MASTER THESIS:

Vehicle sharing - understanding user needs

Background

The growth of cities with good transportation system reduced the need of car usage in a daily basis. Urbanites using other means of transport in their daily live do not need to have a car available for them every day. However, they still have the need/desire of using car in certain situations. For that reason new methods of having a car available when needed have appeared. One of the most popular service is car sharing with which people can rent cars for short periods of time. This model of car usage is completely different to the current one where a user owns a car. In this scenario, a user can use a different car every time the service is used. Therefore, understanding the user needs for a vehicle sharing service is crucial to provide a good user experience.

Industrial Supervisor

Anna Arasa Gaspar, FO Entertainment Interaction, VCC

Aim

This master thesis aim is to understand user needs for vehicle sharing costumers by creating an impact mapping.

Taking into consideration the information gathered, come up with design recommendations to improve the user experience.

Activities

- Literature review on vehicle sharing user needs
- Develop research questions
- Create an impact mapping
- Design recommendations based on findings

Requirements

- Impact mapping experience

Application

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.
Time Plan

- The work is planned for 20 work weeks, 30 credits
- Start autumn 2017
- 2 applying students for each project are preferred