

Audi

Reinventing the way we discover our cars.



AUDI ASSIST

Help at the driver's fingertips.
Immediate, dynamic feedback.

Project Background

Modern luxury vehicles are equipped with a plethora of technologically complex features, many of which the owner may not know about.

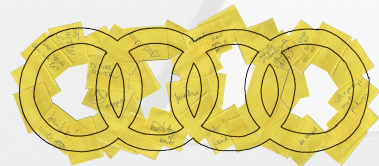
With increasing vehicle complexity, user manuals are becoming thicker and thicker, without ever being thoroughly read by the owners.

As a result, many drivers do not use the full range of features in their cars. To appreciate the full value of their vehicles, drivers will need a new way to discover their cars.



ME310 07/08

TEAM AUDI
Smart Handbook



The Sponsor:

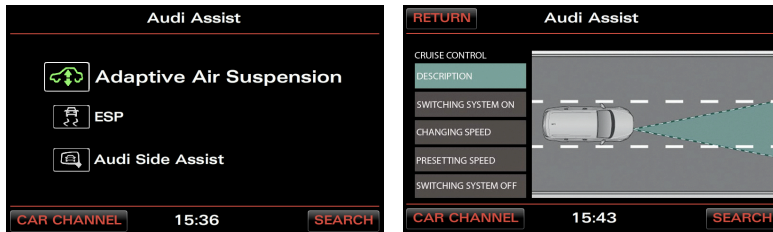
Volkswagen
Electronics Research
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Design Development

Our user research has revealed that the manual is often treated as a last resort - something the driver consults only after exhausting various other options.

After studying various learning styles both within and outside of an automotive setting, we recognized the need for a multi-modal system which can adapt to the user and the situation. The system must respond dynamically to the driver's input and be simple to use.

AUDI ASSIST opens a channel of communication between the car and driver using novel modes of input, such as touch-sensing and contextual awareness. The outputs of the system combine visual and audio information, stylized for the Audi brand.



Design Specifications

The AUDI ASSIST prototype is a multi-modal discovery experience that allows a combination of auditory, visual and tactile communication between the driver and car.

A stylized user interface presents information based on a contextual awareness of the vehicle state and the car-driver dynamics.

Explicit user input activates the help mode which allows the user to receive guided feedback and explore the vehicle by touching.

Audio-visual instructions in a bite-sized, stepwise fashion appeal to varied learning styles, and allow the user to define the learning rate. An audio "car channel," modeled on a podcast paradigm, creates seamless streaming discovery while minimizing distraction.

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