



Validation

- SUV Dashboards
- IDM303 | 21F | Interactive Design | Pamela Bryson

Desk Research





Summary Findings

- Most likely to buy a new car – 55 – 64-year-olds
- Although since the pandemic, more millennials are buying cars than ever before
- 57% of the new buyers of SUVs are 55+
- Slightly skewed to male buyers
- 59% of drivers in a recent North American survey could not identify some of the most basic dashboard signs
- Contrary to stereotypes, a global survey found many seniors were tech savvy and had the wealth to buy the latest gadgets
- Seniors think of technology as a “means to an end” and enjoy it when it serves a practical purpose
- Technical advances will increasingly influence car design ex. HUD expected to increase +24% by 2024

Bibliography

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“Automotive Trends: New Car Buyer Demographics 2021.” *Hedges & Company*, 21 June 2021, <https://hedgescompany.com/blog/2019/01/new-car-buyer-demographics-2019/>.

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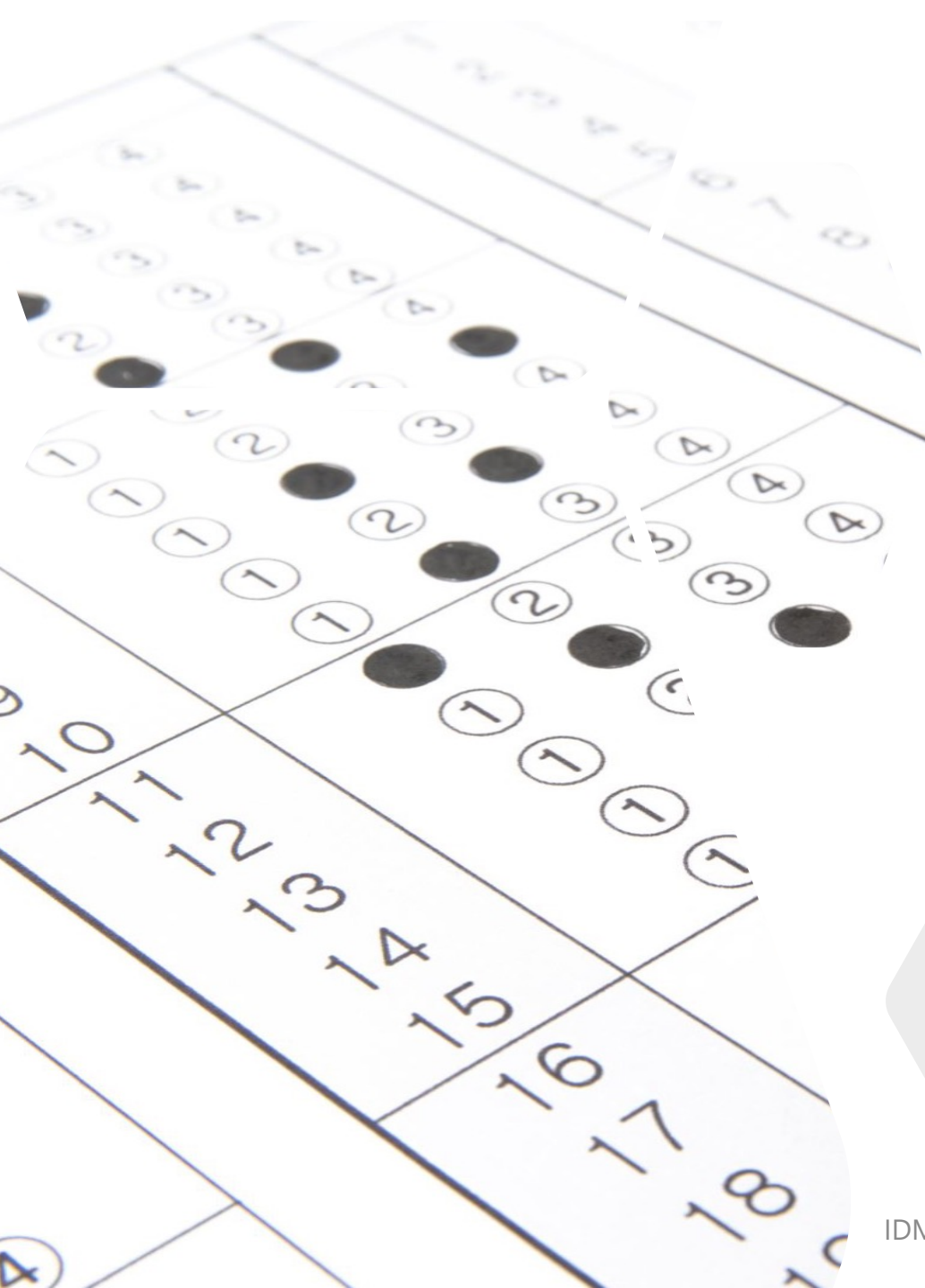
The News WheelThe News Wheel is a digital auto magazine providing readers with a fresh perspective on the latest car news. We’re located in the heart of America (Dayton. “Latest Stats Reveal That More than Half of Drivers Don’t Know Basic Dashboard Symbols.” *The News Wheel*, 28 Aug. 2018, <https://thenewswheel.com/latest-stats-reveal-that-more-than-half-of-drivers-dont-know-basic-dashboard-symbols/>.

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“It’s Time to Rethink Your Marketing to Tech-Savvy Boomers.” *Marketing Magazine*, <https://www.marketingmag.com.au/hubs-c/its-time-to-rethink-your-marketing-to-tech-savvy-boomers/>.





Survey

Survey	
<p>Car Dashboard</p> <hr/> <p>This survey is designed to gather information from current SUV owners in the 55+ age group who will provide feedback on their current vehicle dashboards and how the dashboard could be designed to be more effective to meet their needs.</p> <p>1. How satisfied are you with the dashboard of your SUV?</p> <div style="display: flex; justify-content: space-between; align-items: center;"> <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 5 </div> <div style="display: flex; justify-content: space-between; padding: 0 10px;"> Very Unsatisfied Extremely Satisfied </div>	
<p>2. What 2 (two) features do you use most often?</p> <div style="display: flex; justify-content: space-between; align-items: center;"> <input type="checkbox"/> Speedometer <input type="checkbox"/> fuel gauge <input checked="" type="checkbox"/> tachometer <input type="checkbox"/> Radio <input checked="" type="checkbox"/> GPS-Navigation <input type="checkbox"/> Other: note-I have a manual shift </div>	
<p>3. How well do you understand all of the dashboard symbols?</p> <div style="display: flex; justify-content: space-between; align-items: center;"> <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input checked="" type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 5 </div> <div style="display: flex; justify-content: space-between; padding: 0 10px;"> Not at all Extremely Well </div>	
<p>4. How important are dashboard features and design to your car buying decision?</p> <div style="display: flex; justify-content: space-between; align-items: center;"> <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input checked="" type="checkbox"/> 5 </div> <div style="display: flex; justify-content: space-between; padding: 0 10px;"> Not important Extremely Important </div>	
<p>5. Are there features on your current dashboard you feel are unnecessary? (if yes, answer 5b)</p> <div style="display: flex; justify-content: center; align-items: center; gap: 20px;"> <input checked="" type="checkbox"/> yes <input type="checkbox"/> no </div>	
<p>5b. Which features do you never or rarely use on your current dashboard?</p> <p style="margin-left: 40px;">Car navigation- have to hook up my phone which is a real pain</p> <p style="margin-left: 40px;">Also why does rear camera come on when I am driving forward?</p> <hr style="width: 60%; margin-left: 40px;"/>	
<p>6. In addition to basic car information (such as speedometer and fuel gauge, which category of features are most important to you in an SUV dashboard?</p> <div style="margin-left: 40px;"> <input checked="" type="checkbox"/> Safety features and warning signals <input checked="" type="checkbox"/> Connectivity – ability to connect to my phone, and use my phone apps for music, GPS etc while in the vehicle <input checked="" type="checkbox"/> Appearance – how good the dashboard looks </div>	
<p>7a. Are there any things that frustrate you about your current dashboard?</p> <p style="margin-left: 40px;">Would prefer if everything was on one bigger screen and connection to the internet for access to my apps directly not via my phone which sometimes doesn't connect properly</p> <hr style="width: 60%; margin-left: 40px;"/>	
<p>7b. Describe any features you would like to see in your dashboard in the future:</p> <p style="margin-left: 40px;">I would like it to look modern and be practical / logical and fully digital and connected to the internet</p>	

How would you best describe yourself?

8. *Adventurous:*

Not at all ☐ 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 Extremely

9. *Techy (love high tech gadgets)*

☐ 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5

Not at all Extremely

10. *Extrovert / social*

☐ 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5

Not at all Extremely

11. *Trend-Setter (always like to buy the latest things) – with cars and my phones*

☐ 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5

Not at all Extremely

12. *Do you see a vehicle as a status symbol*

☐ 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5

Not at all Very true

13. *Do you prefer a digital screen in your dashboard (versus a traditional non-digital)?*

☒ Yes ☐ No

14. If "Yes" to above, would you most prefer in a newly designed vehicle dashboard?

☒ Touch screen Or ☐ Voice command Or ☐ 3D Screen in Windshield (HUD), –
– maybe HUD if not distracting or a combo all three

15. A. How often do you buy a new car?

☐ yearly
☐ Every 1-2 years
☐ Every 3-4 years
☐ Every 5 years
☒ 5+ years

B. When it comes the time to buy a new car, will your next car be:

☐ traditional fuel/diesel
☒ electric (but love my JEEP)
☐ hybrid (electric/fuel)

Name: Andrea Pizzo

Age: Group:
☒ 55-64
☐ 65+

Gender: female

Are you the primary user of the vehicle:
☒ Yes but other people in my family use it and change my settings which is also frustrating
☐ No

Model and Year of Vehicle: Jeep Grand Cherokee 2020

Thank you for your contribution to this survey.

Note: this survey is an educational survey conducted on behalf of a student enrolled at the Toronto Film School – Graphic Arts and Interactive Media program.

The information you provide will only be utilized for a one time only assignment.

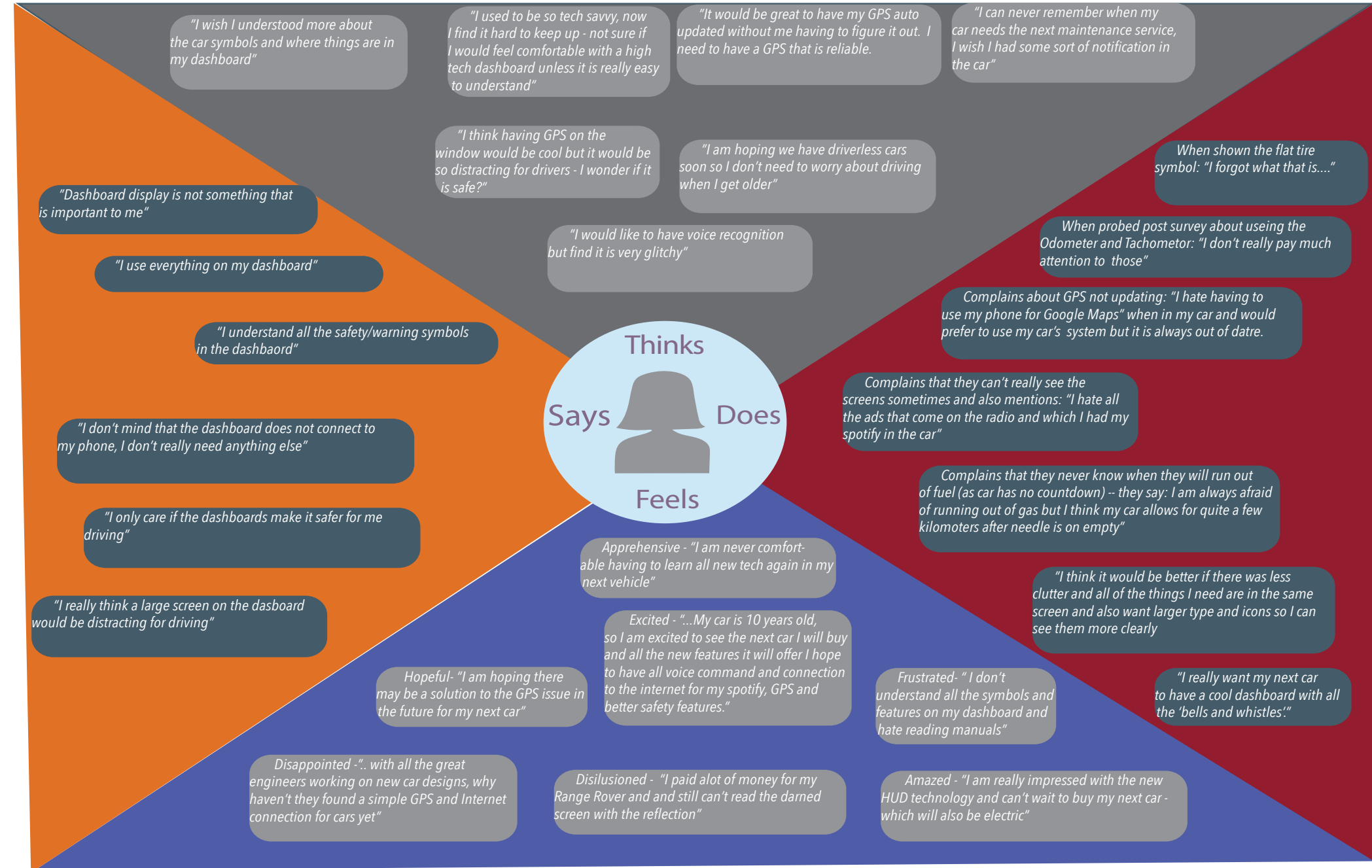
All information provided will be treated with utmost confidentiality and will not be used outside the purposes of this assignment.

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Sample Size: 5
Age Demo: 55+
Gender: 2 male, 3 female
Live: City / Urban
Car Type: SUV

Empathy Map & Persona

Empathy Mapping - SUV Console Dashboards



Sara Jones - THE TECH BOOMER



“My biggest hope is that my next dashboard will make my driving experience easier, safer, convenient and more enjoyable.”

Demographics

Age: 55

Gender: Female

Status: Married

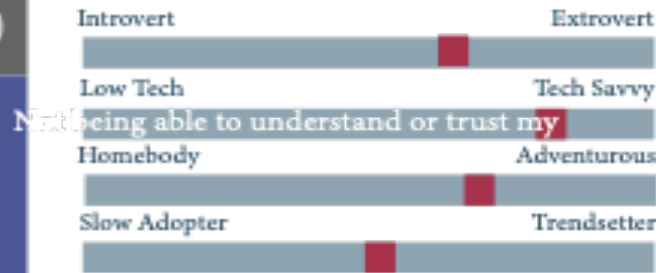
Location: City/Urban

Bio

Sara is a young-at-heart generation “Boomer” who likes to keep up with the latest technologies. She does not consider herself a trendsetter or “techie”, but for her age group she is adventurous and open to trying new things that will make life easier, convenient and safer. She loves her car and sees her car as a reflection of status and an expression of her personality. Sara likes to feel connected with her family and friends, even when driving. She also considers herself a safe driver who follows the rules. She is excited about her next car purchase and is open to looking at newer electric cars and believes they will help the environment. She also hopes newer cars will offer the same sense of safety, ease and comfort.

Sara feels comfortable when in control in her surroundings. She likes to understand things fully and get the most benefit out of features. She doesn't believe in useless “gadgets”. She likes tech that is practical and makes her life safer and easier. She also likes things to be logical and simple, sleek, good quality, reliable and efficient.

Personality



Motivators

- Feeling safe & confident when driving
- Being connected and entertained when driving
- Having things customized/personalized
- Hassle free, automatic updating
- Trusted and reliable functions/features

Goals

- To be able to feel safe and secure while driving.
- To have confidence in understanding the operations of car features.
- To have an entertaining experience while driving and staying connected.

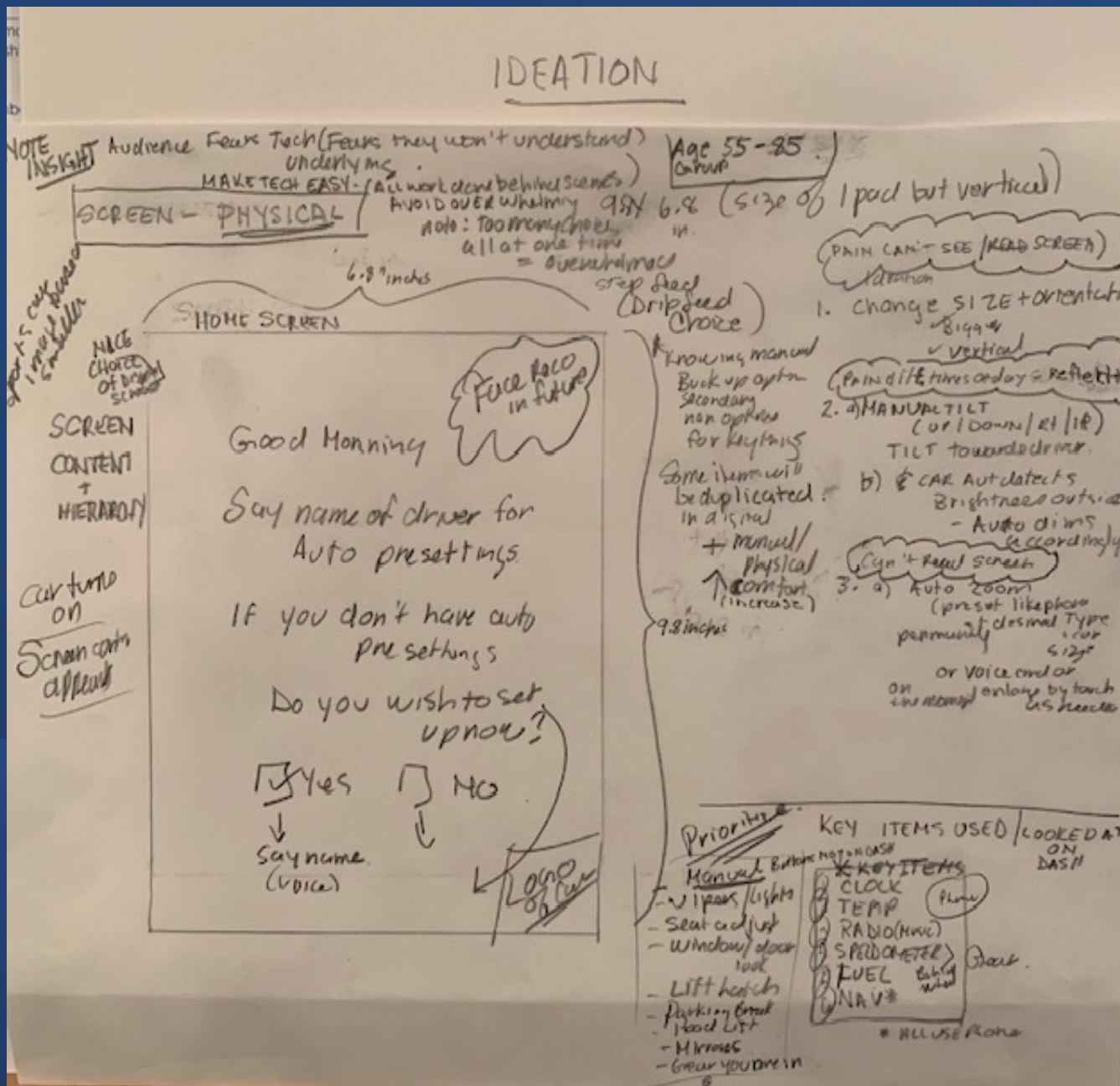
Pain Points

- Car features that are unnecessary and do not operate properly, breakdown or fail to update easily.
- Not being able to understand or trust my car or its features or symbols
- Not having direct and easy, seamless connection to apps/internet in my car
- Can't see the screen so well when driving and can't find what I need quickly as it is confusing and distracting and unsafe

Brands

amazon





IDEATION

FIVE Top Pains Identified:

1. Can't **see** screen / Can't **read** screen very well when driving
2. Features on dash **not updating** (example Navigation)
3. Too cluttered / overwhelming – don't know or remember where to find things
4. Can't understand flashing symbols
5. Can't connect to WIFI (have to use phone)

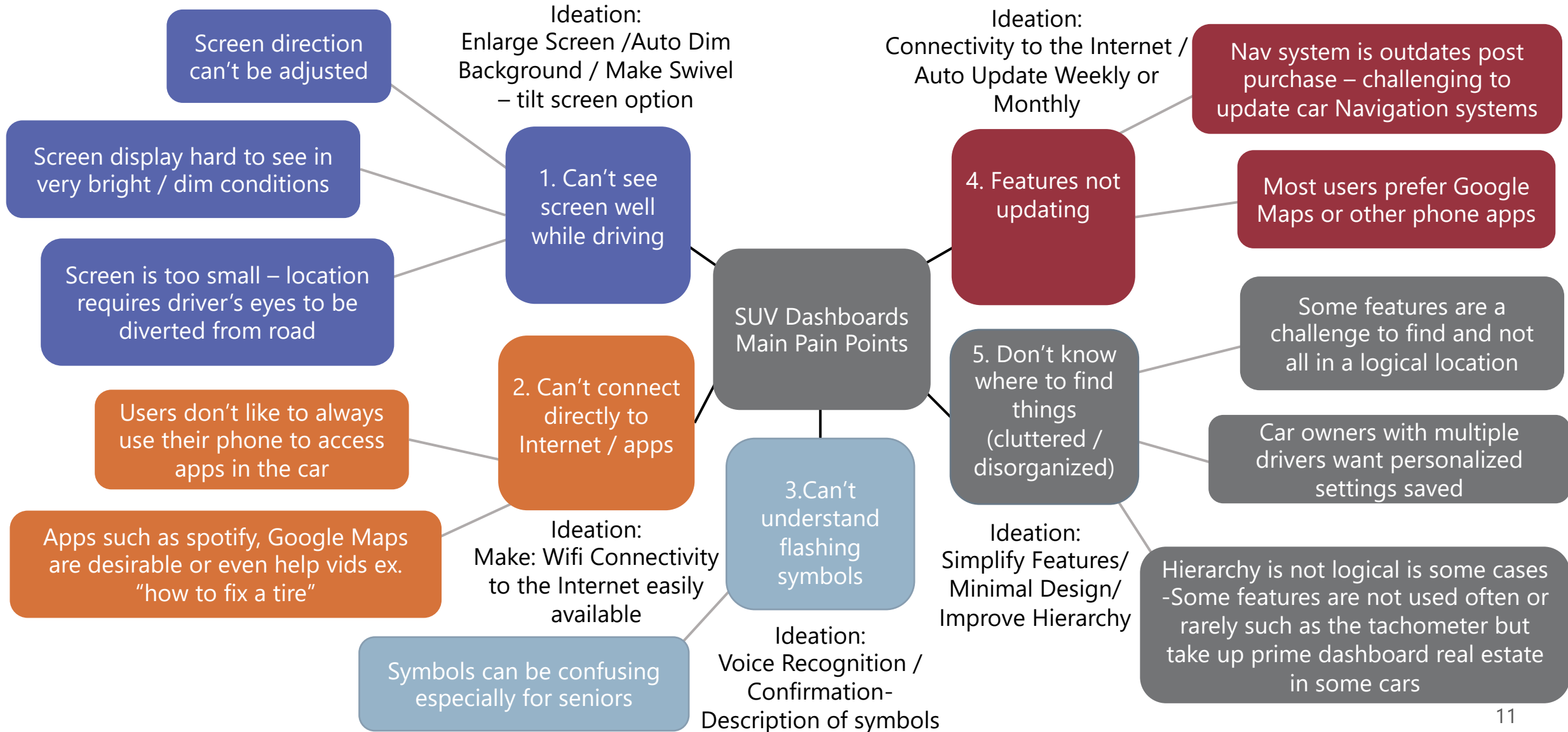
Physical Changes to Screen

- Enlarge screen (vertical format same size as ipad)
- Auto dim screen according to outside brightness
- Option to zoom font (like other devices)
- Option to select display screen saver
- MANUAL SWIVEL FOR SCREEN (TILTS UP/DOWN AND RIGHT/LEFT)

Other ideas that came from survey/questionnaire:

- Sensor window shield – wipers go on when water falls on windshield, or defogs-defrosts automatically when cold -1
- FINDER for items not readily listed (can be triggered by voice or typed in)
- SMS voice for receiving and writing responses
- Option to use voice for confirmation of symbols and reminders of upcoming car maintenance
- Option to run car diagnostic "health check" – can be set to automatic
- Face recognition in future for driver id

Ideation: Mapping Dashboard – Top 5 Pains



Script

Thank you for agreeing to be part of this prototype Research for an SUV Dashboard Design, Toronto Film School.

To set the scene: Imagine yourself in a new SUV and reviewing the dashboard for the first time.

Now imagine this paper prototype to be your digital dashboard screen. I will ask you a few scenarios and ask you to figure out how you would proceed using the dashboard screen prototype.

Take your time and please “think aloud” and let me know what you are thinking along the journey. Even the smallest thought reveals how you are approaching the task which is helpful to me.

Don’t worry, this is not a test on you but rather on the design to ensure it is intuitive and makes sense to users.

Please physically enact what you would do on a touch screen example pretend to actually press any buttons/on screen if that makes sense to you. Each paper signifies a different screen

(In the second part of the test you will be using voice commands only) repeating the same scenarios.

General Questions:

How do you feel about the functional aspects of the design – does it make sense to you? Please describe and elaborate.

Along your journey, please identify anything you feel is unclear or missing.

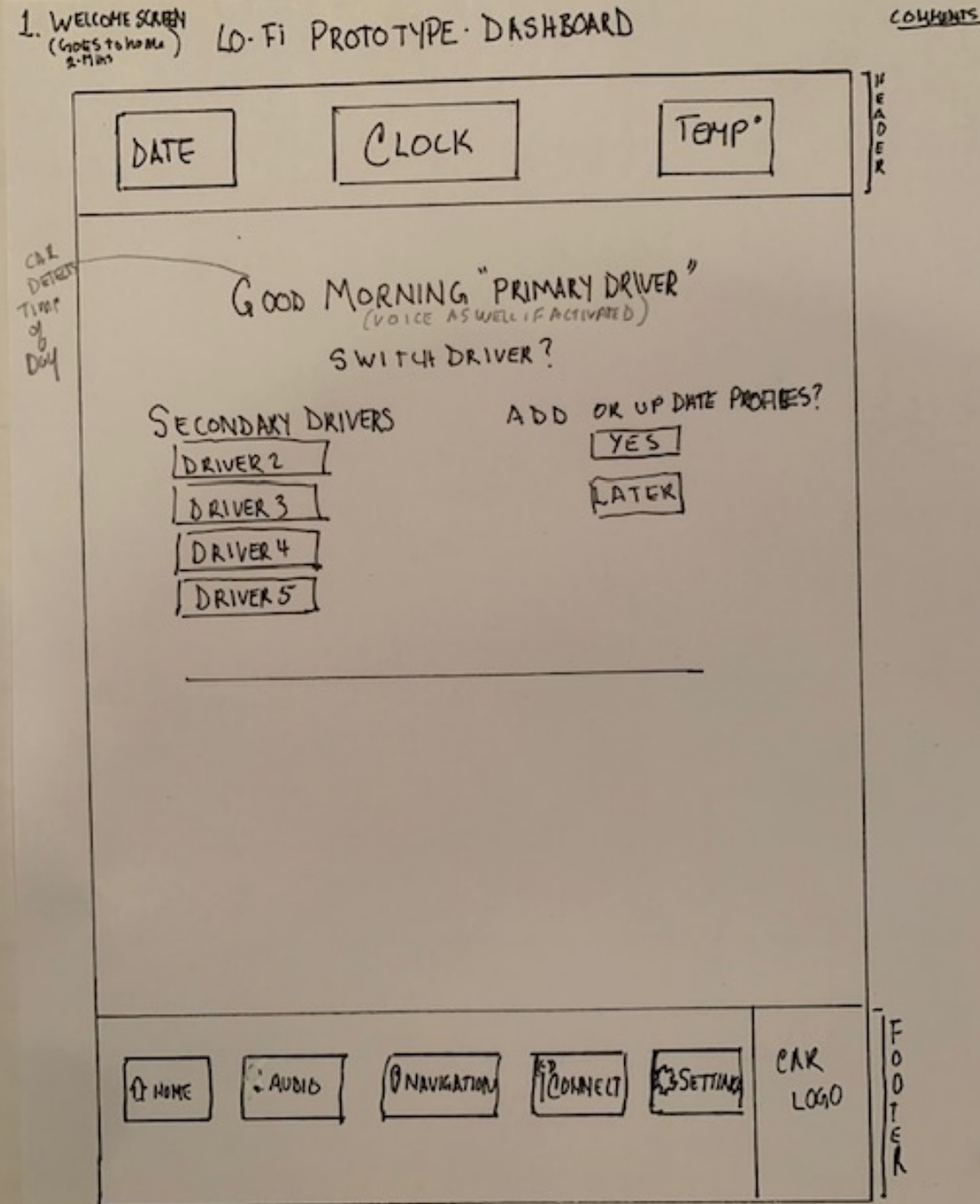
TASKS: Using the dashboard prototype, please carry out the following:

1. Show me step by step how you could go about playing Adele’s new song EASY ON ME
2. Show me how you would find the nearest Tim Hortons
3. Show me how you would add your profile to the dashboard
4. Show me the above using voice commands



Welcome Screen

- purpose: identify driver (personalize)-car can detect time of day
- "Good Morning", "Good Afternoon", "Good Evening"...
- Voice and/or written on screen
- Profiles allow for preset "settings"
- Header and Footer remain constant on all screens
- Date is a new entry to the typical headers
- Car is automatically connected to WIFI (set up at time of purchase like Sirius)
- Voice is an option as well as HUD
- Voice commands similar to Alexa/Echo (speech style needs to be learned)

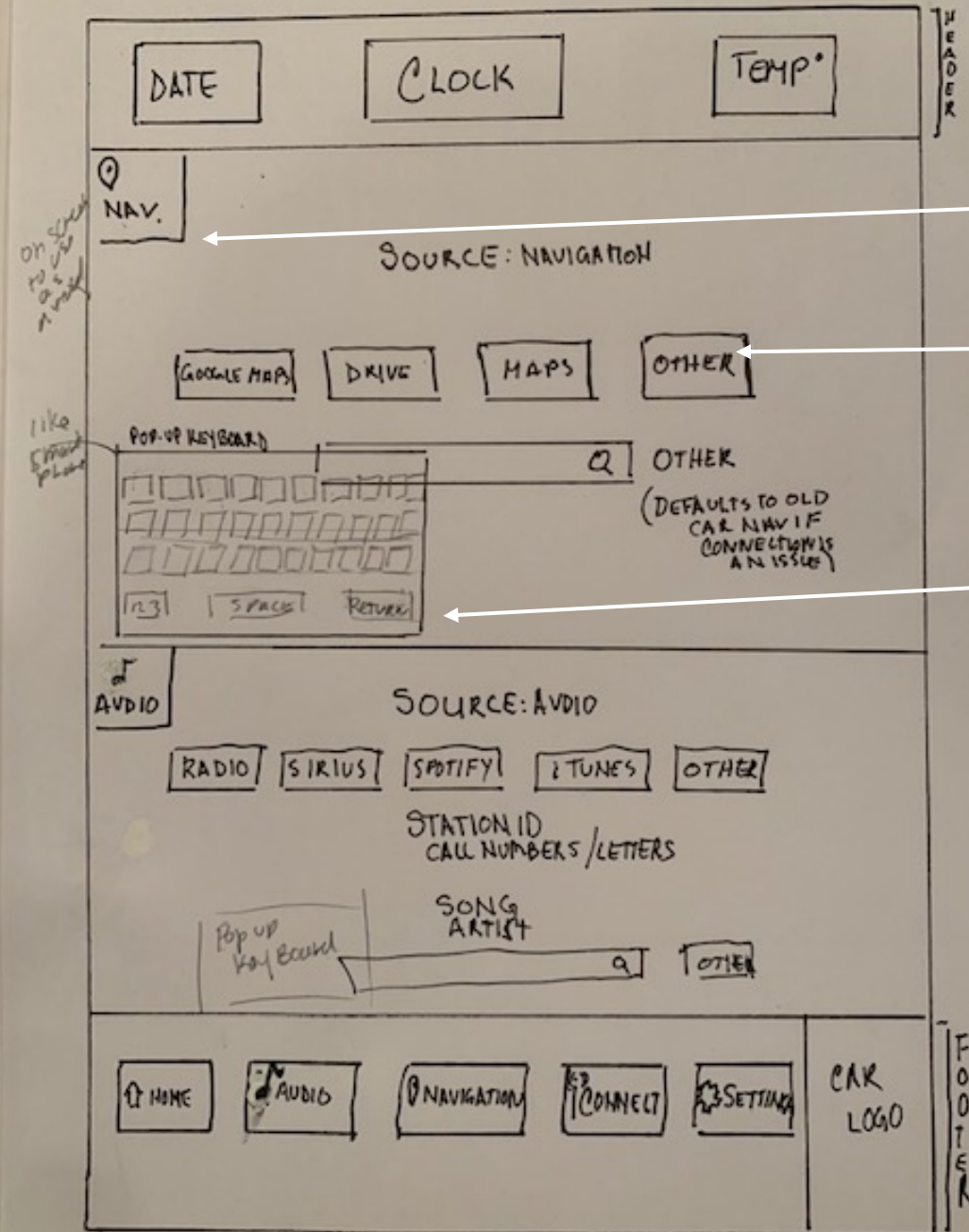


Home Screen

- Home screen defaults to to Navigation and music the most used items (after speedometer, fuel gauge and clock)
- All now connected directly to the WIFI (no need to use phone)
- Phone was a challenge for older seniors who do not have smart phones
- Direct connection allows for more user friendly and updated Navigation (a major "pain" identified)
- Spotify/iTunes
- Notifications of Maintenance updates
- Emergencies
- Auto updates

2. DEFAULT HOME SCREEN LO-FI PROTOTYPE - DASHBOARD

COMMENTS



Simple Icon confirmation of page

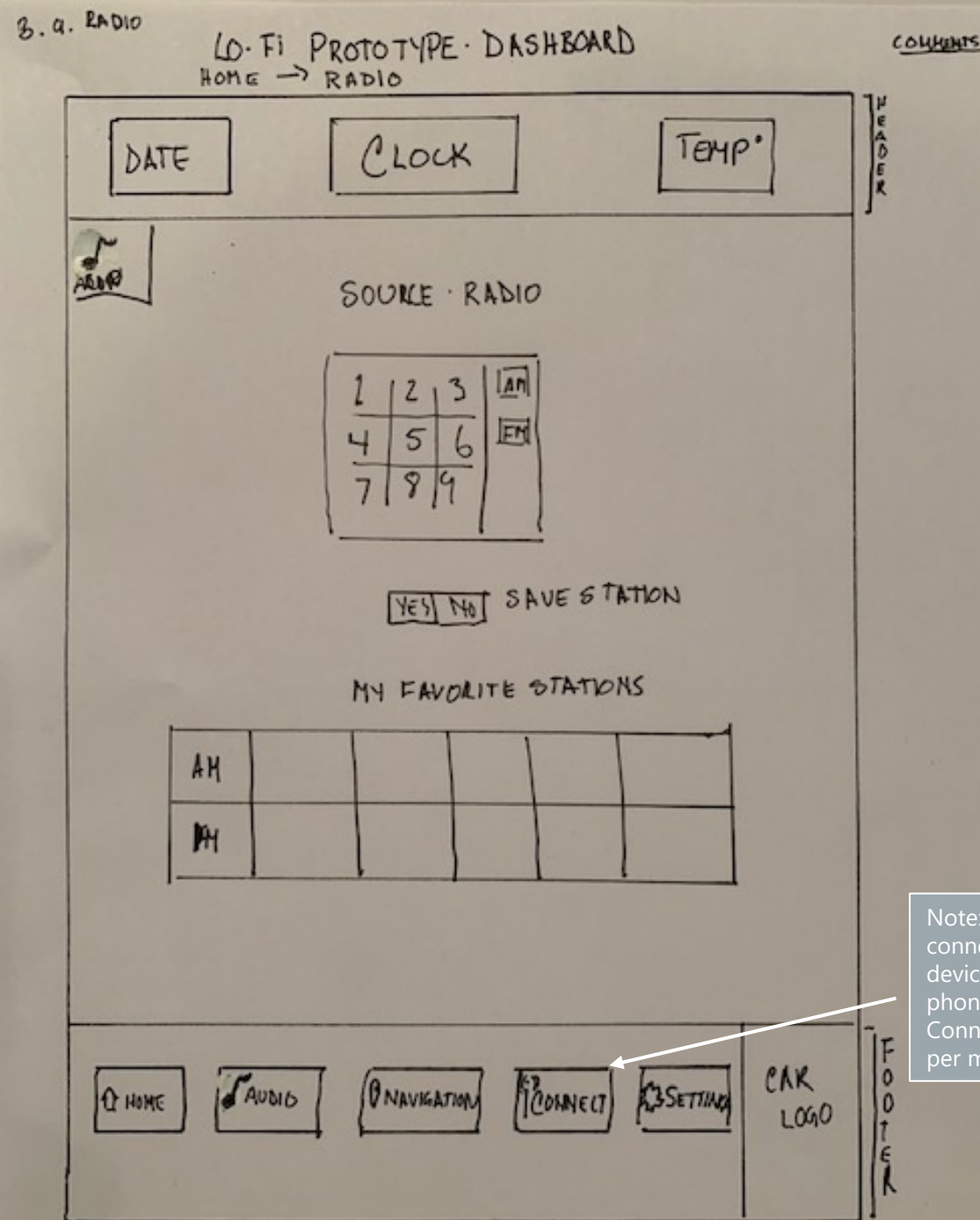
Keep choice categories to max 5 to avoid overwhelming

Keyboard mimics phone/ laptop figuration

Keyboard pops up when screen search is touched

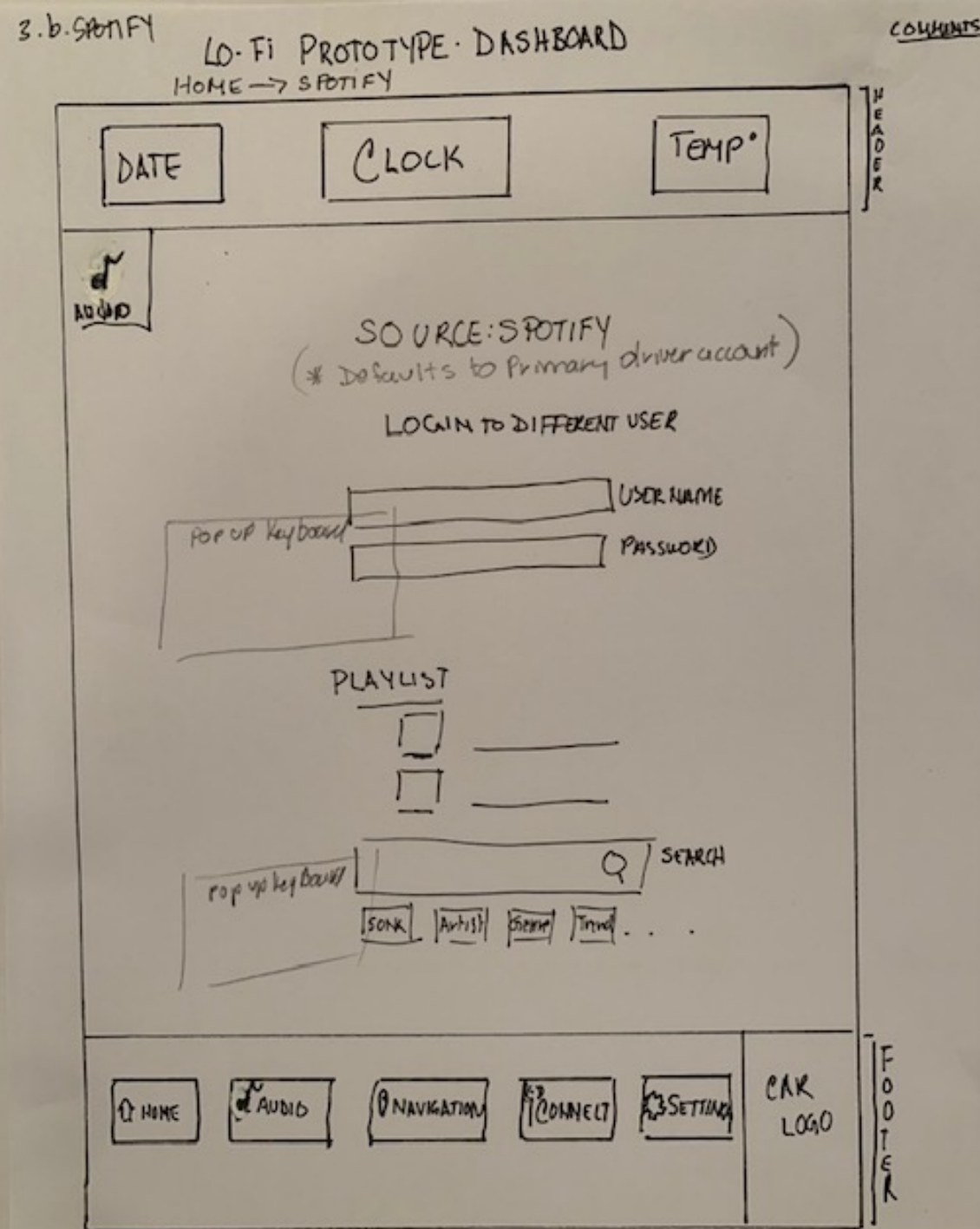
Home->Radio Screen

- Each screen is simplified to the extreme as the "overwhelming clutter" was identified as a pain for this demographic
- Also, simple tasks "how to save my favorite radio channel" can be promoted versus referring to manual
- Clock and date are automatic



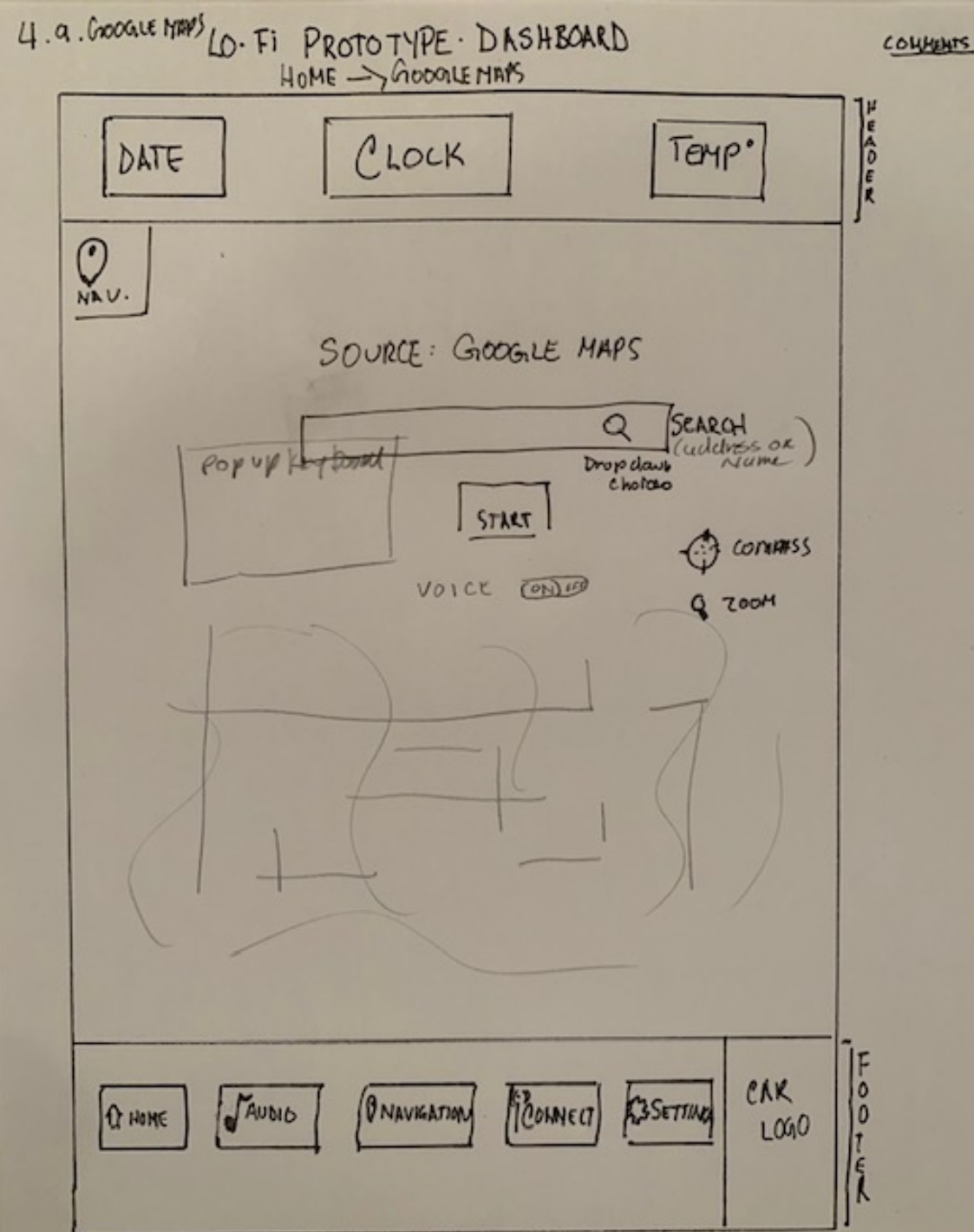
Home->Radio Spotify

- WIFI (allowing access directly to apps like Spotify) is connected directly (like currently Sirius is avail in most cars)
- Allows for primary/secondary drivers to preset with passwords once and others to connect (ex passengers) by entering login info
- Search can be done via type or voice



Home->Google Maps

- WIFI (allowing access directly to apps like Google Maps)
- Google and desired apps can be set up initially with assistance from dealer – if buying new - as part of the service of buying a new car
- This will be a major improvement to current "Nav" systems which are not easily updated and cumbersome to use – this was identified as a major pain.
- User can select their choice of Navigation platform
- Connection to platforms like "WAZE" can allow for car to adapt to Max speed limits in school zones for example or when there is a traffic jam on route



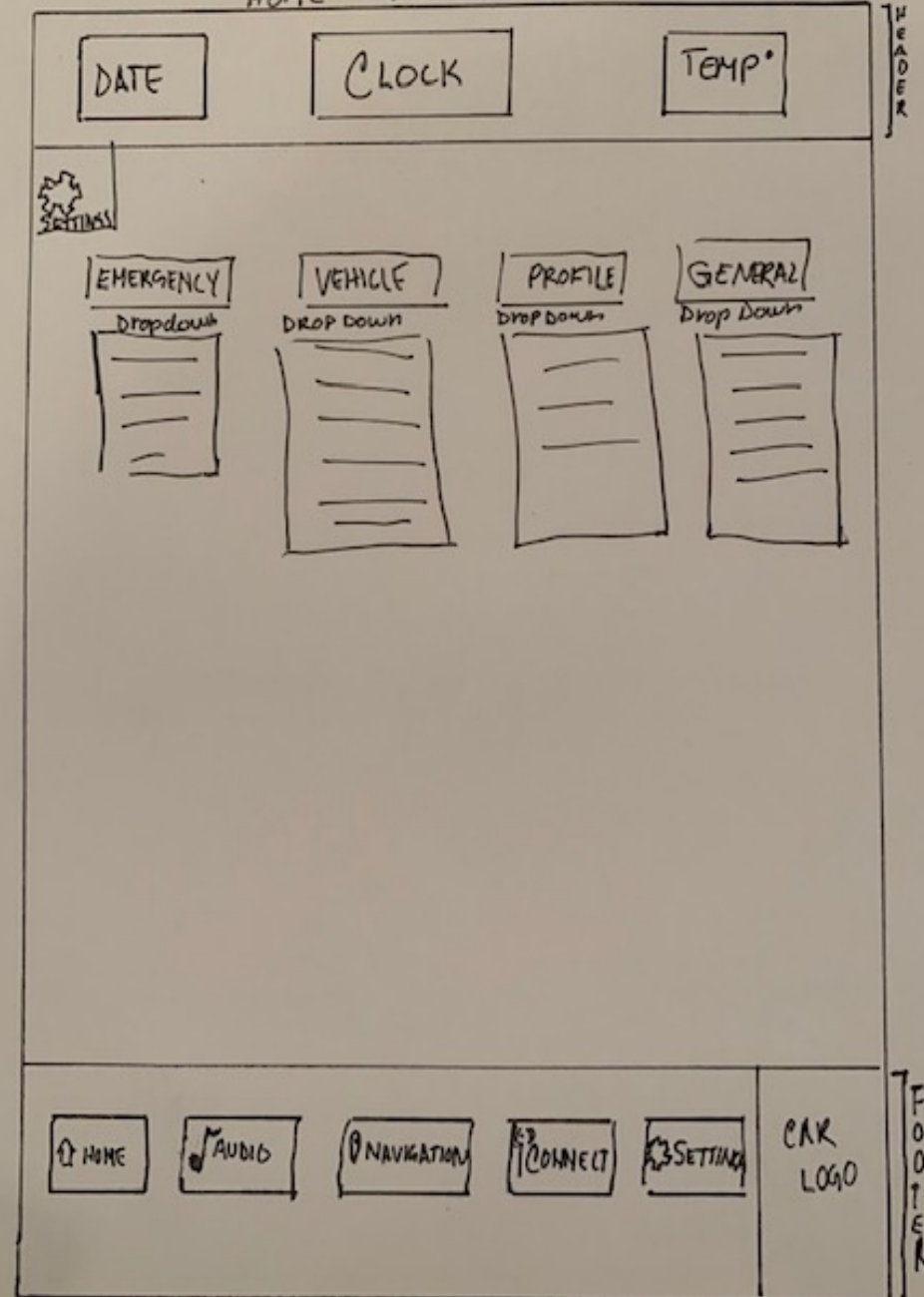
Home->Settings

- KISS (keeping it Super Simple)
- All drop downs can be activated by voice example in an emergency this would be a major safety benefit
- Vehicle / General drop down would have all the usual suspects (seat, climate control, the car manual and schedule, etc)
- For comfort to this demo (some features will be duplicated in "manual" form on dash example radio volume and heat/temp
- Profiles once set once are completely automated
- Since connected to the Net, things like notifications from manufacturer will be much easier example recalls on certain parts of car (now sent via "mail – Canada Post"

5. SETTINGS

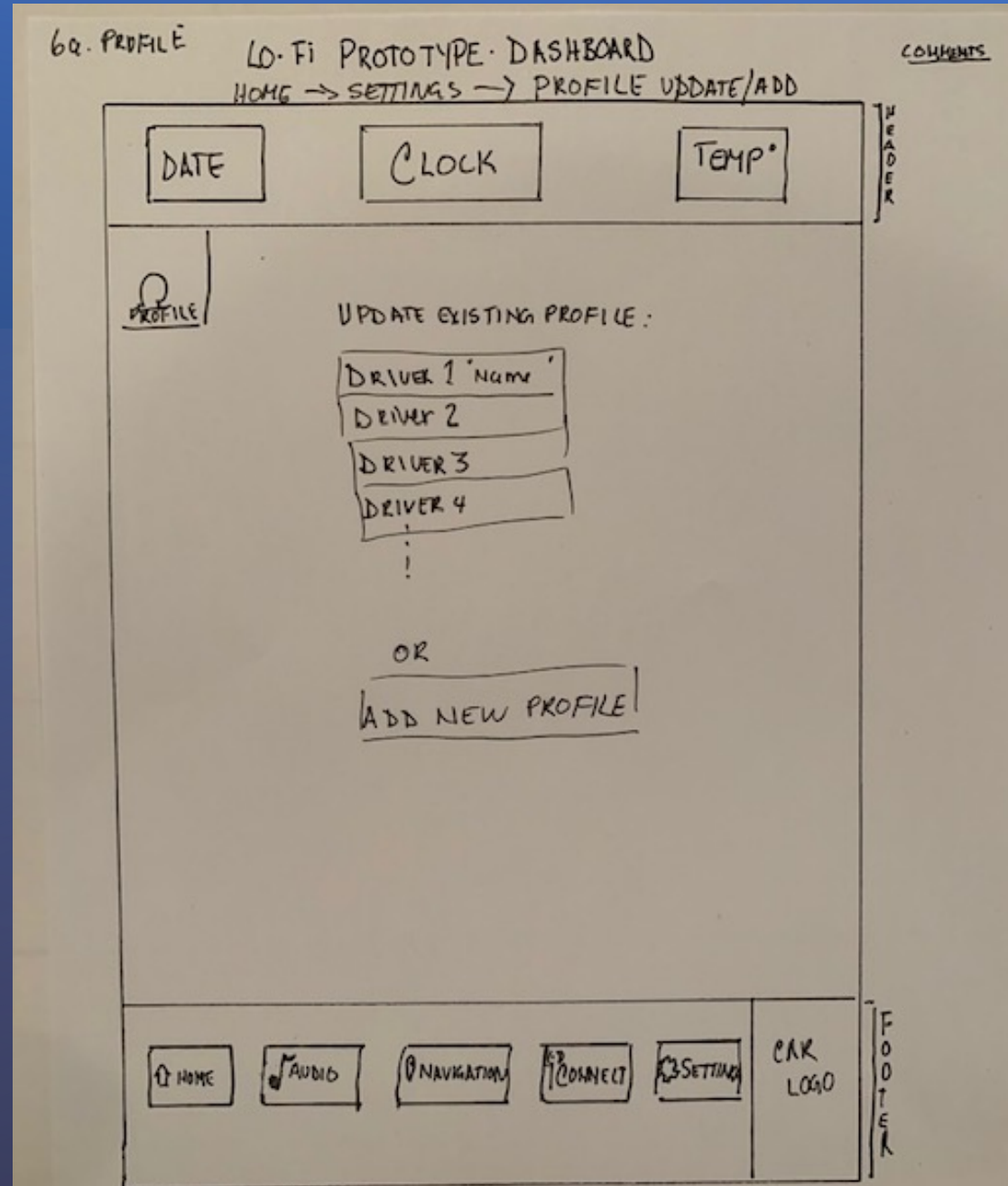
LO-FI PROTOTYPE · DASHBOARD
HOME → SETTINGS

CONTENTS



Home->Settings-> Profile Update/Add

- Simple options for adding or updating profiles for new drivers
- This screen was kept extremely simple again as this idea of updating info was identified as a potential issue by demographic



**Home->Settings->Profile
Update/Add->Add New Profile**

- Setting up a new profile
- Top options of presets
- Once complete, user can save
- Settings will default to primary unless by voice or touch screen secondary driver is selected
- The usual manual settings example seat change, radio stations can still all be done manually

67.a

LO-FI PROTOTYPE: DASHBOARD

HOME → SETTINGS → PROFILE → ADD NEW PROFILE

COMMENTS

DATE

CLOCK

TEMP°

PROFILE

☐ PRIMARY DRIVER
 ☐ SECONDARY DRIVER

NAME

SAVE SETTINGS

SET-UP PROFILE 'NAME'

1. SEAT: Manually set seat to your liking

SAVE

2. MIRRORS: Manually set mirrors to your liking

SAVE

3. AUTO SENSORS:

ON/OFF

4. VOICE:

ON/OFF

5. HOD:

ON/OFF

6. SCREEN Display

Enlarged Font

OFF/ON

PIC

PIC

PIC

PIC

Round

7. SCREEN Display Pic

PIC

PIC

PIC

PIC

PIC

8. CONNECT TO DEVICE

PHONE

PERSONAL ASSISTANT

IPAD

OTHER

WIFI AUTOMATIC.

HOME

AUDIO

NAVIGATION

CONNECT

SETTINGS

CAR LOGO



Testing: Summary Findings & Observations

Touch Screen Test

- Conducted 3 tests (one via phone/email which was challenging)
- **Welcome screen** – confusing (“how long does it stay on?”) was a concern--- note: all three seemed to be more comfortable going straight to home screen (may try to incorporate all on Home)
 - What about passengers who want to set up profile ex kids – like Spotify and certain stations to be preset for them (good point)
- **Home screen**---All liked and understood what to do
 - What about WAZE, Apple drive for navigation?
 - What if I don't want navigation on Home screen?
 - Audio portion was understood
 - Question was asked about connecting to phone and zoom meetings (distraction for driving?)
 - Suggestion to add “Find” button
 - Can keypad pop up on right
- **Audio, Radio and Spotify Screens understood well**
 - One tester (my mother-in-law asked about adding “Seek” for radio as she doesn't know the stations by call number
 - Also asked about genre of radio stations – like Sirius (good point – not sure if possible – would require external radio/station input?)
 - “saved” option was liked
 - Mother-in-law only wanted radio
- **Google Maps page** – well understood by those who used Google Maps only
 - WAZE / Apple maps was suggested to add as options
- **Settings – Add Profile**
 - Move SAVE button to end
 - How to add more customized options ex temp?
 - Add language preference



Testing: Summary Findings & Observations

Voice Test

- “Complete disaster” – painful to be a bystander for 2 of 3 testers (note both are unfamiliar with Alexa/Echo devices)
- Voice commands used were “all over the place”
- This would be a challenge to users who are not used to personal assistant devices
- Would need tutorials and index of phrases and “how to say”....
- Note: mother-in-law is a “Chatty”. This would be like learning a new language
- But might be noted she loved the voice talking to her – reconfirming things like “speed warning – slow down” and “your oil is running low”--- (confirming what warning symbols mean via voice)

DATE

CLOCK

Temp°

PROFILE

☐ PRIMARY DRIVER
 ☐ SECONDARY DRIVER

NAME

SAVE SETTINGS

1. SEAT: Manually set seat to your liking

SAVE

2. MIRRORS: Manually set mirrors to your liking

SAVE

3. AUTO SENSORS: ☐ ON ☐ OFF

4. VOICE: ☐ ON ☐ OFF

5. HOD: ☐ ON ☐ OFF

6. SCREEN Display

Enlarged Font ☐ OFF ☐ ON

PIC ☐ PIC ☐ PIC ☐ PIC ☐ Pic

7. Screen Display Pic

☐ ☐ ☐ ☐ ☐ ☐

8. CONNECT TO DEVICE

PHONE PERSONAL ASSISTANT IPAD OTHER

* WIFI AUTOMATIC.

HOME

AUDIO

NAVIGATION

CONNECT

SETTINGS

CAR LOGO

→ Add Language (But would require keyboard) & Safety?
Input other than French

DATE

CLOCK

Temp°

NAV.

ADD Welcome Message here.

SOURCE: NAVIGATION

GOOGLE MAPS

WAZE

MAPS

APPLE

OTHER

POP-UP KEYBOARD

OTHER

(DEFAULTS TO OLD CAR NAV IF CONNECTION IS AN ISSUE)

Key board PopUp (right)

AUDIO

SOURCE: AUDIO

RADIO

SIRIUS

SPOTIFY

ITUNES

OTHER

STATION ID

CALL NUMBERS / LETTERS

POP-UP KEYBOARD

SONG ARTIST

OTHER

HOME

AUDIO

NAVIGATION

CONNECT

SETTINGS

CAR LOGO

→ Add to Footer
Search

23

1. HOME SCREEN LO-Fi PROTOTYPE · DASHBOARD REVISED

COMMENTS

DATE

CLOCK

Temp°

GOOD MORNING "Name of Primary Driver"

SWITCH DRIVER?

Drop down

ADD.

NAV

NAVIGATION

GOOGLE MAPS

WAZE

APPLE MAPS

MAPS

OTHER

SEARCH OTHER

POP UP KEYBOARD RIGHT

AUDIO

AUDIO · MUSIC

RADIO

SIRIUS

SATIFY

ITUNES

OTHER

CURRENT STATION ID

SONG

ARTIST

OTHER

HOME

AUDIO

NAVIGATION

CONNECT

SETTINGS

FIND

SEARCH

CUSTOMIZE SCREEN

CAR LOGO

HEADER

VOICE Activated (option to switch off)

FOOTER

7.a. ADD PROFILE LO-Fi PROTOTYPE · DASHBOARD REVISED

COMMENTS

DATE

CLOCK

Temp°

PROFILE

☐ PRIMARY DRIVER
 ☐ SECONDARY DRIVER (OR PASSENGER)

NAME

NAME

POP UP KEYBOARD

1. SEAT · MANUALLY SET NOW

SAVE

2. MIRRORS · MANUALLY SET NOW

SAVE

3. AUTO SENSORS

ON/OFF

4. VOICE

ON/OFF

5. HOD

EXPLAIN

ON/OFF

6. SCREEN CUSTOMIZE · FONT ZOOM

YES/NO

7. SCREEN SAVER

P1

P2

P3

P4

P5

MAN

8. CONNECT TO DEVICE

Phone

IPAD

PA

OTHER

SEARCH

9. OTHER

SEARCH

OR Dropdown (from Vehicle Listing Menu)

10. LANGUAGE PREFERENCE OTHER THAN ENGLISH

FRENCH

HOME

AUDIO

NAVIGATION

CONNECT

SETTINGS

CAR LOGO

FOOTER

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24



Thank you.

Survey

Car Dashboard

This survey is designed to gather information from current SUV owners in the 55+ age group who will provide feedback on their current vehicle dashboards and how the dashboard could be designed to be more effective to meet their needs.

1. How satisfied are you with the dashboard of your SUV?

☐ 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5

Very Unsatisfied

Extremely Satisfied

2. What 2 (two) features do you use most often?

☐ Speedometer ☐ fuel gauge ☒ tachometer ☐ Radio ☒ GPS-Navigation ☐ Other: note-I have a manual shift

3. How well do you understand all of the dashboard symbols?

☐ 1 ☐ 2 ☒ 3 ☒ 4 ☐ 5

Not at all

Extremely Well

4. How important are dashboard features and design to your car buying decision?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5

Not important

Extremely Important

5. Are there features on your current dashboard you feel are unnecessary? (if yes, answer 5b)

☒ yes ☐ no

5b. Which features do you never or rarely use on your current dashboard?

Car navigation- have to hook up my phone which is a real pain

Also why does rear camera come on when I am driving forward?

6. In addition to basic car information (such as speedometer and fuel gauge, which category of features are most important to you in an SUV dashboard?

- ☐ Safety features and warning signals
- ☒ Connectivity – ability to connect to my phone, and use my phone apps for music, GPS etc while in the vehicle
- ☒ Appearance – how good the dashboard looks

7a. Are there any things that frustrate you about your current dashboard?

Would prefer if everything was on one bigger screen and connection to the internet for access to my apps directly not via my phone which sometimes doesn't connect properly

7b. Describe any features you would like to see in your dashboard in the future:

I would like it to look modern and be practical / logical and fully digital and connected to the internet

How would you best describe yourself?

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Not at all

Extremely

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Not at all

Extremely

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☐ 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5

Not at all

Extremely

11. Trend-Setter (always like to buy the latest things) – with cars and my phones

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Not at all

Extremely

12. Do you see a vehicle as a status symbol

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Not at all

Very true

13. Do you prefer a digital screen in your dashboard (versus a traditional non-digital)?

☒ Yes ☐ No

14. if "Yes" to above, would you most prefer in a newly designed vehicle dashboard?

☒ Touch screen Or ☐ Voice command Or 3D Screen in Windshield (HUD). –
-- maybe HUD if not distracting or a combo all three

15.

A. How often do you buy a new car?

- ☐ yearly
- ☐ Every 1-2 years
- ☐ Every 3-4 years
- ☐ Every 5 years
- ☒ 5+ years

B. When it comes the time to buy a new car, will your next car be:

- ☐ traditional fuel/diesel
- ☒ electric (but love my JEEP)
- ☐ hybrid (electric/fuel)

Name: Andrea Pizzo

Age: Group:

- ☒ 55-64
- ☐ 65+

Gender: female

Are you the primary user of the vehicle:

- ☒ Yes but other people in my family use it and change my settings which is also frustrating
- ☐ No

Model and Year of Vehicle: Jeep Grand Cherokee 2020

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Survey

Car Dashboard

This survey is designed to gather information from current SUV owners in the 55+ age group who will provide feedback on their current vehicle dashboards and how the dashboard could be designed to be more effective to meet their needs.

1. How satisfied are you with the dashboard of your SUV?

☐ 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5

Very Unsatisfied

Extremely Satisfied

2. What 2 (two) features do you use most often?

☒ Speedometer ☐ fuel gauge ☐ tachometer ☒ Radio ☐ GPS-Navigation ☐ Other:

3. How well do you understand all of the dashboard symbols?

☐ 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5

Not at all

Extremely Well

4. How important are dashboard features and design to your car buying decision?

☐ 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5

Not important

Extremely Important

5. Are there features on your current dashboard you feel are unnecessary? (if yes, answer 5b)

☒ yes ☐ no

5b. Which features do you never or rarely use on your current dashboard?

GPS

6. In addition to basic car information (such as speedometer and fuel gauge, which category of features are most important to you in an SUV dashboard?

- ☐ Safety features and warning signals
- ☒ Connectivity – ability to connect to my phone, and use my phone apps for music, GPS etc while in the vehicle
- ☐ Appearance – how good the dashboard looks

7a. Are there any things that frustrate you about your current dashboard?

GPS-Google Maps, phone operating system

7b. Describe any features you would like to see in your dashboard in the future:

Panel or features that can be adjusted and set for different drivers of the car

How would you best describe yourself?

8. Adventurous:

☐ 1 ☐ 2 ☒ 3 ☒ 4 ☐ 5

Not at all

Extremely

9. Techy (love high tech gadgets)

☐ 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5

Not at all

Extremely

10. Extrovert / social

☐ 1 ☒ 2 ☒ 3 ☐ 4 ☐ 5

Not at all

Extremely

11. Trend-Setter (always like to buy the latest things)

☐ 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5

Not at all

Extremely

12. Do you see a vehicle as a status symbol

☐ 1 ☐ 2 ☒ 3 ☒ 4 ☐ 5

Not at all

Very true

13. Do you prefer a digital screen in your dashboard (versus a traditional non-digital)?

☒ Yes ☐ No (or a combination of both)

14. if "Yes" to above, would you most prefer in a newly designed vehicle dashboard?

☒ Touch screen Or ☐ Voice command Or 3D Screen in Windshield (HUD)

15.

A. How often do you buy a new car?

- ☐ yearly
- ☐ Every 1-2 years
- ☐ Every 3-4 years
- ☐ Every 5 years
- ☒ 5+ years

B. When it comes the time to buy a new car, will your next car be:

- ☐ traditional fuel/diesel
- ☒ electric
- ☐ hybrid (electric/fuel)

Name: Ann Runciman

Age: Group:

- ☐ 55-64
☒ 65+

Gender: female

Are you the primary user of the vehicle:

- ☒ Yes
☐ No

Model and Year of Vehicle: Range Rover Sport supercharged 2016

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Survey

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1. How satisfied are you with the dashboard of your SUV?

☐ 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5

Very Unsatisfied

Extremely Satisfied

2. What 2 (two) features do you use most often?

☒ Speedometer ☒ fuel gauge ☐ tachometer ☐ Radio ☐ GPS-Navigation ☐ Other:

3. How well do you understand all of the dashboard symbols?

☐ 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5

Not at all

Extremely Well

4. How important are dashboard features and design to your car buying decision?

☐ 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5

Not important

Extremely Important

5. Are there features on your current dashboard you feel are unnecessary? (if yes, answer 5b)

☒ yes ☐ no

5b. Which features do you never or rarely use on your current dashboard?

Engine RPM

6. In addition to basic car information (such as speedometer and fuel gauge, which category of features are most important to you in an SUV dashboard?

- ☒ Safety features and warning signals
- ☐ Connectivity – ability to connect to my phone, and use my phone apps for music, GPS etc while in the vehicle
- ☐ Appearance – how good the dashboard looks

7a. Are there any things that frustrate you about your current dashboard?

I don't understand the warning signals/symbols that flash at me – so I usually ignore them

7b. Describe any features you would like to see in your dashboard in the future:

A feature that tells me when my car is due for service as I always forget and also explanation for symbols

Maybe an easier organization of where things are so I can find them easier

How would you best describe yourself?

8. Adventurous:

☐ 1 ☐ 2 ☒ 3 ☐ 4 ☒ 5

Not at all

Extremely

9. Techy (love high tech gadgets)

☐ 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5

Not at all

Extremely

10. Extrovert / social

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5

Not at all

Extremely

11. Trend-Setter (always like to buy the latest things)

☐ 1 ☒ 2 ☐ 3 ☐ 4 ☐ 5

Not at all

Extremely

12. Do you see a vehicle as a status symbol

☐ 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5

Not at all

Very true

13. Do you prefer a digital screen in your dashboard (versus a traditional non-digital)?

☒ Yes ☐ No if it is easy to understand

14. if "Yes" to above, would you most prefer in a newly designed vehicle dashboard?

☒ Touch screen Or ☐ Voice command Or 3D Screen in Windshield (HUD)

15.

A. How often do you buy a new car?

- ☐ yearly
- ☐ Every 1-2 years
- ☐ Every 3-4 years
- ☐ Every 5 years
- ☒ 5+ years

B. When it comes the time to buy a new car, will your next car be:

- ☒ traditional fuel/diesel
- ☐ electric
- ☐ hybrid (electric/fuel)

Name: Dolores Reay

Age: Group:

☐ 55-64

☒ 65+

Gender: female

Are you the primary user of the vehicle:

☒ Yes

☐ No

Model and Year of Vehicle: Sonic 2012

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Survey

Car Dashboard

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1. How satisfied are you with the dashboard of your SUV?

☐ 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5

Very Unsatisfied

Extremely Satisfied

2. What 2 (two) features do you use most often?

☒ Speedometer ☐ fuel gauge ☐ tachometer ☒ Radio ☐ GPS-Navigation ☐ Other:

3. How well do you understand all of the dashboard symbols?

☐ 1 ☐ 2 ☒ 3 ☒ 4 ☐ 5

Not at all

Extremely Well

4. How important are dashboard features and design to your car buying decision?

☐ 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5

Not important

Extremely Important

5. Are there features on your current dashboard you feel are unnecessary? (if yes, answer 5b)

☒ yes ☐ no

5b. Which features do you never or rarely use on your current dashboard?

GPS – use my phone Google Maps

Engine RPM (tachometer)

6. In addition to basic car information (such as speedometer and fuel gauge, which category of features are most important to you in an SUV dashboard?

- ☒ Safety features and warning signals
- ☐ Connectivity – ability to connect to my phone, and use my phone apps for music, GPS etc while in the vehicle
- ☐ Appearance – how good the dashboard looks

7a. Are there any things that frustrate you about your current dashboard?

Navigation not user-friendly or current

Gas gauge not showing countdown to empty

Screen hard to see at night

not always sure where to find things

7b. Describe any features you would like to see in your dashboard in the future:

Some of the above also internet connection (better entertainment options / similar apps to phone but direct)

How would you best describe yourself?

8. Adventurous:

☐ 1

☐ 2

☐ 3

☒ 4

☐ 5

Not at all

Extremely

9. Techy (love high tech gadgets)

☐ 1

☐ 2

☒ 3

☐ 4

☐ 5

Not at all

Extremely

10. Extrovert / social

☐ 1

☐ 2

☐ 3

☒ 4

☐ 5

Not at all

Extremely

11. Trend-Setter (always like to buy the latest things)

☐ 1

☐ 2

☒ 3

☐ 4

☐ 5

Not at all

Extremely

12. Do you see a vehicle as a status symbol

☐ 1

☐ 2

☐ 3

☒ 4

☐ 5

Not at all

Very true

13. Do you prefer a digital screen in your dashboard (versus a traditional non-digital)?

☒ Yes

☐ No

14. if "Yes" to above, would you most prefer in a newly designed vehicle dashboard?

☒ Touch screen

Or

☐ Voice command

Or

☐ 3D Screen in Windshield (HUD)

15. A. How often do you buy a new car?

☐ yearly

☐ Every 1-2 years

☐ Every 3-4 years

☐ Every 5 years

☒ 5+ years

B. When it comes the time to buy a new car, will your next car be:

- ☐ traditional fuel/diesel
- ☒ electric
- ☐ hybrid (electric/fuel)

Name: Matthew Reay

Age: Group:

- ☒ 55-64
- ☐ 65+

Gender: male

Are you the primary user of the vehicle:

- ☒ Yes but not the only driver
- ☐ No

Model and Year of Vehicle: Jeep Cherokee 2020

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Survey

Car Dashboard

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1. How satisfied are you with the dashboard of your SUV?

☐ 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5

Very Unsatisfied

Extremely Satisfied

2. What 2 (two) features do you use most often?

☒ Speedometer ☐ fuel gauge ☒ tachometer ☐ Radio ☐ GPS-Navigation ☐ Other: note-I have a manual shift

3. How well do you understand all of the dashboard symbols?

☐ 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5

Not at all

Extremely Well

4. How important are dashboard features and design to your car buying decision?

☐ 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5

Not important

Extremely Important

5. Are there features on your current dashboard you feel are unnecessary? (if yes, answer 5b)

☒ yes ☐ no

5b. Which features do you never or rarely use on your current dashboard?

Trip odometer – hardly ever use that and Navigation (use my phone)

6. In addition to basic car information (such as speedometer and fuel gauge, which category of features are most important to you in an SUV dashboard?

- ☒ Safety features and warning signals
- ☐ Connectivity – ability to connect to my phone, and use my phone apps for music, GPS etc while in the vehicle
- ☐ Appearance – how good the dashboard looks

7a. Are there any things that frustrate you about your current dashboard?

Would like a user-friendly dashboard with everything in one place

7b. Describe any features you would like to see in your dashboard in the future:

more organized central area for features

How would you best describe yourself?

8. Adventurous:

☐ 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5

Not at all

Extremely

9. Techy (love high tech gadgets)

☐ 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5

Not at all

Extremely

10. Extrovert / social

☐ 1 ☐ 2 ☒ 3 ☐ 4 ☐ 5

Not at all

Extremely

11. Trend-Setter (always like to buy the latest things)

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14. if "Yes" to above, would you most prefer in a newly designed vehicle dashboard?

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15.

A. How often do you buy a new car?

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- ☐ Every 1-2 years
- ☐ Every 3-4 years
- ☐ Every 5 years
- ☒ 5+ years

B. When it comes the time to buy a new car, will your next car be:

- ☐ traditional fuel/diesel

- ☒ electric
- ☐ hybrid (electric/fuel)

Name: Richard Bryson

Age: Group:

- ☒ 55-64
- ☐ 65+

Gender: male

Are you the primary user of the vehicle:

- ☒ Yes
- ☐ No

Model and Year of Vehicle: FJ Cruiser 2010

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