

**Can you experience the future
user of this car?**



Whom did you have in mind?

- Yourself?
 - A good friend?
 - or Will Smith 😊
-
- *How can you know, how Will Smith experiences this car?*





Although designers can easily make assumptions about drivers and their possible experiences, they will never be able to fully grasp the experiences of different types of car drivers.





Christian Doppler Labor
Contextual Interfaces

Experience Characters as Design Tool: An Attempt for the Automotive Context

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Example:

Experience Character: *Mary – Car Fascinated*



- Main characteristics of the car experience:
Mary really loves to drive her car. Interacting with her car induces positive feelings or memories. Sometimes, Mary gets nostalgic, thinking of the good old times, as well as appreciates the (almost) uniqueness of her car. Mary often talks about her car as if it was something really special, using attributions untypical for a car, such as genial, impressive, awesome, top class, amazing, and incomparable. Mary associates mainly positive experiences with her car. Any experienced troubles with her car are not relevant and overwhelmed by the positive associations. Overall, Mary established a special relationship with her car, of which she is proud of and on which she thinks she can rely on.
- Statement:
“I tried to buy another car twice, but I always decided for my favourite.”
- Attributes assigned to the car:
robust, snappy, smooth, melodious
- General needs fulfilled by car:
Pleasure–Stimulation: Feeling that you get plenty of enjoyment and pleasure rather than feeling bored and under-stimulated by life (Sheldon, 2001).
- Relation to specific User Experience aspects:
The car is mainly experienced as fascination object. Thus, UX aspects such as Aesthetics, Enjoyment, Emotions (positive emotions), or Pride are of particular importance.
- Examples for perceived system characteristics:
Acoustics, Design, Robustness, Reliability