In-Cabin Choreography

Designing the Ultimate In-Vehicle Experience

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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.

Consumers
Designers
Engineers
Bean Counters
UX Research
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

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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 if 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?