A personalised car

Researching and concept the user experience and interaction design of a personalised car

Thesis Work: INTERACTION DESIGN, USER INTERACTION, HUMAN MACHINE INTERFACE

Background

Everything we do at Volvo Cars, starts with people. We design, engineer and build Scandinavian luxury cars that understand people – cars with an exceptional personality in both design and engineering. We aim to be a leader in developing innovative human-centric technology for the next generation intelligent and sustainable luxury cars. At the Digital User Experience (DUX) organisation, we are responsible for the interaction design engineering that offer an enhanced user experience, system solutions which simplify and support our customers’ needs in while driving. The organisation has a strong commitment to researching users and building concepts on the basis of understanding users; their needs, limitations and values. Current development topics are the introduction of autonomous driving as well as the introduction of furthermore connected services and possibilities of new modalities for interaction design in the vehicle. These new possibilities within interaction creates interesting challenges on users expectations on the user experience, that we hope you want to collaborate on.

Scope

The thesis will be in the field of interaction design and research, with focus on user expectations and needs for a personalised car. The goal of the thesis work is to research user needs for a personalised car and develop a new interaction design concept for a personalised car. The thesis work will be within interaction solutions for autonomous driving, connected services or novel modalities for in-vehicle interactions; exact scope of the concept will be made in communication with the master students and the development team. In any case, the work will include;

- Literature study, heuristic review and competitor analysis
- User interviews and testing
- Iterative concept developing with prototypes
- Forming recommendations
- Presenting on stakeholder foras
Profile

The Volvo Car DUX team is therefore looking for one or two master thesis students, with an interest and skill in user centred design; i.e. planning, performing and analysing outcomes of user studies, creating interactive prototypes and presenting concepts. The master students are provided with a work space at Volvo Cars with the ambition to work closely with the team members at DUX. Independency and a passion for excellent user experiences are crucial.

Applicants are welcome to apply with a personal letter and CV, including relevant earlier university projects in the field of interaction design and user experience.

Duration

- The work is planned for 20 weeks, 30 credits.
- Starts autumn 2017
- 2 applying students are preferred

Contact

Namn på Chef eller Handledare, (telefonnummer)

Last application date ÅÅÅÅ-MM-DD