

Automotive user experience design

Automotive user experience design (UXD) provides automakers and their key partners with a complete solution for user journey-driven design, cognitive ergonomics, usability, safety, and text management, for the creation of connected, personalized, and holistic digital cockpit experiences. This includes user experience (UX) and user interface (UI) strategy and branding, research and benchmarking, usability testing, digital cockpit UI/UX design, digital experience and mobility services, as well as the realization of advanced UI for concepts and prototypes.

The challenge

Delivering immersive, rich, and responsive digital cockpit offerings is increasingly essential to meet the expectations of automotive users, and for OEMs to reinforce their brand through next-generation in-vehicle entertainment. We help automakers and their key partners create innovative, and customizable experiences, bringing them to market in a manner that is both quick and cost-effective. This can include addressing technical, integration, and implementation challenges, such as:

- A need to deliver innovative and leading-edge UX/UI design ideas
- A need to realize a concept or demo for an exhibition or R&D dissemination
- A need for expert knowledge in regard to driver distraction and safety testing
- A need for additional design resources for in-car applications or mobility and connectivity services

Our solution

Automotive UXD is a flexible, end-to-end solution that combines our experience in advanced UX concept creation, UI design, and VR/AR solutions with robust innovation processes and access to the latest technologies. It brings together our capabilities in key areas of UI design, process optimization, and testing, enabling automakers and their key partners to react fast to trends and implement new technologies efficiently, supported by a global team of experts that can be deployed locally and scaled to your exact requirements.

Why work with us?

- Innovative HMIs for the current and future of customer expectations, drawing on our extensive knowledge of and experience with the latest HMI trends
- The ability to optimize productivity across the ideation, design, and development of UX/UI solutions, creating processes with lean cross-departmental efficiency
- An optimized design and production process for next generation integrated cockpit, future mobility and connectivity services
- Flexible and adaptable delivery, to accelerate time to market and deal with new feature sets and continual adjustments
- Systems and processes to make changes easier and faster, using advanced technologies to create state-of-the-art digital cockpit experiences
- Design-thinking workshops and multidisciplinary strategy experts to create holistic and end-to-end solutions for more human-centered experiences

What makes us different?

- A global presence, and we're part of the world's leading independent, end-to-end IT services company
- Knowledge and experience with advanced technologies combined with execution experience
- An Agile software approach to deliver continual UX improvement
- Rapid ramp up and scaling of the expert teams that you need
- Deep know-how of creative and innovative automotive UX/UI design

Our customers

The challenge

- Design and specify one of the best user experiences (UX) in the automotive industry
- Ensure long-term innovation and flexible HMI

The solution

- UX concept creation
- UI design and animation
- Graphics roll out and creation of graphical assets for implementation and style-guide
- Provide UI specification/documentation for head unit and related instrument cluster head parts
- Text creation and translation handling
- Definition of workflows and processes for future models based on current experience and lessons learned

The results

- **Worldwide benchmark UX/UI concept**
- **Flexible design system to allow adaption to different screen sizes and brand specifications**
- **Efficient and cost-optimized design process**

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