In-car user experience research

World DAB Automotive user Experience Group

June 2017

World DAB Automotive UX Group

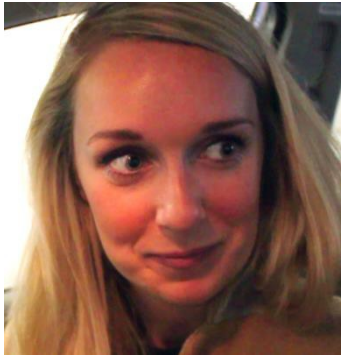
Building a great in-car digital radio UX

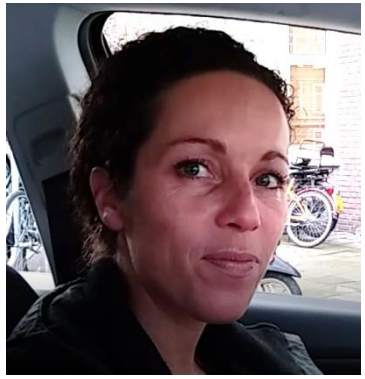
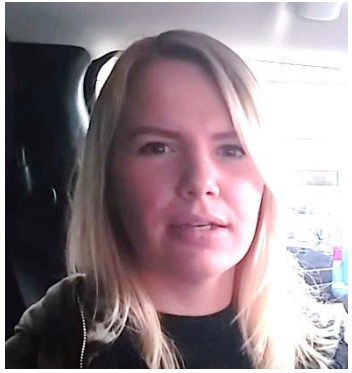
In-car user experience research

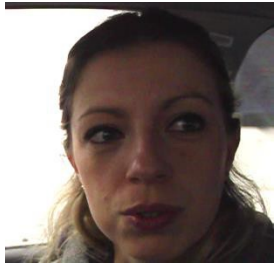
Objective: Help inform digital radio UX development and design guidelines

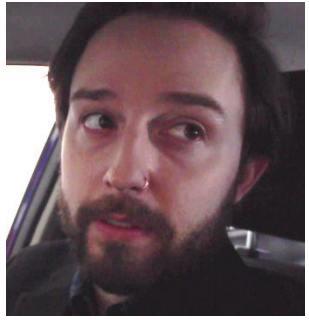
Questions: How easy is it to use DAB digital radio?
Can you find the DAB radio?
Can you find the station you want?
Can you set a pre-set?
Do you understand the DAB terminology?
Do you value the extra data?

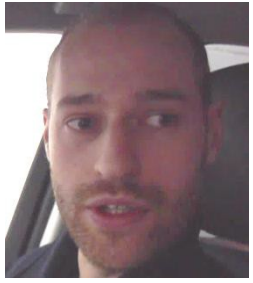
Five European markets

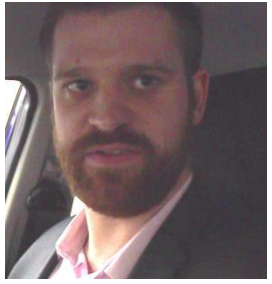




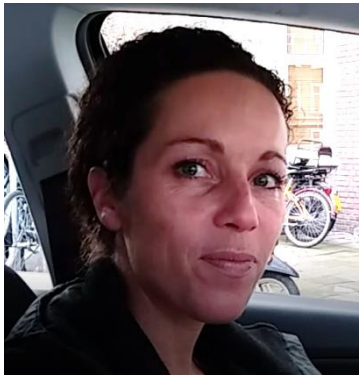
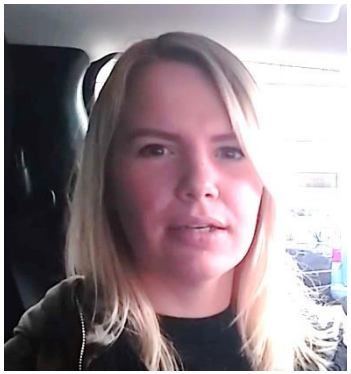
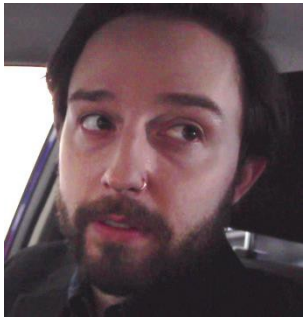


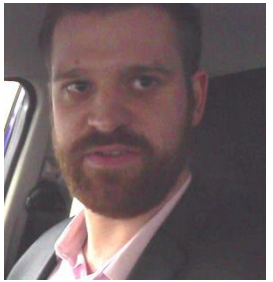




Respondents

- 40 people
- 16 male / 24 female
- Age range: 22-68
- 24 own cars with FM only
- 5 had cars with DAB
- 11 had no car
- 18 have DAB at home



CD
RADIO
AUX
PHONE
MENU
OK
ON/OFF

RADIO
MEDIA
CLEAR
NAVI
TEL
ON

DAB/DMB
STAR*SAT 10:13
Media/Radio
Die Hits der 80er und die beste Musik von heute!
SCHLAGERPARADIES
Schwarzwaldradio
STAR*SAT RADIO
sunshine live
STAR SAT RADIO
Die Hits der 80er und die beste Musik von heu

15:13
FM/DAB radio
D1 National
Golden
213.3 MHz
Heart ex
222.0 MHz
DAB
Heart Kt
220.3 MHz

RADIO
MEDIA
PHONE
MUTE
10:07
5C
DR Deutschland ▸ Dlf
6
7
8
9
10
Leer
SETUP
SOUND
CAR
MENU
5A 7A 9A 11A 12C LA LG LL LQ LW

D1 National
6A 8A 10A 12A LA LM LW
Radio X
Station
Manual
Text

ERGEBNISSE UX ERFAHRUNGEN DEUTSCHLAND
Name
Geschlecht
Altersgruppe
Eigenes Auto
von:
bis:
X hat eigenes Auto mit UKW/
X hat Auto mit UKW & DAB+
X hat kein Auto
Ja, wieviele
nein

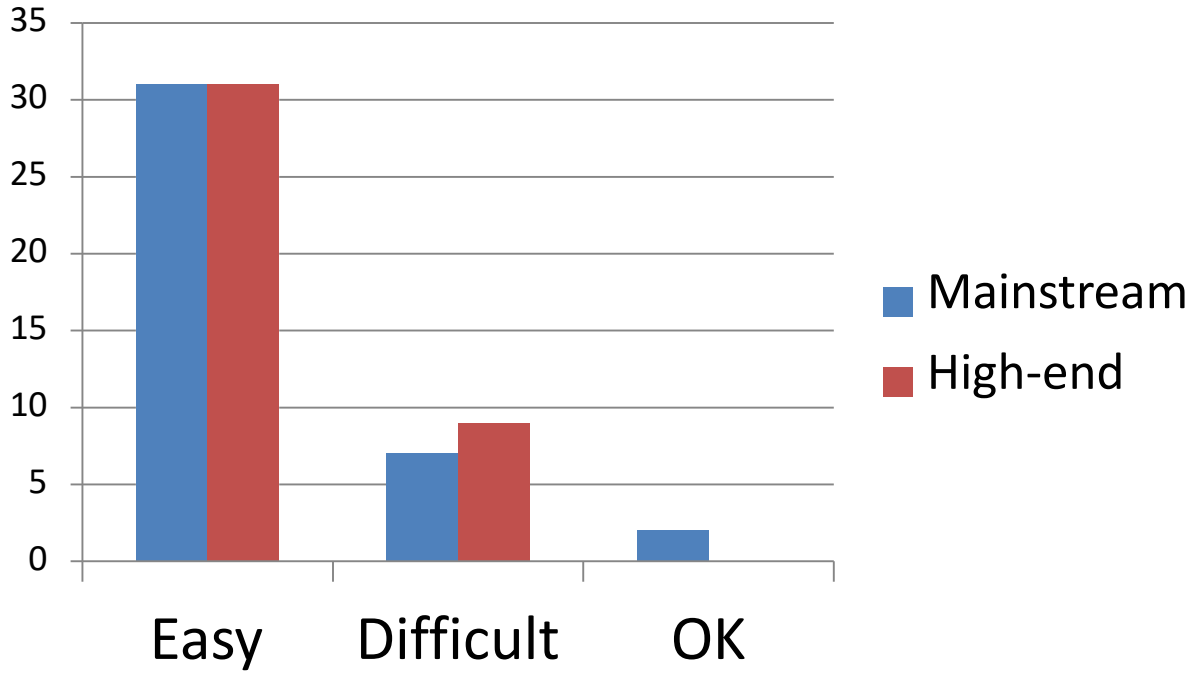
Methods

- Qualitative research
- 2 cars in each market
- Different cars used
- Typically one mainstream, one high-end
- No guidance given on how to use radio

Finding DAB+: A RADIO button is essential

Please can you find the DAB radio?

Was that easy or difficult?



Finding the DAB radio – Observations

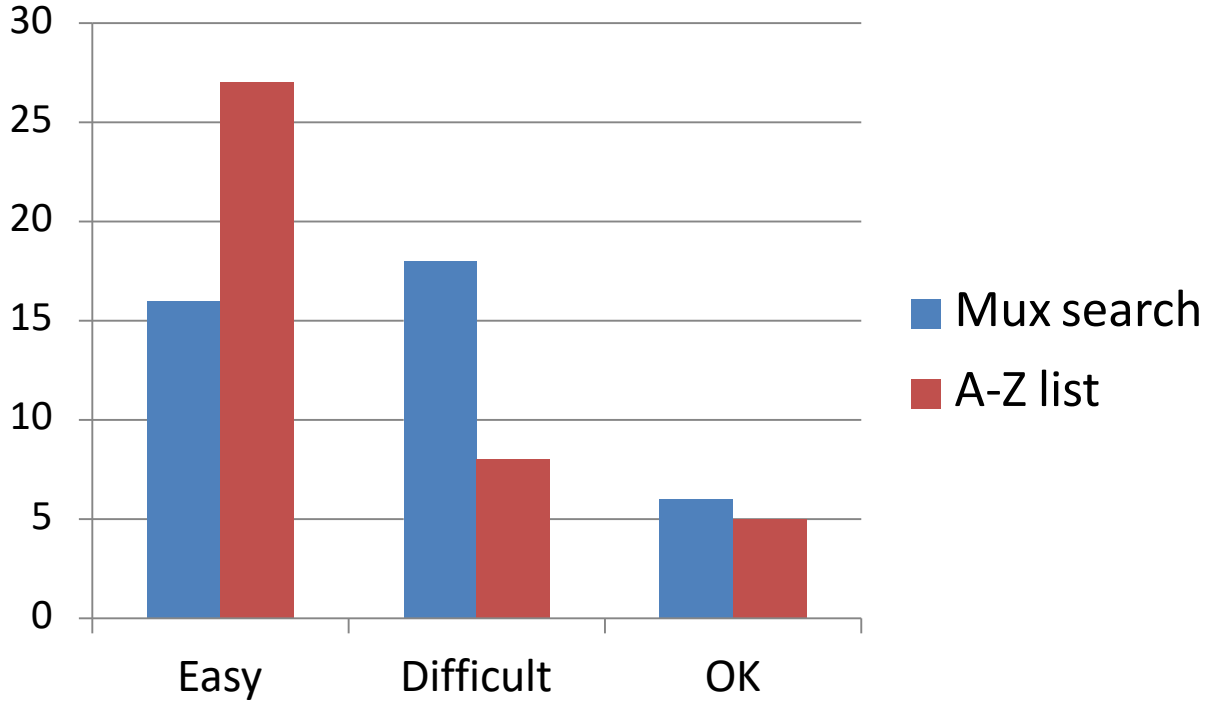
- Difficult to find DAB behind a “media” button and large menu
- In some cars it was difficult to go to DAB from AM/FM
- Some respondents unsure if they were listening to DAB
- Respondents expected all screens to be touchscreen

Search and tune to a station

Search and tune: An A-Z station list is best

Please can you tune to XYZ station?

Was that easy or difficult?

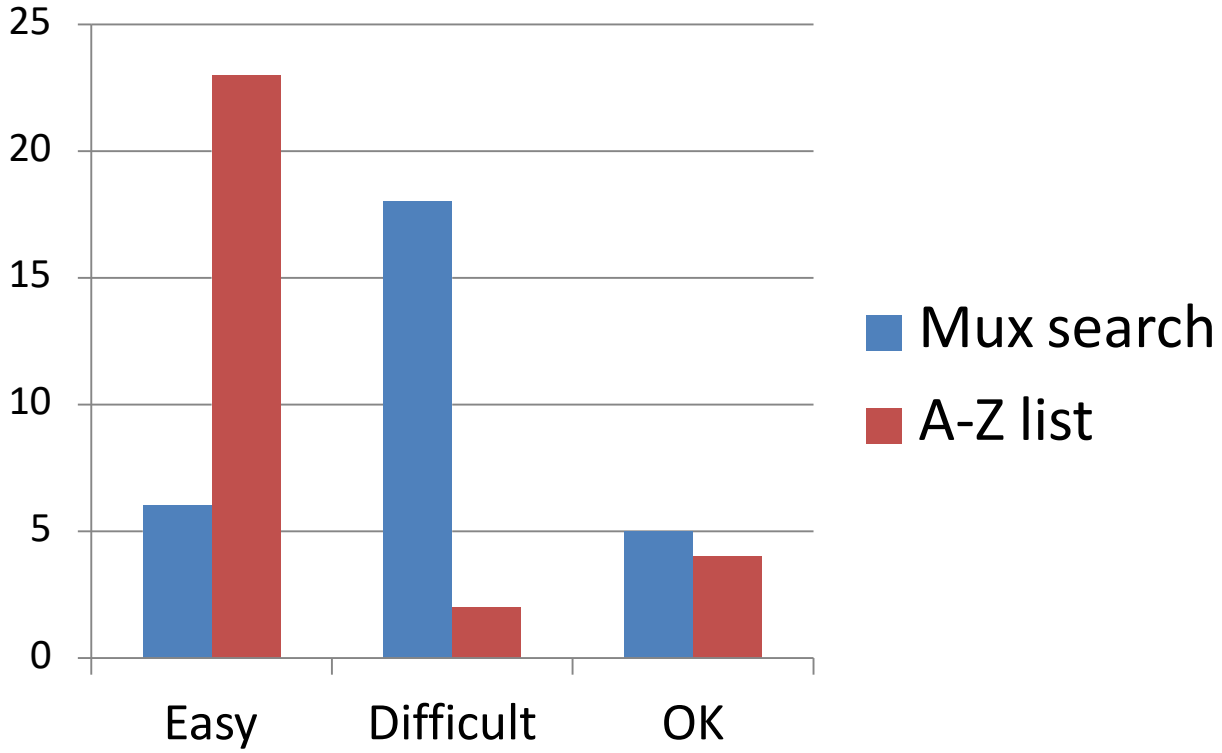


Search and tune: An A–Z station list is best

Without Belgium:

Expanded mux station list

Aftermarket unit with only optional A–Z list



Search and tune: Observations

Using multiplex search many people couldn’t find station at all

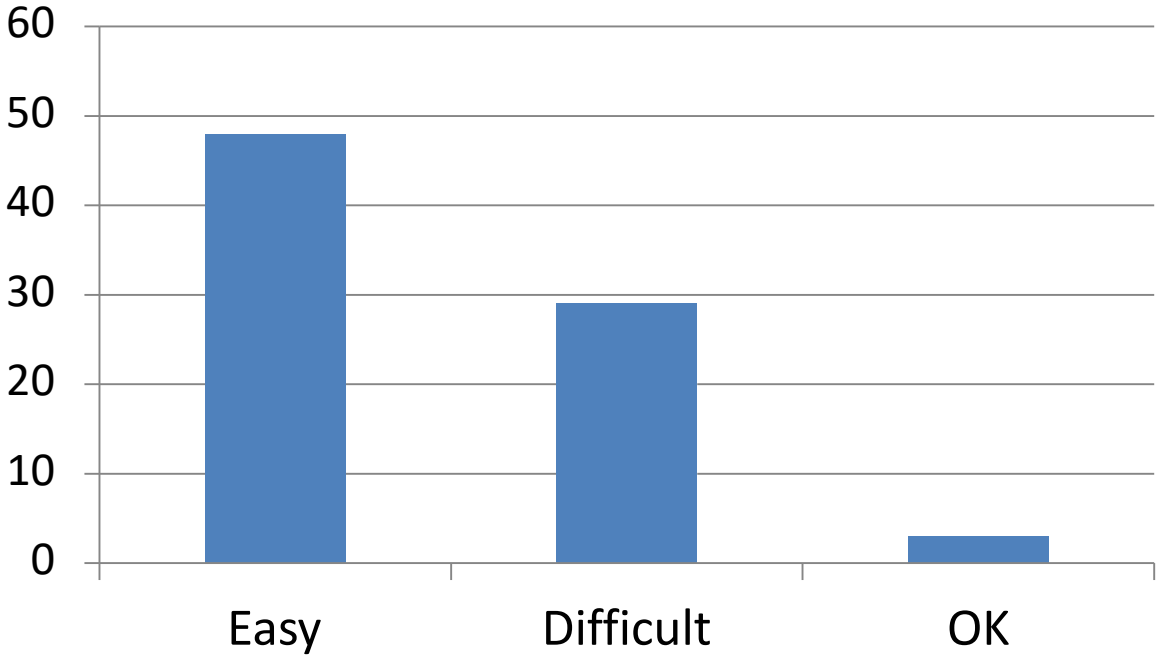
People do not understand what a multiplex is

Searching by multiplex is irritating and confusing

A-Z station list is easy. Some suggestions to make it even easier

Setting a pre-set: Unless you already know how, it is difficult, sometimes impossible!

Please can you set a station as a pre-set?



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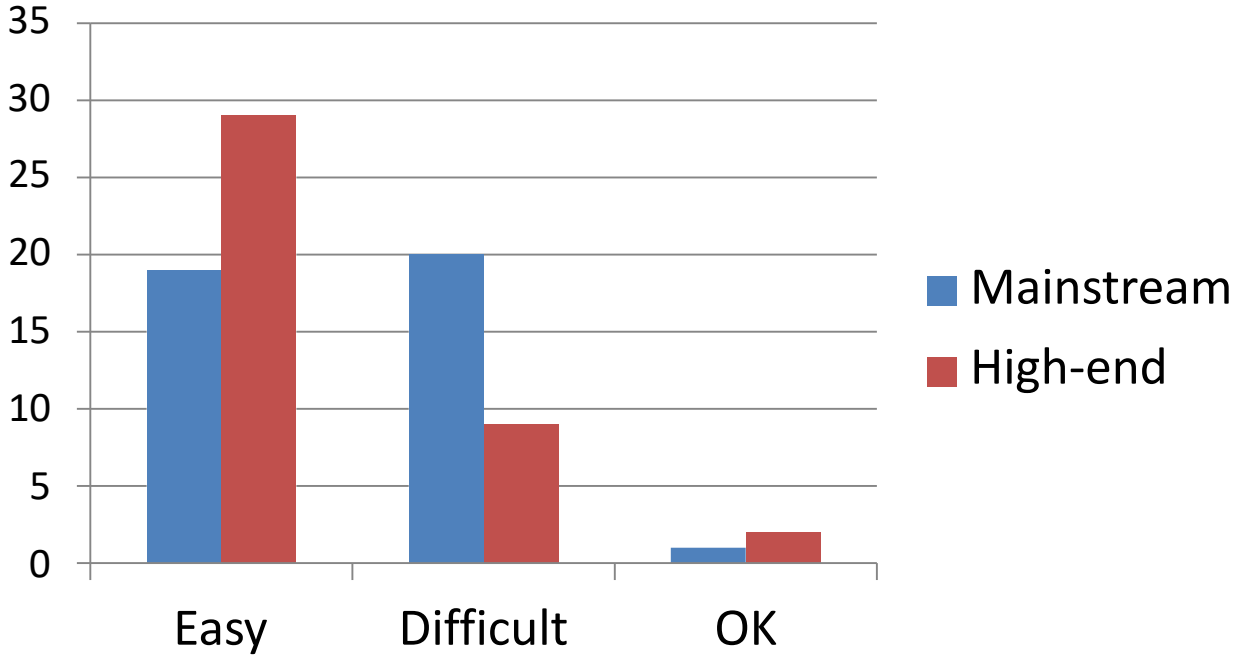
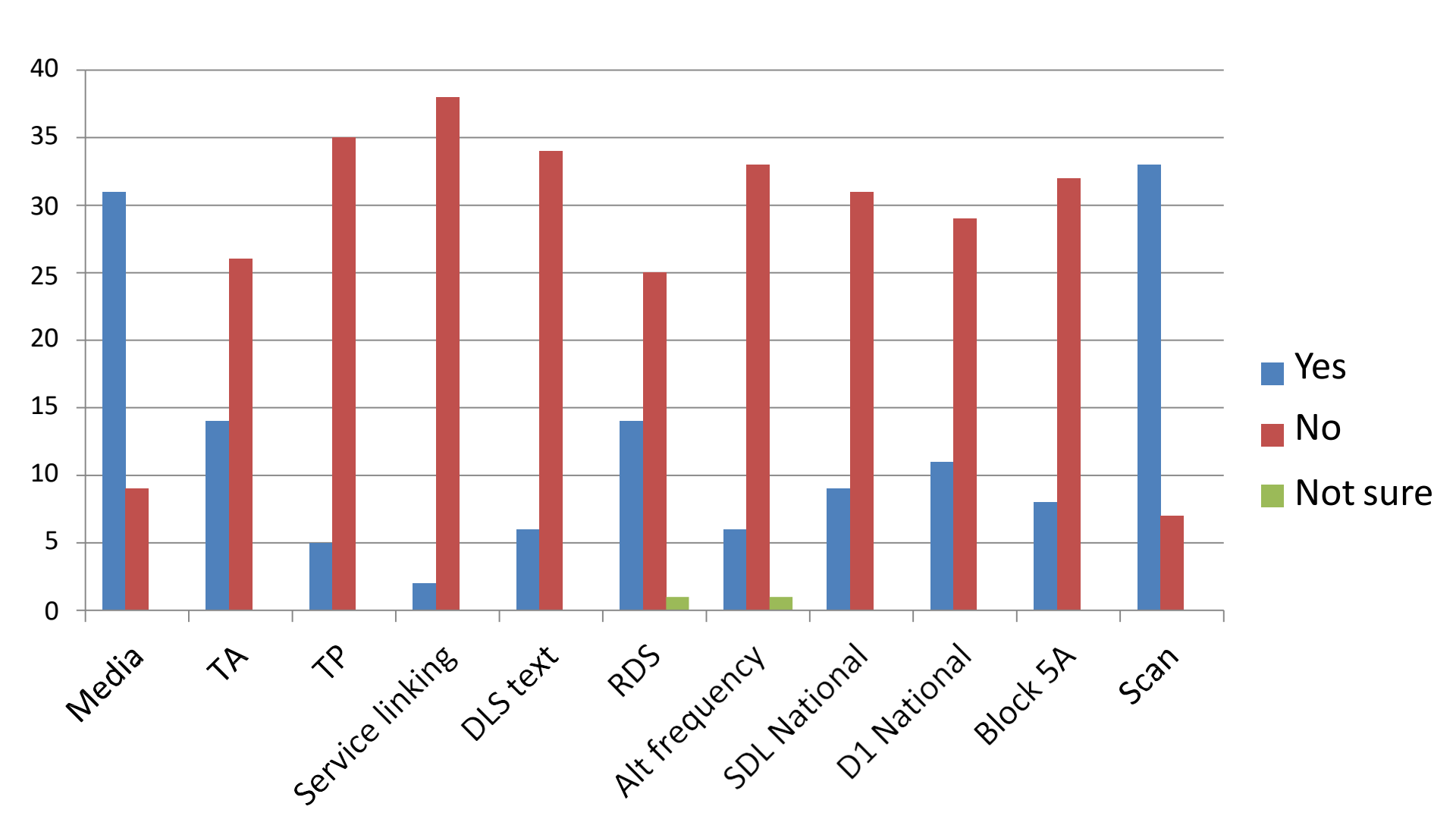


Terminology: It must be easier to understand

Do you know what this means?

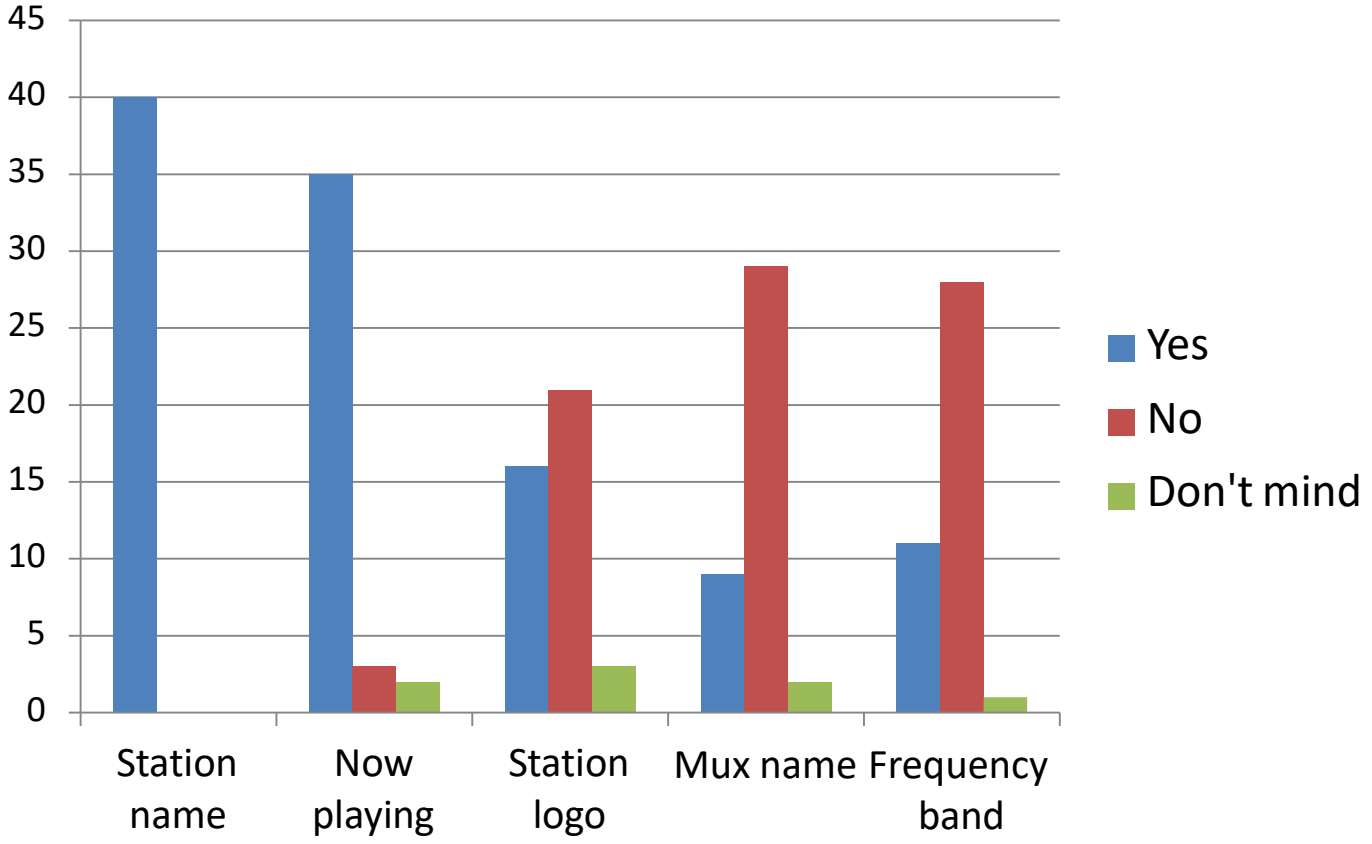
Headline: No one understands TP, service linking or frequency blocks

TP
Service linking
Media
TA
DLS text
Scan
RDS
Alternative frequency
SDL National
D1 National
Block 5A


40
35
30
25
20
15
10
5
0
Media
TA
TP
Service linking
DLS text
RDS
Alt frequency
SDL National
D1 National
Block 5A
Scan
Yes
No
Not sure

Data: Station name and now playing are valued

Is this information useful/of value?



How would you improve the UX?

“Include an A-Z station list”

“Have presets set automatically”

“Remove information on multiplexes and frequency bands”

“Have a logo matrix to search for stations”

“Type station into search bar and have option to show channels by genre”

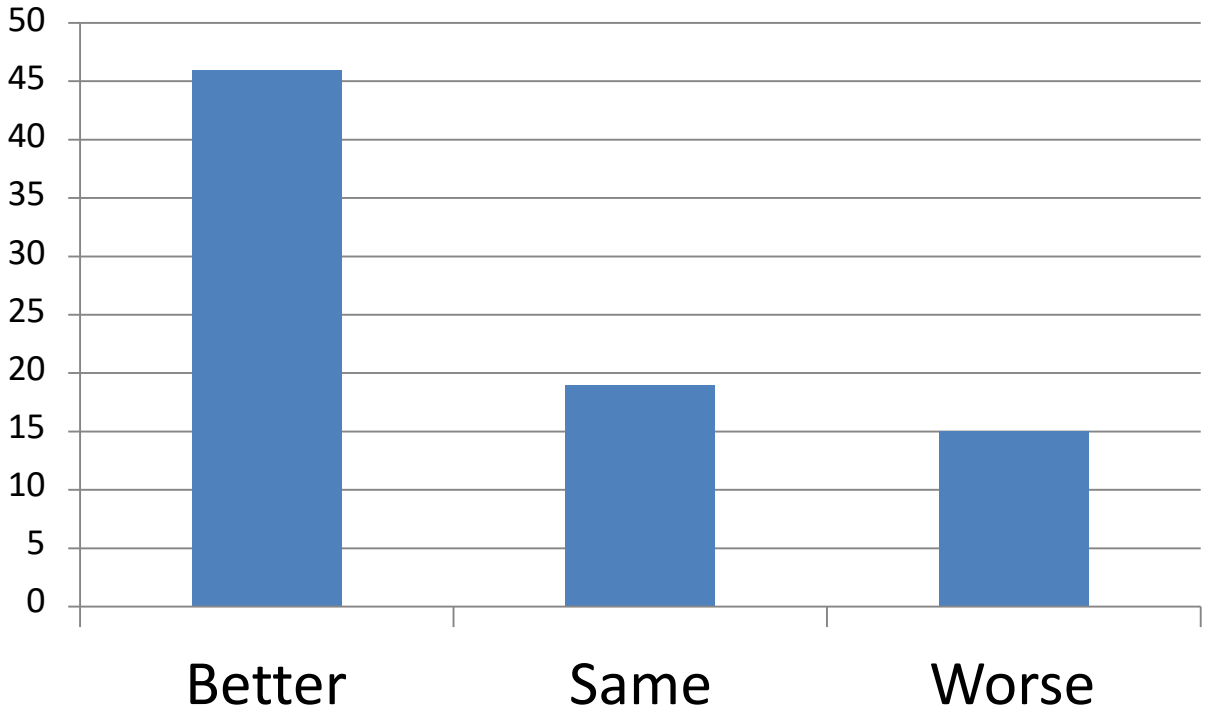
“It must be a touchscreen”

How would you improve the UX?

“Too many menus and buttons. I am lost”

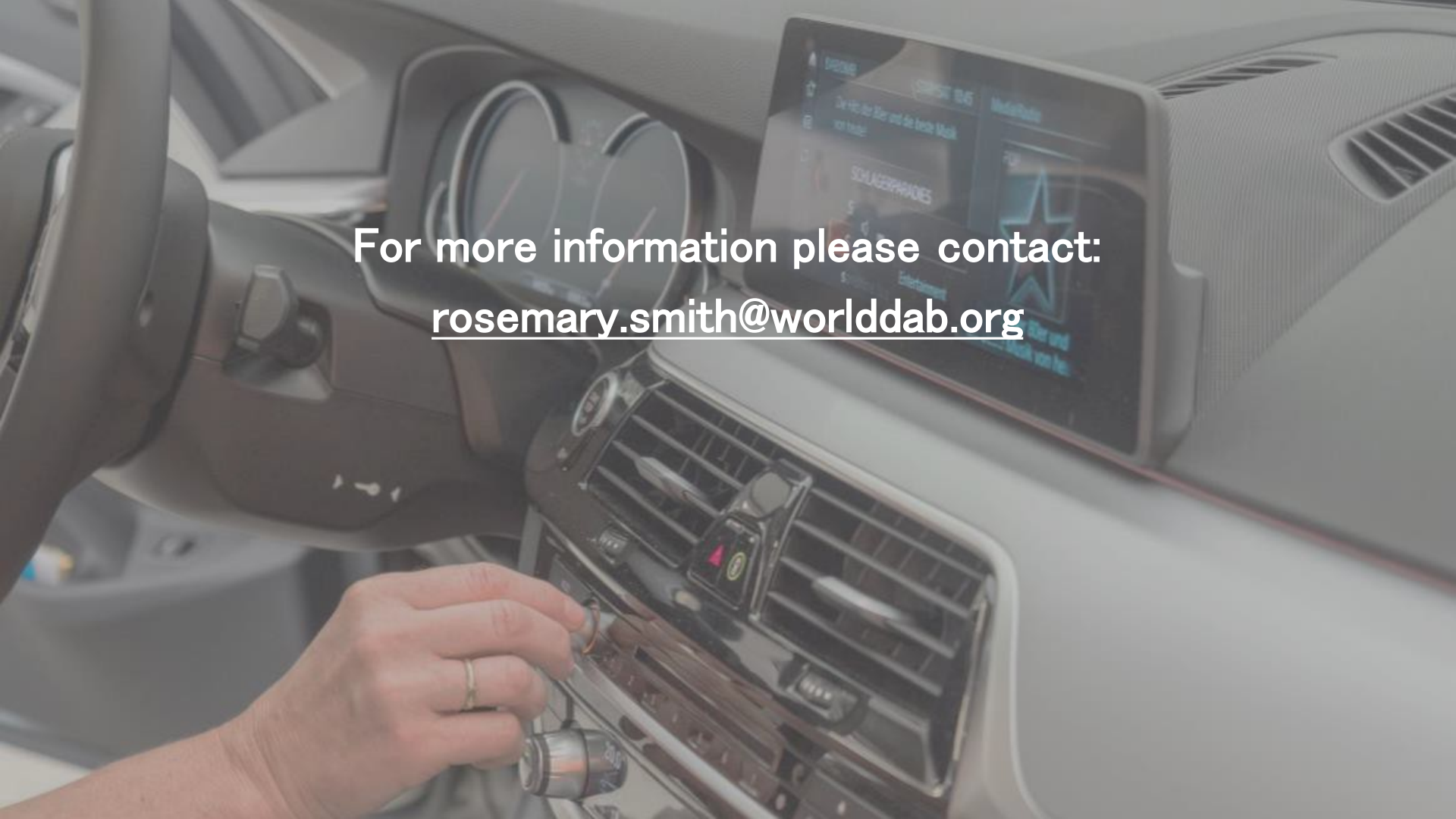
Comparison: Overall the DAB UX is better than FM

How does it compare to using FM Radio?



Conclusions

1. A RADIO button is essential
2. An A-Z station list is the best search UX
3. Pre-sets should be easy to set/explained
4. Terminology must be easier to understand
5. Drivers expect a great, simple UX



For more information please contact:

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