Appendix C

User Research Configurations and Comments

A Concept and Vision for Mercedes EQ

Reimagining our Time Spent in Sustainable Luxury Cars in 2035

Master Thesis
Ruben Schols

Mercedes-Benz TU Delft Delft University of Technology

Thesis General Information

DISCLAIMER

This Master Thesis is written in for completion of the MSc Integrated Product Design program at the faculty of Industrial Design Engineering (IDE) at Delft Technical University (Delft, Netherlands).

Delft, April 2022

SUPERVISORY TEAM

Brand-de Groot, S. C. M. (Susie) (Mentor)
Fischer, J. (Jan) (Mentor Mercedes-Benz)
Grondelle, E.D. (Elmer) (Chair)

GRADUATE STUDENT

R. T. Schols (Ruben)
Industrial Design Engineer

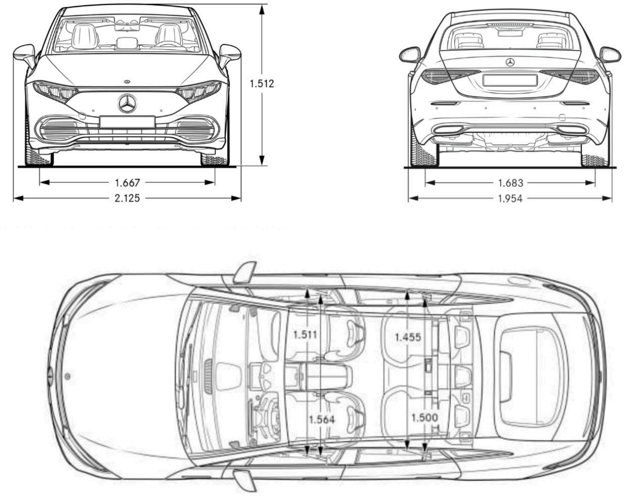
CLIENT

Mercedes-Benz AG
70546 Stuttgart
dialog.mb@daimler.com
www.mercedes-benz.com

Appendix C

User Research Configurations and Comments

A Concept and Vision for Mercedes EQ
Reimagining our Time Spent in Sustainable Luxury Cars in 2035



Personal Comf. / Freedom of Movement
± 6/7 ; RF = pref. spot

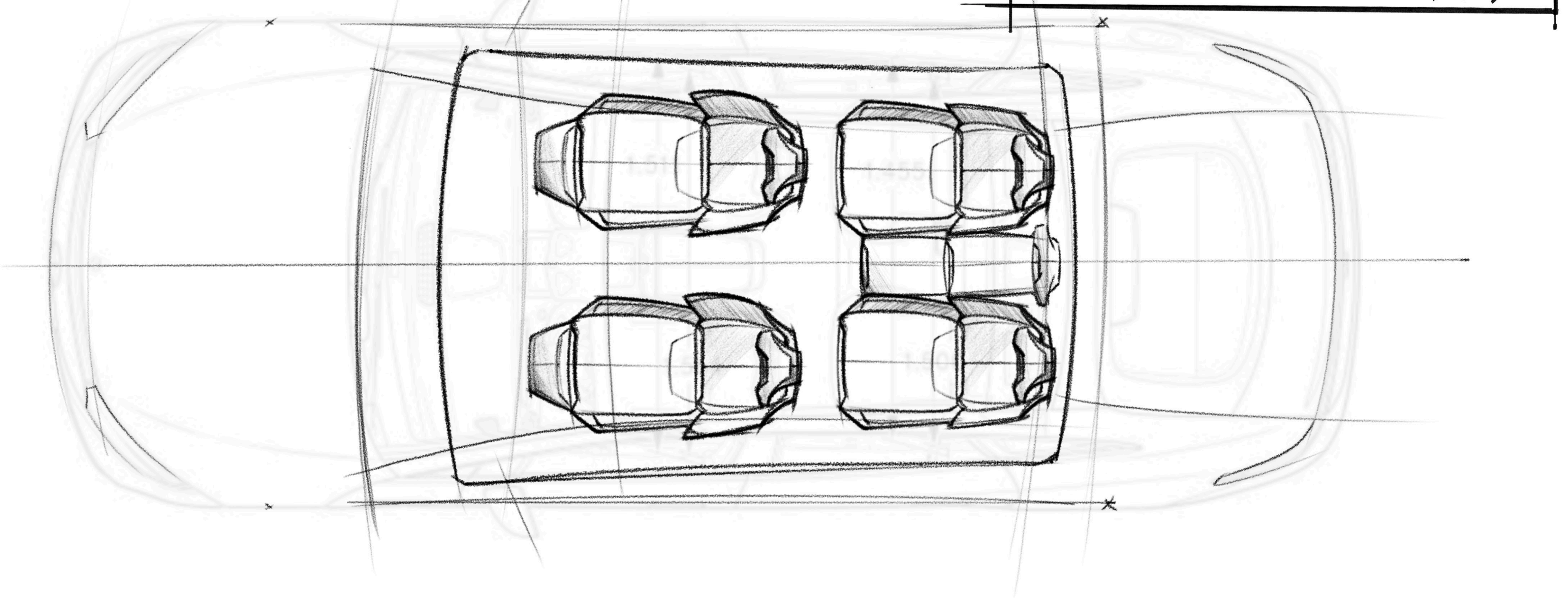
Option to socially engage
± 4 ; devision front/rear, option to choose + familarity is nice

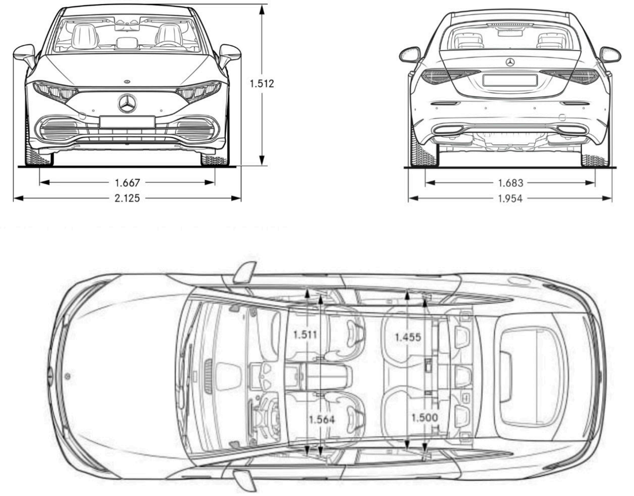
"Do your own thing" (Work/Read/Music)
± 7 ; += no permanent eye contact

Novelty
± 1

Appeal
± 6 forward facing + familarity = nice

Comment
RF is most prefered ; no eye contact can be nice ; familarity is nice ; seperation front + rear is socially not optimal





Personal Comf. / Freedom of Movement
4 for facing ; kind of awkward
LR lot of lecroom vs. least nice spot

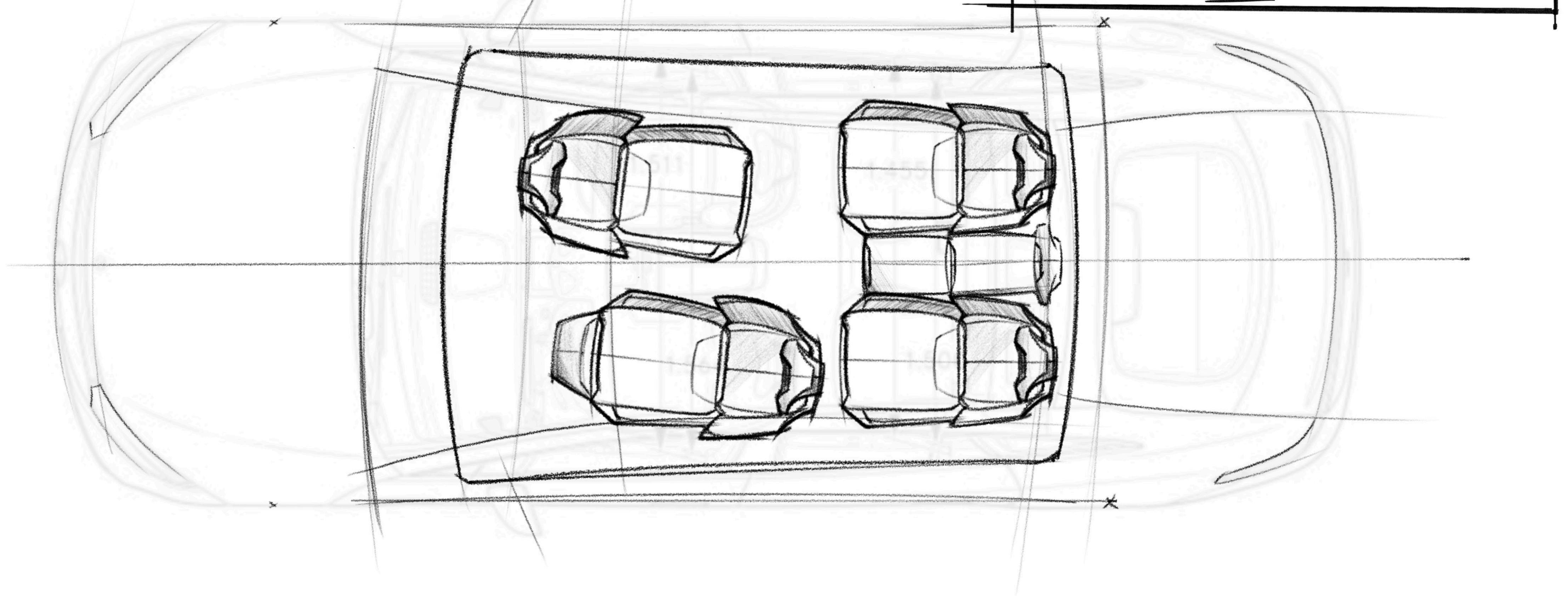
Option to socially engage
D: 4½ driver is very much excluded
8½ reversed likes it to talk to RLARR

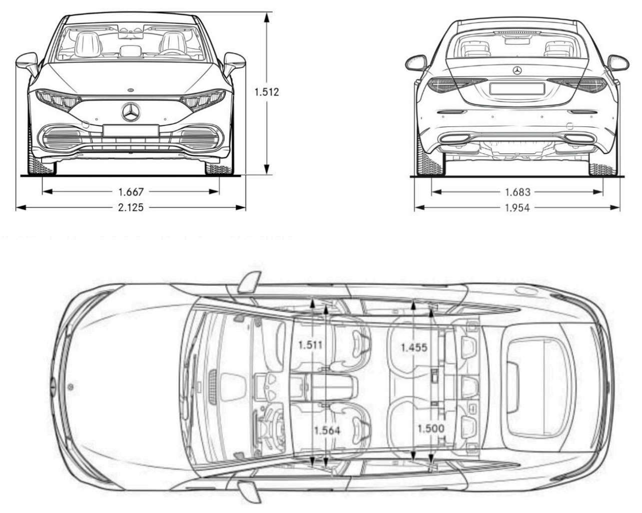
"Do your own thing" (Work/Read/Music)
± 6 driver = excluded + eyes over shoulder

Novelty
± 8 4 seater train feeling
RF driving direction weird though

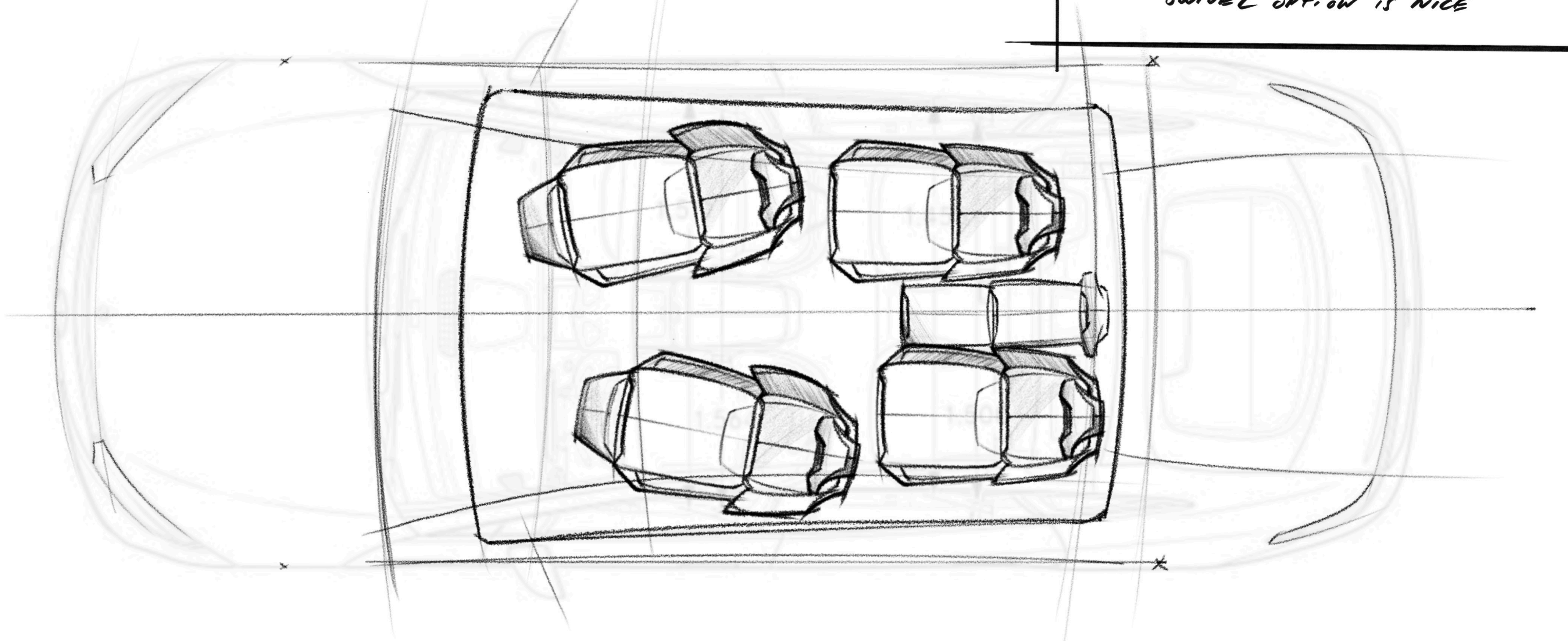
Appeal
± 7 shame for driver though with long rides ; lecroom issue
driver feels like chauffeur

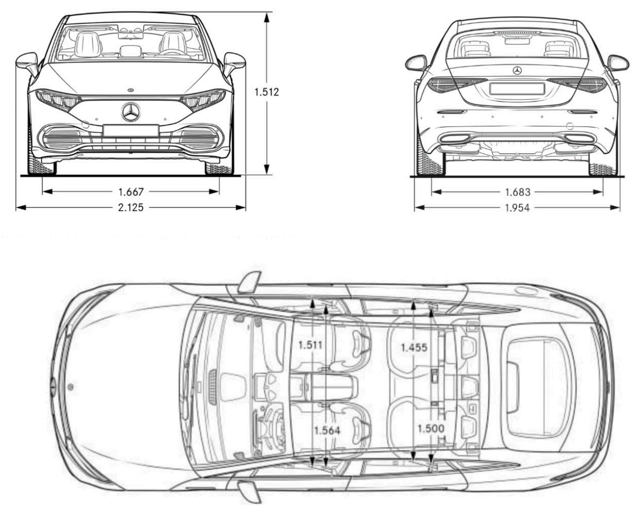
Comment
A good relation of RF arr is a necessity
driver to co driver to rear dynamic nice for brief moment / engagement



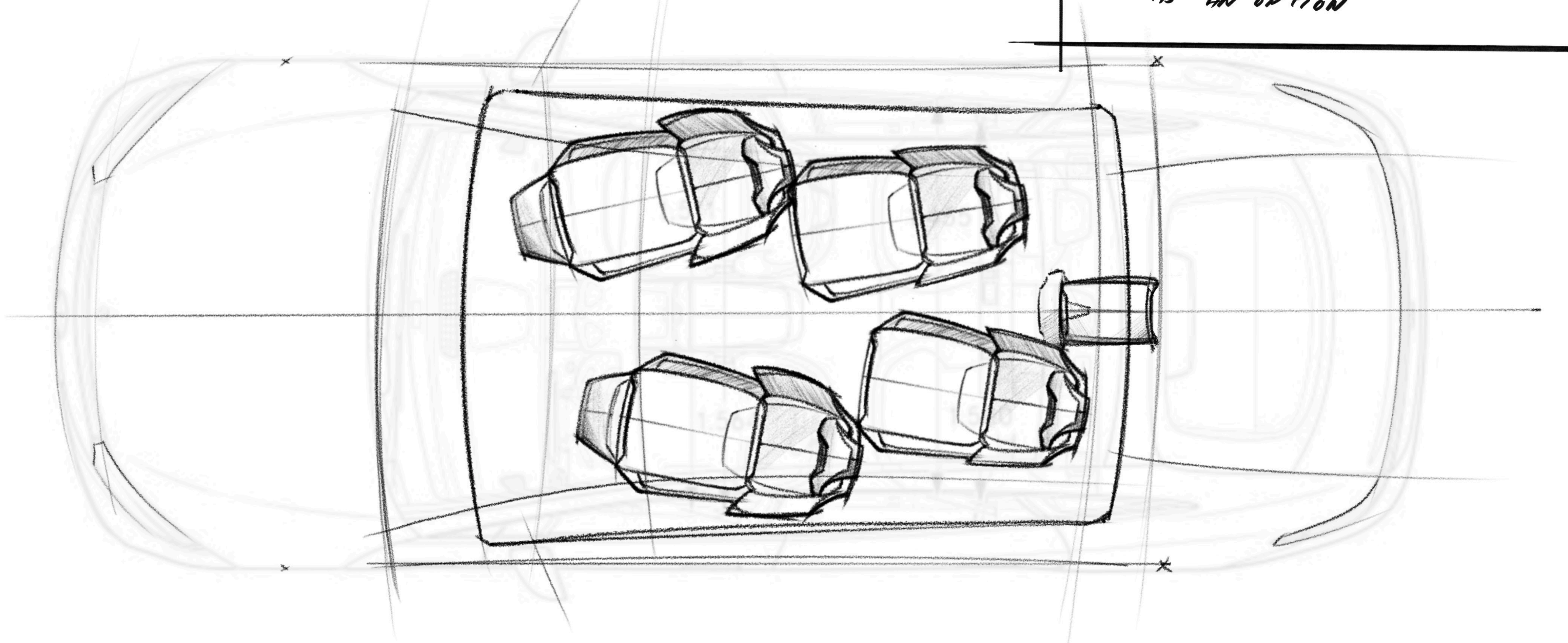


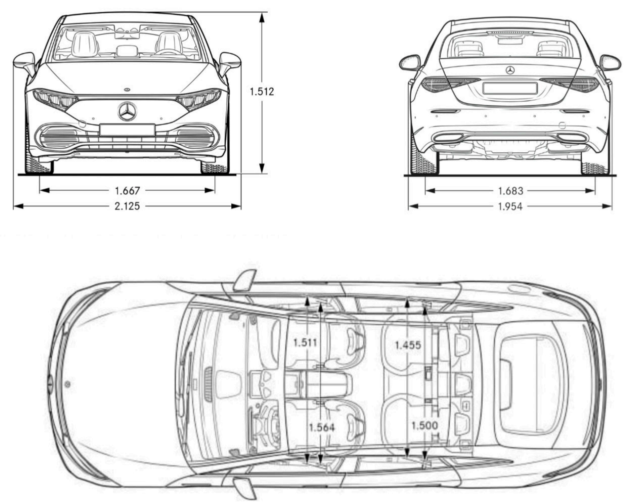
PERSONAL COMF. / FREEDOM OF MOVEMENT
± 7 FEAR OF LEG ENTANGLEMENT FL+FR
LEG ROOM OVERALL IS NICE
OPTION TO SOCIALLY ENGAGE
± 7,5 LR IS "LEFT BEHIND"; FRONT
WALL IS GONE; FROM RF MORE
"CONNECTION TO DRIVER
"DO YOUR OWN THING" (WORK/READ/MUSIC)
± 7 EYES CAN BE "WATCHING OVER
YOUR SHOULDER"
NOVELTY
± 6½ JUST INCREMENTAL; SWIVELING IS
REFRESHING ENOUGH
APPEAL
± 7½
COMMENT
SPACIOUS; BASIC; LESS NOVEL
SWIVEL OPTION IS NICE



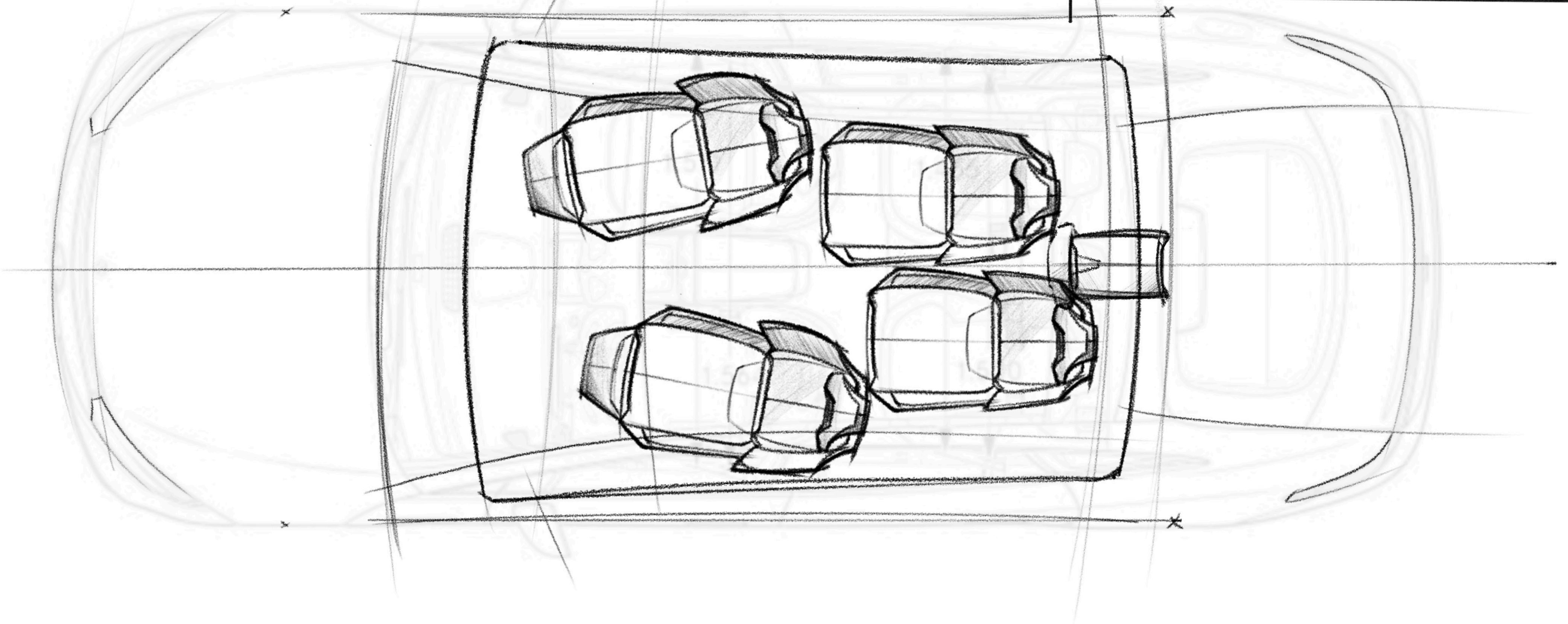


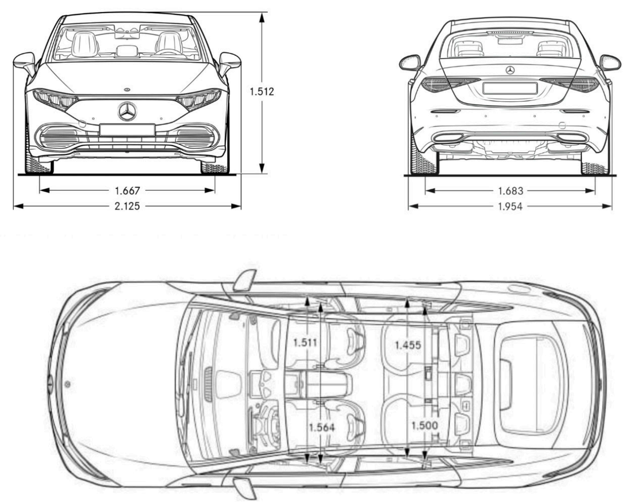
PERSONAL COMF. / FREEDOM OF MOVEMENT
± 6½ OR 8 SKEWED DRIVING MIGHT BE
WEIRD
OPTION TO SOCIALLY ENGAGE
± 8 → BUT AS RF I STILL NEED TO
TWIST & TURN
"DO YOUR OWN THING" (WORK/READ/MUSIC)
± 5 "CAN'T SLEEP AGAINST WINDOW
DISTRACTIONS / LOOKING OVER SHOULDER
NOVELTY
± 6½ OR 8
APPEAL
± 7 SOCIAL SIDE IS PREFERED, BUT DEF.
NOT FIXED
COMMENT
VERY APPEALING TO HAVE
AS AN OPTION





Personal Comf. / Freedom of movement
F 7½ In the rear, passengers are
R 4 too close to one another
Option to socially engage
F 6½ Feels somewhat forcing to socially
R 2 engage (R) / LR awkwardly
squeezed in;
"Do your own thing" (Work/Read/Music)
± 6 R pass too close (not having 1 seat
directly looking at me feels more
comfortable
Novelty
± 4½ & 6
Appeal
± 4 people in R are even more to
& 6½ a disadvantage to those in F
Comment
Leg entanglement in the
front a factor ; LR is
left out





Maybe desk
creates link from
rear to front

Personal Comf. / Freedom of movement
± 6 obv. Although table can also
give comfort ; R pass elbows !!
Option to socially engage
F: 5 F vs. R again ; but also an
R: 8 option to play games
"Do your own thing" (Work/Read/Music)
9 : a solid desk is very much
appreciated; left hander...
Novelty
± 8 : very novel vs. flippy desks
Appeal
± 8½ ; when working
Comment
Train feeling! Desk should
be adjustable; roomy !
Nice, but as an option