

Case Study

WheelGood Meals

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Service, 3D Modeling, Branding
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A USDA survey revealed that

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56% of Students Skip Meals While On-Campus.

These students are more likely to be **food insecure.**

Issue 1

Food courts aren't convenient for everyone.

Between the operation times and their location, the food courts on active campuses can be too 'out-of-the way' for daily commuters.

Issue 2

The rush of campus life.

Stress is no stranger to the college campus, with so many deadlines and schedules to balance, sometimes food security takes a second priority.



What if we could create a **mobile food court** that is always 'on-the-way' to class?

Research and Design Framework

Creating a Mood Board with AI Tools

Learned and utilized AI tools including **Midjourney** and **Vizcom** to generate build concepts.

*AI Image Generation was a project requirement.



Indicators

Bright colors and sanitary materials.



Form Contrast

Organic shapes are fun and inviting, while the straight, sharp edges are utilitarian.



A Kitchen, Not A Drink Stand

Creating a 'shelter' to establish a worker-to-customer interaction space.



*Only images in section above are generated by AI.

Don't Reinvent the Wheel

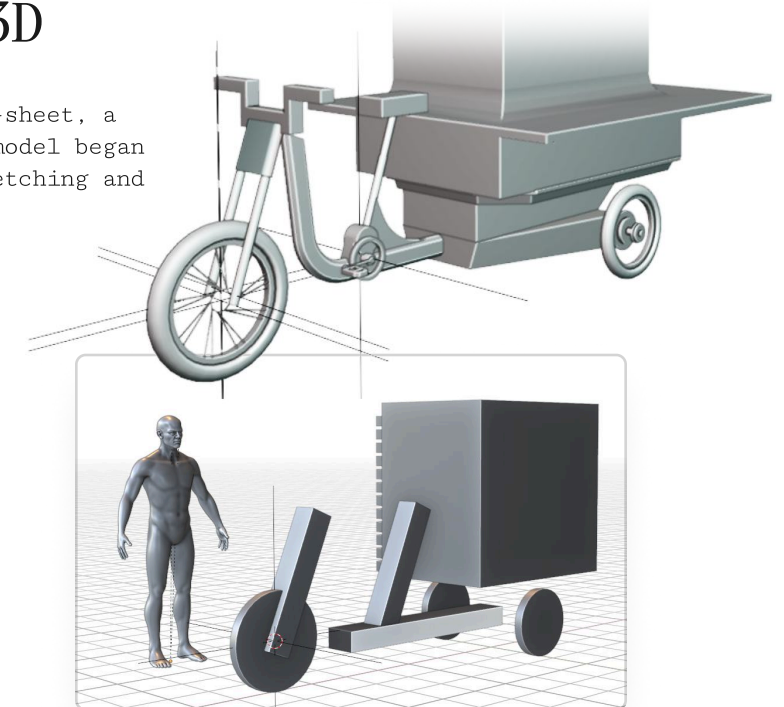
This cargo e-trike by Tripoteur Trips can handle 800lbs (without modifications) and aids the driver with an electric motor.

This will be the platform to build on.



Blocking Out in 3D

Using the provided spec-sheet, a dimensionally-accurate model began taking shape to aide sketching and idea generation.

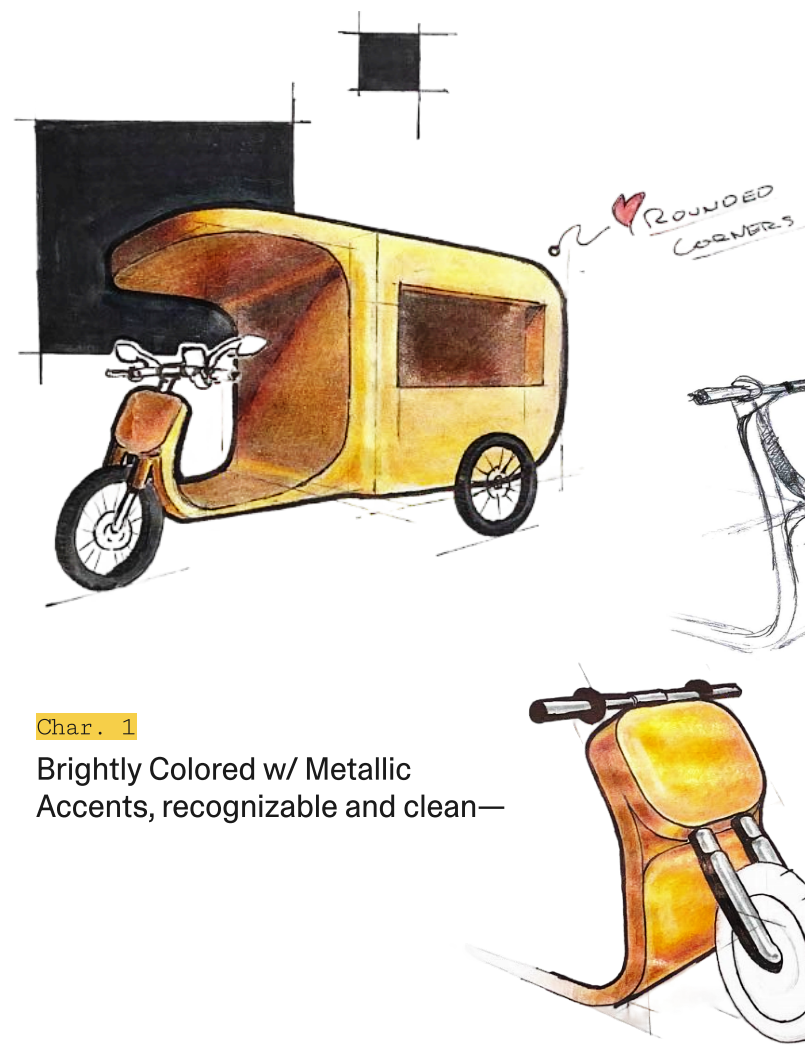


*All depictions of the e-trike are sourced from Tripoteur Trips.

Developing Form and Design Language

Defining Characters

As the forms emerge from the idea sketching, some stylistic choices inform the viewer about the product.



Char. 1

Brightly Colored w/ Metallic Accents, recognizable and clean—

Char. 2

Rounded corners mixed with sharp corners, fun and strong—

Char. 3

Encapsulating the form, defines boundaries and guides customers—

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3D Visualization and Branding Exercise

Creating a high-fidelity 3D model in **Blender**, referencing visual features from the sketches and building upon the initial 1:1 base model from earlier.



Seeing WheelGood in a Real Setting

On-Campus Food Taxi

Built on a compact cargo e-trike frame, it travels campus sidewalks and relocates to high-traffic areas, making meals easier to grab between classes.



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