COVESA

STELLANTIS

Vehicle Experience Content & Entertainment Workstream

October 12, 2023

WORK STREAM GOALS

As thought leadership, open collaboration and validation of ideas are key to the future BoF. The working group will have regular presentations and webinars by industry professionals. The slides and perhaps even recordings will be made available.

Common challenges, guidelines, concerns, standards, architectures... will be documented in the form of briefs or white papers.

Education and training materials for software developers and architects may be created.

Data and interface specifications that facilitate and accelerate or otherwise improve vehicle experiences will be informed, created and/or updated, especially those of the Data Expert Group-

INTRODUCTIONS

Michael Blicher

Managing Director
Innovation Works

Brad Gieske

UX Design Chief - Adv. UX Cockpit
Strategy & Brand UX (RAM / Dodge)
Stellantis

Dan Cashen

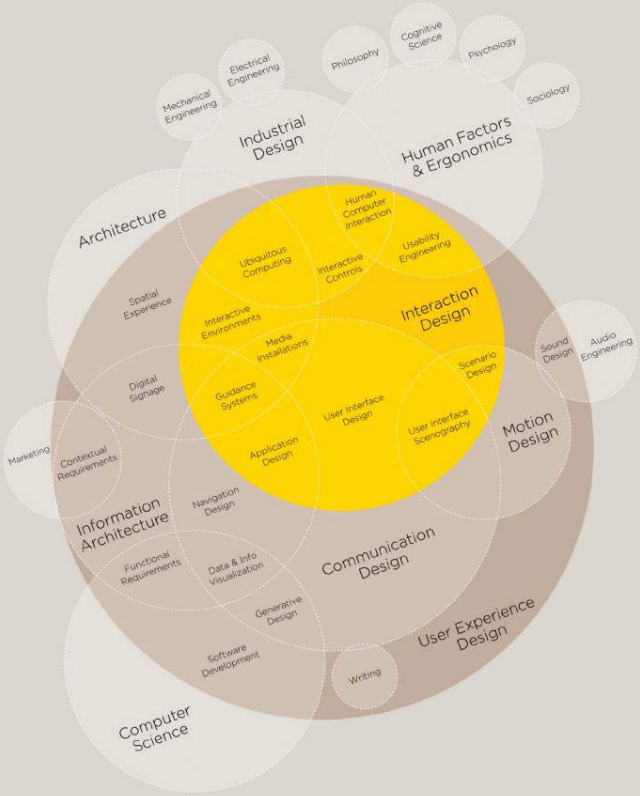
Chief Engineer SmartCockpit - SWX
Stellantis

The Future of Automotive UX

WHAT IS
The Future of Automotive UX?

COLLABORATIVE SKILLSETS

The Disciplines of
User Experience Design



The Disciplines of
User Experience Design

made by envis precisely GmbH (2009 | Redesign 2013)
www.envis-precisely.com
based on »The Disciplines of User Experience«
by Dan Saffer (2008)

MULTI MODAL IMMERSIVE EXPERIENCE

STELLANTIS

INPUTS

TOUCH

SOUND

IDENTIFY

ACCESS

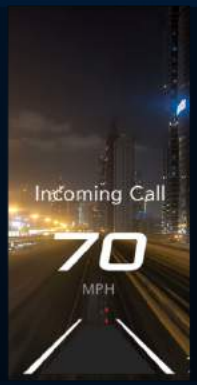
GAZE

GESTURE

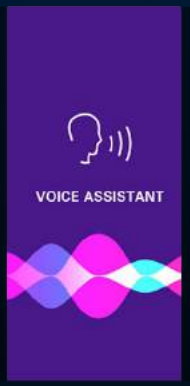
BRAIN WAVE

OUTPUTS

DISPLAYS



SOUND



LIGHTING

HAPTIC

PROJECTION

THERMO ELEMENTS

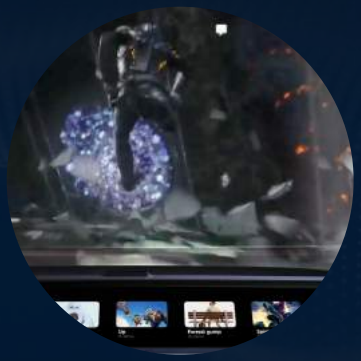
SMART SURFACE

ENABLERS FOR PROGRESSION

ADAS TECHNOLOGY

- Auto Drive advancement
- Handsfree Driving

CONTENT ECOSYSTEM



- Multi-media
- Productivity
- Gaming

CONNECTIVITY

- 5G
- V2X
- Smart Cities
- IoT

AI

- Sensor-based AI
- Contextual awareness
- Situational awareness
- Persona
- Feedback

COCKPIT PHILOSOPHIES

Features Packed

Progressively Simplified

Experience Centric

Driven by Progressing levels of autonomy

COCKPIT PHILOSOPHIES

STELLANTIS

Features Packed

- Proactive Advocate
- Intelligent Identification
- On-Demand Content
- Connected with IoT

Progressively Simplified

- AI driven interaction
- Subdued Drive Information
- Smart Surfaces
- Contextual Content

Experience Centric

- Immersive Moments
- Minimal Cognitive Load
- Focus on non-driving usecases
- Deep V2V Collaboration

GROWING AS A COMMUNITY

INSPIRE OTHERS — COLLABORATE / SHARE — ALWAYS GROW

The Future of Automotive UX

IS YOU!

https://www.stellantis.com/en/careers

LINK TO THE WIKI PAGE OF THE GROUP

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Thank you
&
Stay Tuned

See you online and at CES 2024

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