Know It By Name: Human Factors of ADAS Design
Kelly Funkhouser, Elise Tanner, & Frank Drews

Human Factors of Advanced Driver Assistance Systems

Terminology
Misinterpretation resulting from ambiguous terminology remains a pressing concern in the design of novel technologies. The Federal Highway Traffic Safety Administration (FHWA) suggests manufacturers of highly automated vehicles that make use of advanced driver assistance systems (ADAS) use familiar terminology in their advertisements. However, common terminology may lead to an over- or under-estimation of the technology’s capabilities and safety impact, which can impact consumer trust. To address this, we examined how participants used familiar vs. non-familiar terms to describe ADAS features.

RESULTS
Terms non-owners chose to describe features

DISCUSSION
Human Factors Principles for ADAS Design:

- Use driver chosen terminology
- Use standardized/consistent/common terminology
- Have participants describe the features in their own language
- Use non-owners' terminology to assess their understanding of the technology
- Test the technology in a controlled environment to ensure safety

Preliminary findings may guide future research and design decisions for ADAS systems.

Contact Information
Kelly Funkhouser
University of Utah Graduate Student
Kelly.Funkhouser@psych.utah.edu
https://www.linkedin.com/in/kelly-funkhouser/