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SBD Automotive's UX Team evaluates the infotainment user experience of over 40 vehicles.

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UX Enabling Tech Series: Hands-Off Driving

Today, an increasing number of OEMs are equipping their latest models with innovative new technologies and connectivity features that work to elevate the user experience and extend it beyond the vehicle. For luxury and mass-market vehicles alike, the way that these features and systems are implemented and deployed plays a crucial role in enabling and delivering a satisfactory user experience.

While ADAS are becoming increasingly common in new vehicles, some OEMs are now equipping their latest models with hands-off driving systems. As these systems roll out, they will add a new, semi-autonomous, layer to the traditional driving experience. Therefore, any OEM developing such a system must ensure that it provides a satisfactory user experience and is well implemented into the broader user experience of their vehicle.

Representing one entry in a new two-part report series, this report takes a further UX deep dive into the hands-off driving systems featured in the models reviewed across our 635 Vehicle Evaluation Series. Here, our usability experts evaluate each model's system experience, including their implementation of warnings and how they monitor the driver's level of attentiveness. The series will more broadly offer insight into the implementation, differentiation, and key USPs of these ADAS as well as the latest automotive companion apps.

COVERAGE

GLOBAL   NA   CHINA   EUROPE

FREQUENCY

ANNUALLY   QUARTERLY   1 ONE-OFF

PUBLICATION FORMAT

PDF   POWERPOINT   EXCEL   ONLINE

PAGES

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Key questions answered

> What are the technical and functional differences in the implementation of the selected features across the reviewed vehicles?

> What are the various UX features used to deliver safe hands-off driving?

> What visual and auditory experience is implemented to keep the driver informed?

> How are edge cases tacked by hand-off system and how often/when driven hand-over requests are performed?
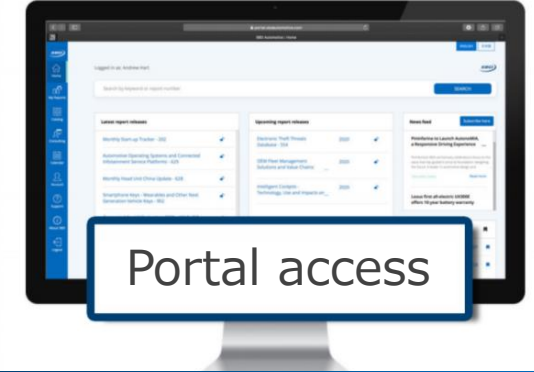
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Contact SBD Automotive

Do you have any questions?

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