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In-Car HMI UX Evaluation & Benchmarking – Summary – 635(23g)

SBD Automotive chose six cars to evaluate in 2023, based on two selection categories. New/interesting UX focuses on systems with to never-seen-before features or functionality, or the implementation of a solution that has previously been a challenge or pain-point for end-users. New mass-market UX includes vehicles in segments that are sold in high numbers and are entering a new generation of UI for that vehicle.

#645d

UX

User Experience

Vehicle UX Evaluation: Public Charging 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 public charging 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, the report will highlight the best user experiences offered by different EV charging services today and understand how they interact with the EV's connected features.

COVERAGE

GLOBAL · NA · CHINA · EUROPE

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PUBLICATION FORMAT

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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

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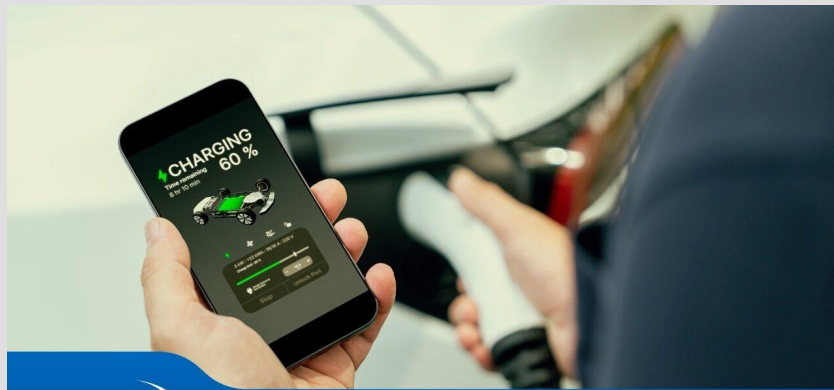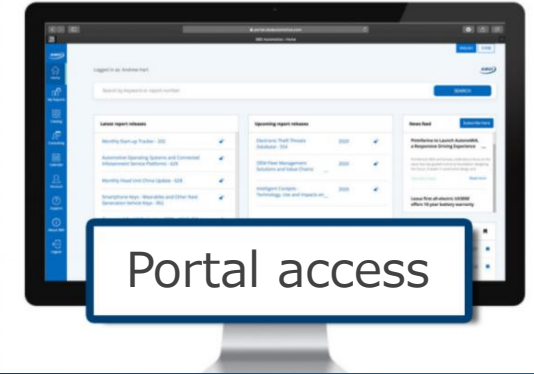
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Contact SBD Automotive

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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