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
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?

![Bar chart showing difficulty levels for finding DAB+ radio.]

- Easy: Mainstream 30, High-end 30
- Difficult: Mainstream 5, High-end 5
- OK: Mainstream 1, High-end 0
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
Please can you tune to XYZ station?

Was that easy or difficult?

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

- Mux search
- A-Z list

Bar chart showing:
- Easy: Mux search > A-Z list
- Difficult: Mux search = A-Z list
- OK: Mux search < A-Z list
Search and tune: An A–Z station list is best

Without Belgium:

Expanded mux station list

Aftermarket unit with only optional A–Z list

![Graph showing the comparison between Mux search and A-Z list for easy, difficult, and OK tuning. The A-Z list is significantly better in all categories.]

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

Please can you set a station as a pre-set?
Do you know what this means?

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

Terminology: It must be easier to understand

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”

“Remove information on multiplexes and frequency bands”

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

“Have presets set automatically”

“Have a logo matrix to search for stations”

“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:
rosemary.smith@worlddab.org