

Autonomous Car Interior

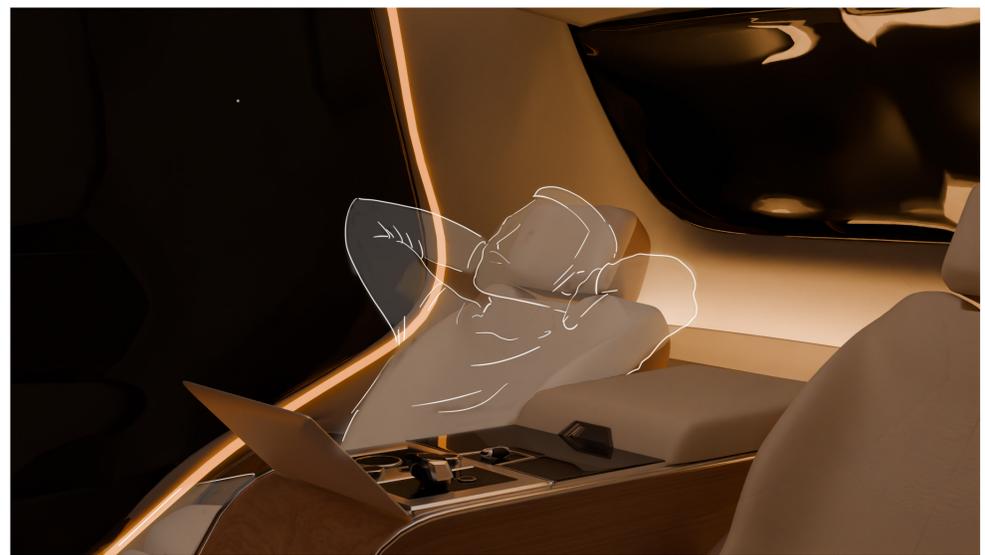
From Context and Exterior to Lighting and Experience



Graduation Thesis
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The interior of a car has traditionally been designed with a driver in mind. However, the automotive industry is undergoing a significant transformation, driven by advancements in self-driving technology. This shift introduces a new challenge: designing interiors for autonomous vehicles. Instead of a driver-focused experience, the focus now shifts to a passenger-centred experience, requiring different features and a completely new interior design.



This project focuses on developing an innovative interior design for Level 5 autonomous vehicles, specifically for Jaguar Land Rover (JLR). The goal is to redefine the traditional driver-centric experience into a passenger-focused journey, contributing to the transformation of the automotive industry. A key priority is enhancing the user experience during long journeys while staying true to the Land Rover brand identity. With Level 5 autonomy, where the vehicle operates fully independently, the project envisions what

can be achieved through progressive stages of development. The concept aims to support both work and leisure activities by integrating essential features such as adjustable seating, glass obscuring and frosting and optimised lighting. These interconnected interior elements play a crucial role in enabling these functionalities. In the past, incorporating advanced lighting, obscuring and frosting was impractical, as the driver required an unobstructed and distraction-free view. In the future, this limitation no longer

applies. The design considers multiple interior components to but particularly emphasises lighting solutions. By integrating this capability, the project aspires to establish a new standard for interior functionality in autonomous vehicles, aligning with JLR its commitment to being proud creators of modern luxury. This approach aims to create a comfortable journey experience, redefining standards for passenger-centred automotive design.

Autonomous Car Interior:
From Context and Exterior to Lighting and Experience
for Level 5 Autonomous Driving
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Integrated Product Design

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