



Designing a great digital radio UX

Laurence Harrison

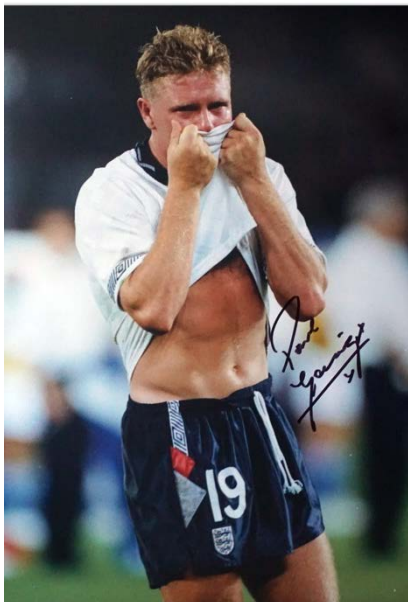
WorldDAB Automotive Conference

May 2018

Germany and the UK



Germany and the UK



Importance of radio in car





KENWOOD



Clarion
CAR AUDIO



SONY

JVC

WorldDAB Automotive UX Group

MK

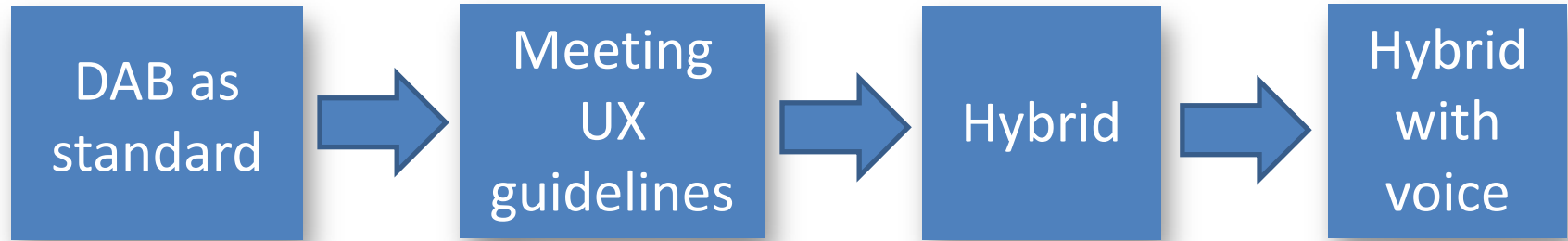
MOBIS



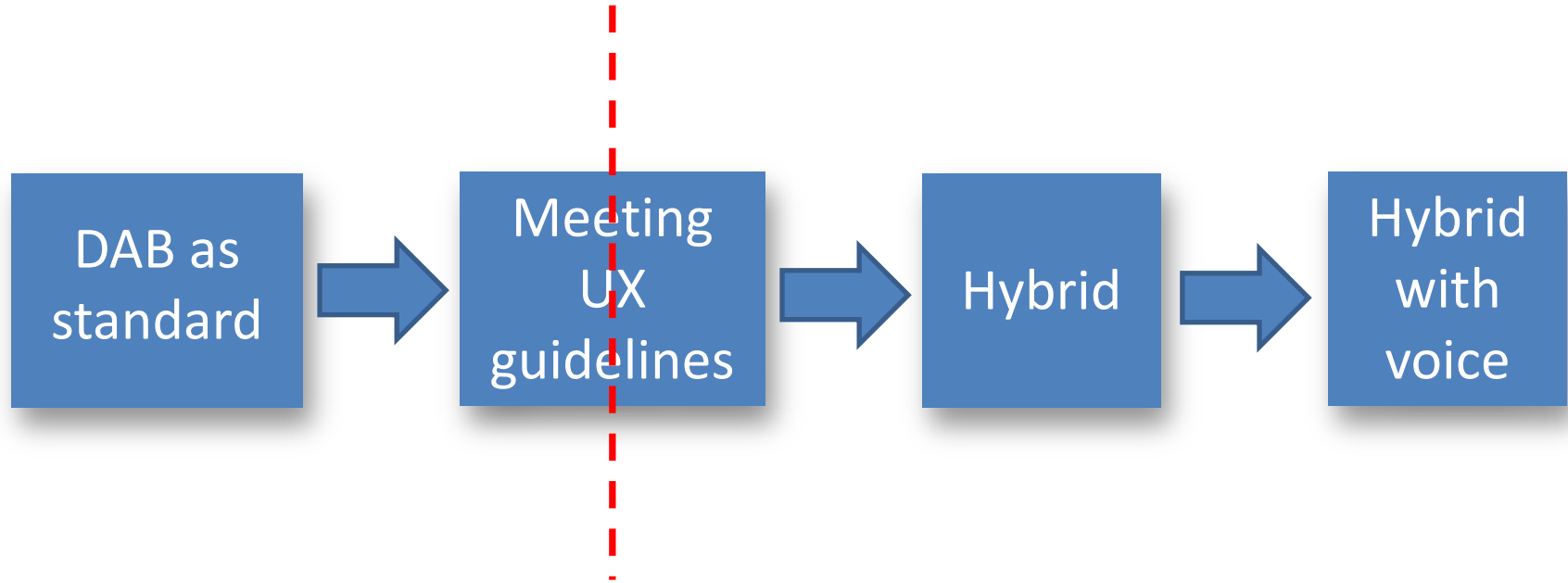
TOYOTA



The digital radio UX evolution



The digital radio UX evolution



WorldDAB Automotive – DAB Digital Radio In Car User Experience Design Guidelines



Research in 5 European countries



Use cases – I want.....

1. to find DAB radio easily in the car media system

2. to find DAB stations easily

3. the list of stations to be up to date

4. to be able to easily set a station as a pre-set

5. my radio to find the best signal for the station

6. to know what I'm listening to – station info, text and pictures

7. to understand all labels, terms, icons in the radio

8. my DAB radio to be set up for me

Phase One
Phase Two



Meeting with major car manufacturers





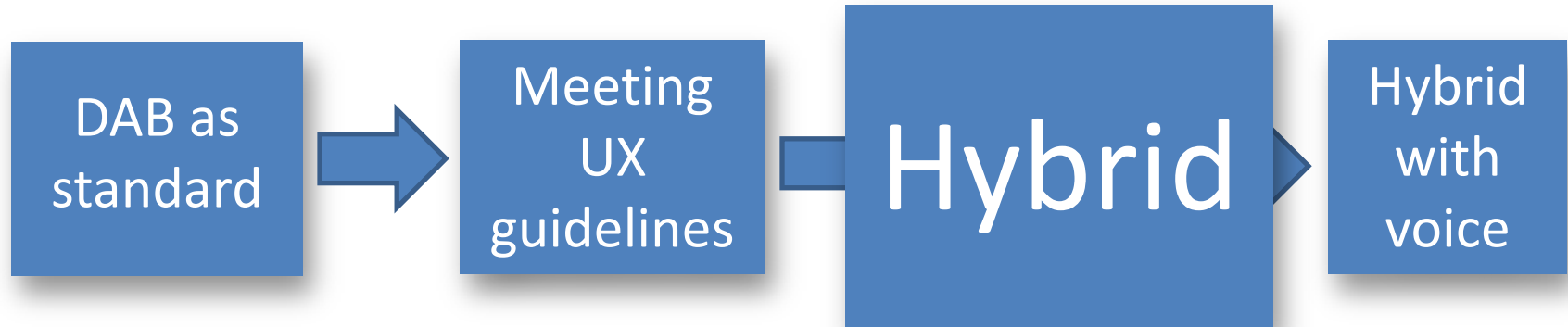
Aspiration to meet UX design guidelines

Tension between tech and design departments

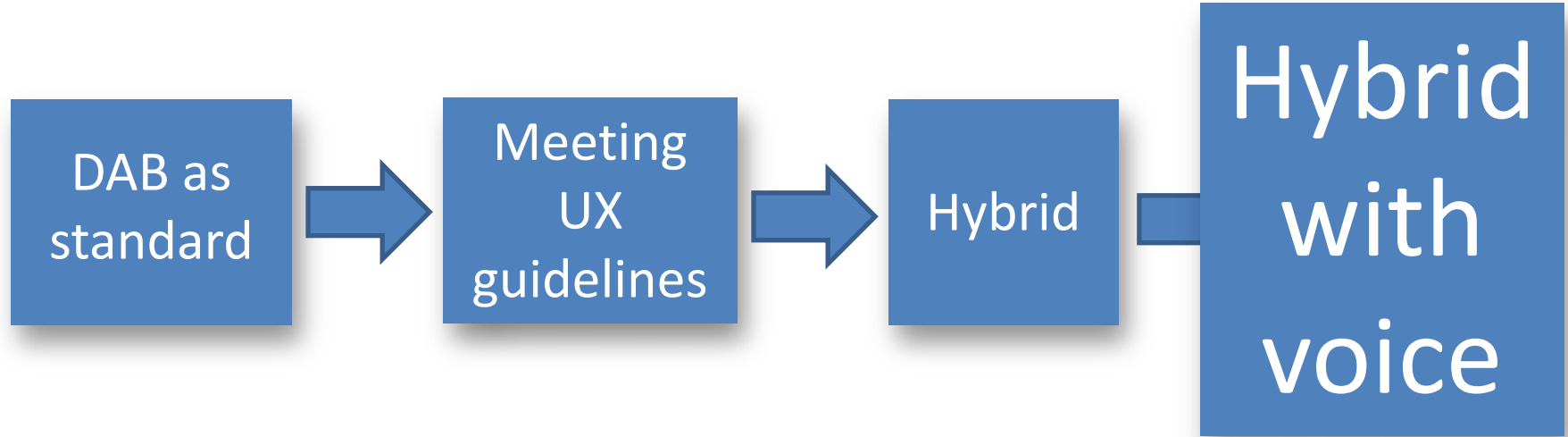
Cost implications for meeting some guidelines

Interest in Hybrid Radio

The digital radio UX evolution



The digital radio UX evolution





**System usability
(Effectiveness and
efficiency)**

**Distraction
caused by
system usage**

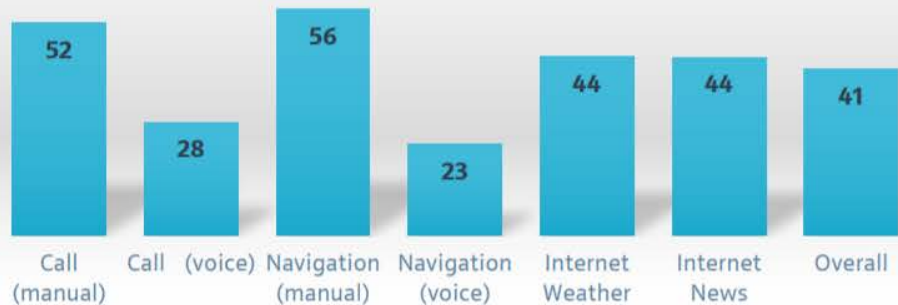
User Experience

**User
Experiment**

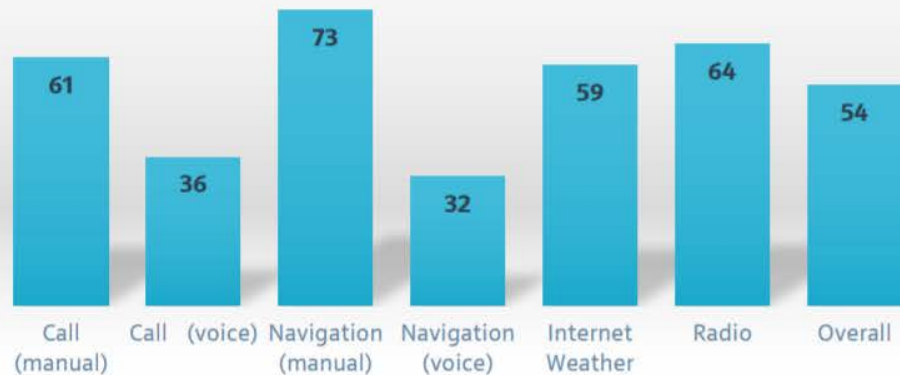
Percentage eyes-off-the-road during the task



HMI-Test 3 Percent Eyes-Off-the-Road (%)



HMI-Test 4 Percent Eyes-Off-the-Road (%)



Voice and radio

Researching and designing the best UX

Radioplayer

digitalradio



Maintaining radio's prominence in car





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