

PCC Physical Car Customizer

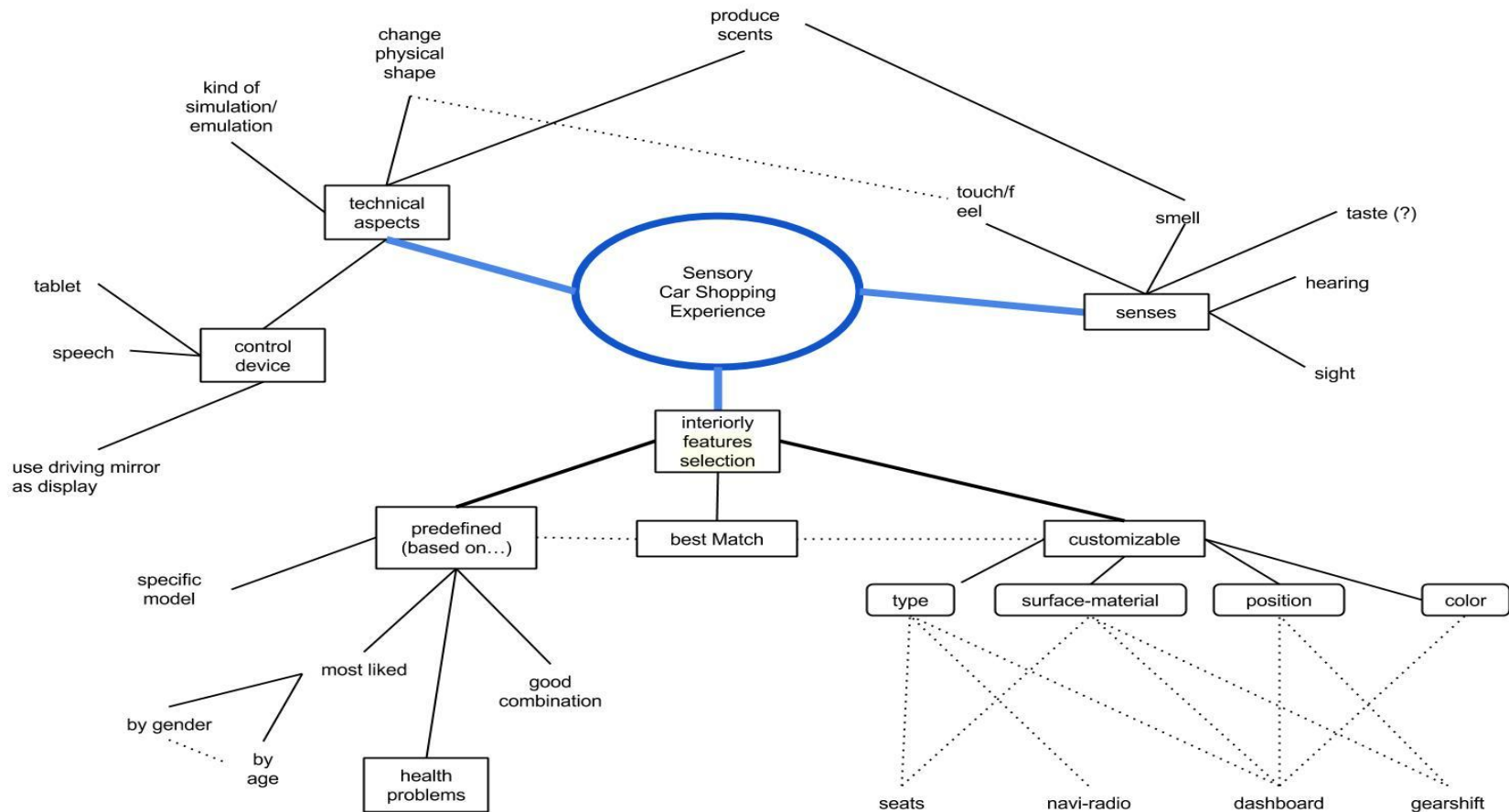
Group 2

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Introduction

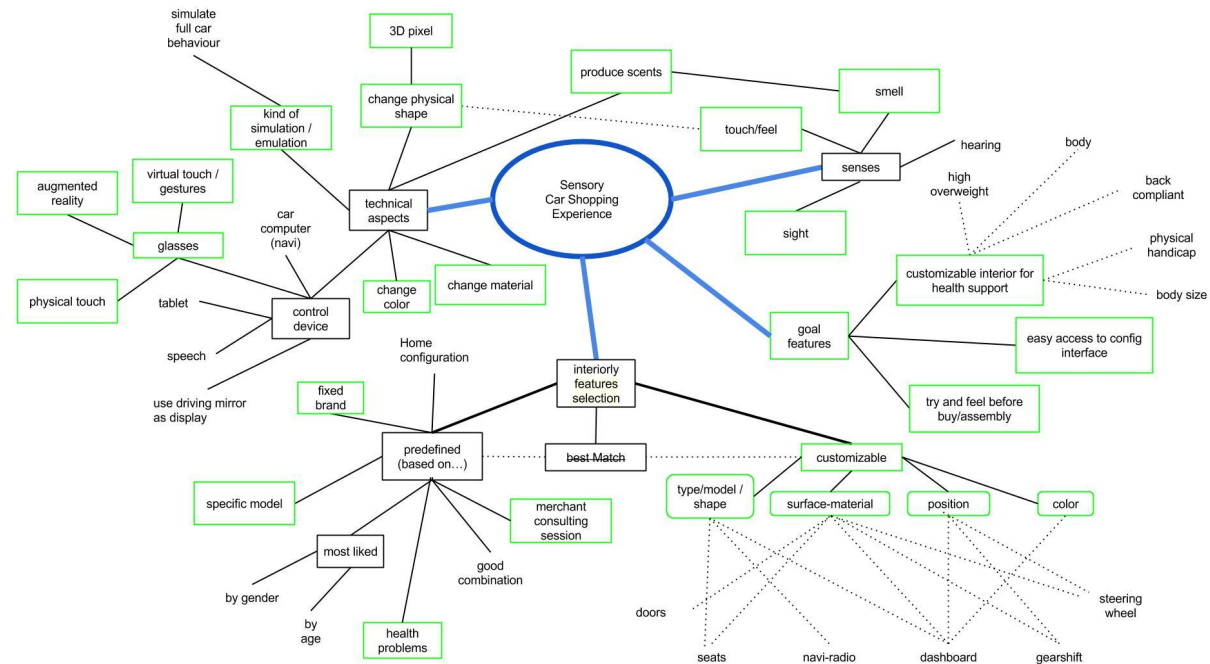
- Who are the users?
 - non-average people that want to buy cars
 - handicapped
 - tall/small
- What do they want?
 - buy a car for their needs - no compromises
- What is the context
 - simulator within the car warehouse
 - pre consulting session with a merchant required

BrainStorming - Concept Map - 1



Further DIA Cycles & Final Map

- Interview
 - usecase?
- Storyboard I/II
 - procedure?
- Paper Prototype
 - inputdevice?
- Video I/II/III
 - interaction?



Interviews/Personas



Peter (33, office worker)

- Handicap: very tall
- Goals: easy, smell feedback, customisable



Sarah (44, lawyer)

- Handicap: paralysed left side
- Goals: comfortable, clean look, simple, adjustable



Heinrich (65, pensioner)

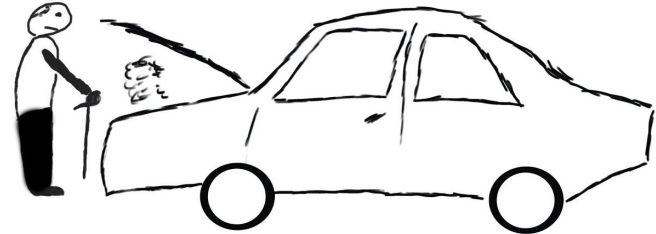
- Handicap: reduced hearing and eyesight, sharp pain in back
- Goals: simple interface, high accessibility, direct feedback on actions

Storyboard

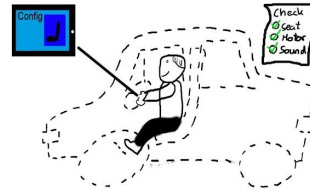
I think I'll need a new car



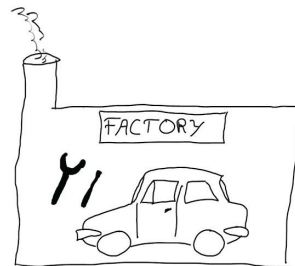
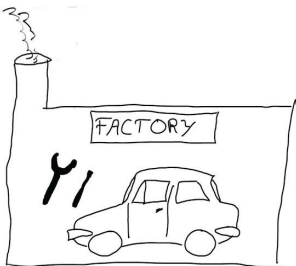
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CAR HOUSE



FACTORY



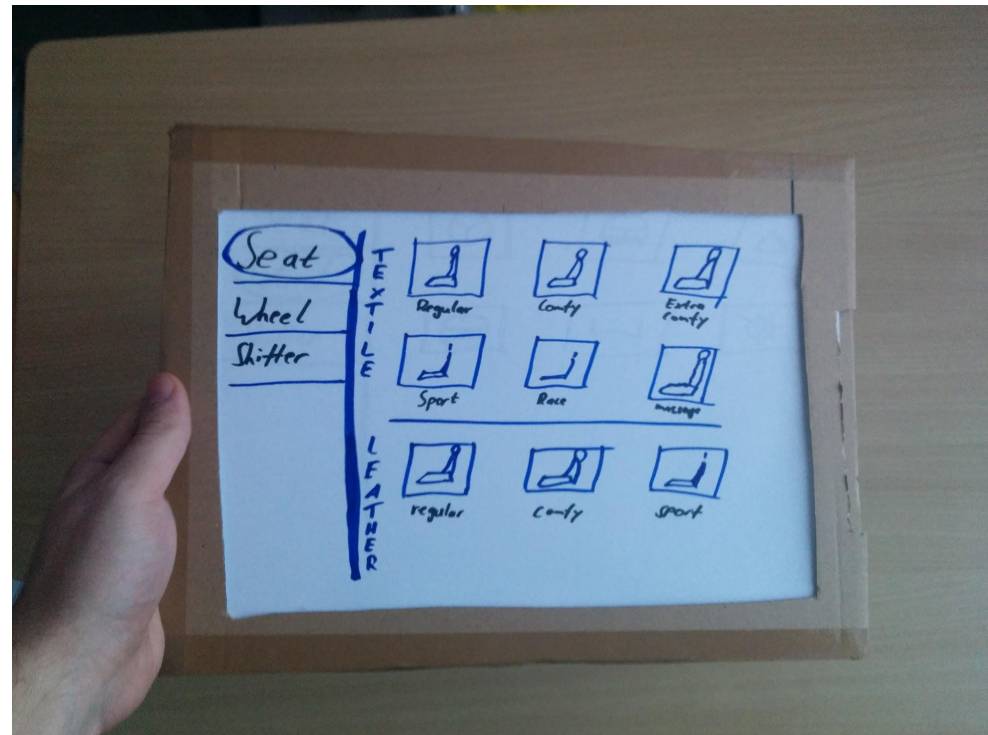
Senses

- touch
 - touch everything - it is real!
- haptic
 - new position of the gear shift or the seat cover
- smell
 - seat cover (e.g., leather)
- sight
 - you see everything in its natural environment

Paper Prototype

Tablet

- no space in car cockpit
- no “hands-free”
- hard to use with a single hand



➔ use glasses

Prototype Demo

VIDEO

Technical Realisation



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