

Testing the vehicle interfaces of tomorrow



One of Europe's leading premium auto manufacturers.

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

Situation

Ensuring that human-machine interaction (HMI) remains easy and enjoyable is a growing challenge for our client as it incorporates a growing list of new features.

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.

Our driver distraction testing has also played an important role in our work for the company. 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.