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UX

User Experience

Vehicle UX Evaluation: Navigation for EVs

The way in which key features are deployed within the vehicle can have a significant impact on how consumers perceive them. As such, deploying them in a manner that helps facilitate a satisfactory user experience is crucial to ensuring successful vehicle launches, while securing customer loyalty in the longer term.

In 2024, to support our best-selling, long-running, HMI UX Evaluation & Benchmarking report series, we launched the two-part UX Enabling Tech Series to more closely analyze the technological performance of various OEM aspects that deliver the biggest impacts on usability and the overall customer experience.

For 2025, we will be releasing the next two entries in this series, with this edition focusing on navigation for EVs. Utilizing the vehicle models tested in our In-Car HMI UX Evaluation & Benchmarking Series, other models we have tested, and the overall usability study based on secondary data, this report will highlight the best user experiences offered by EV navigation systems today and understand how they interact with the EV's connected features.

COVERAGE

GLOBAL   NA   CHINA   EUROPE

FREQUENCY

ANNUAL   QUARTERLY   ONE-OFF

PUBLICATION FORMAT

PDF   POWERPOINT   EXCEL   ONLINE

PAGES

TBD

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Key Benefits

> Deep case studies of each navigation experience backed by objective testing data

> Identify best practices and novel ways of delivering seamless user experiences across different use cases

> Evaluate the technical and functional differences in the implementation of the selected features across the vehicles

> Recommendations to enhance the customer experience for your own systems and technologies

This research supports

Feature Planning

Strategy Setting

Feature Forecasting
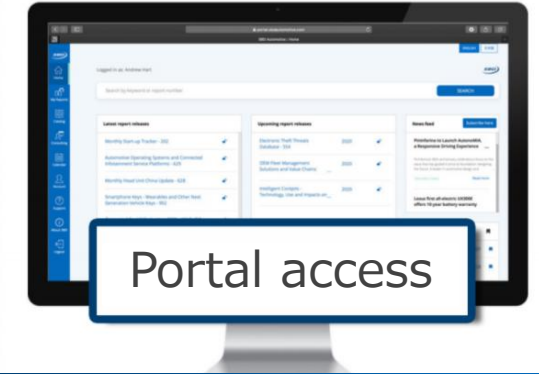
Technology Prioritization

Customer Experience

Do I have access?

100+
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Slides of insights, forecasts & data

4,000+
# of auto professionals who access our reports

Portal access

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Do you have any questions?

If you have any questions or feedback about this research report or SBD Automotive's consulting services, you can email us at info@sbdautomotive.com or discuss with your local account manager below.

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