

## **Abstract**

This thesis is done in collaboration with Thule Sweden AB in Hillerstorp with the aim to, in a conceptual study suggest new solutions in the market area "Roof mounted Bicycle Carriers".

The purpose of the work has been to analyse the problems and possibilities within the area, continue with a ideation process to find alternative solutions and finally select the most suitable for further development. The concepts has been evaluated with the tools normally used in a design process, with the main focal point on the function analysis and the product development method Kansei Engineering.

Work has focused on simplifying the operation, once lifting up the bicycle and then guiding it into the carrier. Another objective has been to reduce the number of operations required to secure the bicycle once it is placed in the carrier. This has resulted in a product that is independent of the increasingly diverse frame constructions and use only the outside of the bicycle tire at fixation. By using materials, color and form to express the company's core values has also been a significant part, as it is in the development of all new products today.

Keywords: Thule Sweden AB, bicycle carrier, roof mounted,