

Marketing your product

Name:

Project:

Audience:

- 1) 3)
Who are the passengers?
- 2) 4)

Value propositions:

1)

2)

Use these sections to identify possible options that each passenger type might like.?

3)

Not all will make it into the final design

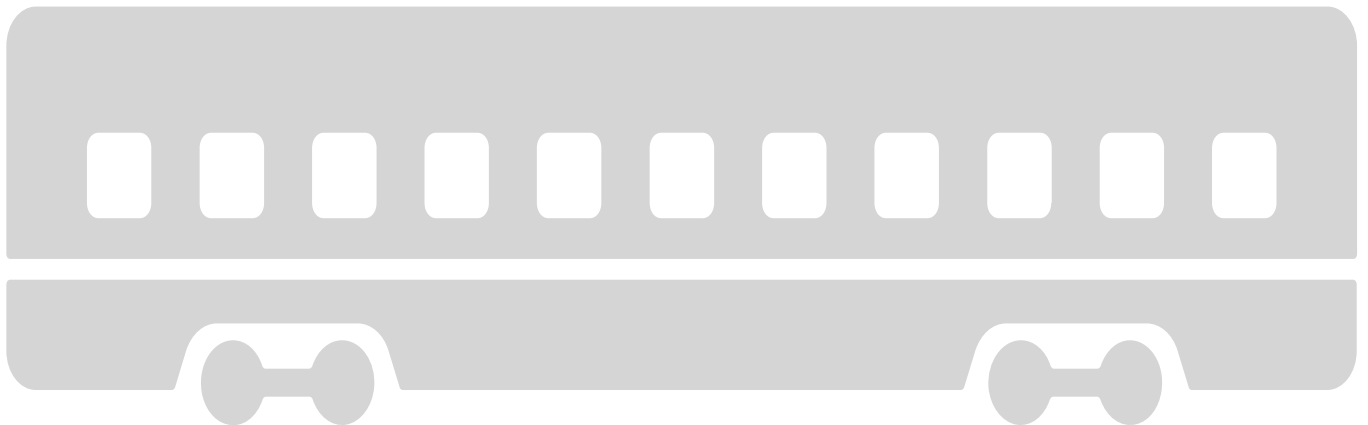
4)

Interior design top view:



Simplified views to show the different features and layout of the trains. What can be put in different areas to please different passenger needs (identified value propositions on the left) but still hold 50 passengers comfortably?

Interior design side view:



WHO WILL YOU BE?