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Automotive Mega Trends & The Future of UX

Delivering Hospitality Instead of Features

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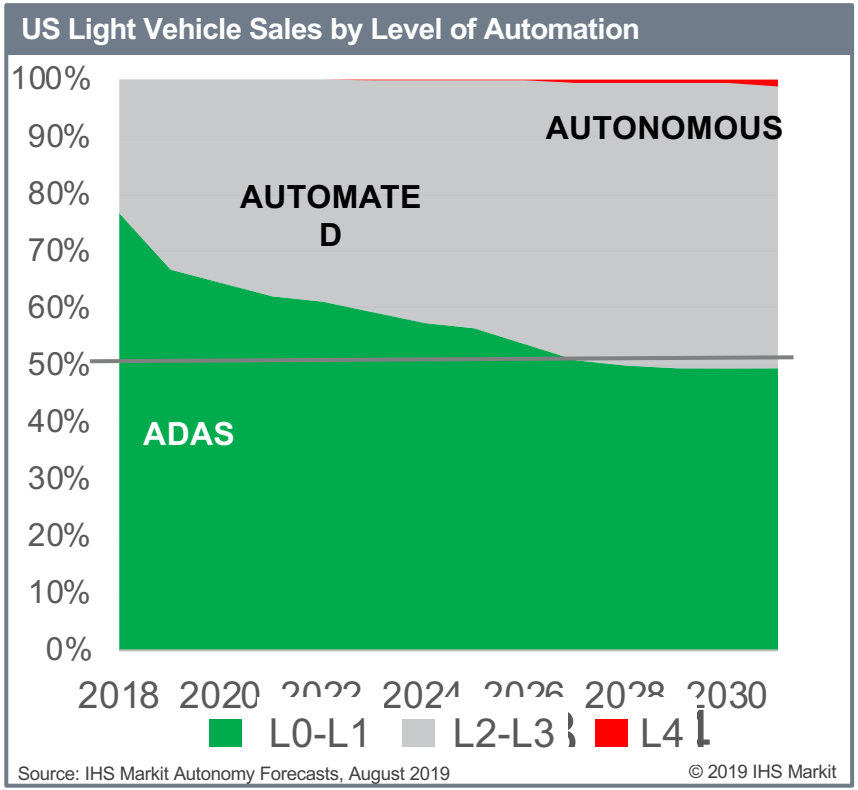
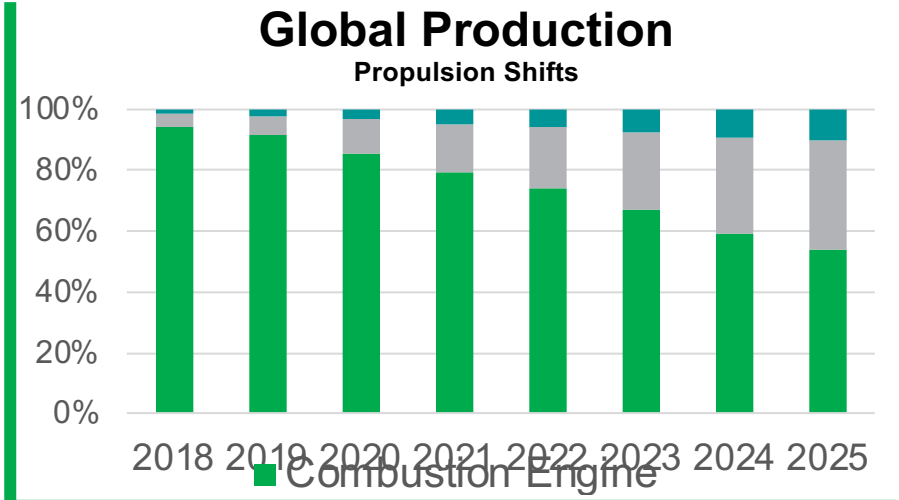
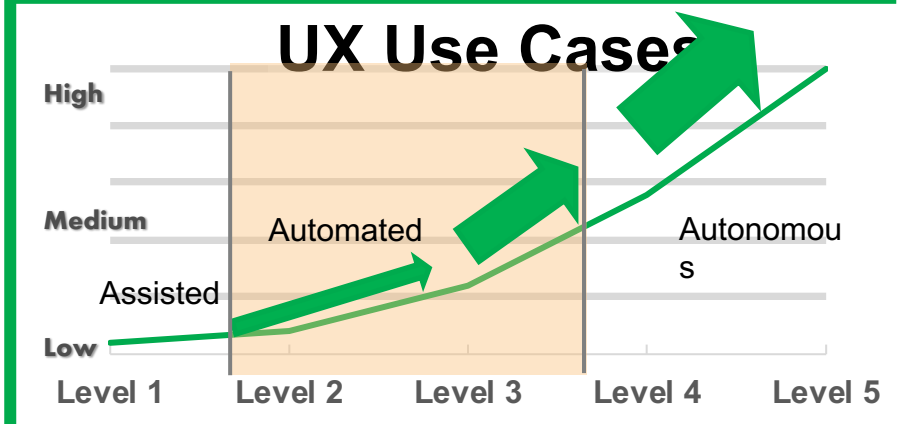
Automotive Mega Trends







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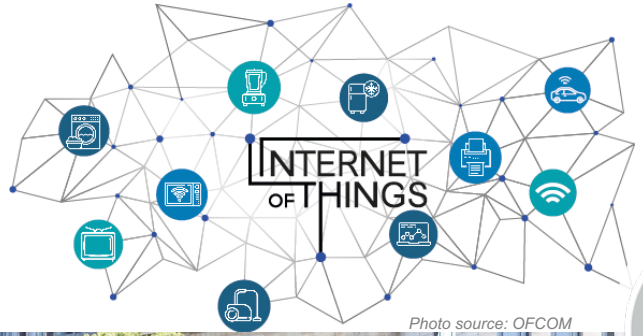
The Network



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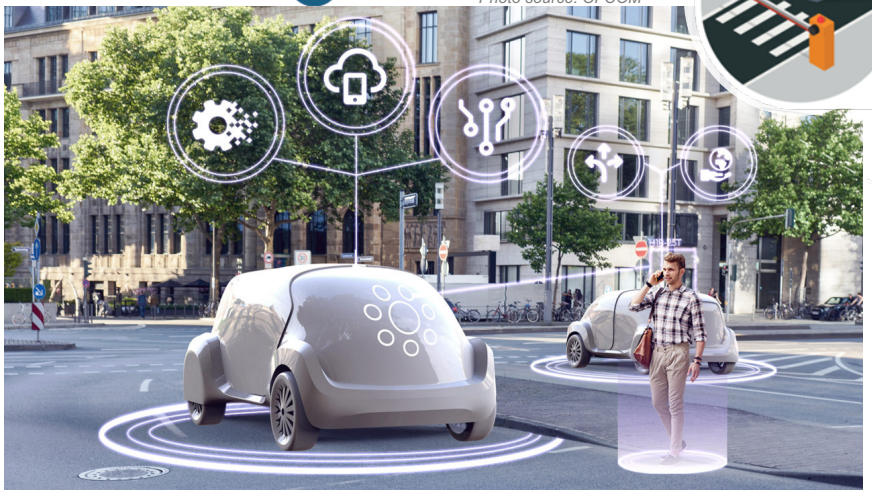

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The Device

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What are the Firm's Saying About UX?

Industry Interviews

"How do you deliver delight without sensory overload?"

"The customer wants to have one user interface to control their whole life"

Photo source: Shutterstock

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"You work both ways – you see what features need which tech, but you also need to start with the tech and see what features they enable."

"One camera for one feature is not sustainable"

"Over Spec hardware to extend useful life"

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UX Themes

Word Cloud

Ultra User Personalization	Connectivity
Context	In-Cabin Monitoring

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The Vision of Future Mobility

A consistent, contextual mobile hospitality experience

Pre-ride

- Reporting vehicles condition
- Automatically moving to the driver's location
- Opening doors
- Adjusting in-cabin architecture and room based on driver's needs

In-ride

- Interacting with the driver and passengers during the ride/drive
- Continuously monitoring them to identify their moods, needs and requests
- Converting monitoring inputs into actionable outputs

End-ride

- Drop off, self-parking or next trip
- Vehicle is fueled, maintained, and cleaned as necessary.
- Secure portion of the vehicle can be unlocked to provide parcel delivery for short periods

Underlying Challenges

- User Connectivity
- Autonomy Level
- Vehicle Architecture
- Over the Air (OTA) Updates

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Technology Roadmap Summary, by Category

Pre-ride information/actuation

Basic

- NFC Keys
- User presets & mirrors via smartphone

Complex

- “Summon”
- IoT profile registration

Advanced

- Facial recognition and door actuation
- Contextual detail (i.e. you have a bike, or you’re with friends)

In-ride information/actuation

Basic

- Basic virtual personal assistant (Alexa)
- Basic driver monitor

Complex

- User health monitoring
- Contextual recommendations
- Voice and face IDs for applications

Advanced

- Guided content (i.e. meditation)
- Privacy zones (in shared vehicle)
- Auto Privacy glass in L4/5
- Fully contextual assistant

End-ride information/actuation

Basic

- Parking suggestions in real-time
- Occupant reminders/alerts
- Basic smart home activation (i.e. auto garage door open)

Complex

- “Reverse summon”
- Seat orientation toward exit (left or right)
- Personal data cache clear, upon exit

Advanced

- Specific drop-off points
- Self-parking, charging, & cleaning
- Fully-integrated content INTO the smart home or office

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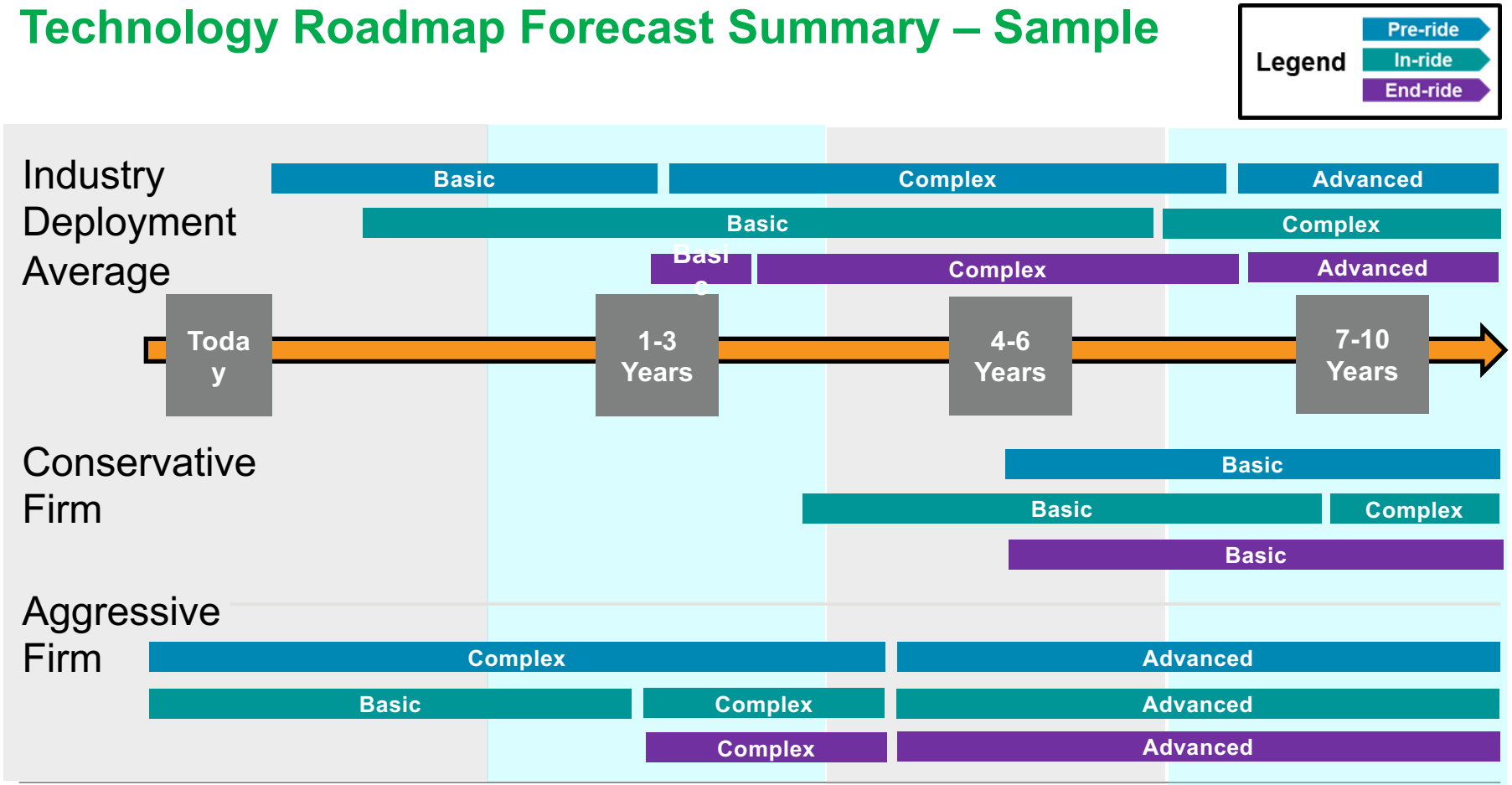
Technology Roadmap Forecast Summary – Sample



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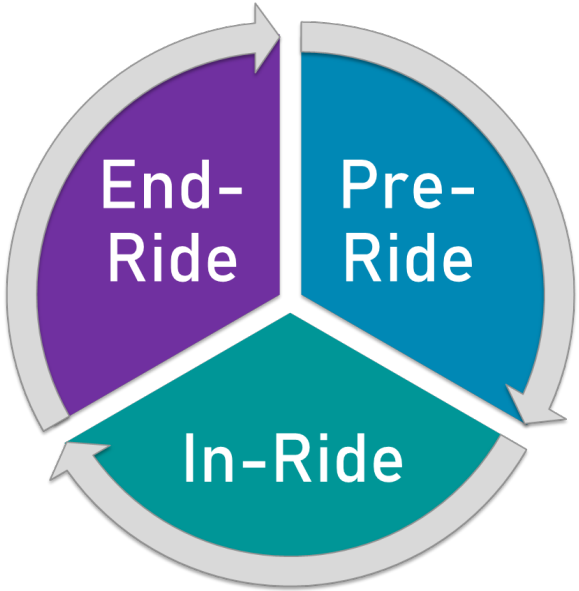
Conclusion

Challenges to Delivering UX

- Connectivity
- Architecture
- OTA
- Autonomy



Ideally, this becomes a cycle
Optimized, Adaptable, & Sustainable

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Thank You

Questions?

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