

Automotive User Experience Group
Laurence Harrison
Digital Radio UK

World DAB General Assembly
Vienna, 10 November 2016





31.6° C 100% 4G LTE 15:33

Controls Settings CARTRONS

Sunroof

Driving

Trips

Displays

E-Brake & Power Off

JACK

SUSPENSION

VERY HIGH

NORMAL

LOW

TRACTION CONTROL

STEERING MODE

COMFORT STANDARD SPORT

OFF ON

REGENERATIVE BRAKING

STANDARD LOW

OFF ON

DOORS & LOCKS

FRONT TRUNK

LOCK UNLOCK

CHARGE PORT

TRUNK

LIGHTS

OFF FADEING ON AUTO

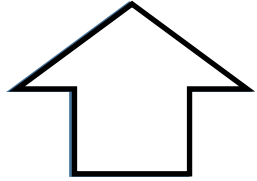
21.0°

21.0°

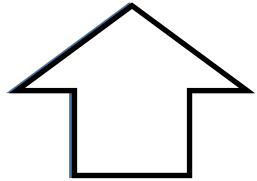




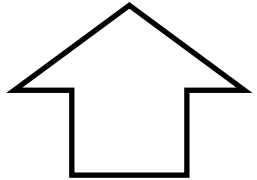
Why focus on the digital radio user experience (UX) in-car?



DAB in new cars



User experience feedback



Competition



Apple CarPlay



androidauto





HOME

+

VOL

-

MENU



9:41

●●●●●

LTE



Phone



Music



Maps



Messages



Now Playing



RADIO
CD AUX
CAMERA

VOLUME
Power button

SD

⚙️ SETUP 11:40

🎵 Audio	🖥️ System
📍 Navigation	🚗 Traffic Messages
📞 Telephone & Bluetooth	📶 Radio

MAP
NAV INFO
🌞/🌙 SETUP
⏪ BACK
EN

110 mi | ⚠ | 🚗 Kerrang! | 🔌 | 📶 | 📱



Sound



Radio



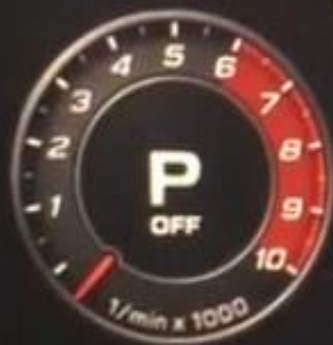
Media



Telephone

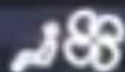


Navigation



12:18 🚗 ? 🗝 +22.0°C

26°C



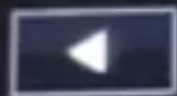
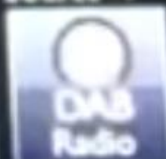
10:44



Capital XTRA

Now on Capital XTRA: Sevyn Streeter feat

Source ▾



11D(D1 National)



Channel 5




Presets



RDS DAB FM TXT

Cat DAB Stations

View

 Exit

10D HBB & Northants

MKFM

Connect FM

Heart 4 Counties

BOB HomeCounties



BBC R1
BBC DAB



B3092/Culverhill 19:57 TP [Battery] [Signal]

Smooth Wiltshire

West Wiltshire

Now on Smooth: Dido with White Flag



DAB Band Station list Manual View Setup

Normal 16:03 TP 22.5°C

BBC Radio 2

BBC National DAB

Johnnie hears 70s memories from Alan Gorrie of Average White Band.



DAB [Menu] [Signal] [View] [Settings]

Normal 20:14 TP [Battery] [Signal] 19.5°C

Absolute Rad 80s

SDL National

Now Playing: Crazy Crazy Nights by Kiss



DAB [Menu] [Signal] [View] [Settings]

20:51 TP [Battery] [Signal]

Heart Wales

South East Wales

Now on Heart: Tears For Fears with Everybody Wants To Rule The World



[DAB] [Menu] [Signal] [View] [Settings]

20:46

Radio X

D1 National

On Air Now on Radio X: Clint
Boon

DAB
Band

Station list

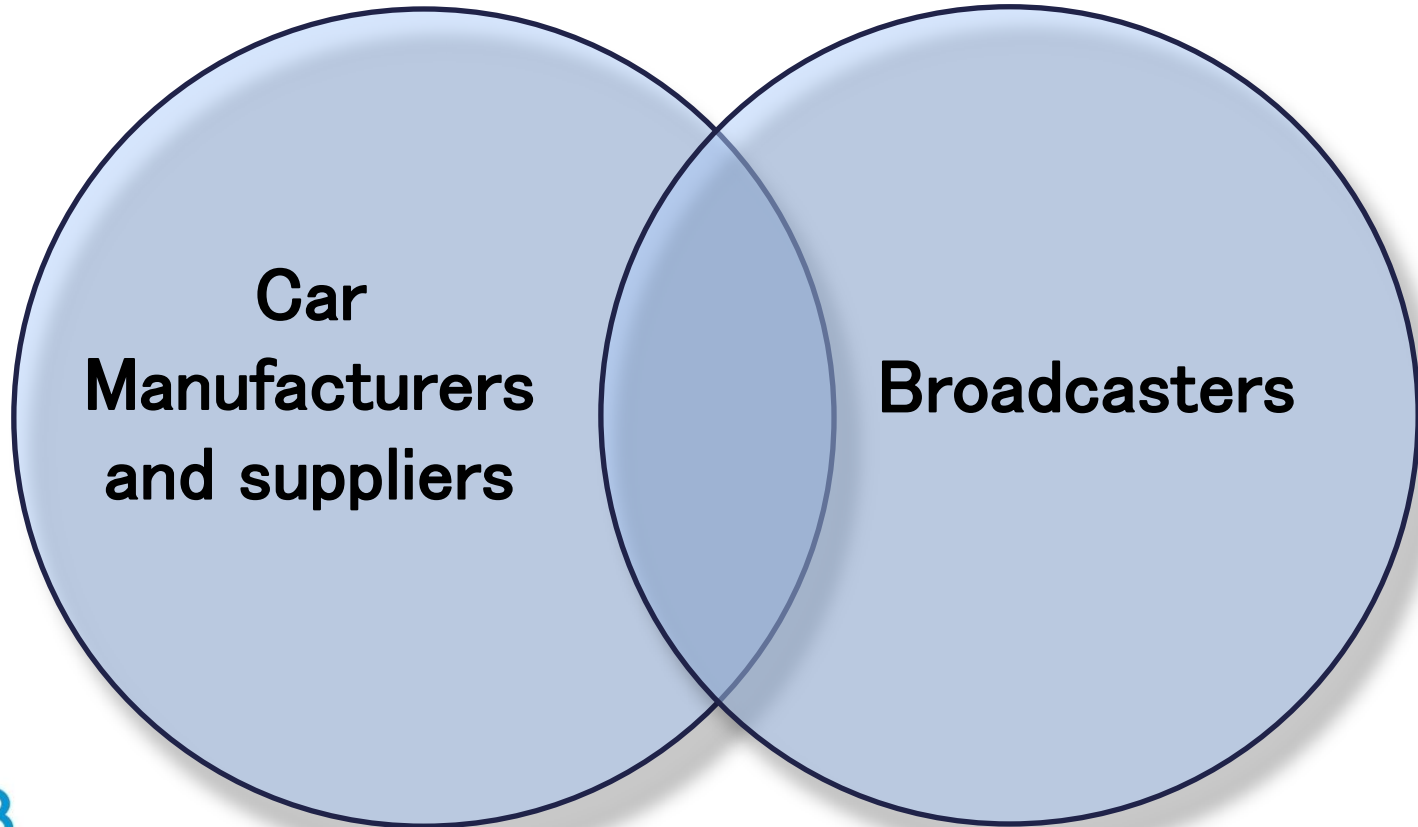
Manual

View

Setup

Automotive UX Group

Objective: Help improve the in-car digital radio UX





Automotive UX Group members



Outputs

Collate existing UX research

Conduct new UX research

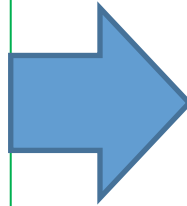
Develop UX guidelines

Support future UX development



Research and UX guidelines

Qualitative consumer research



UX guidelines

**World DAB
Automotive
DAB UX
Guidelines**

June 2017





31.6° C 100% 12:01 Tesla

Controls Settings CHARGING

Sunroof

Driving

Trips

Displays

E-Brake & Power Off

JACK

SUSPENSION

VERY HIGH

NORMAL

LOW

TRIP CONTROL

COMFORT STANDARD SPORT

STEERING MODE

COMFORT STANDARD SPORT

REGENERATIVE BRAKING

STANDARD LOW

DOORS & LOCKS

FRONT TRUNK

LOCK UNLOCK

TRUNK

LIGHTS

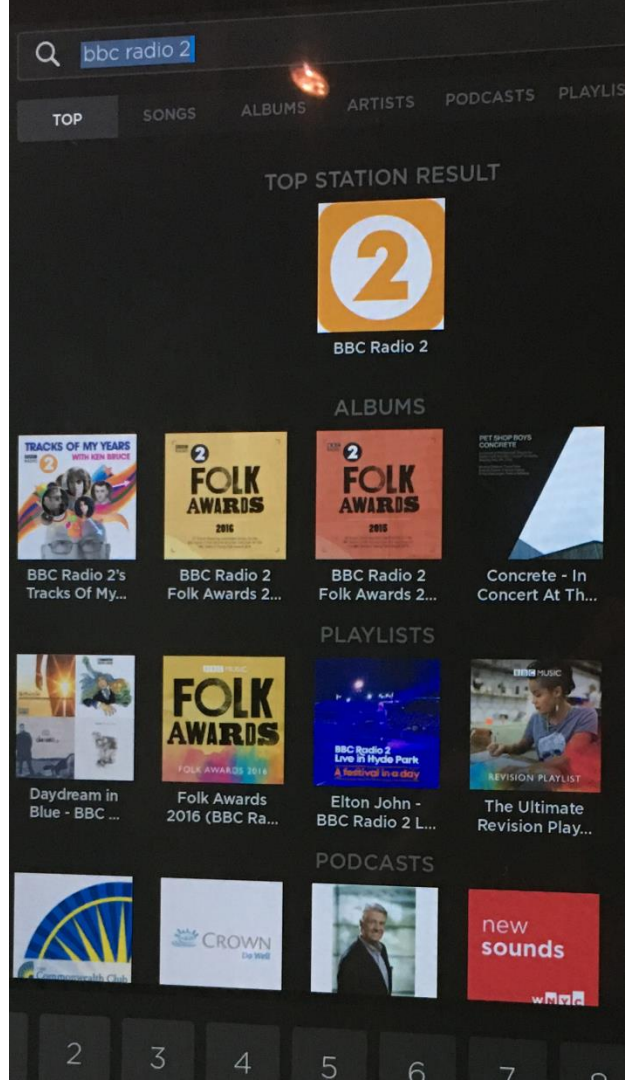
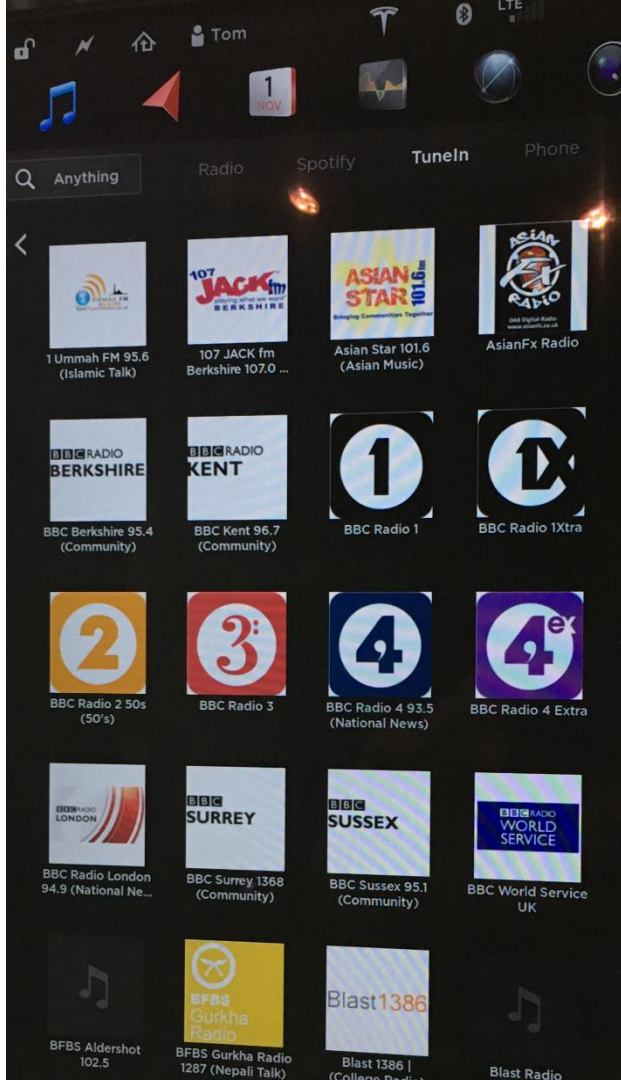
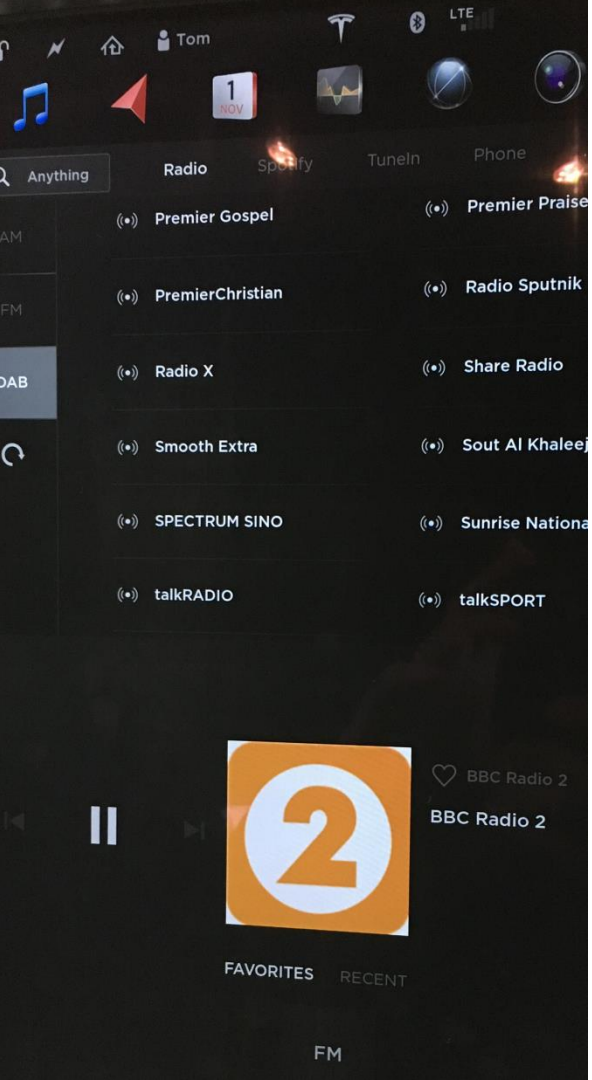
DOPE AMBIENT

OFF FADEING ON AUTO

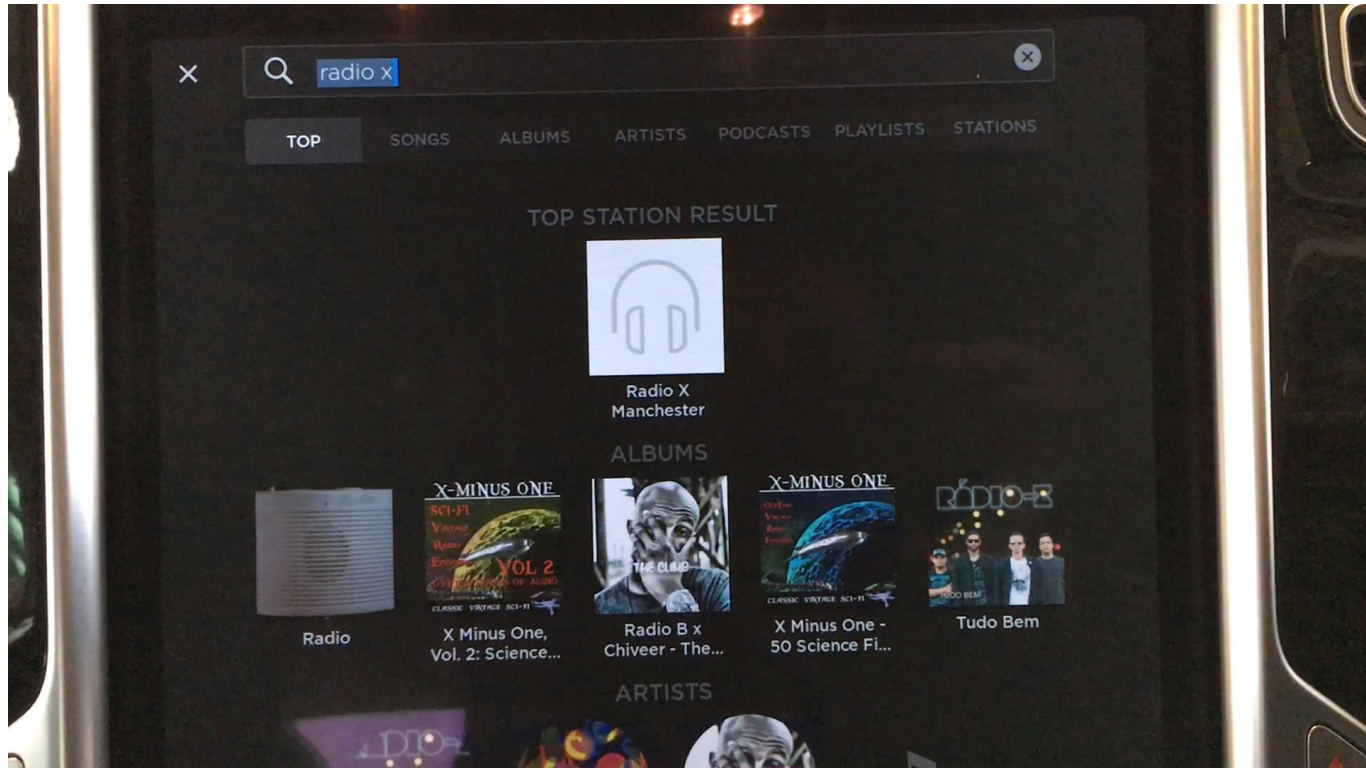
21.0°

21.0°





The future...



The future...Hybrid with DAB/DAB+



Summary

- Please join the World DAB Automotive UX Group
- Our aim is to help improve the in-car DAB UX through collaborative work
- Improving the UX is vital to help grow listening to digital radio in car
- Securing radio's future in car relies on a great UX. Hybrid is the future





Thank you

laurence.harrison@digitalradiouk.com