

# TESTING THE VEHICLE INTERFACES OF TOMORROW

**We help a European automaker conduct user experience and usability research for its navigation and infotainment systems.**

## The client

One of Europe's leading premium auto manufacturers.

## Situation

Our client is an innovator in the upper-class auto segment. With the rise of the connected car and related technologies, the automaker is constantly adding smart features to its vehicles to enhance safety and the driving experience. Ensuring that human-machine interaction (HMI) remains easy and enjoyable to use as it incorporates a growing list of new features poses an increasingly difficult challenge for the company.

## Approach

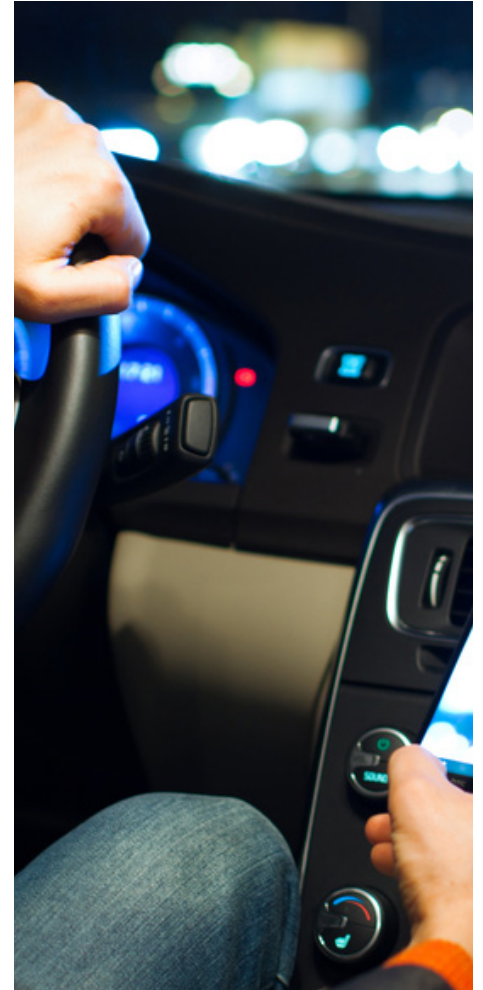
For more than five years, we have worked with the client on the usability and user experience of its in-vehicle navigation and infotainment systems. We used iterative usability testing with real users to help improve upcoming models and ensure that new concepts and interfaces met user requirements. These covered the core parts of the in-vehicle infotainment system, including navigation, media and safety features.

Our driver distraction testing has also played an important role in our work for the company. This methodology asks real users to solve tasks that involve a new feature in simulated or real traffic to assess whether it can be safely operated while driving.

We have conducted over 50 studies in total to help the carmaker improve interaction and display concepts in the HMI. This research has spanned the clients' facilities, our own labs and real-world traffic.

## Outcome

We helped the automaker to create a usable, engaging and desirable user interface for its latest navigation and infotainment system, launched recently in one of its high-end sedans. Our work has also helped ensure driver distraction from the in-vehicle systems stays within accepted industry guidelines. We continue to work on new interface concepts for future models to ensure a top-of-the-notch driving experience for our client's discerning customer base.



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