

# Take a Mercedes moment

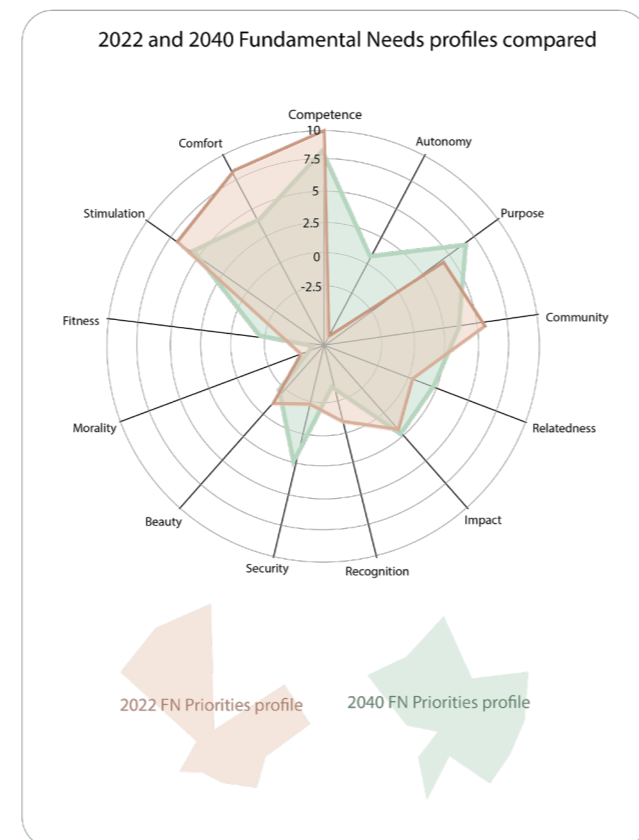
## Fundamental Needs track

Applying 13 Fundamental Needs (Desmet & Fokkinga, 2020)

Every human being has 13 Fundamental Needs, and by fulfilling all of them we achieve wellbeing. Fundamental Needs stay the same over time: they are one fixed parameter in a melting pot of changes.

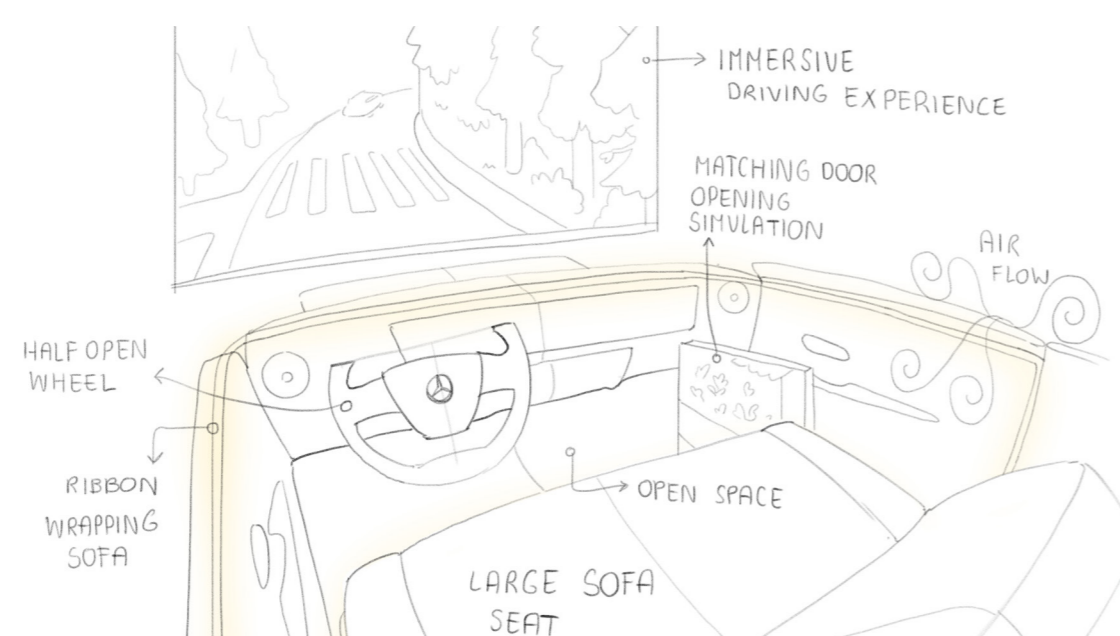
### Using transitions to the future

Fundamental Needs are used to find transitions between 2020 and 2040: the needs for Autonomy and Security will be more relevant in 2040 than they are today.



### Conducting a user test

This concept is validated at the interior lab through sensitizing and Emotion Mapping. This proved an interest in communicating with the car, and confirmed the importance of control and understanding.



## Interior design track

Following the Vision in Product Design method

In the domain of effortlessly being a traveller: a sense of identity and mindfulness, modern luxury. The design must feel like dancing a perfect waltz with someone you just met.



### Iterating to a 2030 design

Both tracks showed that in this future context, people expect things to be explained to them in an intuitive way.



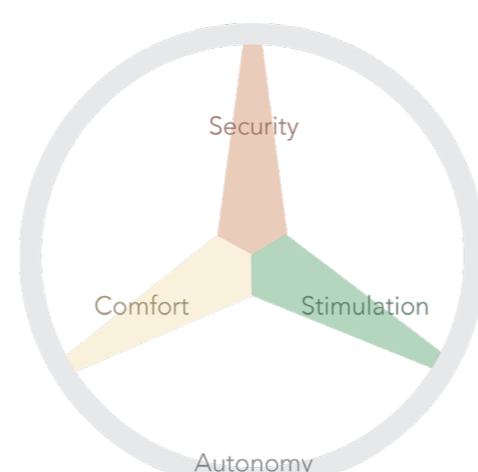
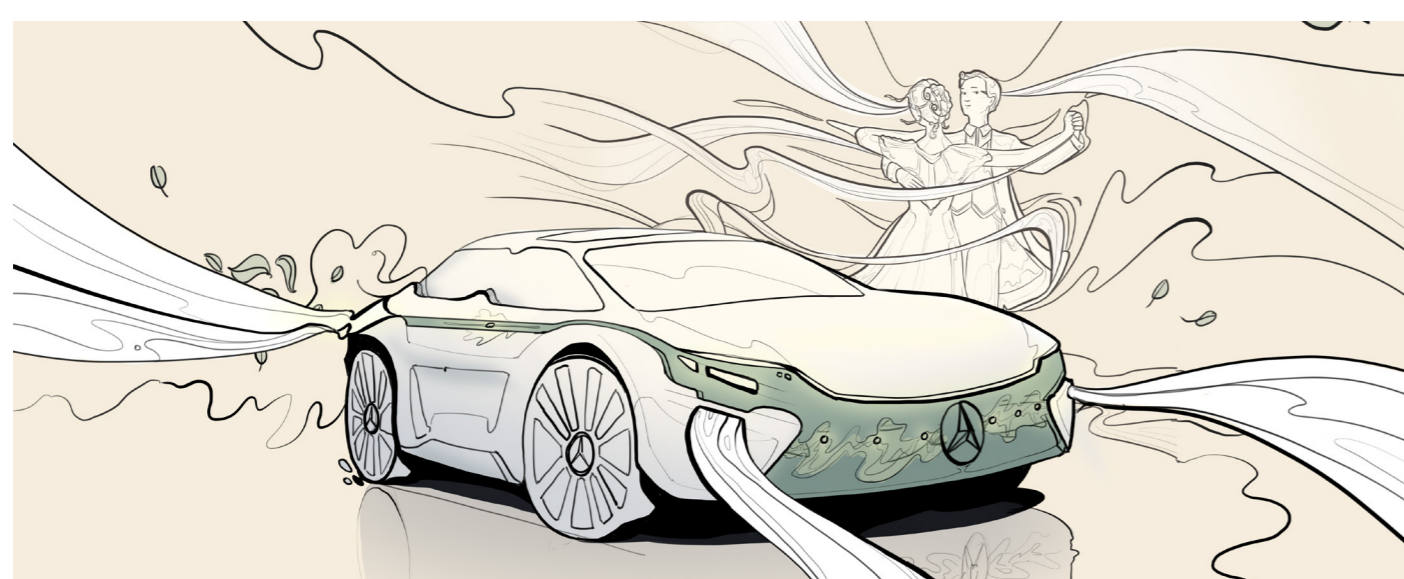
Security, Comfort and Stimulation: which one would you pick?



## The Daedalus

Design for the sweet spot between focussing on your tasks and enjoying your surroundings.

Through communicating with the vehicle, understanding and control can be achieved. This design captures the moment of synergy, understanding and control experienced in the usertest, creating a Mercedes Moment.



Desmet, P., & Fokkinga, S. (2020). Beyond Maslow's Pyramid: Introducing a Typology of Thirteen Fundamental Needs for Human-Centered Design. *Multimodal Technologies and Interaction*, 4(3), 38. <https://doi.org/10.3390/mti4030038>

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