

Engaging people in order to design the motorcycle of the future: Ricardo Motorcycle study case

In brief

Designing new products based on an analysis of people's behaviour and expectations.

About Paolo Lorini

Paolo Lorini is an independent consultant and advisor in design strategy, management, communication. His activity is focused on structuring, developing and delivering projects of business design, service design, identity strategy and branding, design for experience, industrial design, envisioning and innovation.

About Ricardo Motorcycle

Ricardo Motorcycle provides its clients with the motorcycle design and engineering services including all the stages of the process: from defining the specifications to building the prototypes, from development to rollout support.

About Utlab

Utlab has been working in the field of digital and non-digital products usability testing since 2004. Nowadays it assists the companies in the process of experience centred transformation that involves people, processes, and services. Utlab is based in Roma and in Milan and carries out the projects in Italy as well as worldwide.

In this case study we will show how **Paolo Lorini** and **Utlab** assisted **Ricardo Motorcycle** in applying a human-centred approach to orientate the development of the new motorcycle models targeted at an international customer.

Our involvement and objectives

Ricardo Motorcycle reached out to Paolo Lorini and Utlab to answer some key questions, helpful in defining the features of the large-capacity motorcycles to be designed for the European market in the course of the following 5 years. Utlab carried out a market understanding research in three European countries, aimed at describing a customer journey associated with the purchase of a motorcycle, identifying the people's expectations regarding the future products and evaluating what was perceived by the current top brands, including the client's brand.

The key points of the project Utlab collaborated on, were as follows:

- **setting the lay-out of the research in three different countries** in the framework of the main European markets
- **identification of sample persons to be engaged** through the activity of remote information collection with the internal representatives of Ricardo Motorcycle and the international customers
- **identification of the criteria to be applied when selecting** the participants and recruiting them
- **individuation** of the research questions and **structuring** the discussion thread for the presenter
- **carrying out and coordinating the sessions** in three European countries
- **involvement of the participants** in the practical activities related to customer journey building and creation of the new model of a perfect motorbike
- **analysis of results** and delivering a **report** featuring the archetypes of the bikers and the **journey map** across three European countries as well as the **infographics** of the motorbikes of the future.

The insights originating from this market understanding research, carried out by Utlab, were used by Ricardo Motorcycle and Paolo Lorini for the activities of product strategy and design direction, targeted at the international customer.