



In-car user experience research

World DAB Automotive UX Group

June 2017



KENWOOD



Clarion
CAR AUDIO



BBC

SONY



World DAB Automotive UX Group
Building a great in-car digital radio UX

MK

JVC



MOBIS



JAGUAR



Background

- Significant growth of DAB/DAB+ in new cars across Europe
- More cars with DAB/DAB+ is leading to more consumer feedback on the user experience
- UX issues can be improved by broadcasters and OEMs working together
- Anecdotal feedback is interesting but no reliable consumer research existed

In-car user experience research

Objective: Help inform digital radio UX development and design guidelines

Questions:

- How easy is it to use DAB digital radio?
- Can you find the DAB radio?
- Can you find the station you want?
- Can you set a pre-set?
- Do you understand the DAB terminology?
- Do you value the extra data?

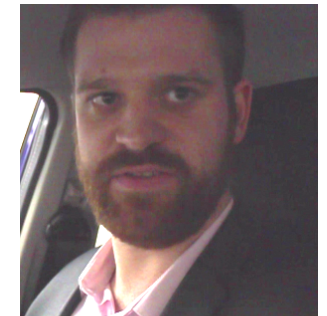
Five European markets



Respondents

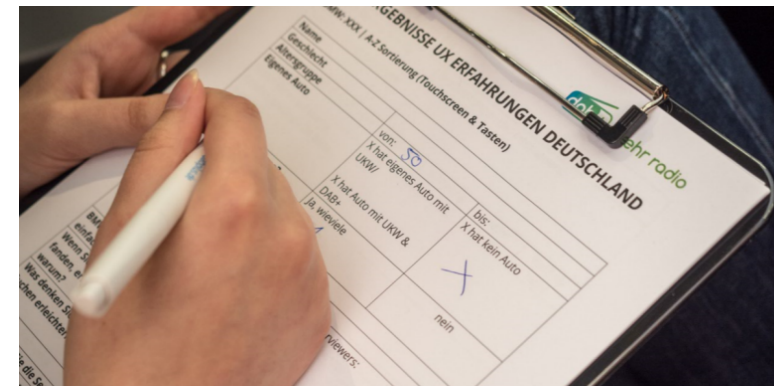
- 40 people*
- 16 male / 24 female
- Age range: 22-68
- 24 own cars with FM only
- 5 had cars with DAB
- 11 had no car
- 18 have DAB at home

**France to complete research in July*



Methodology

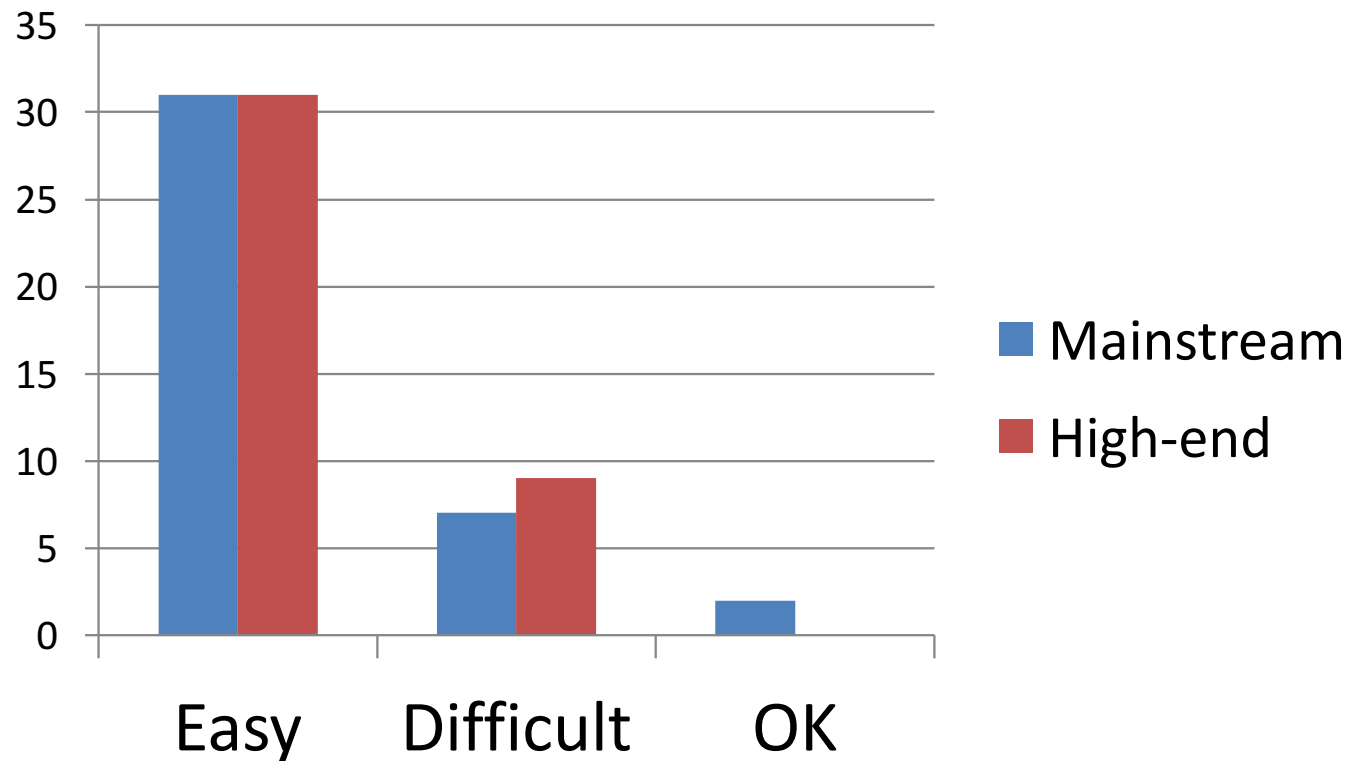
- Qualitative research
- 2 cars in each market
- Different cars used
- Typically one mainstream, one high-end
- No guidance given on how to use radio
- Cars stationary



Finding DAB+: A RADIO button is essential

Please can you find the DAB radio?

Was that easy or difficult?



Finding the DAB radio - Observations

Difficult to find DAB behind a “media” button and large menu

In some cars it was difficult to go to DAB from AM/FM

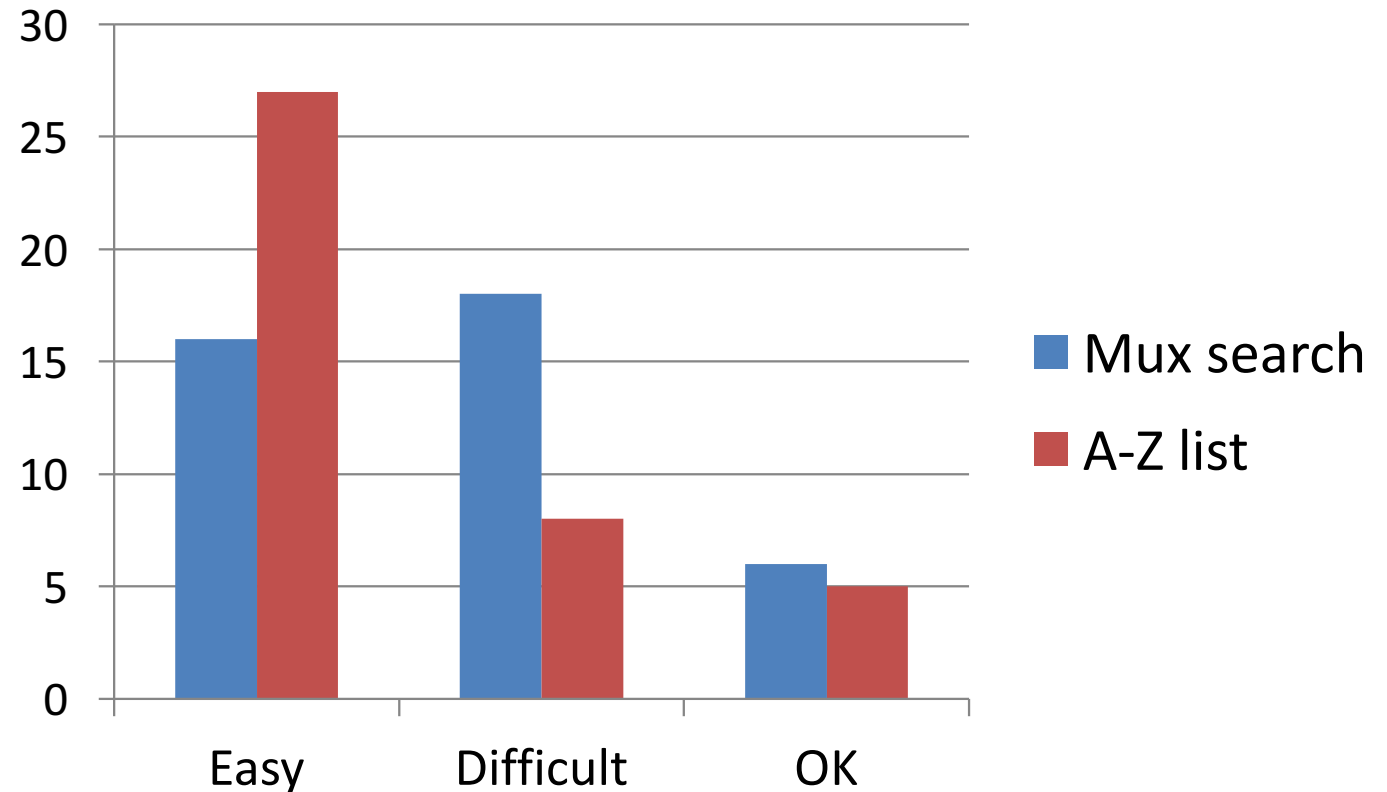
Some respondents unsure if they were listening to DAB

Respondents expected all screens to be touchscreen

Search and tune: An A-Z station list is best

*Please can you
tune to XYZ
station?*

*Was that easy or
difficult?*

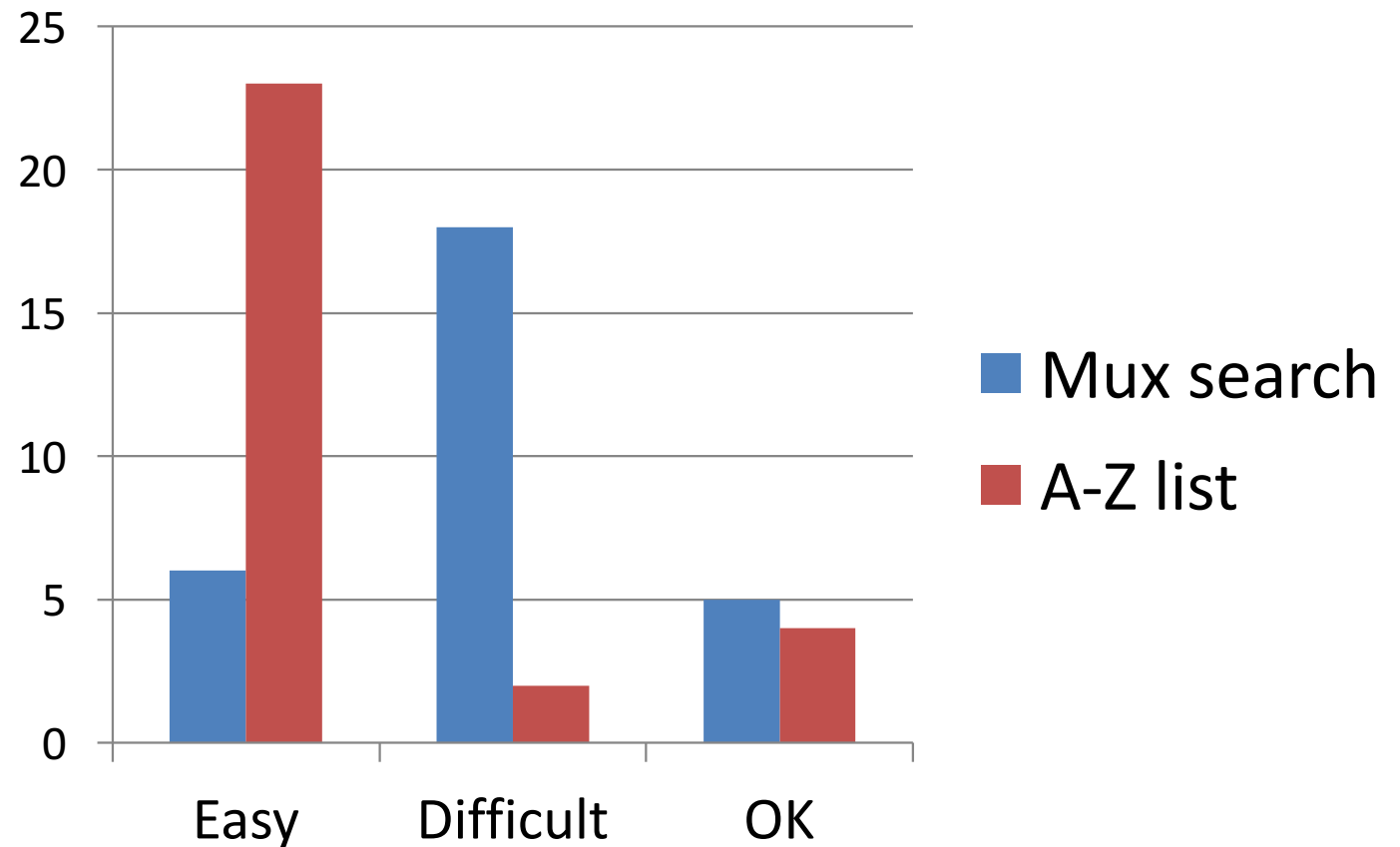


Search and tune: An A-Z station list is best

Without Belgium:

*Expanded mux
station list*

*Aftermarket unit
with only
optional A-Z list*



Search and tune: Observations

Using multiplex search many people couldn't find station at all

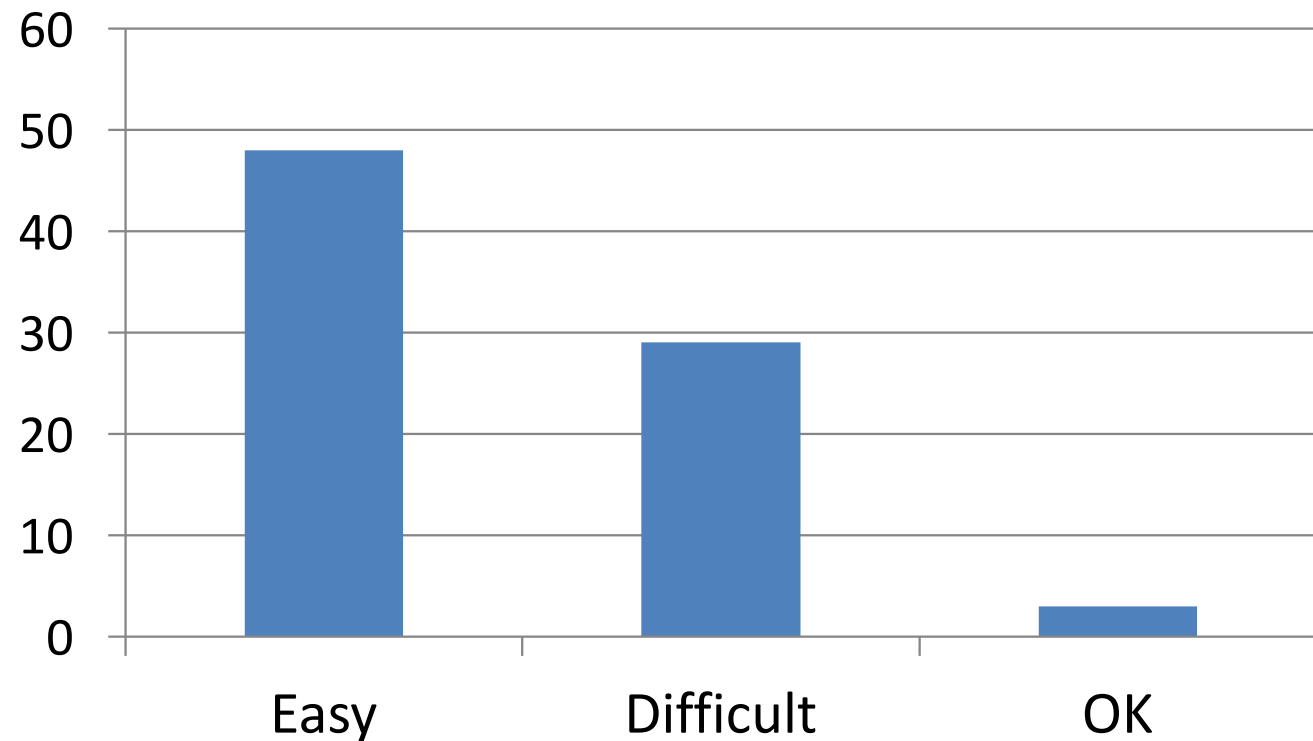
People do not understand what a multiplex is

Searching by multiplex is irritating and confusing

A-Z station list is easy. Some suggestions to make it even easier

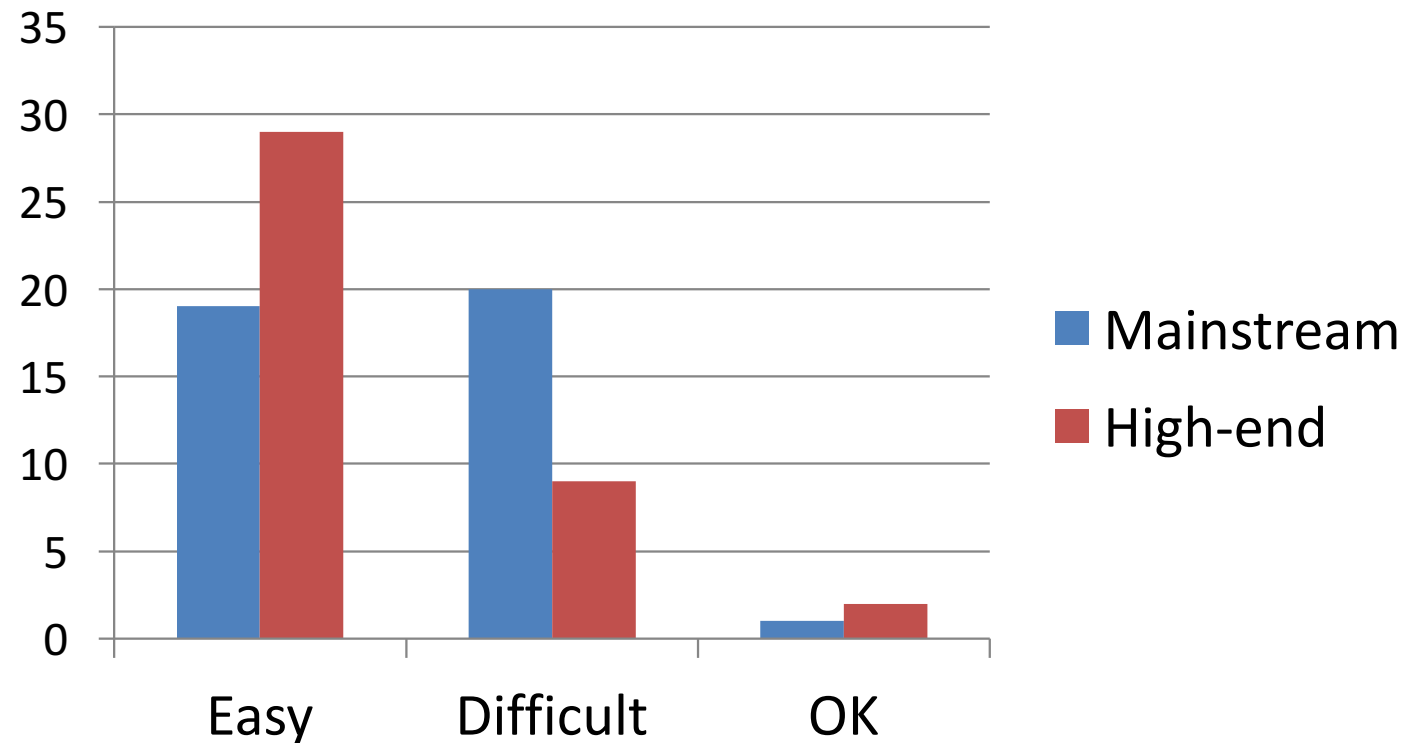
Setting a pre-set: Unless you already know how, it is difficult, sometimes impossible!

Please can you set a station as a pre-set?



Setting a pre-set: Unless you already know how, it is difficult, sometimes impossible!

Please can you set a station as a pre-set?



Terminology: It must be easier to understand

*Do you know what
this means?*

**Headline: No one
understands TP, service
linking or frequency
blocks**

TP

Service linking

Media

TA

DLS text

Scan

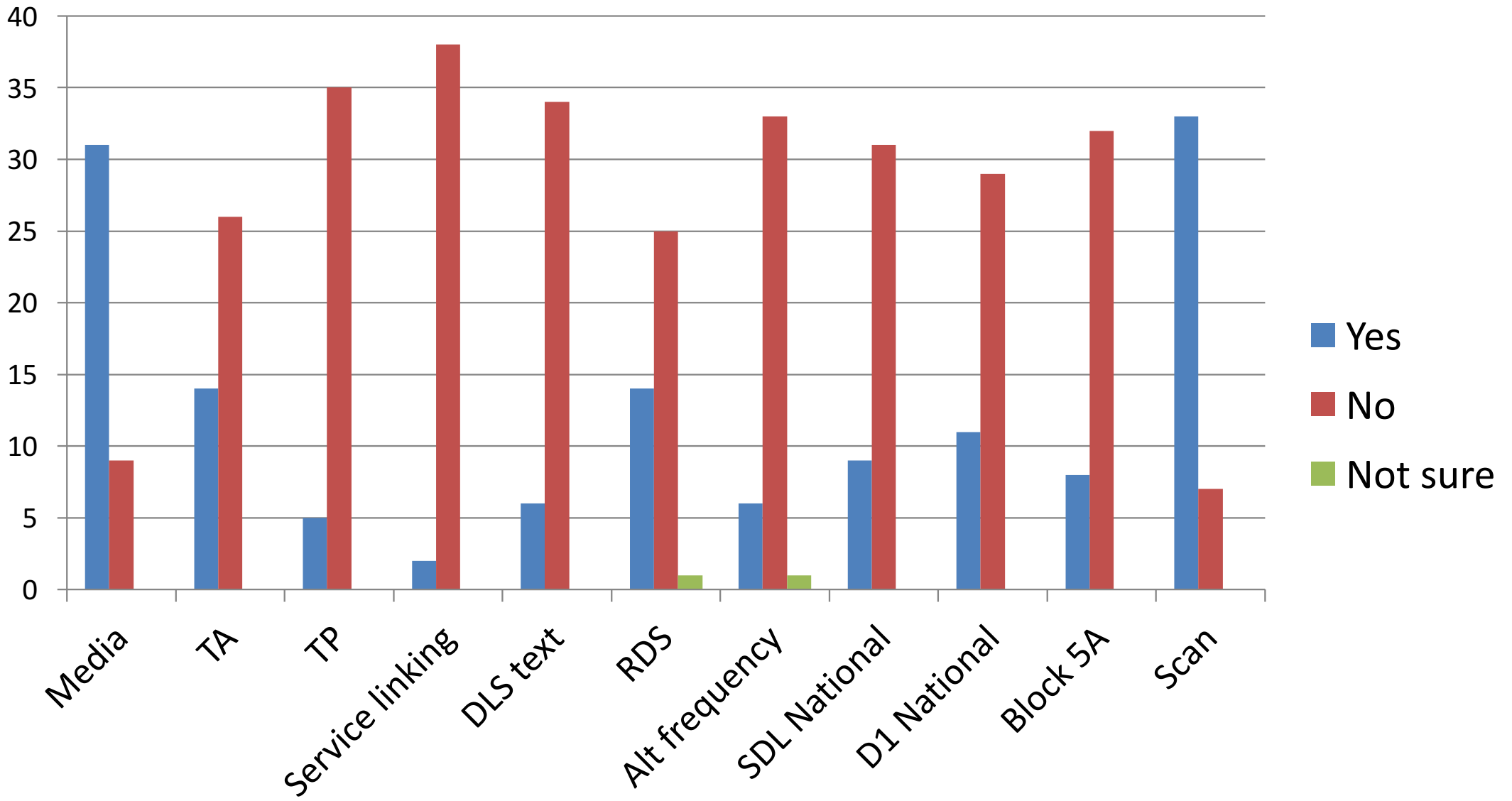
RDS

Alternative frequency

SDL National

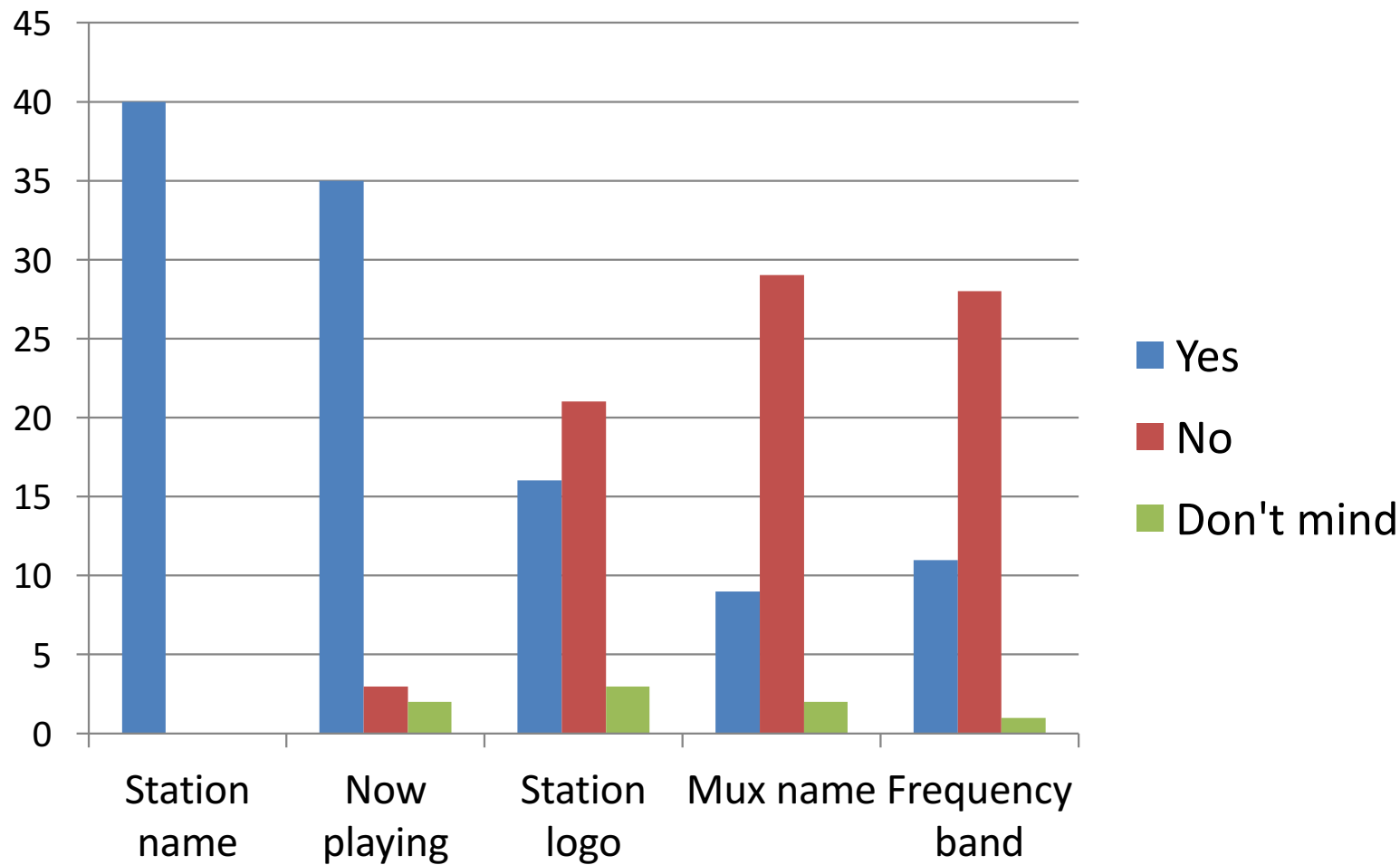
D1 National

Block 5A



Data: Station name and now playing are valued

Is this information useful/of value?



How would you improve the UX?

“Include an A-Z station list”

“Have presets set automatically”

“Remove information on multiplexes and frequency bands”

“Have a logo matrix to search for stations”

“Type station into search bar and have option to show channels by genre”

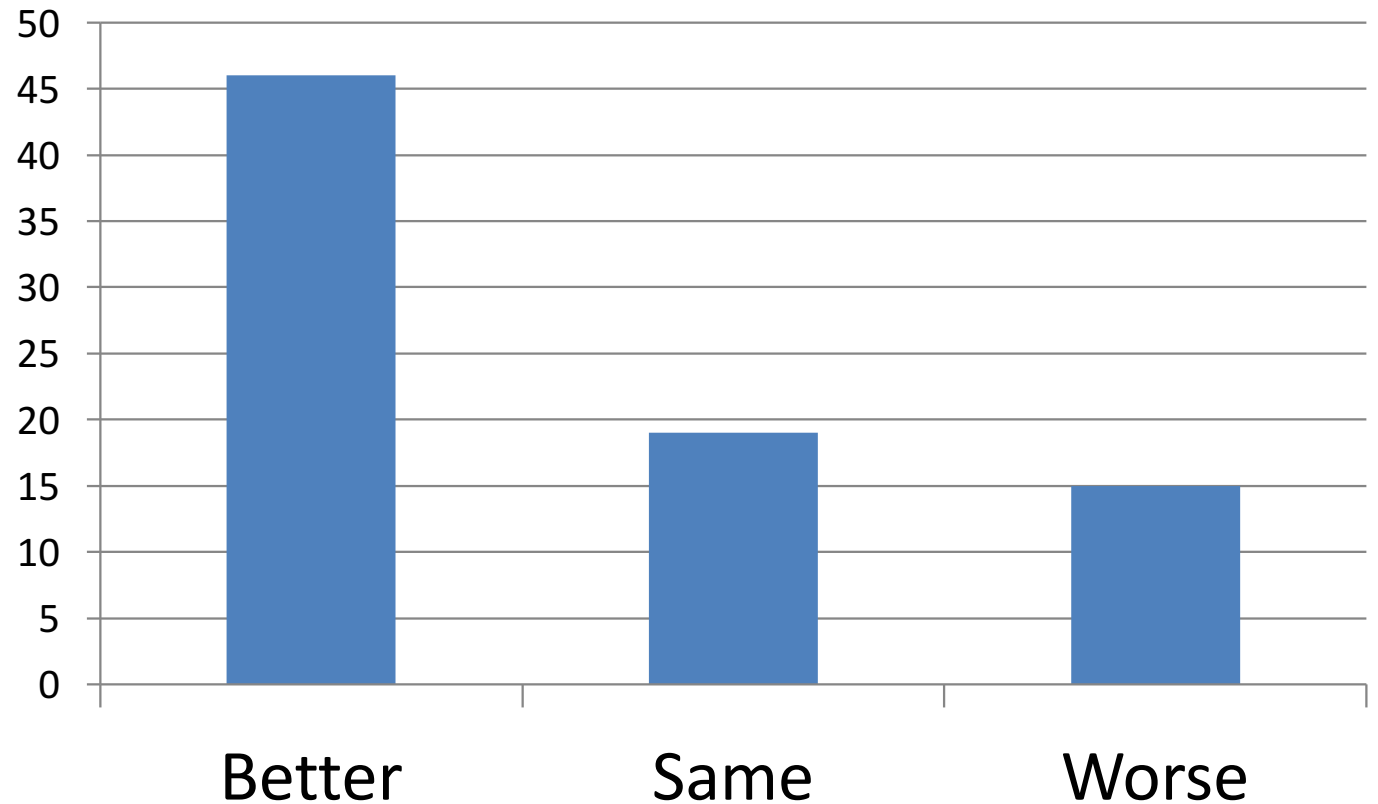
“It must be a touchscreen”

How would you improve the UX?

“Too many menus and buttons. I am lost”

Comparison: Overall the DAB UX is better than FM

How does it compare to using FM Radio?



Conclusions

- 1. A RADIO button is essential**
- 2. An A-Z station list is the best search UX**
- 3. Pre-sets should be easy to set/explained**
- 4. Terminology must be easier to understand**
- 5. Drivers expect a great, simple UX**

Next steps

- **Complete research in France**
- **Share with broadcasters and car manufacturers**
- **Develop UX guidelines – Complete Q4 2017**

A close-up photograph of a car's interior. A person's hand is visible, adjusting a silver knob on the center console. In the background, a digital display shows music information, including the text "SCHLAGERPARADES" and "Entertainment". The overall scene is dimly lit, with the car's dashboard and steering wheel visible.

Thank you

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