

The rapid shift of vehicle systems from mechanical to electronic and digital has opened up a world of possible feature development. Some of these features are basic, familiar and foundational to driving while others are strange and foreign in behavior and metaphor.

Most of the auto industry has borrowed paradigms from video games, motion graphics and mobile devices to add a thin digital layer to these complex mechanical vehicles. Consumer expectations of clarity and value are often met with confusion and frustration as a result of ambiguity and uncertainty of really understanding what their car can do.

In the effort, we prioritize the features that matter, recommend how to enhance their value and usefulness and work with you to plan what should come next.

Today's experience with a technology drives tomorrow's desire. Consumers are challenging the level of usefulness that some auto technology provides, including whether it is needed at all.

J.D. POWER

Fixing Existing Features & Designing the Next-Gen

forecasting the impact of Technology + Brand + Business on the in-vehicle experience

GOALS & QUESTIONS

Feature reduction strategy

Doing more with what you have

Artificial intelligence & machine learning

Future analytics-driven decision making

Prioritizing, improving and designing features that matter

What do we know about current consumer feature usage, satisfaction and value and how do we find-out more?

How might we add more perceived value to mobile integration and remote usage?

How do you compete against the big tech companies that are driven by sophisticated data capture, dynamic services and rich analytics?

What features and domains ought to be matured and enhanced over time to evolve your brand perception?

What technologies should you buy vs. build vs. partner?

How does feature planning and delivery change with a mindset of constant learning and improvement?

For more information, contact parrish@movotiv.com

