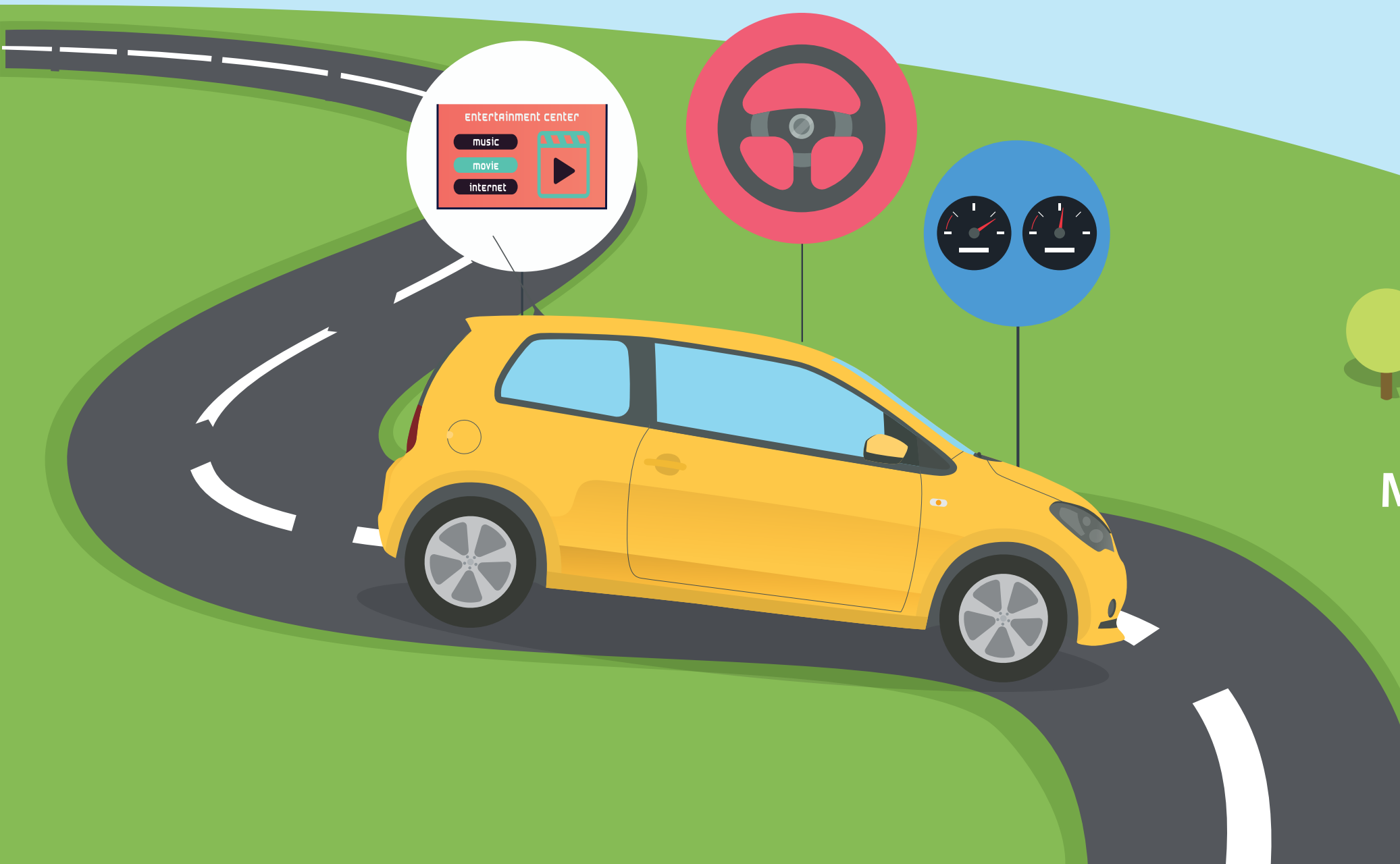


# Design Next Generation In-Car System

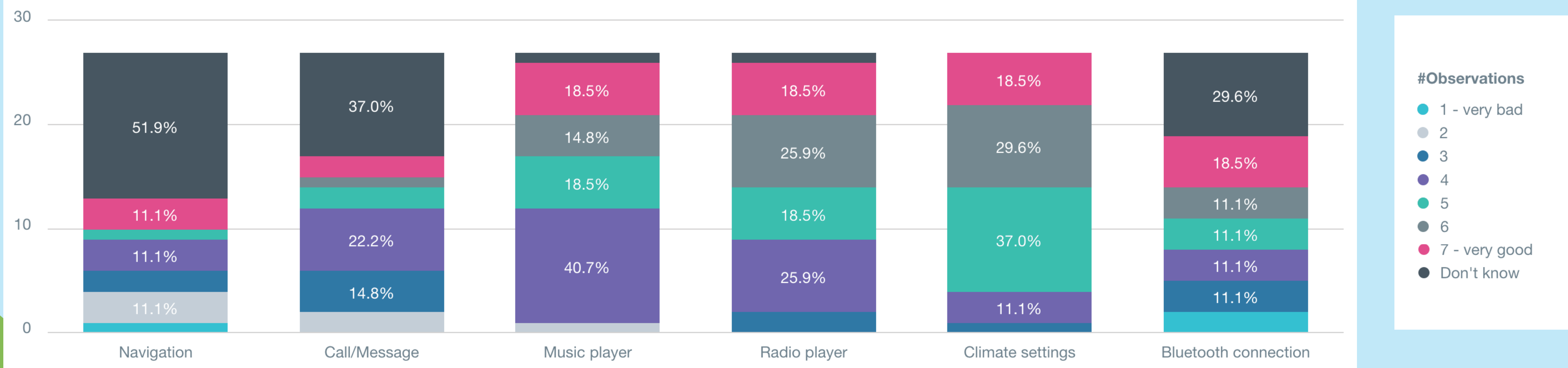


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## USER RESEARCH

Can you rate the experience while using the following functions of the in-car system? ( ? - I don't have the function on my car)



## THE PROBLEM: DISTRACTIVE SYSTEM

Anyone who has ever driven a car has interacted with in-car systems, often a convoluted mix of displays, knobs and buttons. These complex electronics components spread on and around the dashboard often end up distracting the driver.

Crash data show that **17%**(an estimated 899,000) of all police-reported crashes involved some type of driver distraction in 2010. Of those 899,000 crashes, distraction by a device or control integral to the vehicle was reported in **26,000** crashes (3% of the distraction-related police-reported crashes).



## PROJECT GOAL

**“To design the next generation in-car user experience in order to reduce driving distraction.”**



## THE DESIGN

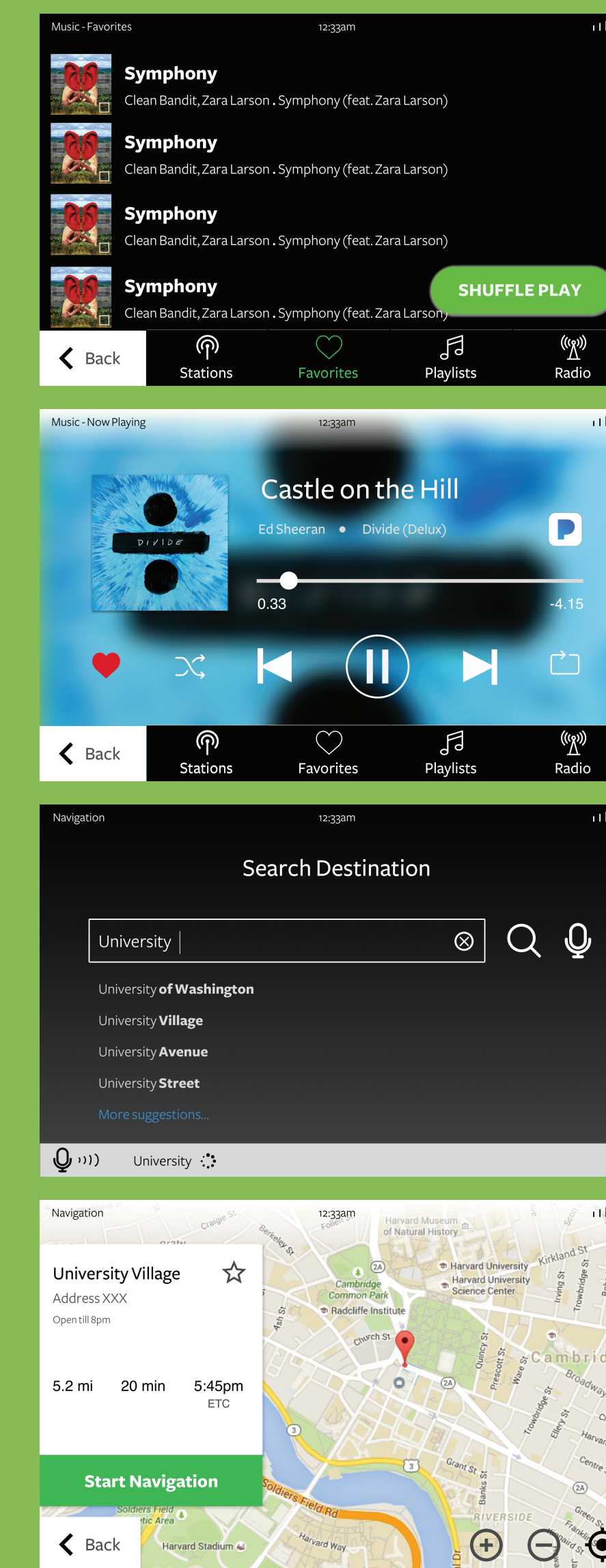
### Heads Up Display



### Instrumental Cluster



### Central Console



### Mobile App

