The Future Digital Driver – Exploring the User Experience of Generation Z in Germany to Create Intuitive Vehicle Cockpits

What can we learn from young people growing up in a digitally and highly connected world about intuitive vehicle cockpits of the future?

Digital Culture

Gen Z, born between 1995 and 2010: hyperconnectivity

Connectivity means to strengthen and extend social interaction

It also means to encapsulate from the physical environment

Using the Smartphone helps Gen Z to...

More easy social interaction

Show creativity and getting direct feedback

Being up-to-date about social environment

Reach people with other languages

Meet up with friends spontaneously

Social interaction before physically

...escape unwanted social interaction

...overcome awkward silence

Being disconnected is a pain point for Gen Z

"I need info to how to get from A to B".

"I feel uncomfortable around people I don’t know."

"The worst thing is to have no music."

"I am not available for my friends and family."

Concerns on virtual space and real space blending

Virtual Space should not lead to social isolation

Interest in sharing digital experience rather than "being in own world"

Mobility

Gen Z cars

High interest in taking the drivers test as soon as possible before finishing high school

61.9%

16.9%

77.2%

1.3%

1.5%

Owning a driver’s license...

…is necessary for the job later on

Vacation trips and daily commutes...

...means fun

Expectations in general

Fewer accidents in traffic thanks to improvements in assisted driving

Better adjustment of individual and public traffic

Electric cars, less traffic jams due to car sharing & car pooling

Expectations on automated and connected driving

Positive expectations:

More control

Safety increases

Time for productivity

More possibilities for entertainment

Coordinated traffic and greener mobility

Negative expectations:

Car might be controlled by hackers

Loss of driving fun and self-reliance

Automated and manually driven cars in the same traffic might be dangerous

Car makes morally questionable decisions

The car might become a public space when it is connected, so privacy should be secured inside and outside the car

Not everyone should have access to my private stuff.

I don’t want to be a victim of advertisements!

Expectations on intelligent cars

Human-like AI

Machine-like AI

AI that develops human emotions is a risk, since it fails to act rationally and is unpredictable

AI should enhance safety

Reduce distraction through natural speech recognition

Health tracking

Traffic related predictive analytics

Cockpit Features to meet Gen Z’s needs

Packaging & Needs

All about devices priored

Sharing available for friends and family

Parked insurance in driving

Fear of losing self-determination

Consumption

Consumption of space, seeing to social moment

Invisible variety of functions

Excessive vs. empathy

Connectivity vs. safety

Supervision vs. self-determination

Indiscipline vs. shared digital experience

Convenience

Determines accessibility (physical environment)

Experience

Excessive vs. empathy

Connectivity vs. safety

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