

kamrat



Kamrat - the holiday camper for a soft adventure

No one has probably missed the boom of electric bicycles in Sweden. They are mainly used for commuting, but there could be more ways of using your newly bought e-bike. When going on vacation the environment takes a big toll. So why not use your e-bike on vacation?

This project started with the purpose to create a product that connected the usage of e-bikes with a trend identified by Visit Sweden called soft adventure. A soft adventure is a comfortable and accessible nature experience, meaning that you don't need to be a hard core adventurer to experience nature.

When going on a bicycle holiday the options for overnight stays are limited. You can bring a tent. This gives you freedom to camp wherever you like, but it can be complicated and uncomfortable. Another option is to stay at a hotel along the way. This is comfortable, but it reduces your freedom and possibility to sleep in the wild.

To create a product that was both comfortable and allowed for freedom a holiday camper for bikes was developed. The camper was supposed to encourage people to cycle on their vacation instead of going by car or airplane and thereby decrease the emissions caused by travelling.

The design process started off with a user study including interviews, field trips and a study of the history of bicycles. The insights gathered were then boiled down into desired functions and a design brief. Based on this an iterative development process was initiated. While generating concepts, focus has been on doing many models to test the function and size. Among the different concepts, one concept was chosen to develop further into a detailed prototype. This prototype was resembling the final product in both function and form to allow for evaluation.

The final concept, called Kamrat, is a foldable holiday camper that is small and lightweight enough to be towed after an electric bicycle. In the front and back of the camper there are separate luggage areas giving the user the possibility to bring luggage in an organized way. In parked mode Kamrat can be unfolded which results in a bed for two persons with a tent as a roof. This allows for a comfortable overnight stay in nature.

The accessible and functional design helps and inspires you bring your electric bicycle on a soft adventure and thereby holiday in an environmentally friendly way.

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