

BOSTON WHALER E-FUTURE



SCAD
The University for Creative Careers

**BOSTON
WHALER**



ESSENCE OF
BOSTON WHALER



UNITING THE FUTURE
OF ELECTRIC BOATING



REDEFINING CONCEPT

Boston Whaler has always been a trusted leader in the world of marine products. We aim to further push these ideals into realms unventured for the company.

DESIGN LANGUAGE STUDY

- Wrap around paint
- Use of light shade colors in paint.
- Kink in rub rail (excluding Dauntless)
- Base paint is off white gel-coat
- Side hull window in 40 Conquest and 42 Outrage
- Strong shoulder & Boston Whaler Smirk
- Carolina curve



Why Whaler?

The customer views the brand as:

- **TRUST -**

Always improving trust with their consumer and partners.

- **INSPIRE -**

With their performance they inspire people to continue boating.

- **CONSTANT IMPROVEMENT -**

Enhance the boating experience with their variety of models.

- **PROUD -**

There is pride and sense of success on having a Boston Whaler.

- **HIGH QUALITY -**

Consistency and reliability as their focus.



COMPETITOR COMPANIES

S P O R T



F I S H I N G



L E I S U R E



C O M F O R T



Brunswick is attracting a new wave of boaters

LUND
THE ULTIMATE FISHING EXPERIENCE

BAYLINER®

Sea Ray

01

Women

- Registration by women has become the highest ever now.

BAYLINER®

LOWE
BOATS

BOSTON
WHALES

02

FTBB

- Outperforming in specifications and durability making a strong image.

heyday

HARRIS®

03

Younger Generation

- Demographic change. Average age of new owners lower than previous data.



PERSONA

Gracious Host
Miami, FL

INTERESTS: More inclined to Social Interactions, Nature inclined, Simplistic form of living.

PROFESIONAL LIFE

Masterful creator of food, group inclined, Enjoys companies of tight friend groups, strives for exploring new things.

PERSONAL LIFE

Less affection for large/loud crowds. Generally, buys brands that are reusable and durable, Loves outdoors and group gatherings.



PERSONA

Girls Night Out
Savannah, GA

INTERESTS: Fresh young lifestyle, Generous living, Travel, Leisure experience.

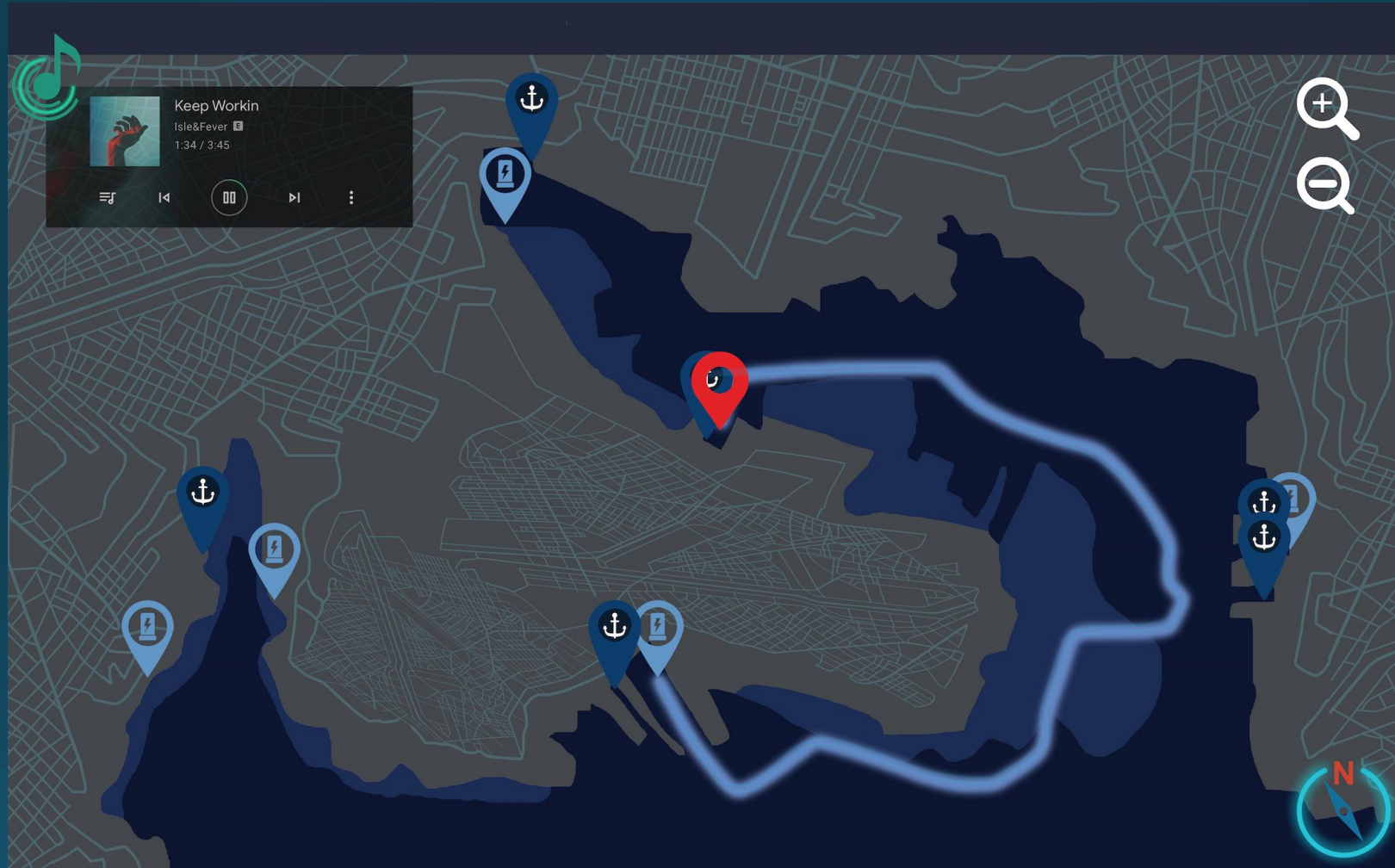
PROFESIONAL LIFE

Leisure, comfort, very welcoming, loves hosting, open environment. More socially able and inclined.

PERSONAL LIFE

Freedom to explore and look energetic rapidly evolving lifestyle exploring new things. Progressive thinking, environmentally conscious and aware.

USER JOURNEY MAP



FOCUS AREAS



Power Boat

Electric motor, Solar Panels,
Inboard Engine



Beaches, Lakes, Sandbars,
Island Hopping

Leisureful, Comfort,
Hosting, Inclusivity



BOSTON
WHALE







CHEROK-E

Welcome to the future; the future of electric boating for Brunswick Corporation. Design and implement an electric boat that is towable and sized so that it will fit into a home garage.



TIMELESS



HIGH QUALITY



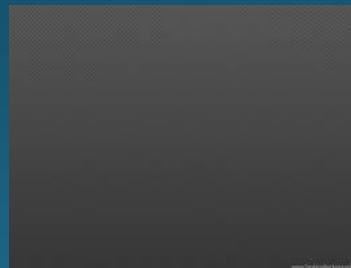
DESIRABLE

FINAL DIRECTION

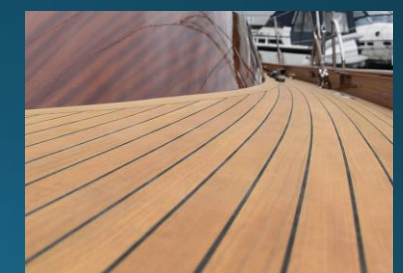
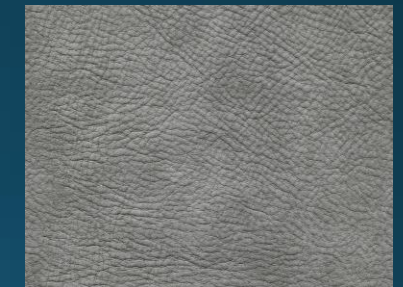
SCULPTURE



COLOR PALLETE



TEXTURE





REFERENCE

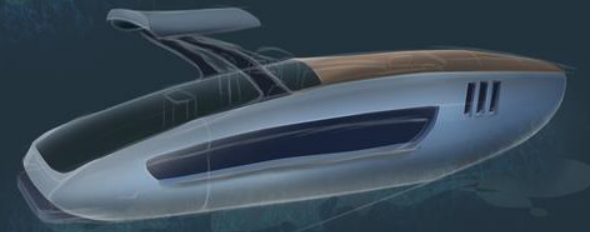
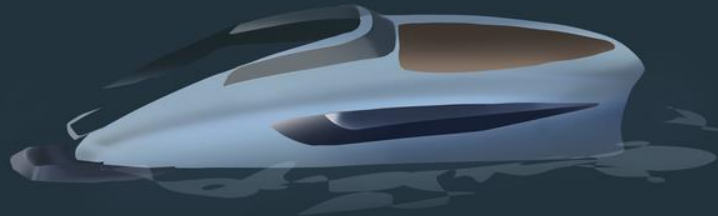
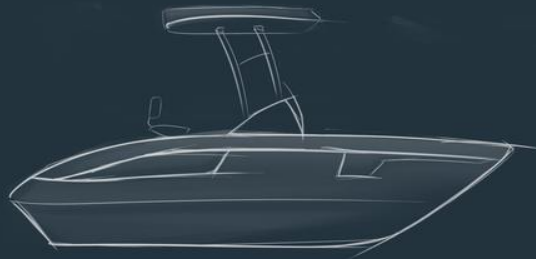
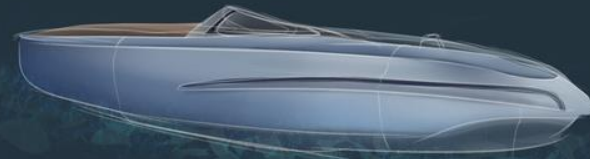
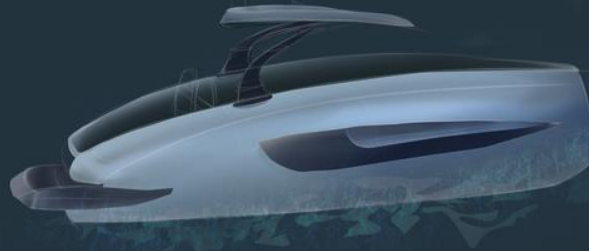
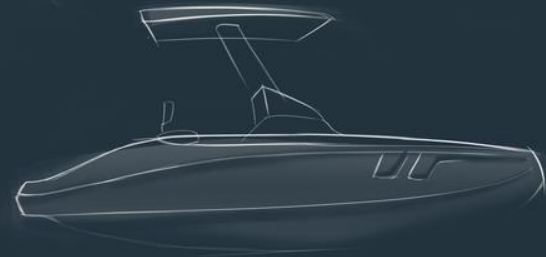
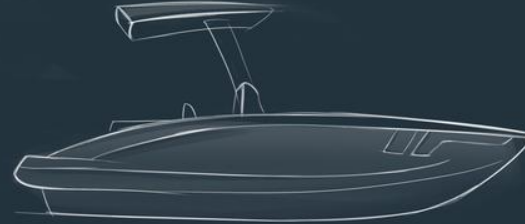
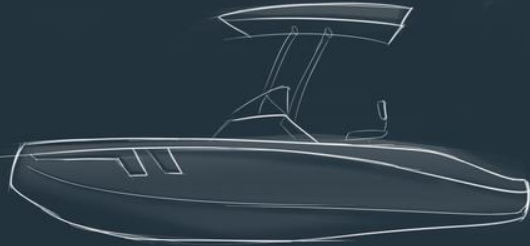
LIGHT & SHADOW



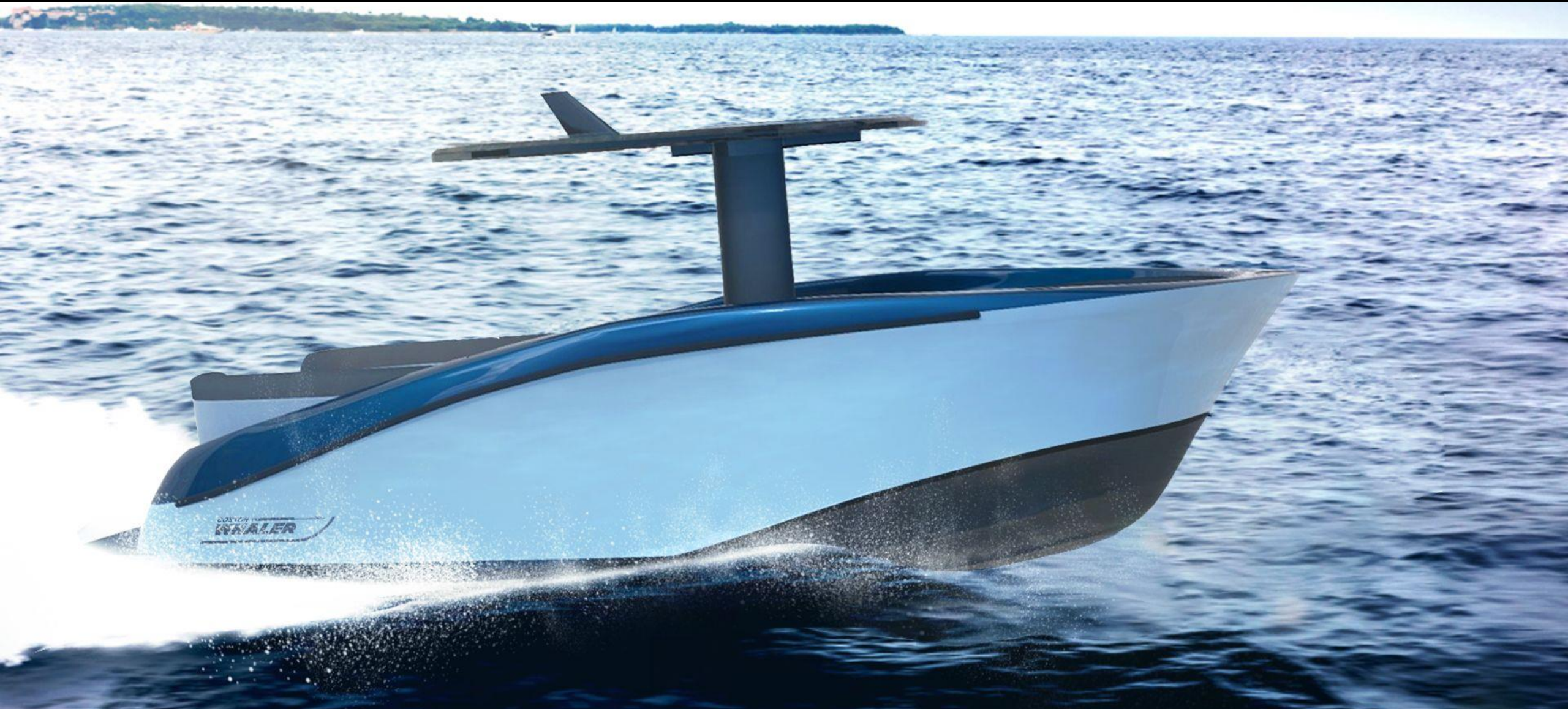
COLOR AND MATERIALS



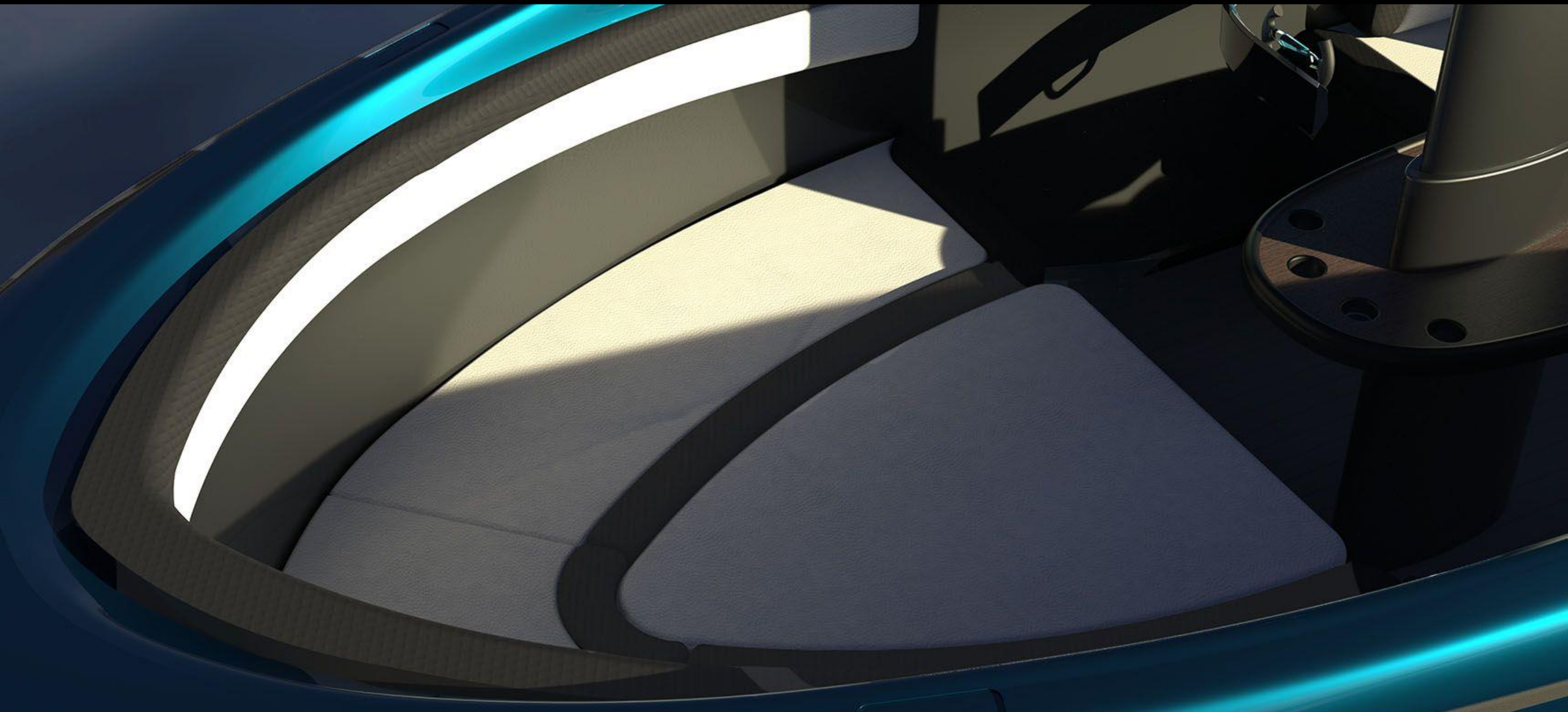
BRAND ANALYSIS



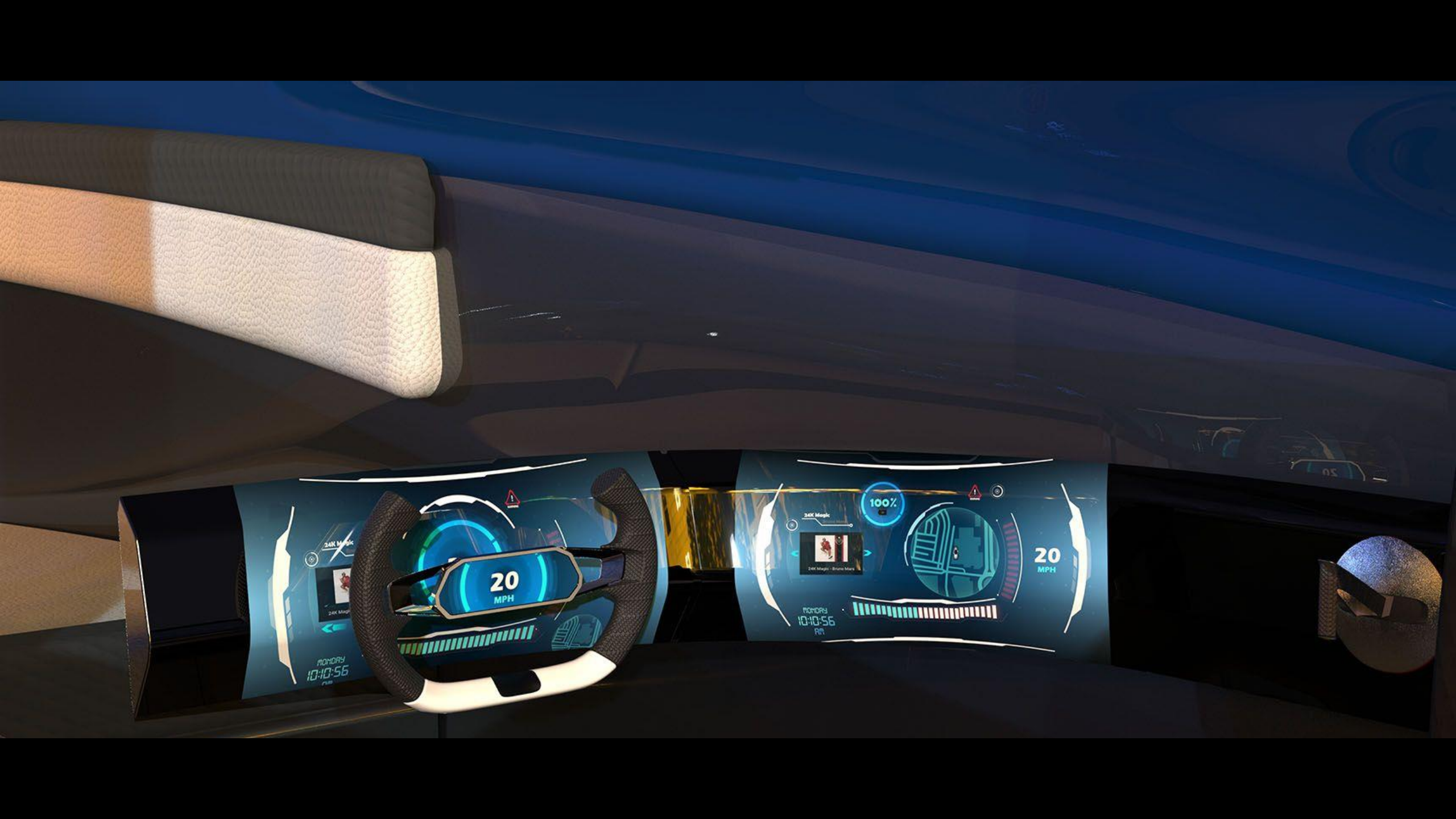


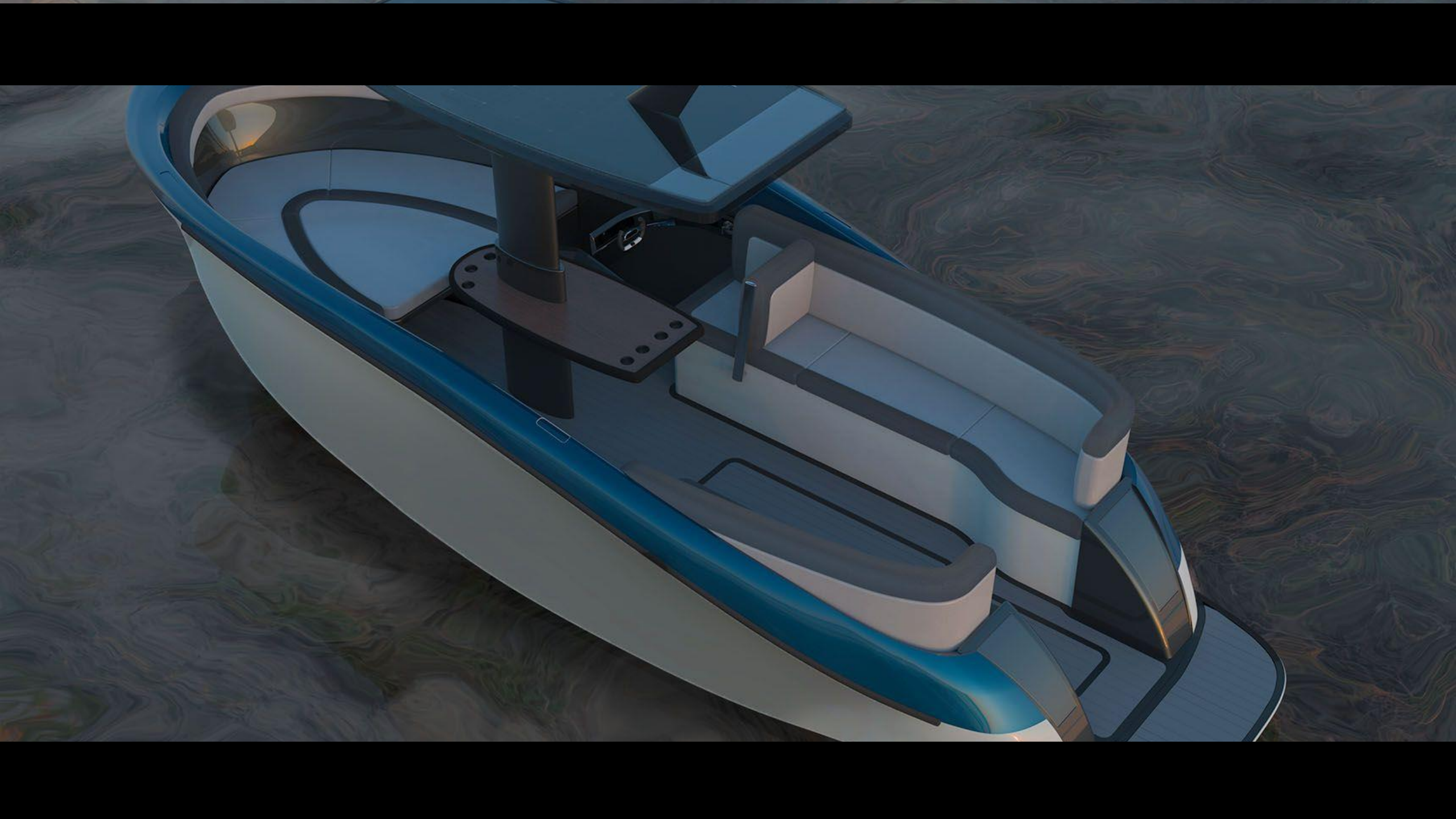






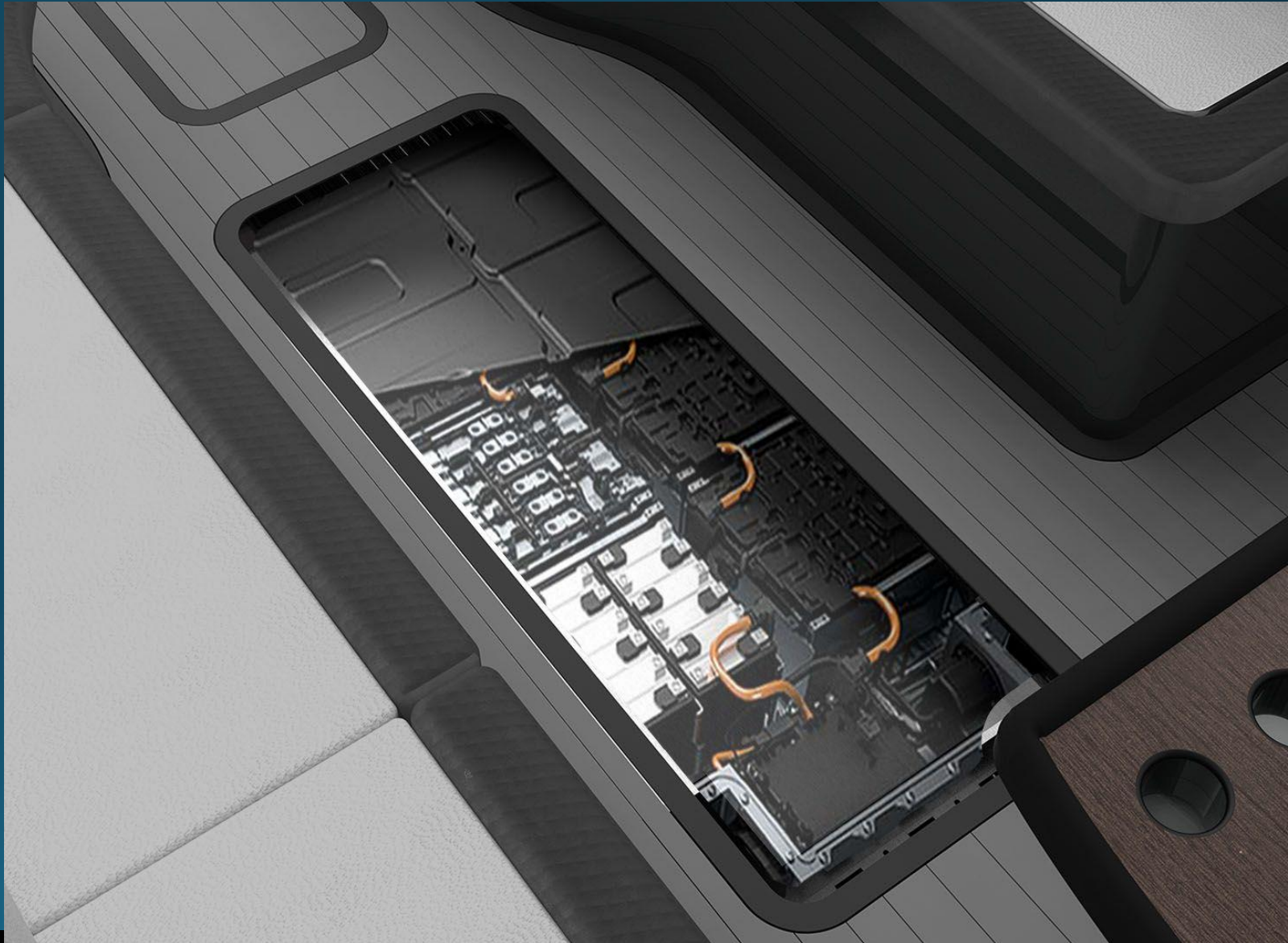


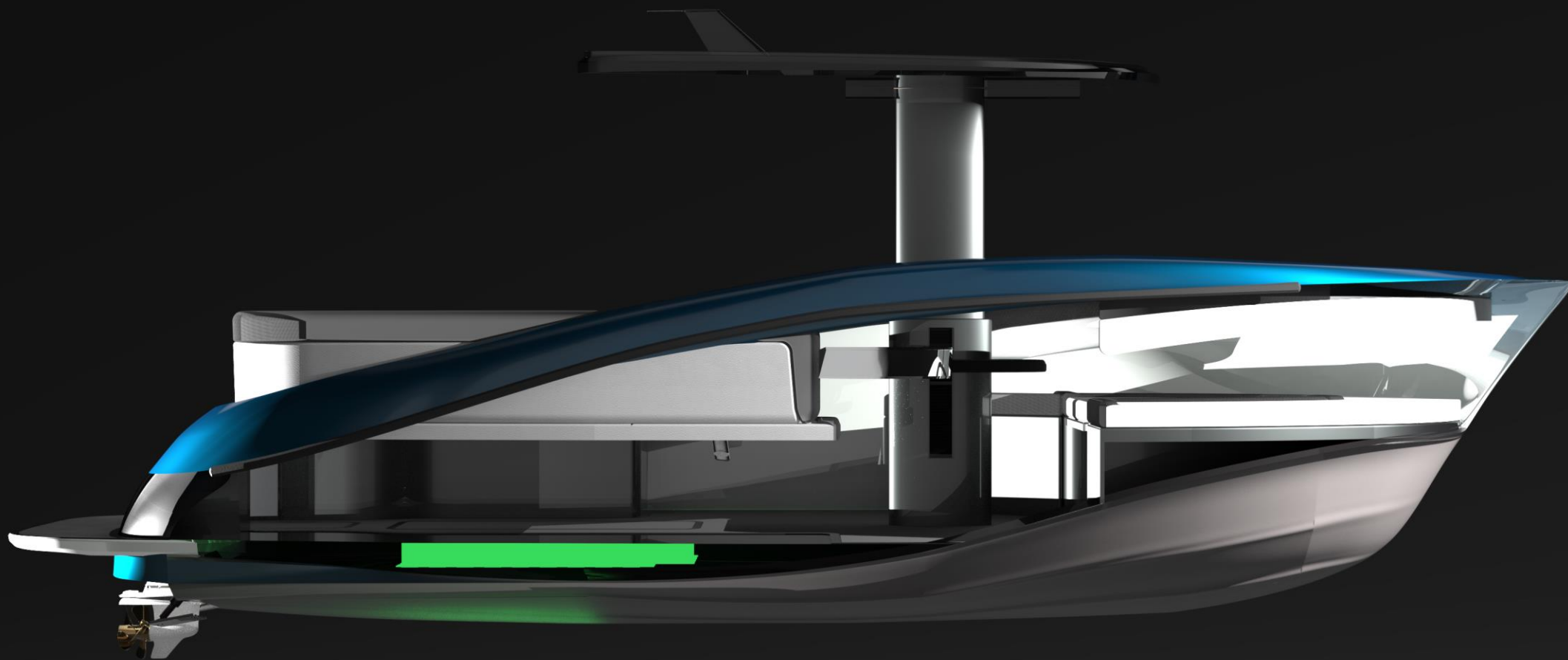




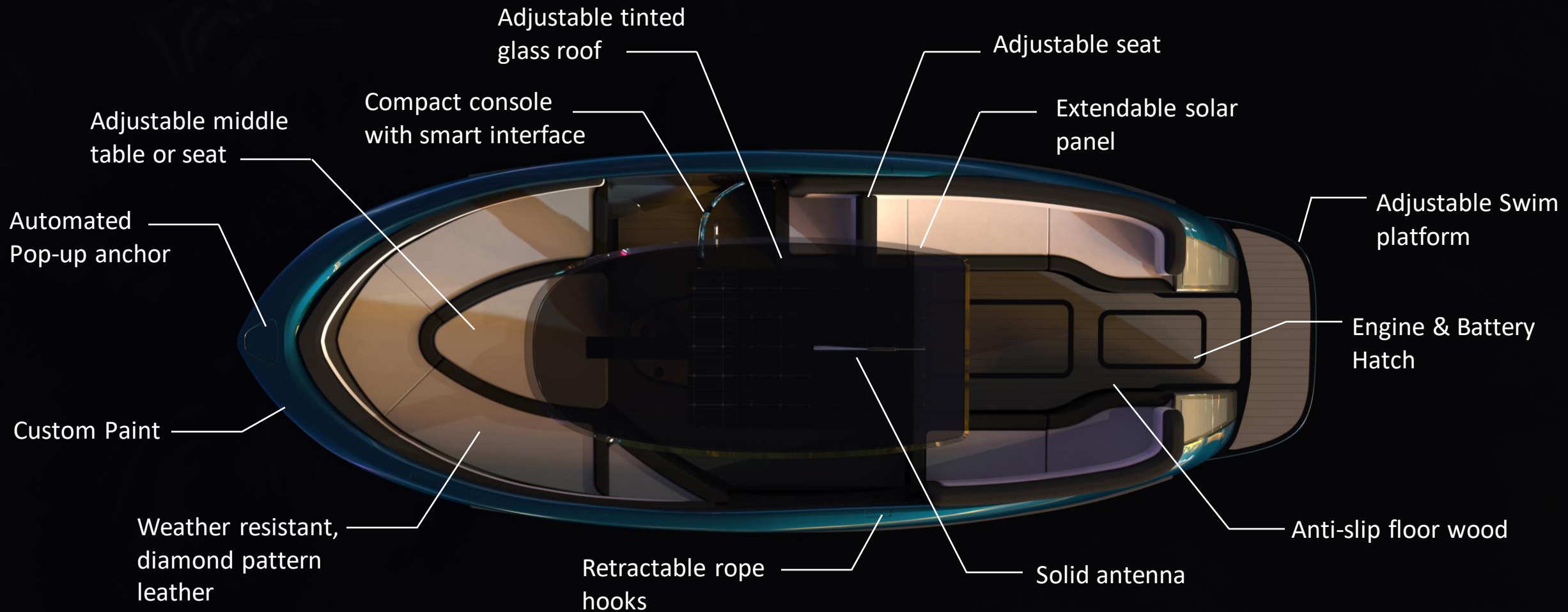
BATTERY SELECTION

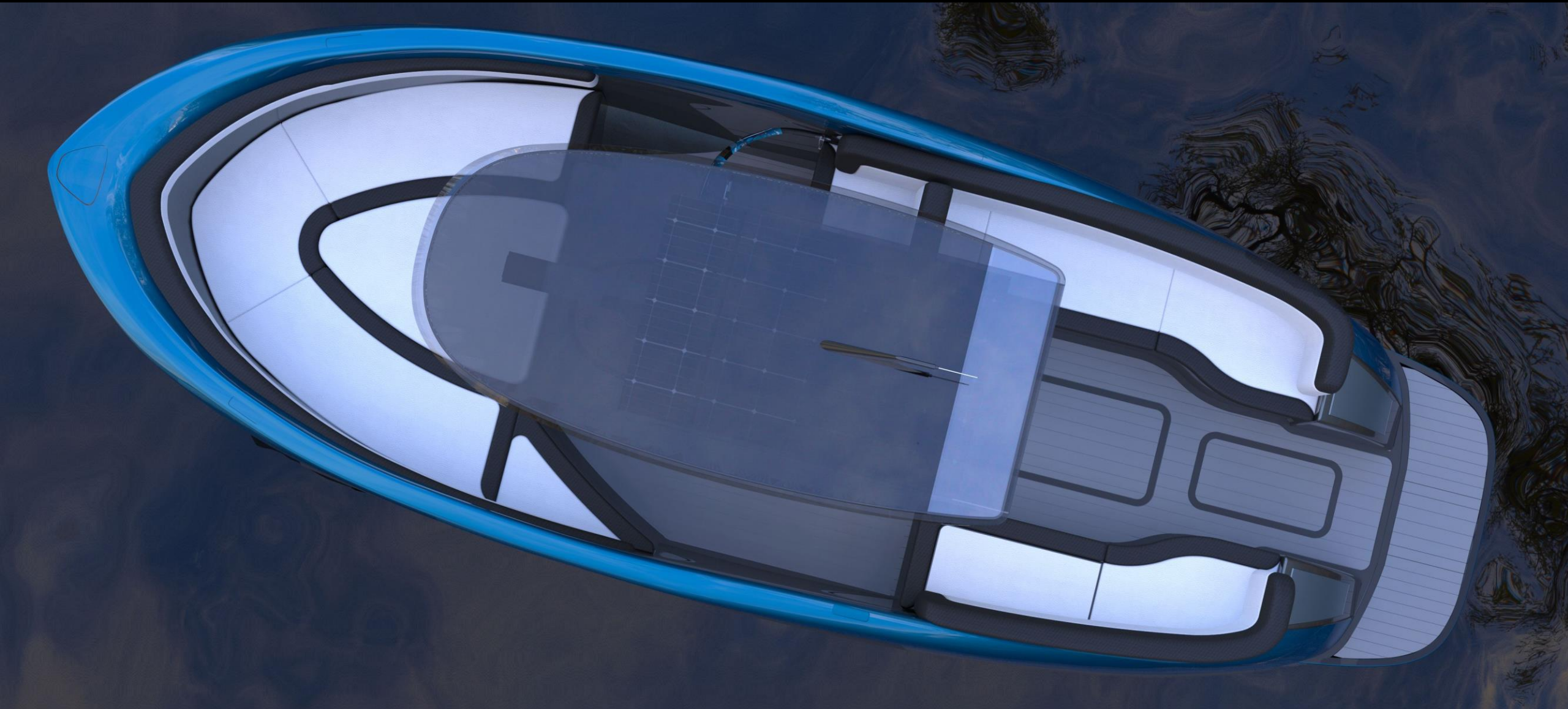
- Torqeedo, BMW i3 battery
- Lithium-Ion
- 40 mile range

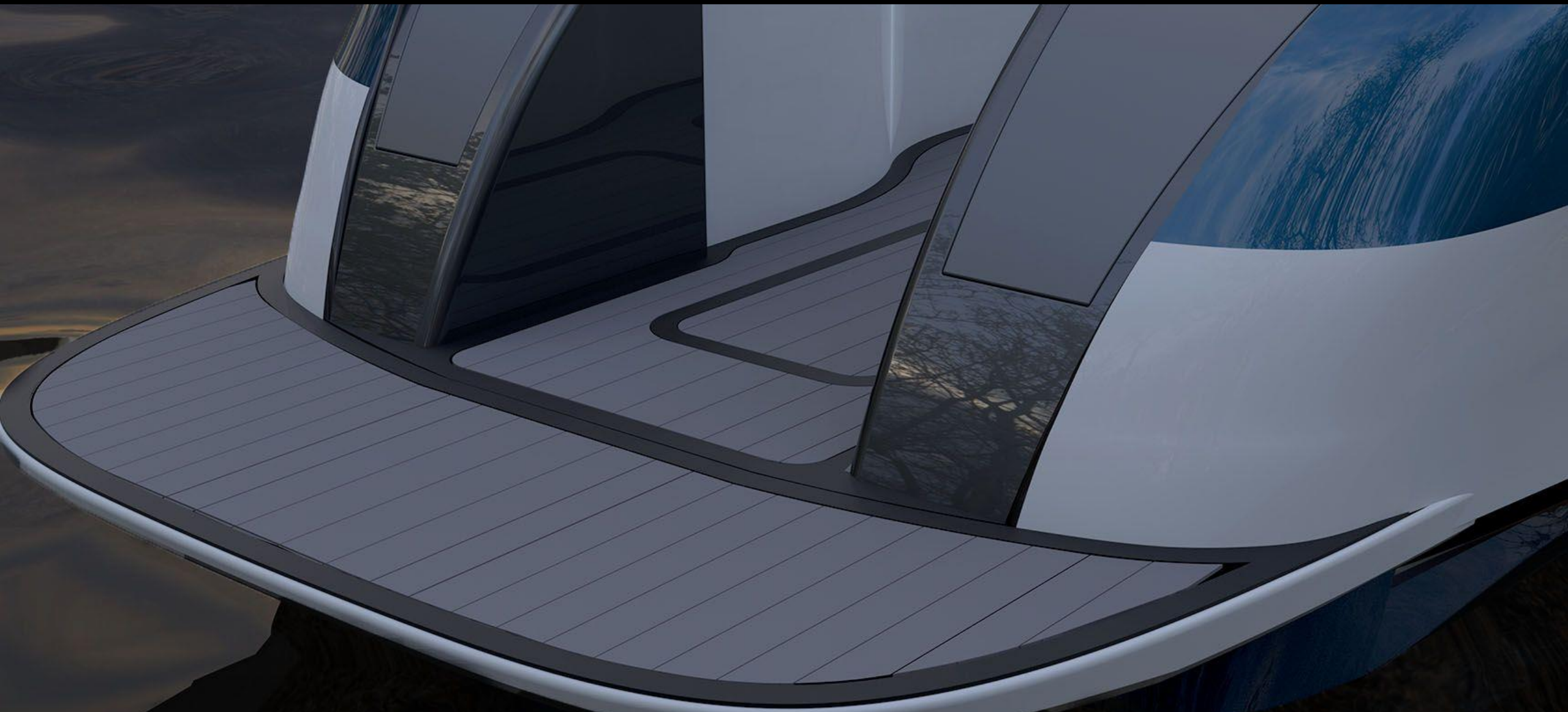




BOAT FEATURES









INTERFACE

We've developed a whole new interface in which will enhance the users experience in our product.



AUTODOCKING



INTERFACE



12:30

INTERFACE FUNCTIONS



