MASTERS THESIS:

Entertainment usage in a vehicle context

Background

The usage of entertainment is the most performed secondary task in a car context nowadays. Therefore, having an entertainment interface adapted to the different user needs is crucial for the user experience in the car.

Industrial Supervisor

Anna Arasa Gaspar, FO Entertainment Interaction, VCC

Aim

This master thesis aims to understand how entertainment is used in an in-vehicle context to be able to adapt both infotainment and hardware controls to enhance usability and user experience. Taking into consideration the information gathered, come up with design recommendations for them.

Questions

Some of the questions to be addressed are:

Why does the user choose to play certain entertainment sources? E.g. Convenience, too much interaction to start another source, no other available option ...

How does the user interact with the entertainment in the car? E.g. Is the user changing a lot sources? Is the source chosen during driving or before starting to drive?

Are there different types of interactions or used interfaces (DIM, IHU) depending on the current speed of the car? Or the workload level? E.g. Is the user skipping or searching for the song in the list depending on speed or workload level? Is the user interacting with the DIM in higher speed or higher workload level?

Do driver and passenger interact differently with the infotainment?

Entertainment sources: radio, media, applications (Spotify, Pandora, TuneIn, Storyteller ...)

Activities

- Literature review on Entertainment in-vehicle context
- Develop research questions
- Design, conduction and analysis of usability test
- Infotainment and hardware control design recommendations based on findings
Requirements

- Skills in design and analysis of experiments
- Interest in music

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