Interaction Design Guideline for Drivers
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1 PROBLEMS

Dissimilar Controls from Different Companies

1. Car Sharing Expansion

The typical car is idle for 92% of its existence. Source: Getaround Car sharing service

2. Market Review

The typical car is idle for 92% of its existence. Source: Getaround Car sharing service

3. Survey

The typical car is idle for 92% of its existence. Source: Getaround Car sharing service

4. Interview

The typical car is idle for 92% of its existence. Source: Getaround Car sharing service

5. Expert Feedback

The typical car is idle for 92% of its existence. Source: Getaround Car sharing service

6. Observations

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Observation

44 participants, age range: 18 to 54 yrs

Findings

1. Consistency / familiarity to users
2. Controls that are used most often should be the easiest to perform
3. Minimize what users have to remember
4. Allow tolerance for error
5. Use common terms/icon/pictograms

Interaction Design Guideline for Car Sharing System

Design principles
1. Consistency / familiarity to users
2. Controls that are used most often should be the easiest to perform
3. Minimize what users have to remember
4. Allow tolerance for error
5. Use common terms/icon/pictograms

2 UNDERSTANDING USERS

Observation

Example Result of Participant #2

Findings

Low chance of checking out the same car
Four car brands were used during eight car sharing experience

Unfamiliar controls increase embarrassment
Participants stop a car to figure out controls

Prefer to use steering wheel control
“I am more focusing on this (pointing at steering wheel control) area.”

User sequence of control
Media on-volume control, fan speed control-temperature control

Different terms
Media, source, CD/AUX, Audio

Driving related function happens to be activated
Grade assist button accidentally activated and had effect on driving speed

3 DESIGN GUIDELINE

4 IDEATION & PROTOTYPING

5 USABILITY TEST

1. To better understand usability of controls
2. To get feedback from users
3. Ultimately, to revise the interaction design guideline for Carsharing system

Target group
20-34 yrs. 5-10 participants

Dependent variables
Tools

How to improve the safety and usability of interaction design for drivers related to carsharing system?