

# In-car user experience research

World DAB Automotive user Experience Group

June 2017





KENWOOD



Clarion  
CAR AUDIO



SONY



**World DAB Automotive UX Group**

*Building a great in-car digital radio UX*



arqiva

COMMERCIAL RADIO  
AUSTRALIA



MOBIS



JAGUAR



# In-car user experience research

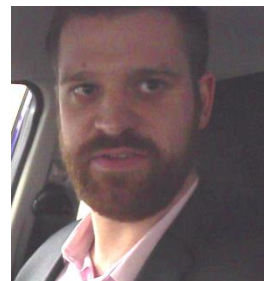
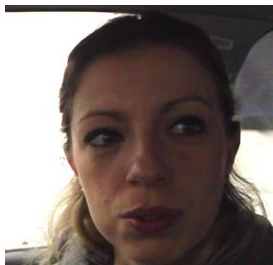
**Objective:** Help inform digital radio UX development and design guidelines

**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

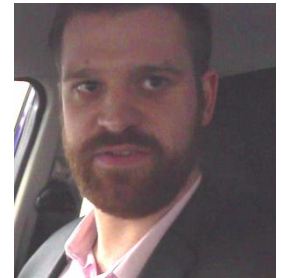
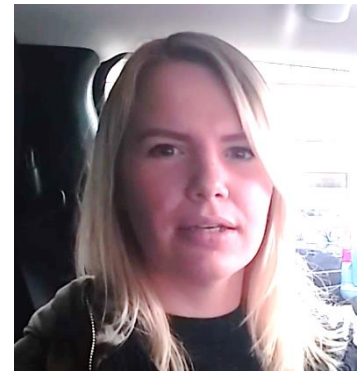


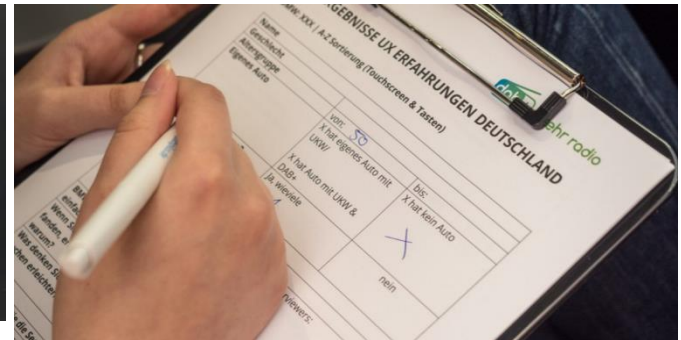




# Respondents

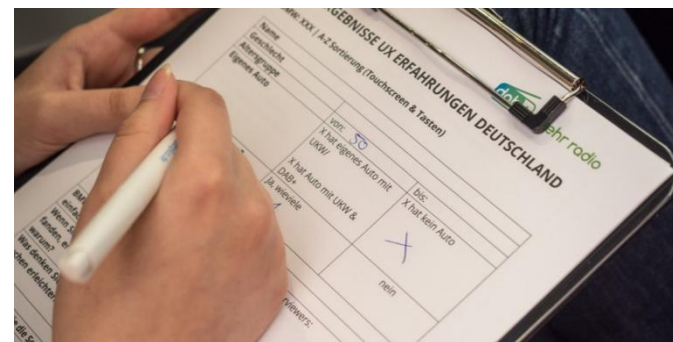
- 40 people
- 16 male / 24 female
- Age range: 22-68
- 24 own cars with FM only
- 5 had cars with DAB
- 11 had no car
- 18 have DAB at home





# 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

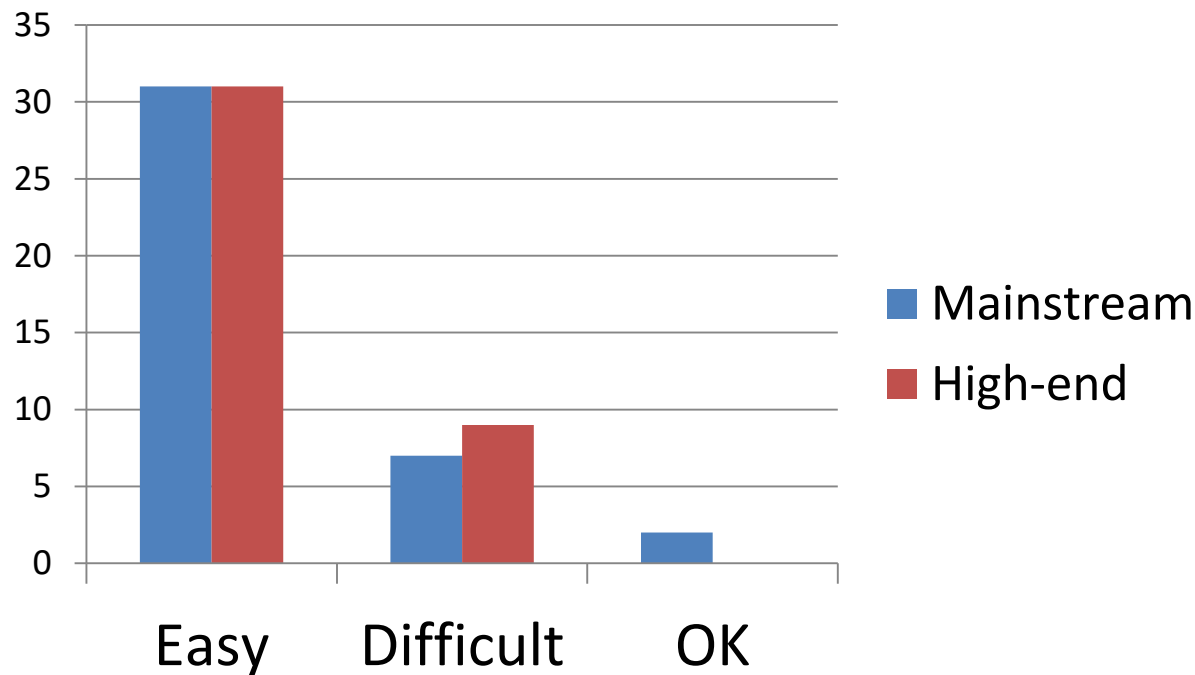




# Finding DAB+: A RADIO button is essential

*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**

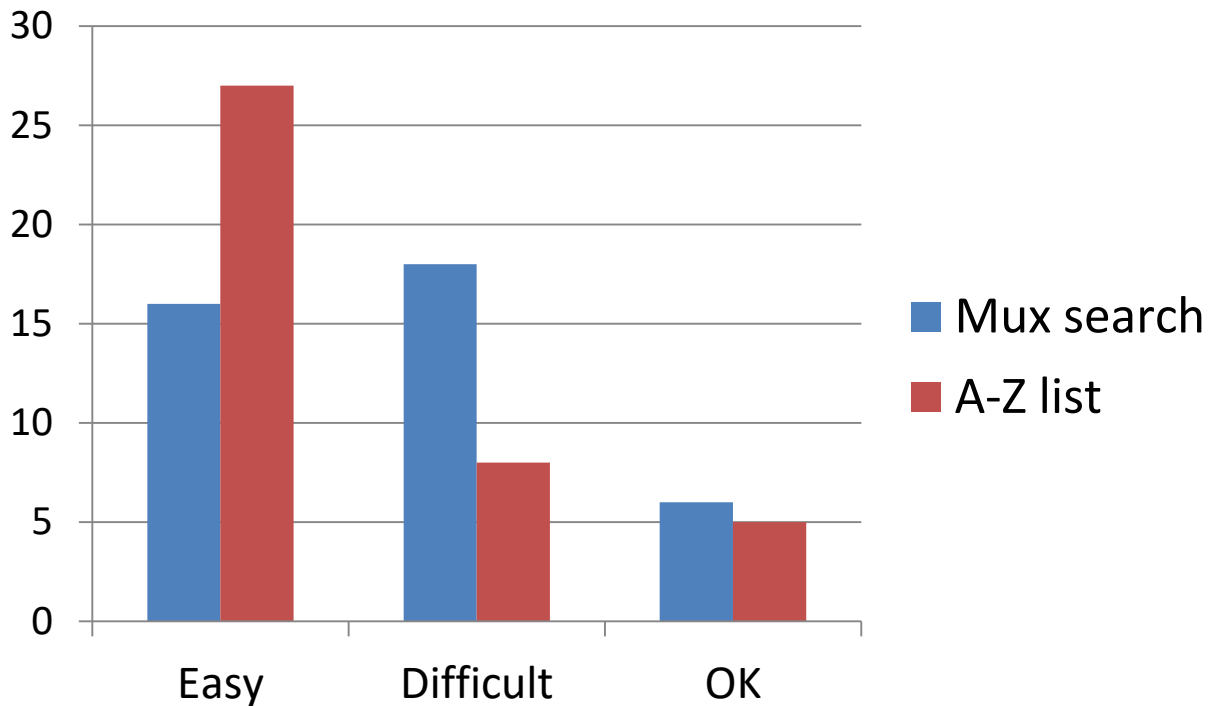
# Search and tune to a station



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

*Please can you  
tune to XYZ  
station?*

*Was that easy or  
difficult?*



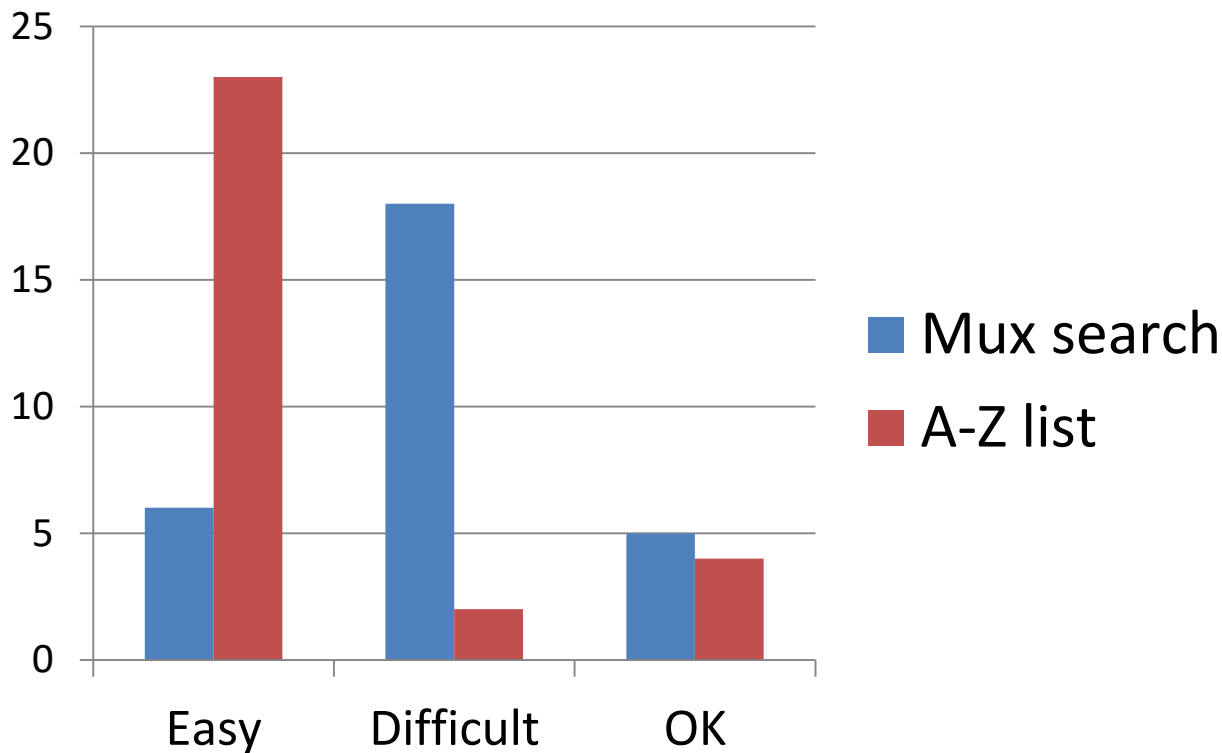


# Search and tune: An A-Z station list is best

*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**

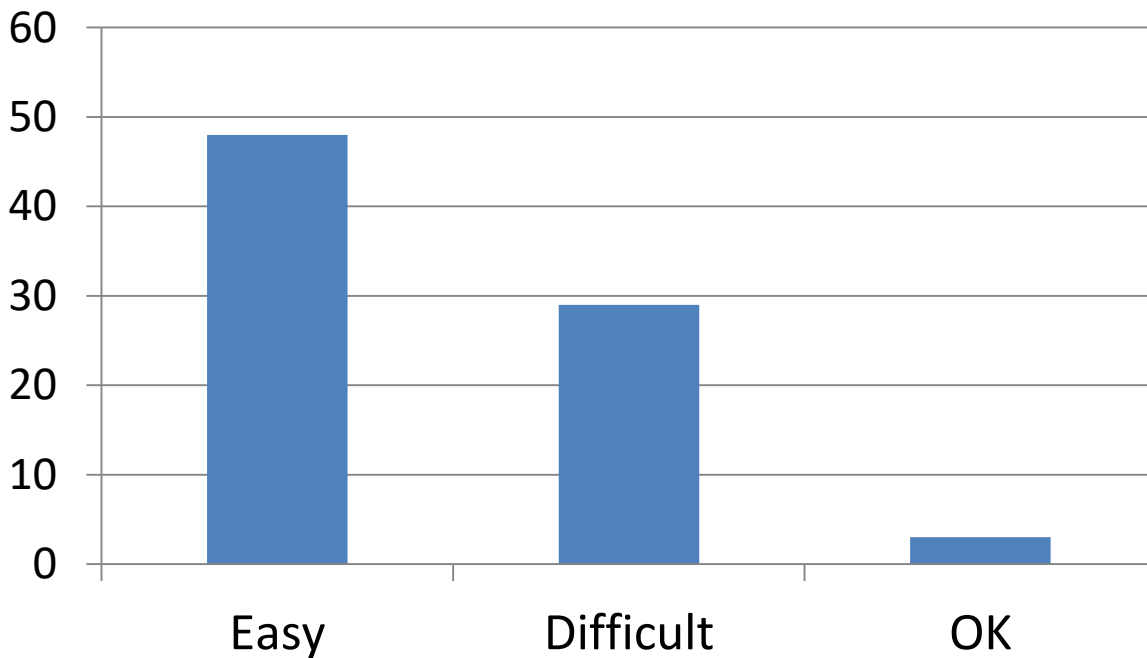
**People do not understand what a multiplex is**

**Searching by multiplex is irritating and confusing**

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

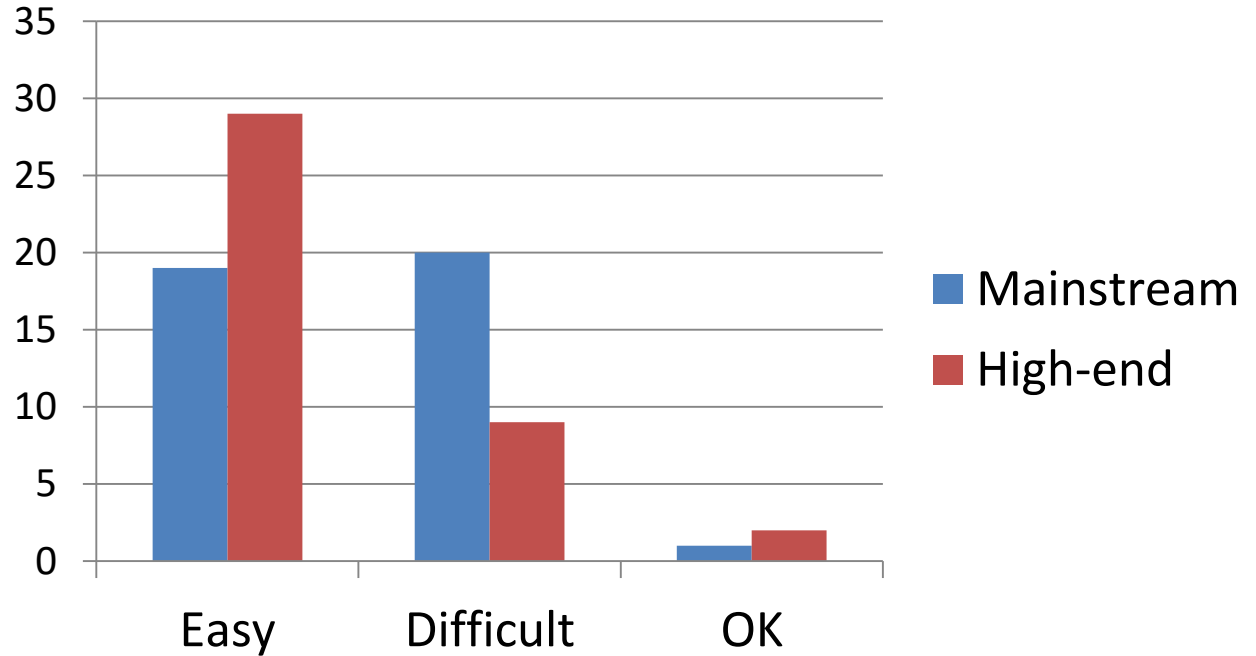
# Setting a pre-set: Unless you already know how, it is difficult, sometimes impossible!

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



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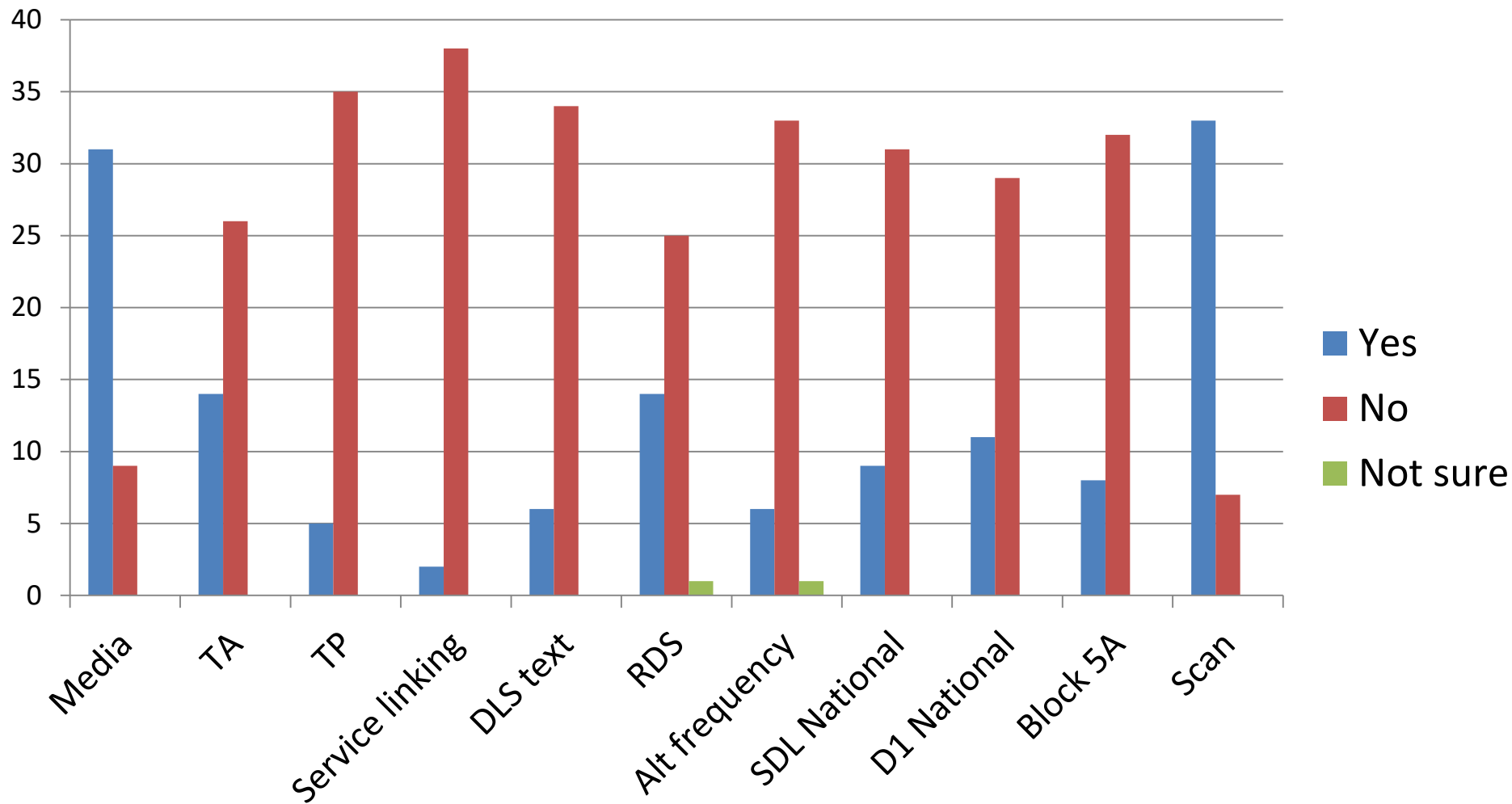


# Terminology: It must be easier to understand

*Do you know what  
this means?*

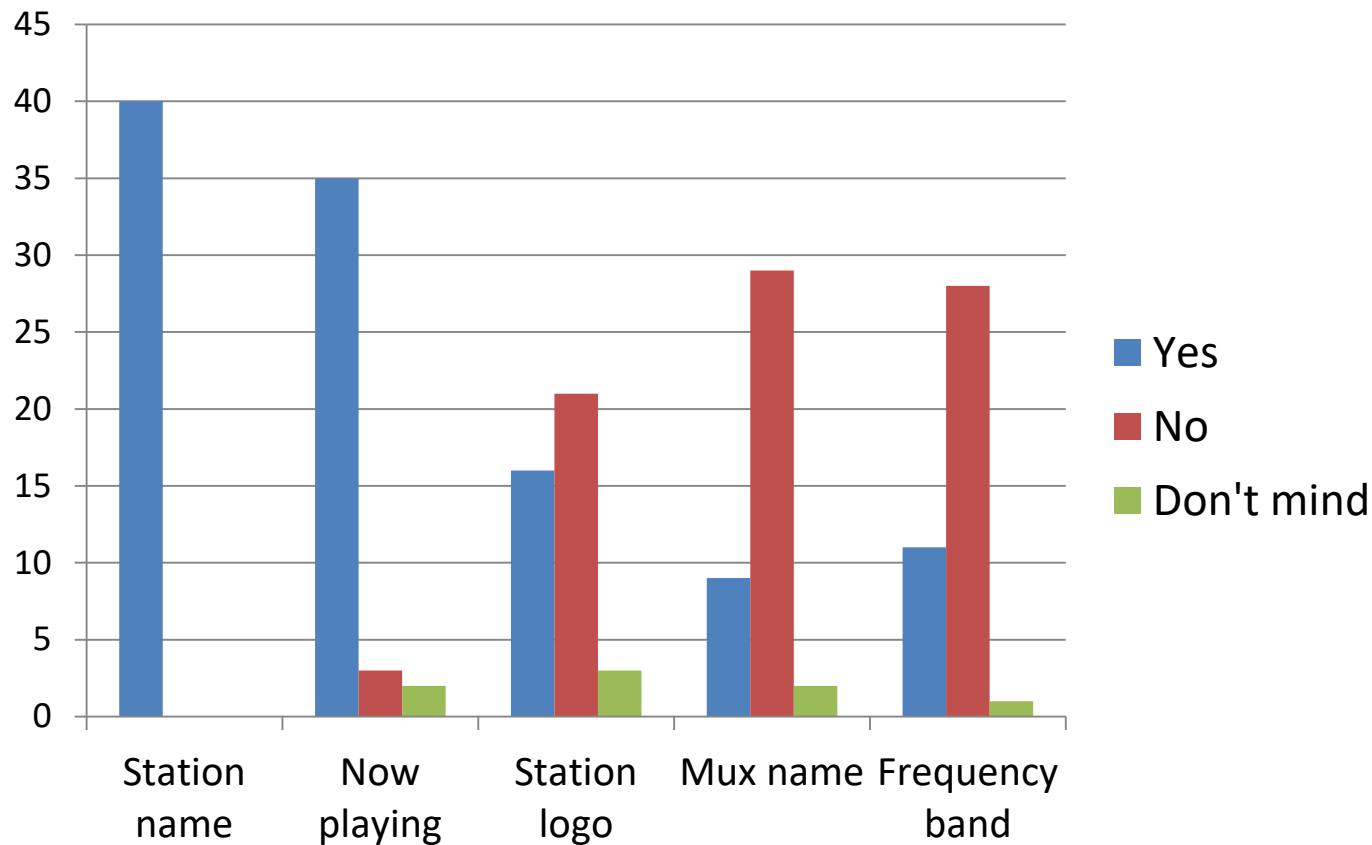
**Headline: No one  
understands TP, service  
linking or frequency  
blocks**

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



# 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”*

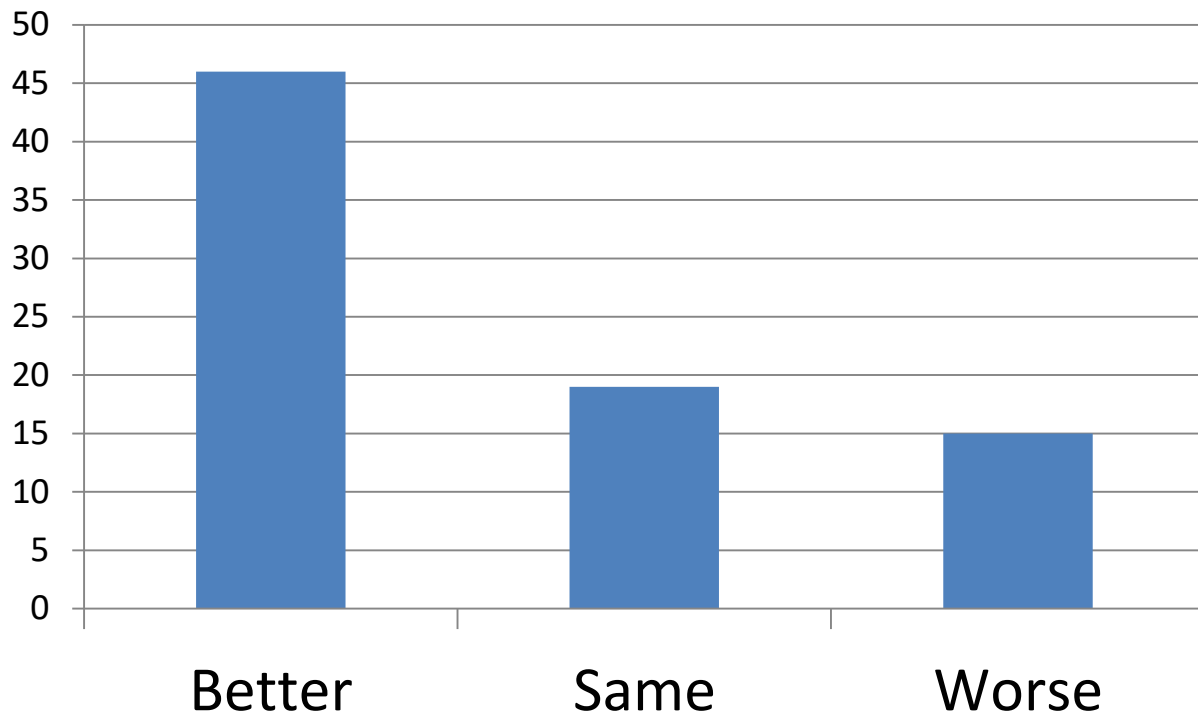


# How would you improve the UX?

*“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

A close-up photograph of a car's interior. A person's hand, wearing a gold ring, is adjusting a silver knob on the center console. The dashboard features a large infotainment screen displaying a music interface with a star icon and the text "SCHLAGERHITADES". The steering wheel is partially visible on the left side of the frame.

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