

Flowing Oasis



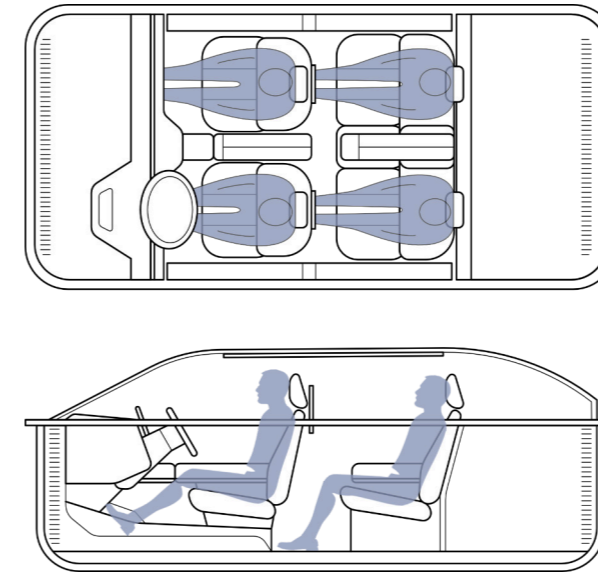
A 2027 envisioned smart cabin interior design concept centered around IoT product connectivity

Introduction

Flowing Oasis is a car interior design concept centered around a co-idea in-car product ecosystem, offering users a sense of home and belonging amidst the flux of daily life. The name "Flowing Oasis" embodies two key concepts. "Flowing" signifies the mobility and fluidity represented by cars, while "Oasis" serves as a metaphor for a sanctuary in the desert, symbolizing a refuge and sense of belonging in a state of flux within the mind. This concept will permeate the brand identity, user experience, and business strategy, creating a cohesive system of innovation that forms a closed loop.

The business strategy introduced the Oasis platform, a co-idea approach for customizing IoT in-car products. This allows users to build a product ecosystem tailored to their lifestyle and NDRA preferences. On the user experience level, the modular connecting system offers a more integrated and comprehensive product integration approach. From a brand identity perspective, the design reinforces Xiaomi's "Warm-Tech" and "Alive" design philosophy, transforming the in-car living space into a technology-infused oasis full of life.

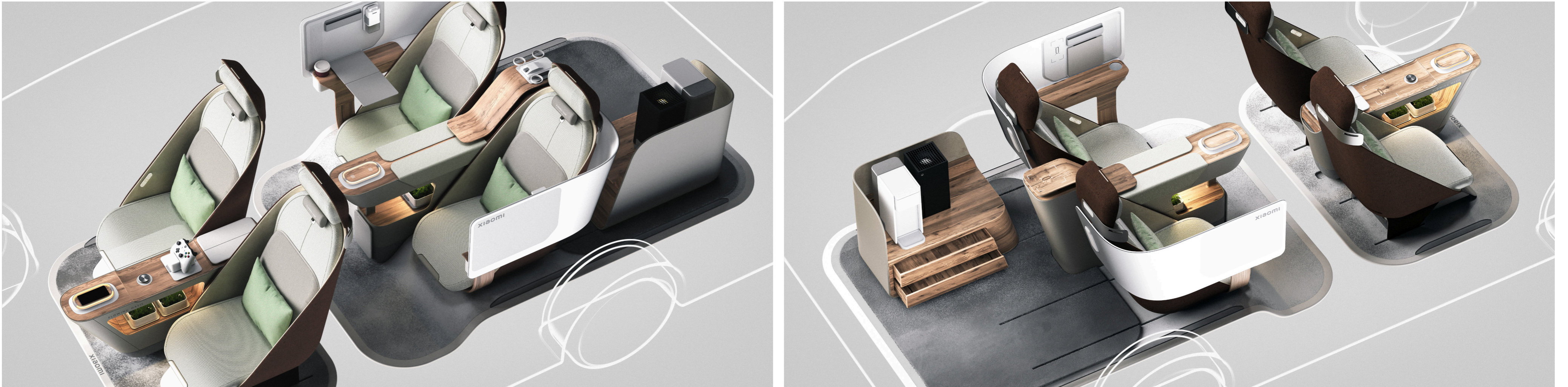
Package



This project aims to design the interior of a concept vehicle that provides ample space to meet users' in-car activities and needs. Additionally, the vehicle should support the brand's ongoing premiumization strategy, aligning with efforts to enhance its image. A four-seater touring wagon would be an ideal choice, as it meets urban commuting needs while also addressing the multi-scenario demands typically associated with SUVs, along with the added benefit of an open trunk space.

length: 4060
width: 1956
height: 1540
wheel base: 3100

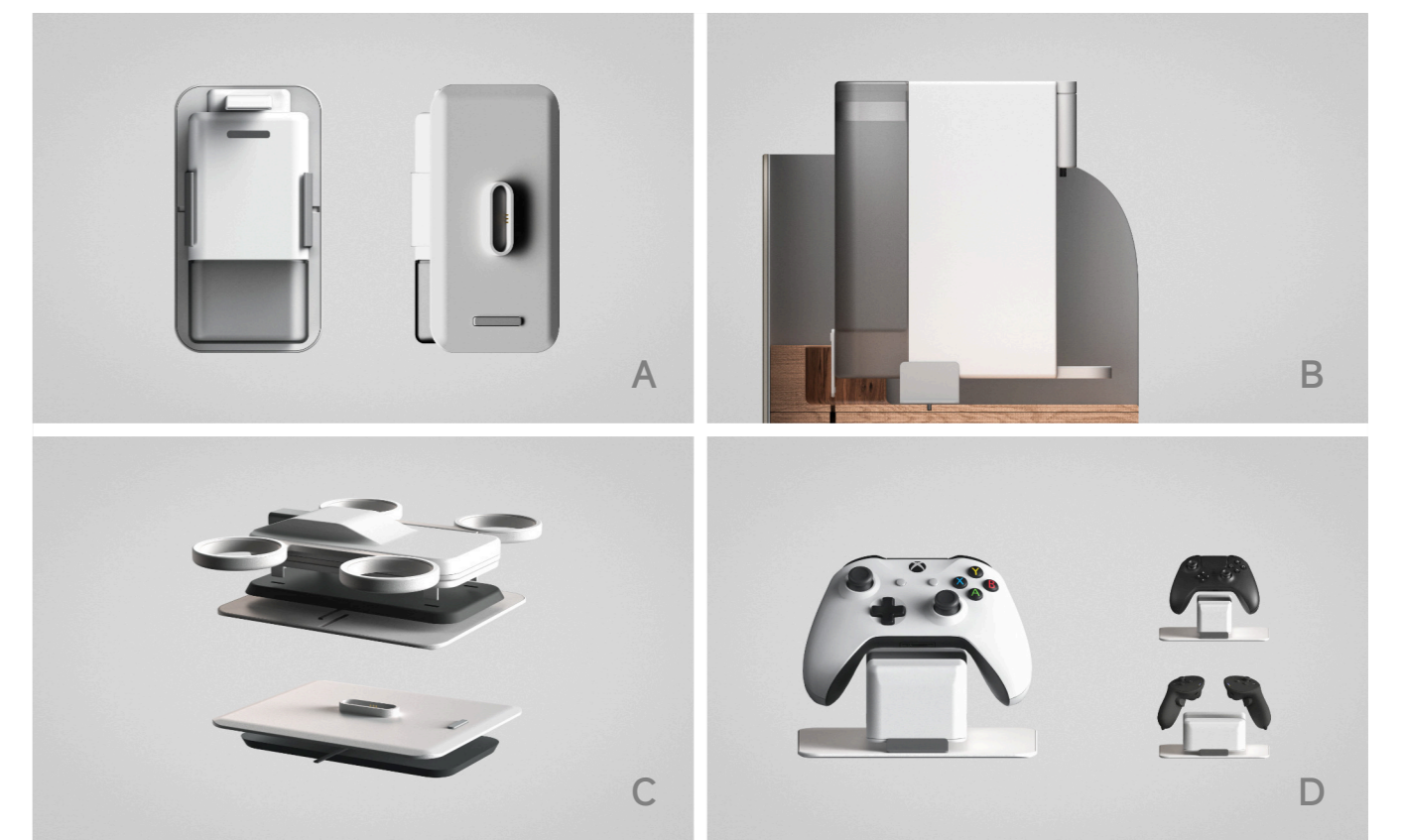
Design Deliver



Modular Connection

This overall design approach highlights Flowing Oasis's ability to merge aesthetics, functionality, and modular flexibility, offering a refined and immersive in-car experience. The four principles of the modular base correspond to the business strategy and user experience innovations outlined in the vision phase, completing the concept's logic. Type A and Type B are designed for products that meet high-frequency demands. These products are either directly provided by the official manufacturer or structurally modified in collaboration sessions to ensure compatibility with the vehicle's ergonomics and safety requirements.

Type C and Type D, on the other hand, are aimed at third-party products. Users can attach their own products using connectors provided by third parties for modular base integration. Alternatively, users can design and 3D print their own connectors via the Oasis platform, allowing for a DIY approach that personalizes the connection to suit their specific products. In the Flowing Oasis concept, the co-idea process and modular base system theoretically offer unlimited possibilities for product integration into the vehicle.



Design Details



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MSc Integrated Product Design

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