

ABSTRACT

The final task is to make the design of the electric scooter selve 19 with modern design and cartoonish, this design is made using a similar method using the user centre design (ucd) approach to a design design focused on the experience or need for consumers. It is hoped by means of this design that the consumer gets a number of options in the availability of available designs, the color to meet the needs of the consumer in the use of electric motors. The data collection takes place through journals and books, observing the sky and interviews by the design of the user centered design. The processing of data made between them is determining ideas and limits on the design using a term of refrence, in the scoring part it was trying to use the scamper method. An analysis of the design of the electric scooter with modern design and cartoonish suggests that this design can fulfill the model selection option. This can lead to consumer satisfaction with selecting models and designs consistent with consumer character and everyday living.

Key word: electric motor, modern design, celve-19, cartoonish