Automotive UX Workshop

7th February 2017
EBU, Geneva

WiFi Code: 4018

Automotive UX Workshop

14:30 - 17:00

https://radiodns.org/get-involved/automotive-workshop-feb-2017/

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RadioDNS HYBRID RADIO

Welcome

Matt Deegan, Moderator

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RadioDNS HYBRID RADIO

Meeting Format

Discussion is required

Please give your **name** and **organisation**

Press the Microphone button in front of you to speak

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Automotive UX Working Group

Laurence Harrison, DRUK
Sam Bonham, DRUK

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RadioDNS HYBRID RADIO

In-car user experience research

Sam Bonham
Laurence Harrison
Digital Radio UK

In-car user experience research

Background:

- WorldDAB UX group set up to improve digital radio in car
- Car manufacturers and broadcasters collaborating
- Opinions on UX not supported by consumer evidence
- Research agreed across 7 markets
- Will inform development of DAB UX industry guidelines

In-car user experience research

Objective: To acquire in-car digital radio consumer feedback

Key question: How easy is it to use the in-car digital radio?

- Justification (why do you think that?)
- Suggestions for improvement

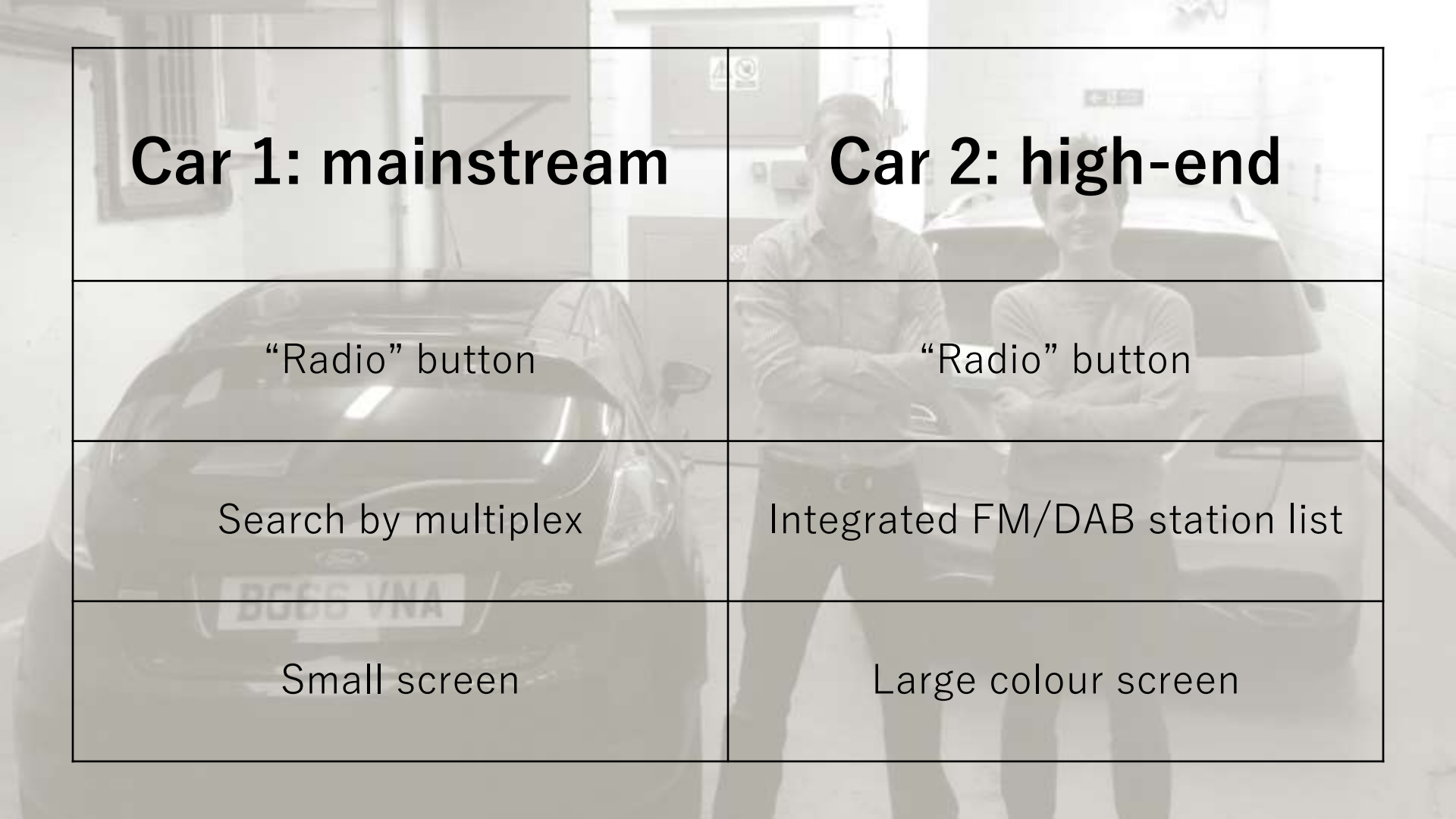
Specifically:

- How easy it is to find and start to play the DAB radio
- Searching for stations (e.g. by mux or A-Z list)
- Understanding and value of terminology and iconography
- The value of DAB radio data (logos, DLS etc)

BG66 VNA

The set up

- Two cars
  - One entry-level volume seller, one high-end
  - Different presentations of DAB radio
- Stationary for research
- Respondents were not given any guidance or instruction
- No familiarisation with the UI beforehand
- Even split between respondents being in car one/two first



Car 1: mainstream	Car 2: high-end
“Radio” button	“Radio” button
Search by multiplex	Integrated FM/DAB station list
Small screen	Large colour screen

Car one

Car two

Respondents

- Ten people
- Six male / four female
- Age range: 22-58
- Six own cars (with FM radio)
- Four had no car
- Seven have DAB at home

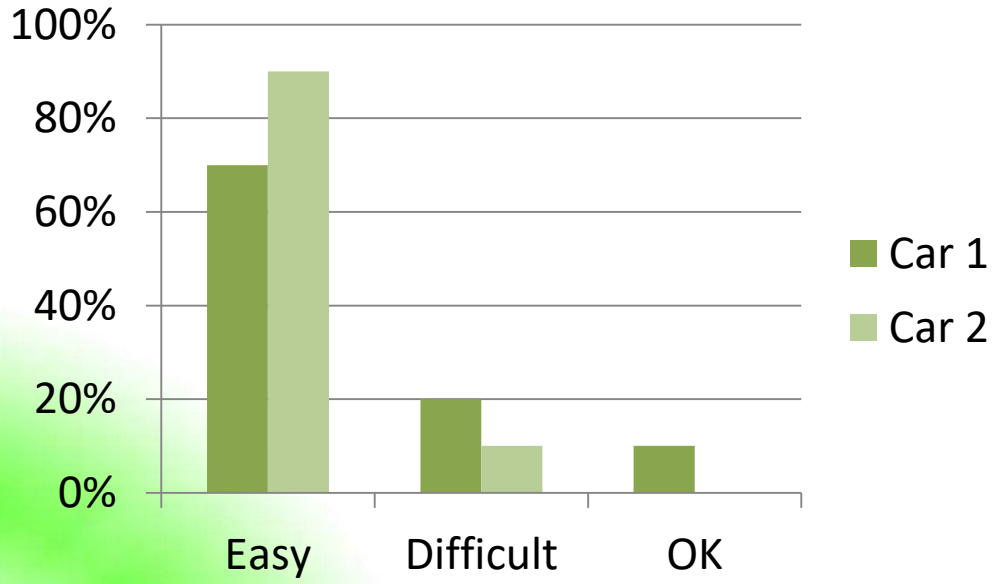
This is qualitative research

Section one: Finding the DAB radio

Headline: A RADIO button makes it easy to find DAB radio

Please can you find the DAB radio?

Was that easy or difficult?



Section one: Finding the DAB radio

Car one:

I would expect there to be a DAB button

It was easy, just press RADIO

Is this it? I do not know if I have found DAB

Car two:

Am I on FM or DAB?

Strange that it is not a touch-screen

A RADIO button on the steering wheel would have been useful

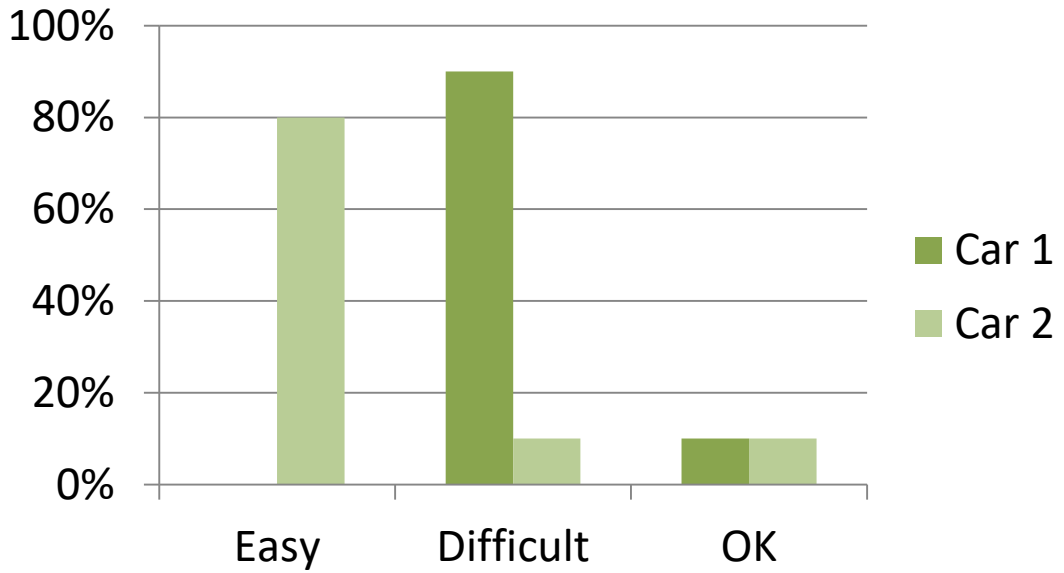
Section two: Search and tune to a station

Section two: Search and tune to a station

Headline: An A-Z station list is the best station search experience. Searching by multiplex is difficult

Please can you tune to XYZ station?

Was that easy or difficult?



Section two: Search and tune to a station

Car one:

- Most could not find the station
- Many used the volume button at first
- Some scrolled through every single station to find the right one
- The phone connection was an added confusion for some
- Most people were irritated with this process

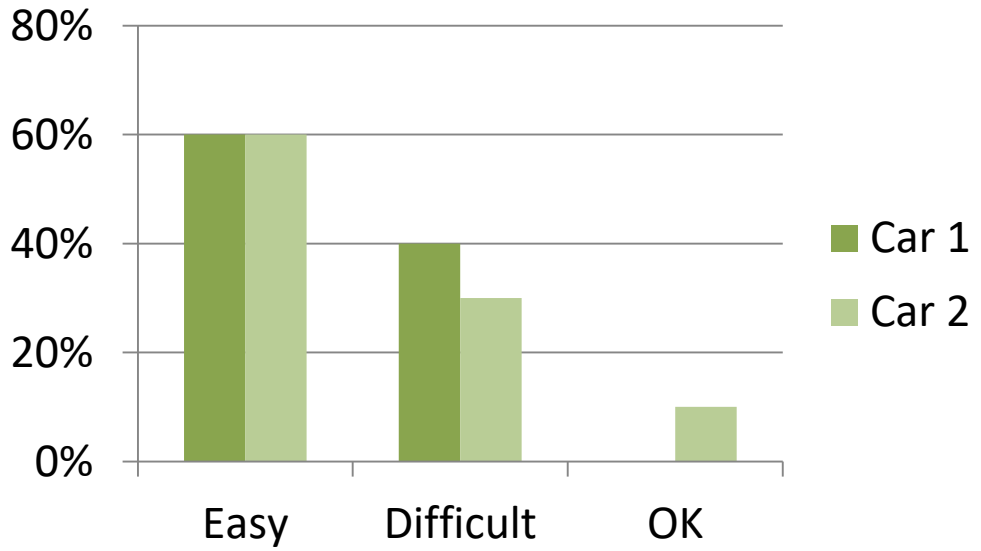
Car two:

- Everyone found the station
- No one found the scrolling nav wheel
- Most thought it was a touch screen
- Some people were confused by the frequency bands

Section three: set a preset

Headline: If you have done it before, you can set a preset. Otherwise it is difficult

Please set XYZ station as a preset?

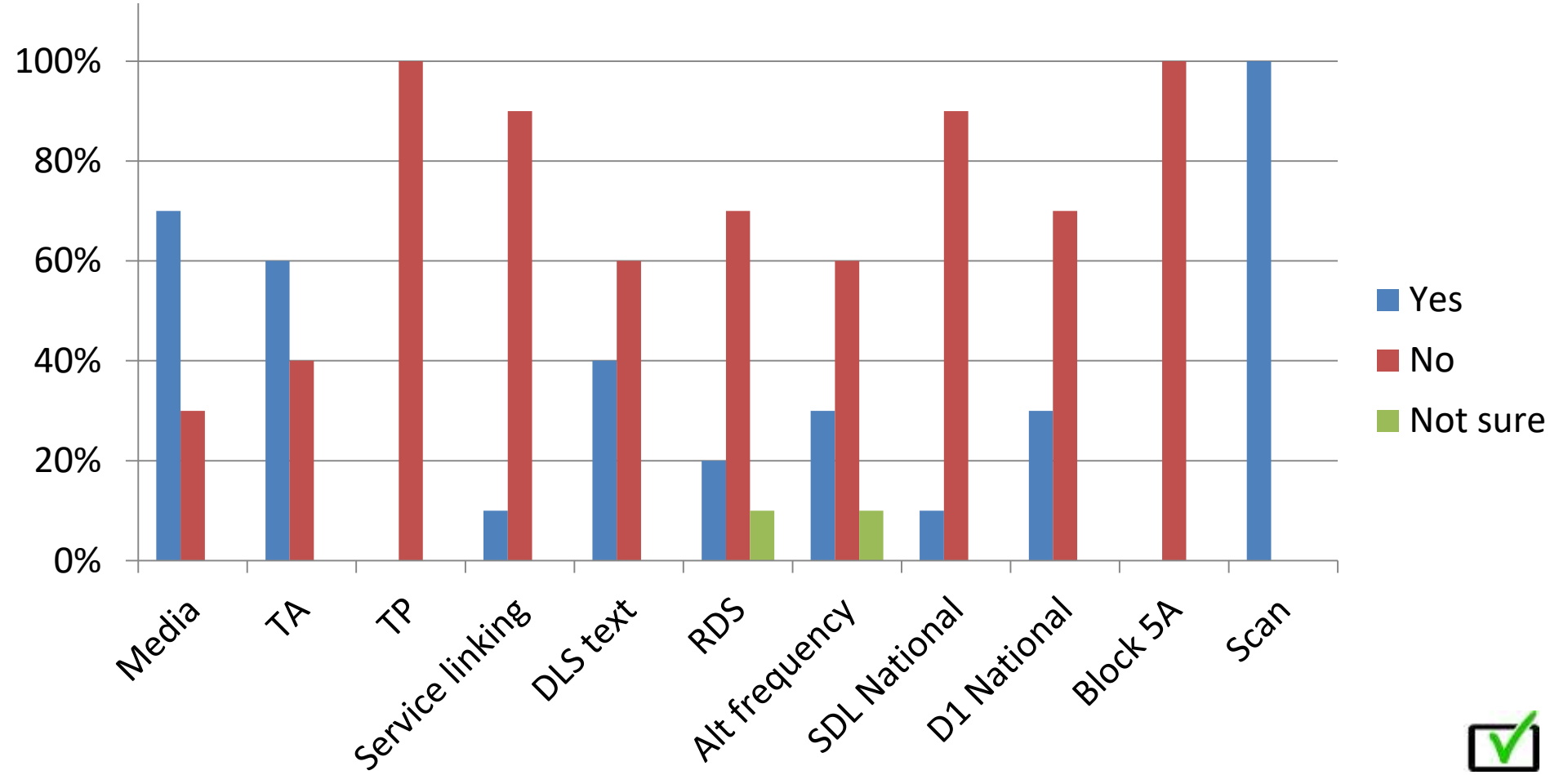


Section four: terminology

Headline: No one understands TP or frequency blocks

Do you know what this means?

TP
Service linking
Media
TA
DLS text
Scan
RDS
Alternative frequency
SDL National
D1 National
Block 5A


100%
80%
60%
40%
20%
0%
Media
TA
TP
Service linking
DLS text
RDS
Alt frequency
SDL National
D1 National
Block 5A
Scan
Yes
No
Not sure

Section four: terminology

Understood

Scan

Some understand

Media

TA

DLS text

Not understood

TP

Service linking

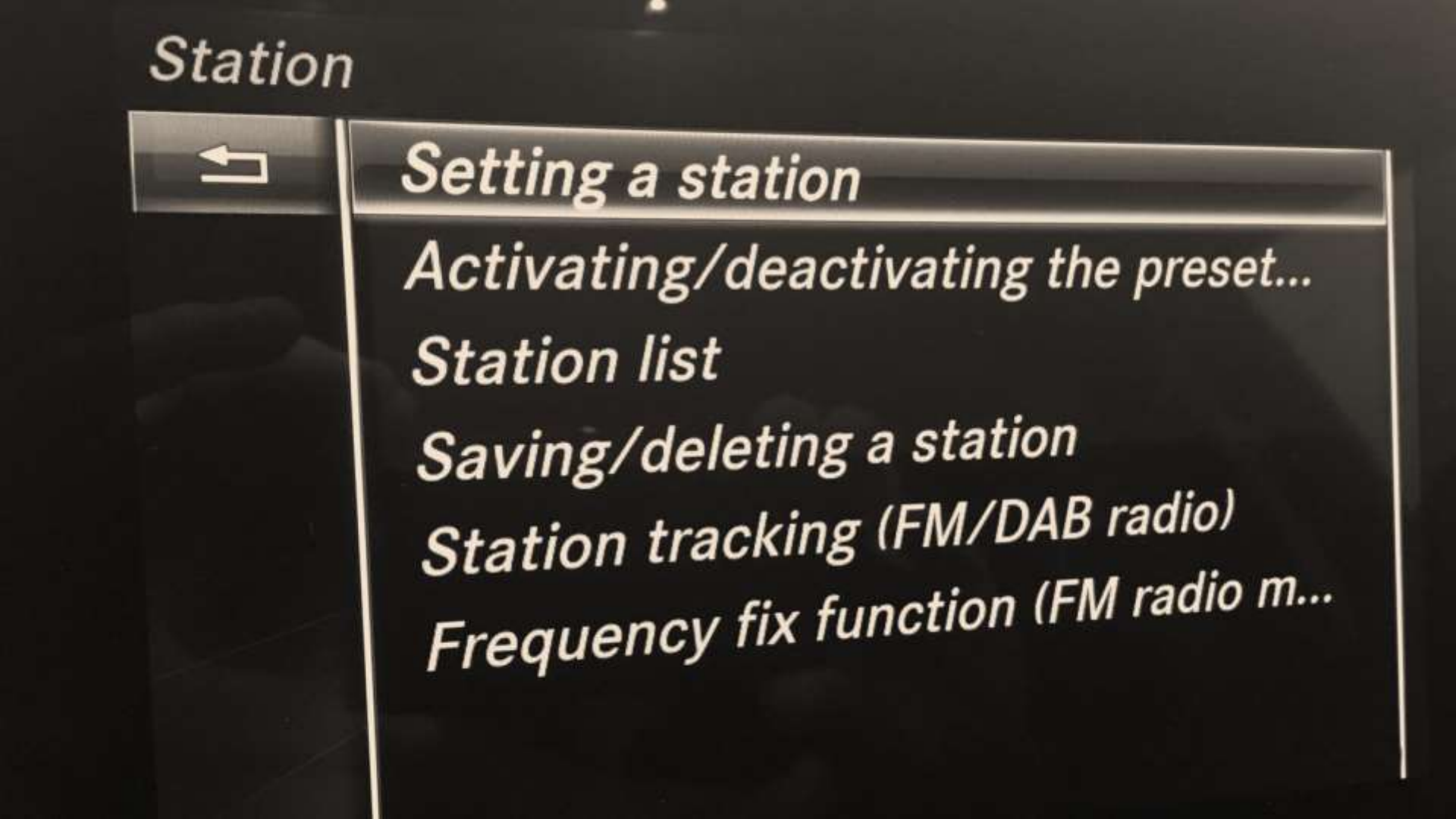
RDS

Alternative frequency

SDL National

D1 National

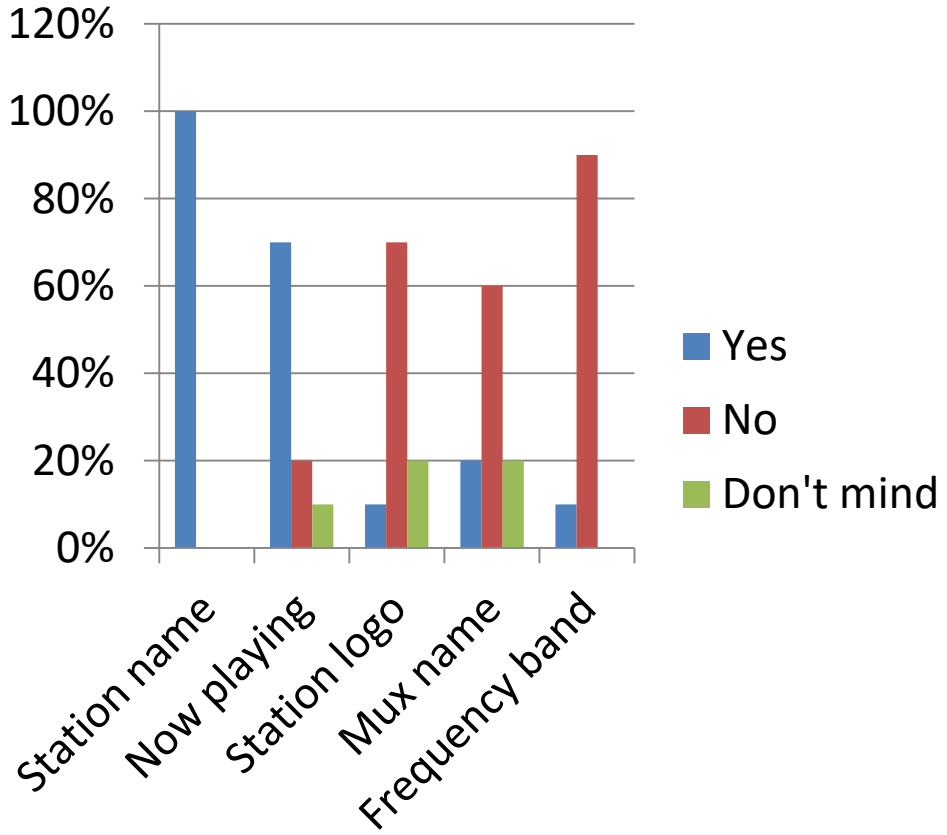
Block 5A


Station
Setting a station
Activating/deactivating the preset...
Station list
Saving/deleting a station
Station tracking (FM/DAB radio)
Frequency fix function (FM radio m...

Section five: value of data

Headline: Station name and now playing are valuable. Frequency band is not

Would you find this information/data useful?



Section six: improvements

Car one respondent feedback:

Include an A-Z station list

Remove information on muxes

Make it simpler (Apple-esque)

Remove information on frequency bands

Type station into search bar

Car two respondent feedback:

Search by letter

Separate buttons for DAB and FM

Have presets set automatically

Include a DAB button

Many of the issues raised could be solved at the dealership

Conclusions

1. A RADIO button is great
2. An A-Z station list is great
3. Several digital terms are not great
4. Drivers expect a great UI

Lets make digital radio in the car great… again!

Next steps

- Share this work with the WorldDAB UX Group
- Share with other broadcasters and manufacturers
- Digital Radio UK to refine the questionnaire
- Others carry out the research (France, Netherlands, Belgium, Germany, Norway, Italy)
- Include hybrid and connected products in the research
- Draft UX guidelines – Complete by Aug 2017

In-car user experience research

Sam Bonham
Laurence Harrison
Digital Radio UK

Navigation & Listing

Stations, Buttons

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UI Consistency

Icons, Language

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Coffee Break

15 minutes

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Logos and Metadata

Visual Enhancements

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Discovery and Sharing

Search, Bookmark

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Voice Control

Accuracy in Voice control

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Summary

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