

Creating tomorrow's driving experience

A concept and vision for Lynk & Co

The automotive industry is undergoing a transformation fueled by advancements in digital technologies and connectivity. As vehicles evolve, the way we interact with them is changing, driven by a new era of Human Machine Interface (HMI) design, and the introduction of autonomous driving. Designing a car is no longer just about the vehicle. It is about energy, data, services, connectivity, entertainment, and the relation between them (Konstantopoulos, 2024). This project addresses these changing dynamics, and aims at developing a design proposal for the future of the in-car interaction within a 2035 Chinese urban context, for the Swedish-Chinese Lynk & Co.

PROBLEM

Current automotive HMIs are overly complex, having an impact on user safety, ease of use, and brand value. It causes users to be distracted while driving, not regarding vehicle systems as meaningful, and hinders car-sharing adoption. The complexity result in a learning curve for new users, which is particularly in a car-sharing context. Additionally, the emphasis on digital interfaces leads to a disconnection from the driving experience and external environment, compromising safety and the user satisfaction.

PROJECT GOAL

Envision a future Lynk & Co HMI that is more intuitive, user-friendly and brand-differentiated, in the context of a 2035 Chinese urban environment.

ANALYSIS

The research identified key trends and user needs shaping the future of the in-car interaction. Urbanisation, technological advancements, and changing user expectations are transforming mobility. Lynk & Co, positioned as a premium brand within the Geely group, target young urban professionals who value functionality, technology, and sustainability. The analysis phase included literature research, expert interview, and user studies, providing insights into the current challenges and opportunities in HMI design. Findings showed a need for simplified interfaces, better integration and design for personal devices and a focus on safety and usability.

FUTURE FRAME

Possible futures were created by collecting and understanding the contextual factors that shape it. These were translated into a framework that shows 6 states of automobiling in a 2035 Chinese urban environment, allowing for developing future-proof concepts for these states and positioning the designed interactions between them.

UNIQUE PROPOSITION

The proposition aims to shift from 'tech that isolates' to 'tech that connects', enhancing the relation between the user and the environment they move through. The concept of a 'dark cockpit' minimises visual stimuli, leading focus

to the road and their surroundings. The HMI is designed to be intuitive through physical controls for daily functions and using personal devices for more advanced settings, ensuring a seamless and personalised user experience.

DESIGN PROPOSAL

The final design proposal integrates the following elements:

- **Dark cockpit philosophy:** Minimises visual noise, showing just the information needed at the right moment.
- **Levelled interaction:** Separates daily controls from advanced settings, using physical buttons for immediate functions and personal devices for detailed adjustments.
- **Focus modes:** Adapts the dashboard display based on driving or media mode, balancing functionality and entertainment.
- **Haptic feedback:** Uses seat vibrations and subtle movements to guide and inform the driver, minimising the reliance on visual and auditory alerts.



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