

# In-Cabin Choreography

Designing the Ultimate In-Vehicle Experience

18 October 2022 – Dearborn, MI



**COVESA**

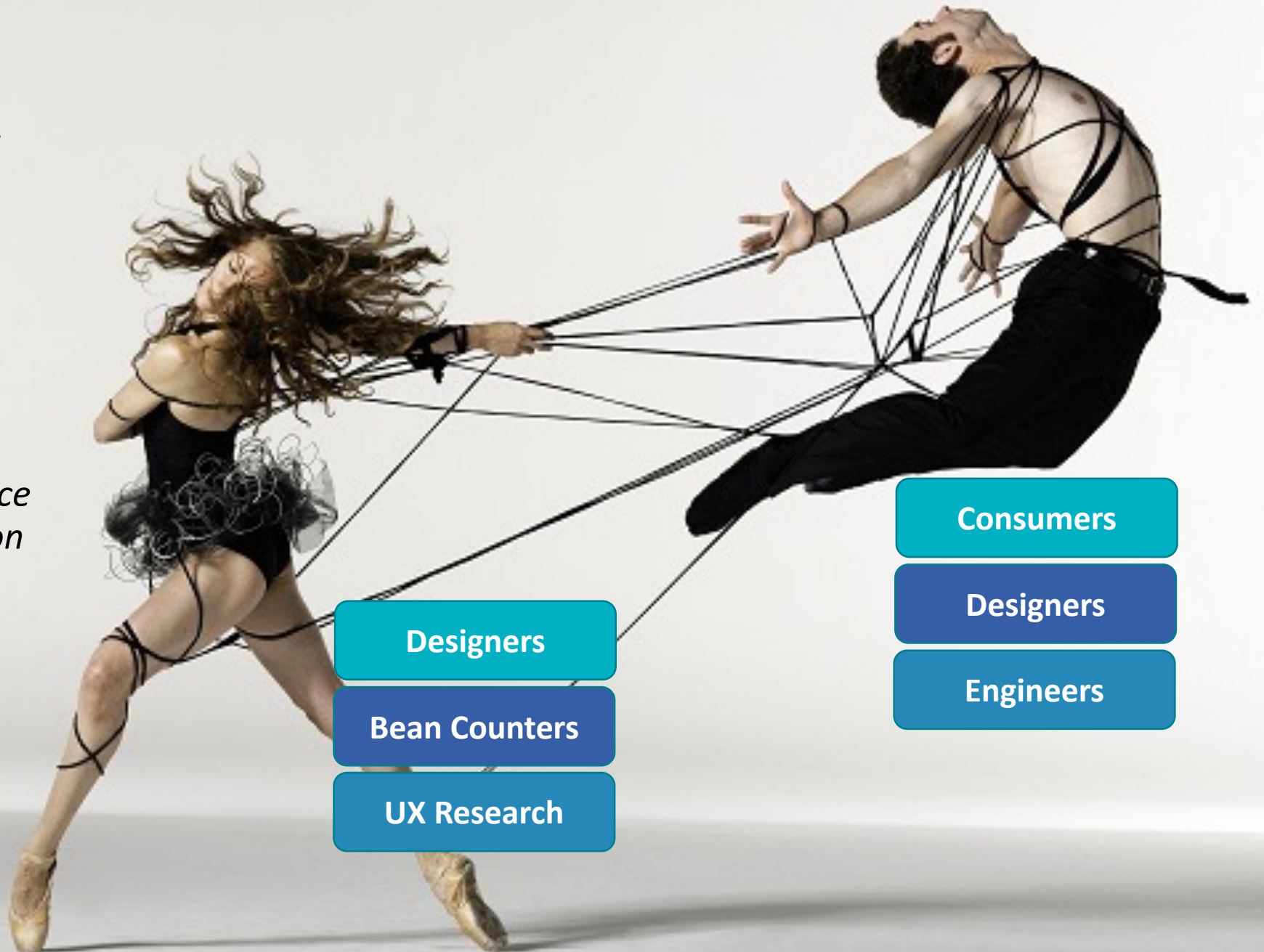
Accelerating the future of connected vehicles



# Choreography

*Choreography is the art or practice of designing sequences of movements in which motion or form or both are specified*

*In-Cabin Choreography is this intense and rapid dance where technology invention fuels implementation and then stokes consumer expectations in this maddening turbulent IVE tornado*



Designers

Bean Counters

UX Research

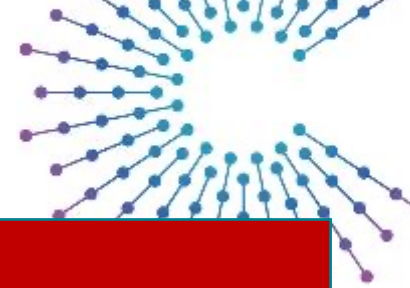
Consumers

Designers

Engineers

# Today's Choreographers

*A breadth of backgrounds,  
companies and experiences*



**Steve Higgins**  
Head, Google Assistant  
Auto & Cross-Surface  
UX Research



**Dan Cashen**  
Chief Engineer,  
Smart Cockpit



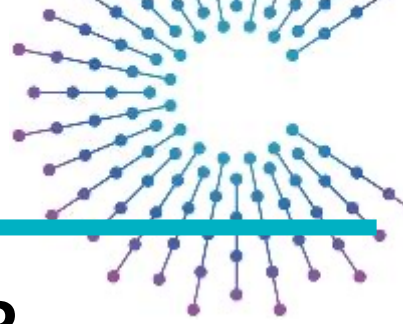
**Soyeon Choi**  
Design Group Manager



**Lincoln Merrihew**  
Moderator



# Stage Set 1: Offspring

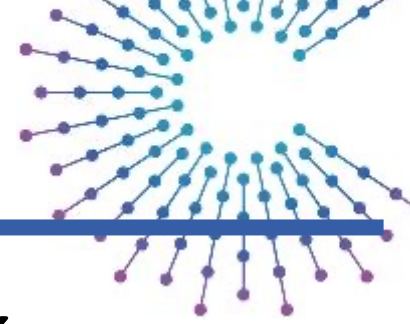


## Who is the real “mother of invention”?

- Engineers
- Visionaries
- Market Researchers
- Consumers
- Necessity
- Epic Failure
- Other



# Stage Set 2: UX You Look Up To

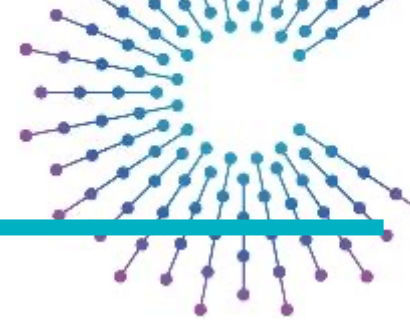


**\*Today\*** which industry leads the pack regarding user experience?

- Smartphones
- Smart home devices
- Vehicles
- Computers
- Retail self-check-out
- Search engines
- Other
- Nobody



# Stage Set 3: Misguided Desires?



**Do customers even know what they want?**

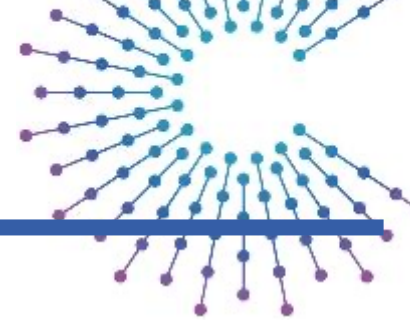
- **Always**
- **Sometimes**
- **Never**

**What do they want more:**

- **Cool technology**
- **Brand status**
- **Life-enhancing solutions**



# Stage Set 4: Is Ignorance Bliss?

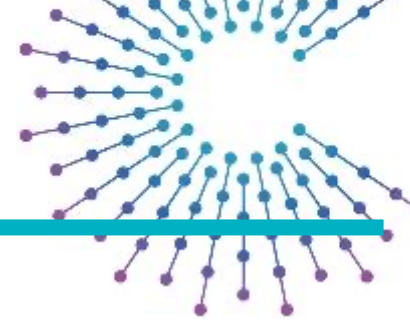


**How much in-cabin technology is actually used by occupants?**

- All of it
- Most of it
- Some of it
- None of it

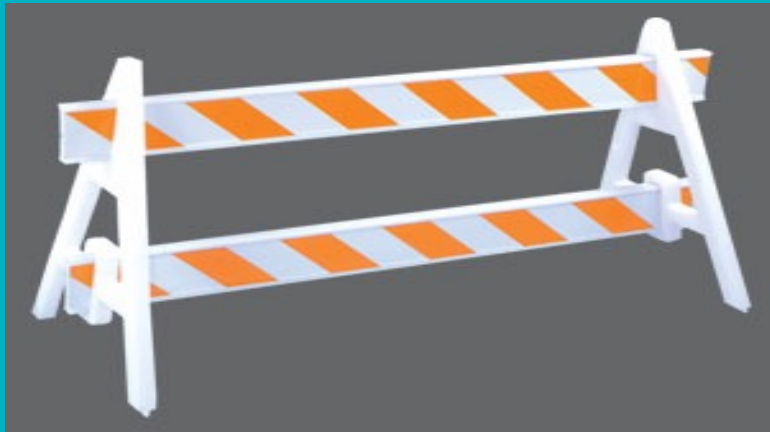


# Stage Set 5: Dr. UX, Tear Down this Wall!



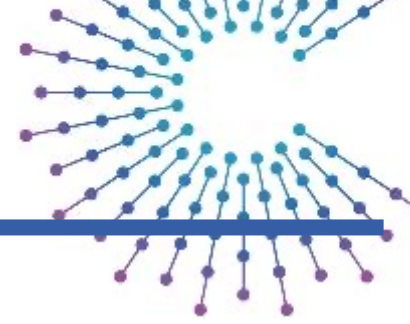
**What's the biggest barrier to adoption?**

- **Lack of Awareness**
- **Competition**
- **Lack of need**
- **Poor UX/UI**
- **Poor technical performance**





# Stage Set 6: What if a Vehicle Just Nailed It?



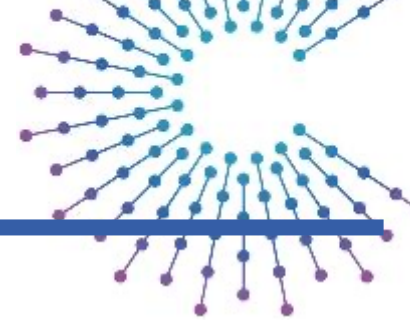
**What are the benefits to:**

- **Businesses and revenue?**
- **Brand loyalty?**
- **Brand equity?**
- **Repair costs?**
- **Resale value?**
- **Safety?**

**Conversely, are these the same areas for risk if consumers don't buy? Or buy and don't use?**

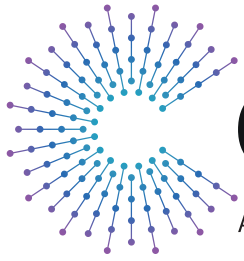


# Let's Panel: How to Solve the Choreography Conundrum



- Who leads, who follows?
- What decision inputs are needed?
- How to balance flexibility, standardization and future-proofing?
- How do we test success before and after launch? Including OTAs?
- How to compensate for any lack of benchmarks?
- How do we measure success?
- After touch and voice, what comes next?





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