Automotive UX Workshop

14:30 - 17:00

Welcome

Matt Deegan, Moderator
Meeting Format

Discussion is required

Please give your name and organisation

Press the Microphone button in front of you to speak
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)
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
<table>
<thead>
<tr>
<th>Car 1: mainstream</th>
<th>Car 2: high-end</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Radio” button</td>
<td>“Radio” button</td>
</tr>
<tr>
<td>Search by multiplex</td>
<td>Integrated FM/DAB station list</td>
</tr>
<tr>
<td>Small screen</td>
<td>Large colour screen</td>
</tr>
</tbody>
</table>
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?

![Bar chart showing easy, difficult, and OK responses for Car 1 and Car 2.]
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
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

Let's 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

WiFi Code: 4018
UI Consistency

Icons, Language
Coffee Break

15 minutes
Logos and Metadata

Visual Enhancements
Discovery and Sharing

Search, Bookmark
Voice Control

Accuracy in Voice control
Summary

Matt Deegan, Moderator