

A new generation in the evolution of wakeboarding

The design of a feature within the vision to enrich the experience of Entertainment Enjoyers



Although wakeboarding is increasing in popularity and number of participants, the market of wakeboard features only fulfils the needs of a part of its potential customers. A gap has been determined in the expertise development of riders. Therefore, the focus of this project is on riders that have enough skills to complete a full round on a cable park but are not ready for currently existing features. Additionally, a distinction is made between *Adrenaline Seekers* and *Entertainment Enjoyers*. The latter is focussed on within this project. Based on this target audience analysis, an interaction vision with the qualities of Surprise, Togetherness and Encouraged is developed. This was the starting point for ideation.

In the development phase the minimum viable version of the Pad, a feature that provides a different riding experience than water without the risk for injuries, has been designed. This development is executed by combining the results of a material exploration into prototypes that are realised and tested by riders on a cable park.

The evaluation of these prototypes led to the final design of the Pad, which is the first product in the development process of this new generation. According to the vision created, this development

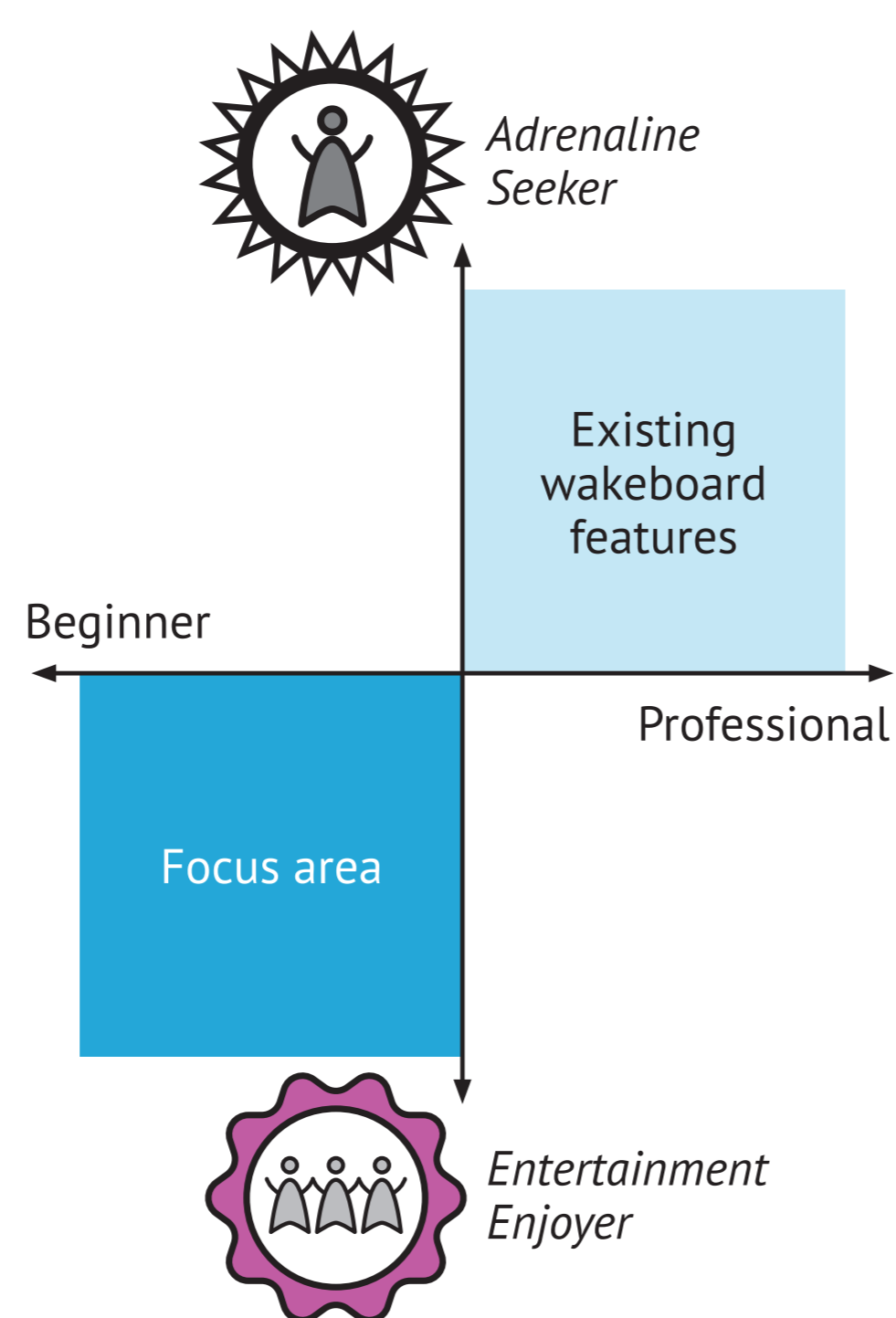


Figure 1: Focus area in relation to the customer segment and the expertise level.

process should be continued in order to enlarge the product portfolio and realise this new generation. By enriching the wakeboarding experience of Entertainment Enjoyers, a new generation has started in the evolving sport wakeboarding.

The Pad

The Pad is a fully customizable wakeboard feature designed for beginning *Entertainment Enjoyers*, but also ride able by other wakeboarders. The Pad has a soft base which reduces the risk for injuries without handing in on the sliding characteristics. The Pad is organically shaped, in contrast to the currently existing wakeboard features and can be ridden in every direction imagined.

This project was executed in cooperation with Schneestern and Sesitec.

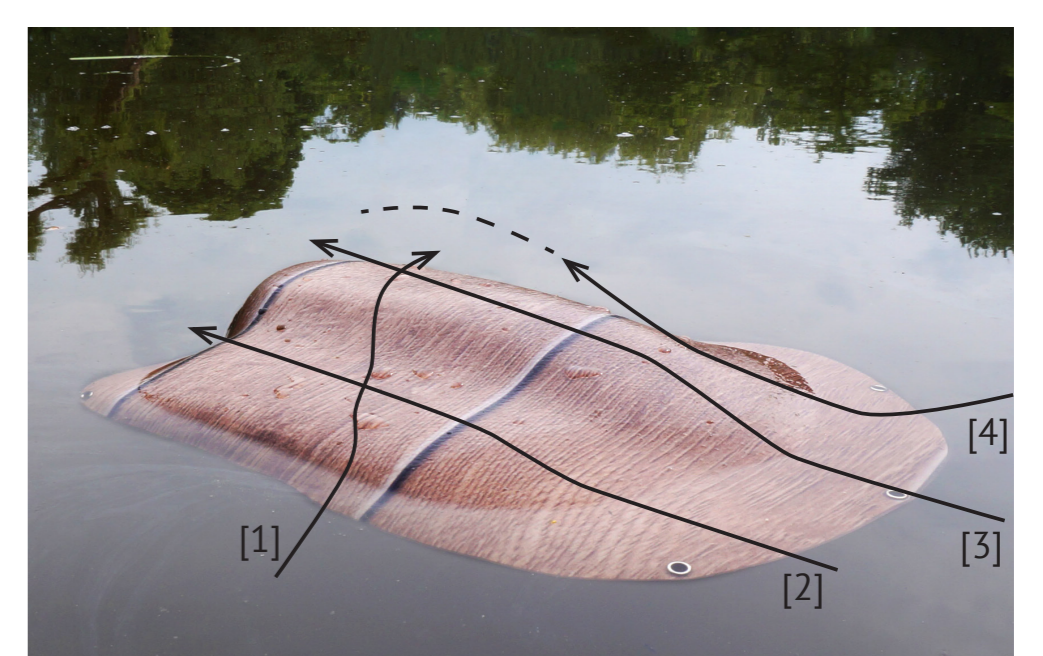


Figure 2: The Pad and some of the different riding directions.



Figure 3: The Pad with the future vision of the new generation in wakeboarding.

Wouter Potma
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 4th of June 2018
 Integrated Product Design

Committee
 Companies

Em. Prof. Ninaber van Eyben, B. (Chair)
 Ir. van den Elshout, S. A. .J. (Mentor)
 Podda, S. (Company mentor)
 Schneestern GmbH & Co. KG
 Sesitec von Lerchenfeld GmbH

