

The cargo of the cargobike

The redesign of a cargo for a new model cargobike

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The assignment for Bakfiets.nl is to design the box for the cargobike. This design is meant for a new target audience. It should be an addition to the target group that buys the well-known cargobike of Bakfiets.nl. Which has been the same for several years. Innovation is needed to fulfill the changing wishes of the customer.

The research questions of the bachelor assignment is: Which design of cargo for Bakfiets.nl, that can be produced, speaks to a new target group who doesn't mind spending more for a qualitative good product while keeping the characteristics of the old model?

The intention was to make a box that will actually go in production. It started with creating an idea and it ends with having a detailed version of the design. In the report, all the steps taken in between are explained.

Earlier this year, two projects already started with the design of the box. This assignment will continue with these projects. Especially the design of the design agency will be an important foundation.

First, the target audience is defined and the market- and material research is done. This led to the conclusion that the design and the quality of the box is the most important to the customer.

The complete box is constructed by dividing the box into different subparts and then looking at these parts individually. By combining these subparts, the whole cargo is created and designed.

With a full-scale model made of foam, the final design is developed. It was ideal to use this model because it showed directly what was meant by the design and was easily adjusted. A lot of employees gave their opinion about the cargo.



When the foam model was finished, was the cargo formed in Solidworks. This way the design can directly be send to the company that will produce the box. This was one of the requirements set by Bakfiets.nl in this assignment.

The model in Solidworks also makes sure details of the cargo are right. By placing the cargo on the frame, the model shows directly if the cargo interferes with the frame.



Overall the requirements are fulfilled, the appearance of the cargo is similar to the wishes of the target group and from the look Bakfiets.nl wanted to create.

It is up to Bakfiets.nl if they will continue with this design of the box. Probably, they will proceed with the design of the cargobike, but they found this bachelor assignment a good foundation to design the new model cargo.

Apart from the cargo, other aspects of the marketing of the cargobike should be considered. To attract a new target group, more elements are part of selling the cargobike.

The recommendations for further designing of the cargo are the fact the box is now too high to fit in the steaming box, which is used to mold the cargo. Also, a collaboration with the design company is recommended, so the wishes of Bakfiets.nl are fulfilled.