POWERFUL STANCE

SCULPTURE IN MOTION

AERODYNAMIC ADVANCES

"PLANTED CAB"

"FLOATING" TRAILER

AIR DIFFUSER

ENCLOSED WHEELS

HOME

WORK

A TRUCKER'S PRIDE.
FLUID DYNAMICS.
With a hydrogen fuel range extension, large hydrogen fueling stations are necessary to keep the freight of North America moving.
V2V communication will become standard, both with systems integrated into new vehicles and add-ons applied to existing vehicles.
This image shows trucks in a road-train configuration. The lead vehicle has panels that glow green, illustrating that it is in control of the platoon. Automated vehicles enter a passive mode and glow blue to illustrate they are in the road train.
The truck is 1.5m longer than a traditional tractor-trailer combination, and due to its length and mass, will demand respect from others on the road.
PROUD TO BE A TRUCKER.

A trucker’s pride used to revolve around the truck; drivers would be proud of their vehicles, and thus, their lives.

As generations are changing and are less focused on material belongings and more on personal experiences, so too has the shift for design.

The future will see truckers more proud of their careers, experiences, and lifestyles. A vehicle that enables people to have these feelings of personal pride will no doubt succeed in the future of commercial overland freight.
CONTROL.

A feeling of control comes from the assertive stance and powerful feeling of the truck. Seeing the interior from the exterior will help other drivers see the truck is in control.

RECOGNITION.

By displaying a hint at what the trucker is hauling, it will educate people the necessity and importance of their lifestyle. This will bring truckers the recognition they deserve.
As the life of a trucker can be lonely, making their living environment as warm and inviting as possible will help to increase the truckers quality of life.
COME IN FROM THE COLD.

A two step process provides truckers access to their vehicles. The door pops out and slides forward, while the step swings out, providing easy access to the vehicle.

A light from the step housing unit shines on the step, providing visibility for ingress and egress on even the darkest nights.
Both front seats centrally rotate, providing a flexible seating environment. This not only helps drivers access their seats, but provides the ability to entertain guests.
The lounge provides seating for two on a quality (and customizable) cushion. The pillows serve as a back rest and storage exists under the lounge seat.

The kitchen onboard gives drivers access to water, home cooked meals, and a usable kitchen workspace. Both microwave and refrigerator are integrated seamlessly into the kitchen.
PRIVACY, PLEASE.

For an added layer of privacy, the frosted area of the divider can become opaque. This feature also acts as a screen to watch movies and communicate with friends and family.

The frosted/transparent divider make the interior space appear larger, but also provides privacy and a divide when needed.
A toilet onboard will greatly increase the quality of life for future truckers. A flexible shower space will also provide an increased quality of life for truckers. This feature may help to change the stereotypical image of the unkempt truck driver.
This schematic explains how to access and use the flexible bathroom space.
ASCEND INTO RELAXATION.

Taking full advantage of the truck’s height, a staircase provides access to a second floor of living. They have glowing strips to make them easy to use at night.

An elegant handrail gives truckers safety when ascending and descending the stairs.
A standing area at the top of the stairs gives truckers a space to stand and sit before getting into bed. It also separates the bed from the steps, helping truckers feel safe that they will not fall off the bed and down the stairs.

A screen is integrated into the roof at the foot of the bed, providing those in bed access to entertainment and communication.
WARM AND COZY.

The bed is large enough for two people (slightly smaller than a queen). This increases their quality of life because it allows drivers to have spouses or guests spend the night.

OUTSIDE IN.

With the roof open, the truck provides its occupants a level of exclusivity and feelings of respect and recognition. Other truckers may become envious of this expanded living environment.
GOOD MORNING.

The expansive glazings let in lots of natural light, and provide feelings of control (maximized visibility). It also provides a nice place to live.

The cool morning brings in new light, though the heated floor and a hot shower onboard give truckers an increased quality of life.
All of the trucker’s key emotional needs are provided through their work space. The seat and helm offer pride and recognition, respect and control. These features provide many opportunities for customization.

Using augmented reality and holographic projections, drivers can communicate while on the move. Their logbook is imbedded into the Captain’s helm, providing easy access through voice and touch.
HOME ON THE ROAD.

By maximizing the space for American trucker’s, it provides them the opportunity to bring their families along for the ride, or to even live aboard the vehicle.
PAINT & FINISH.

CRATE & SHIP.
OUT OF THE BOX. PRESENTATION IS EVERYTHING.
A DESIGNER’S PRIDE.
When proposing the thesis topic creating emotional connections with transportation, I had a very vague idea of what that actually meant. I simply wanted to understand what makes people become emotionally attached to their belongings. Little did I know that this simple idea would expose me to an industry I knew nothing about which would reveal countless and urgent problems and challenges.

Researching the American trucking industry became truly fascinating. The fact that the industry was crashing seemed to directly correlate with the American long-haul trucker’s substandard lifestyle. It was immediately apparent that this problem needed to be solved soon, as US society depends so much on truckers. This stirred something in me, as I am driven to use design to help those in need.

The emotional connection side came late in the project due to the sheer amount of time it took to read and process the numerous books, websites, and articles on this newly developing field in design. This information is also extremely interesting to me, and I developed a growing fascination for how and why we make emotional connections with our belongings. This research was so interesting, in fact, that it is something that I will use as a designer for the rest of my career.

It is regrettable that the design phase was compressed for this thesis (due to the research and strategic design), though it too was exciting and I learned so much from the people at Volvo Trucks; they reminded me what it was like to live life as a happy designer again.

It is truly amazing what one can learn and do in just five month’s time.
When I started this thesis, I wanted it all. I proposed an interior/exterior scale model, as well as an animation, a thorough report, an interactive exhibition display.

With my research in progress, I saw the dire need to have a solution to save the US trucking industry from its nose-dive, and I felt the need to inform those at Volvo who could make real change. I wanted a team of interaction designers to help illustrate the interactive features of my vehicle, and I had it in my head that the work I was doing was greater than “just” the thesis work.

Too late did it finally hit me that my ambition level was much too high to produce so much work in such a short period of time. I am thankful for the support of Jonas Sandström and Demian Horst to keep me realistic and on schedule.

Looking back, I was a hungry designer looking to have the answer for everything, solve every problem, and truly make a change in the industry with my thesis work. With this thesis complete, I still hope to make that change. Though I will continue to strive to create design perfection, perception of perfection is an emotional opinion, and our emotions are as varied as our lives.

About two thirds the way through my thesis topic, I had a presentation/workshop with the interaction and graphics people at Volvo Trucks. The presentation went well and they had some interesting insight into what ways to invest future technologies.

At the end of the workshop, a colleague made a simple but provocative statement: “We can use design to make the long-haul trucker lifestyle more appealing, but really, the lifestyle shouldn’t exist in the first place.”

He went on to explain how, if we changed the freight system and updated the infrastructure, we could implement a highly efficient relay system. Truckers would only need to drive a certain distance before handing a load over to another trucker and heading home. This would get rid of the long haul lifestyle and allow smaller, more efficient trucks.

This made me think of mine cars; how they load coal out of the mines but haul people and equipment back into the mines (so there is never an empty cart). This sold me on the idea.

Unfortunately, at this stage of my design, it was too late to abandon and pursue this more ideal and efficient solution.

**HINDSIGHT IS 20/20.**

**A GOOD IDEA - TOO LATE.**

**AMBITION VS. REALITY**

When I started this thesis, I wanted it all. I proposed an interior/exterior scale model, as well as an animation, a thorough report, an interactive exhibition display.

With my research in progress, I saw the dire need to have a solution to save the US trucking industry from its nose-dive, and I felt the need to inform those at Volvo who could make real change. I wanted a team of interaction designers to help illustrate the interactive features of my vehicle, and I had it in my head that the work I was doing was greater than “just” the thesis work.

Too late did it finally hit me that my ambition level was much too high to produce so much work in such a short period of time. I am thankful for the support of Jonas Sandström and Demian Horst to keep me realistic and on schedule.

Looking back, I was a hungry designer looking to have the answer for everything, solve every problem, and truly make a change in the industry with my thesis work. With this thesis complete, I still hope to make that change. Though I will continue to strive to create design perfection, perception of perfection is an emotional opinion, and our emotions are as varied as our lives.