A future user-centric Interior Design Approach for Changan Europe

Problem

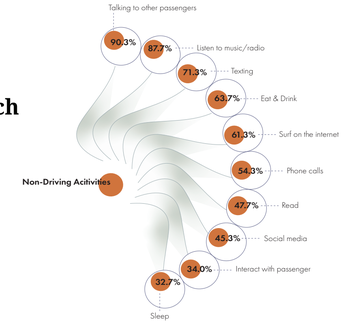
Autonomous driving technologies are developing at a high speed. Providing a possibility to improve road safety. “However, this transition also brings in new risks, such as mode confusion, overreliance, reduced situational awareness, and misuse” (Grondelle, 2021). This development in autonomous driving level 4 will change the relationship between the driver and the interior design.

The driver’s role will change from being a driver to becoming a supervisor. In this project the autonomous system is based on the ‘self-learning mediating system’ of MEDIATOR.

Developing a new design process

The backbone of this design process will be the basic design cycle.
Which will be analysed and adjusted.

This results in a design process that is less linear as well as optimising the integration of UX design into the interior design process. Whilst going through the basic design cycle certain adjustments and suggestions are concluded in this report.

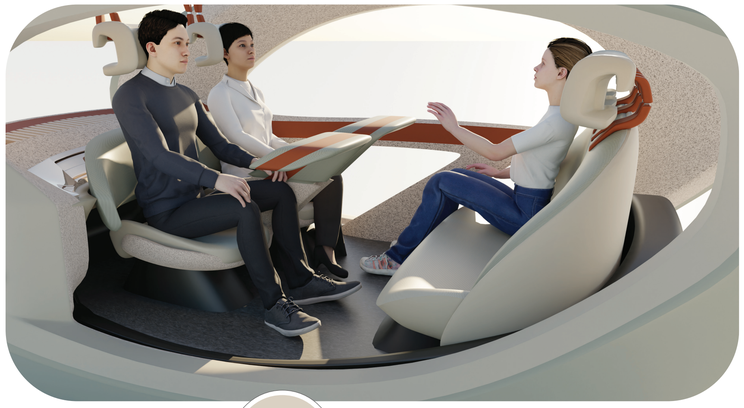


Analysis

The context analysis is used to find out what kind of technologies will be used during AL4D and how these impact the user. Where the company analysis maps out the brand and their current design process.

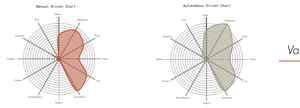
VIP

The method VIP (vision in product) is used to design a process that is fit for the future behaviours and attitudes of the user in 2040. Since the design process is focused on a future where AL4D is implemented, it is important to also know the future design context.



Final design

Reflect the taken design decisions and focus points of the new design process proposal.



Values, Needs, Functions

analyse

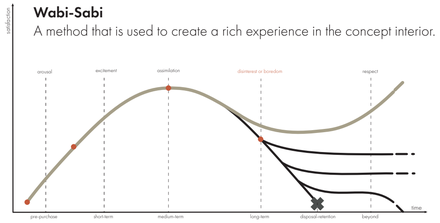
- *Vision in product*
- *Brand identity prism*

Approved design

decide

Value of the design

Criteria



Wabi-Sabi

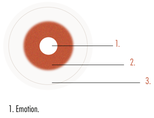
A method that is used to create a rich experience in the concept interior.

- *User test 2: VR and PrEmo tp test the emotion*

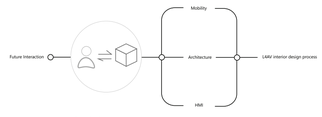
evaluate

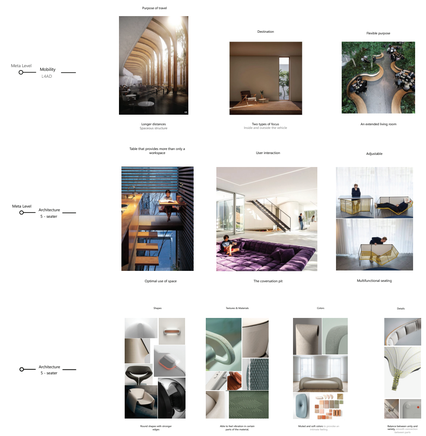
synthesize

- *Rich experiences*
- *Wabi Sabi*
- *Matrix 3 and Matrix 4*



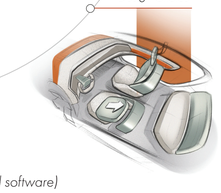
1. Emotion.
2. Concrete example with a general cause.
3. Cause created in a context you are designing for.





Final design

Design Choice

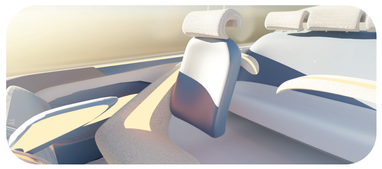


stimulate

- *Blender (3d software)*

- *Clay modeling*

- *User test1: HMI location*



Evaluate

By user testing certain methods it is easier to validate if these certain tools are fit for the context and industry that they are aimed to design for. Which validates the value of this proposed interior design process.

Design for Emotion

This research includes rich experiences and a method that translates the emotion of fear into fascination. A method that will be validated by a VR user test in combination with PrEmo.

3D modelling, Clay modelling and VR

Tools to increase the level of imagination, immersion and interaction during the user testing.

Matrix 3 & Matrix 4

This method looks at different context levels of a design (meta, macro and micro) in a visual manner. The reason for choosing this method is that is comes close to the moodboards that are currently used in the industry, while adding some extra value.

“ A vehicle that feels like an extended living room”

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Nido: A future user-centric design approach for Changan
25.08.2023
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