



# Bringing the WDAB UX Guidelines to life in a Hybrid Radio app

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Radioplayer is proud to be in 14 countries, and growing

2019: Spain, Denmark, Italy

2020: Netherlands, Sweden, France

2021: More to follow.....



We are growing our car manufacturer partners

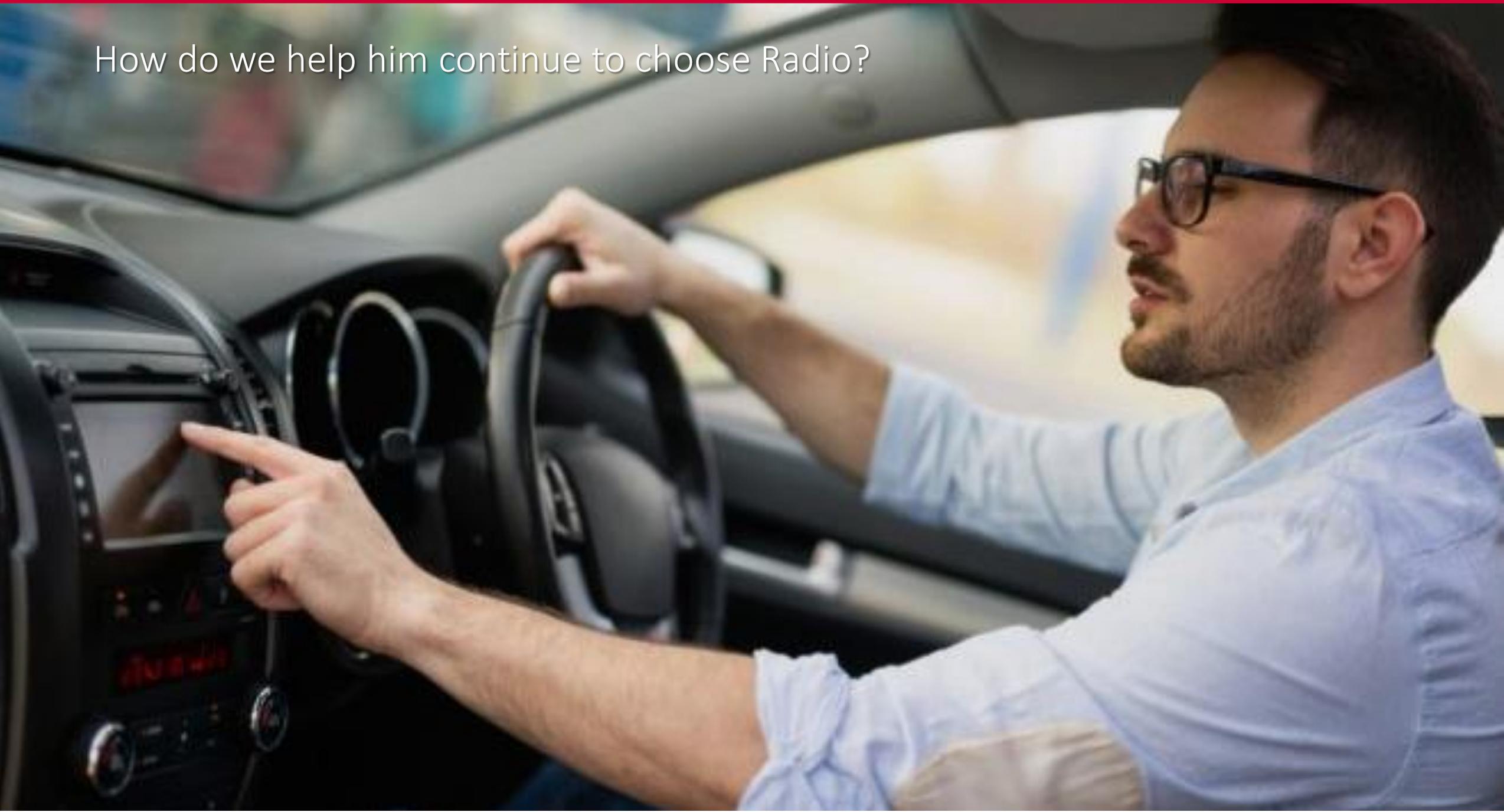
**VOLKSWAGEN**  
GROUP



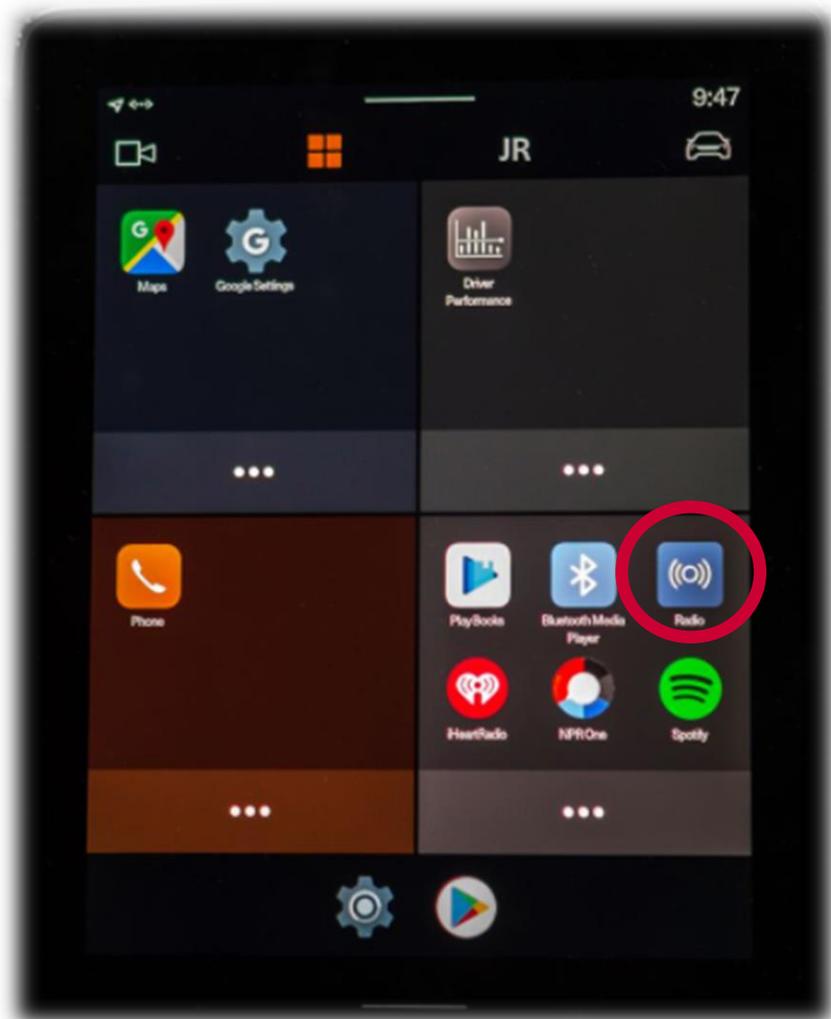
**BMW**  
GROUP



How do we help him continue to choose Radio?

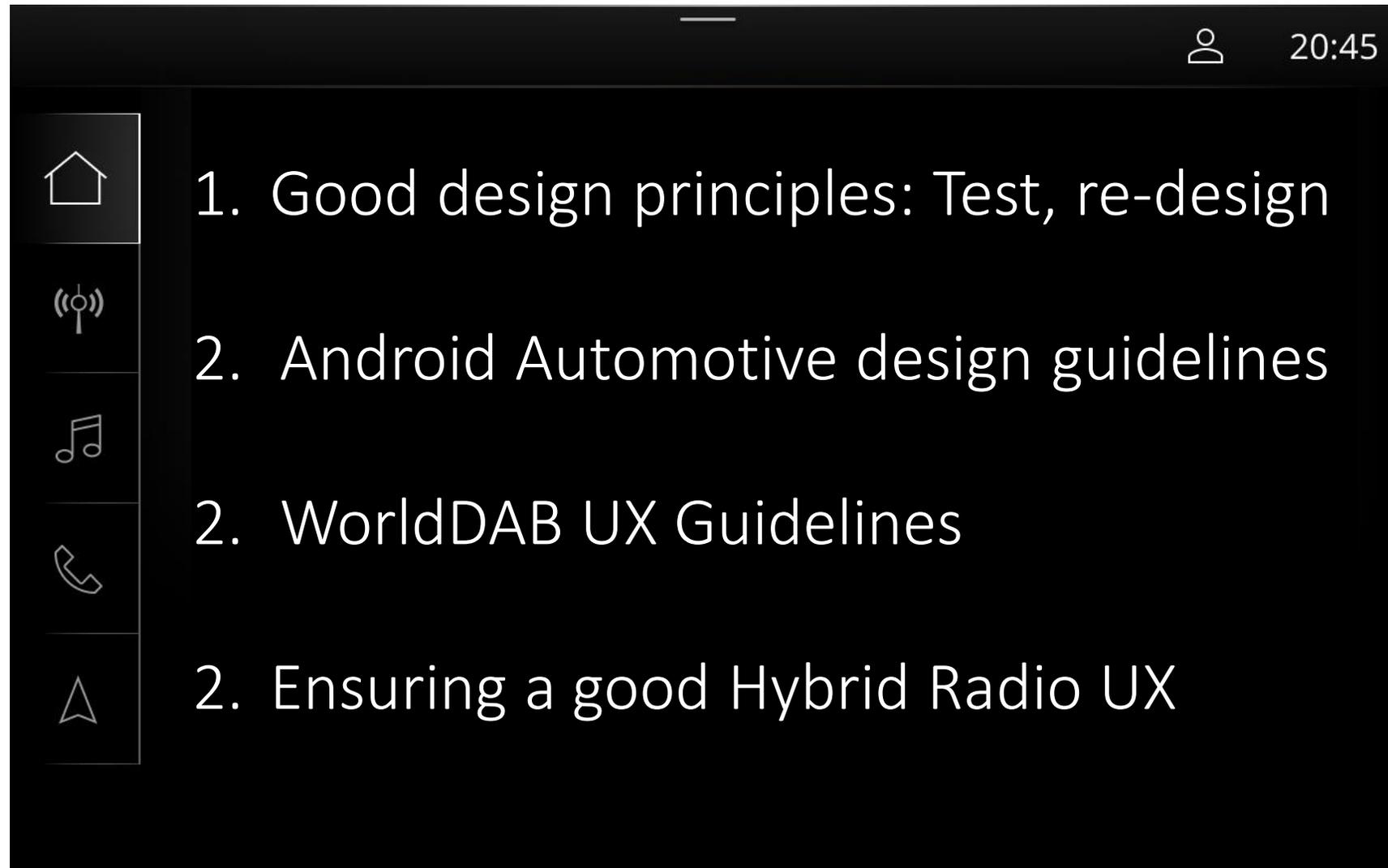


## Radio in Android Automotive OS



- There is a “Radio” button, an app managed by the car manufacturer
- That “Radio” button experience is known as a “System app” and is pre-installed
- Other apps can be recommended or found by searching the app store

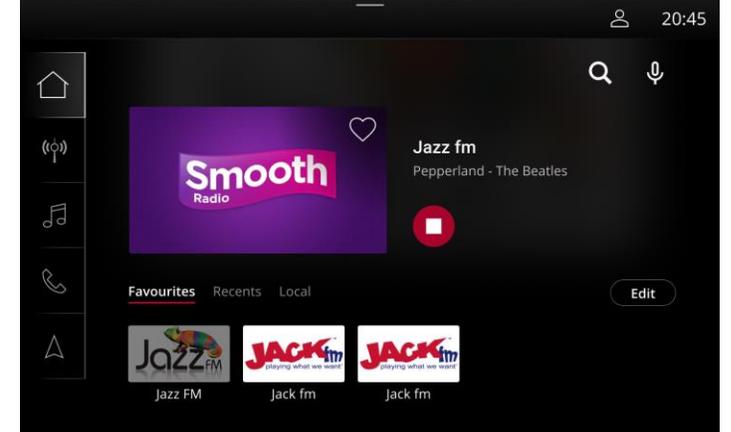
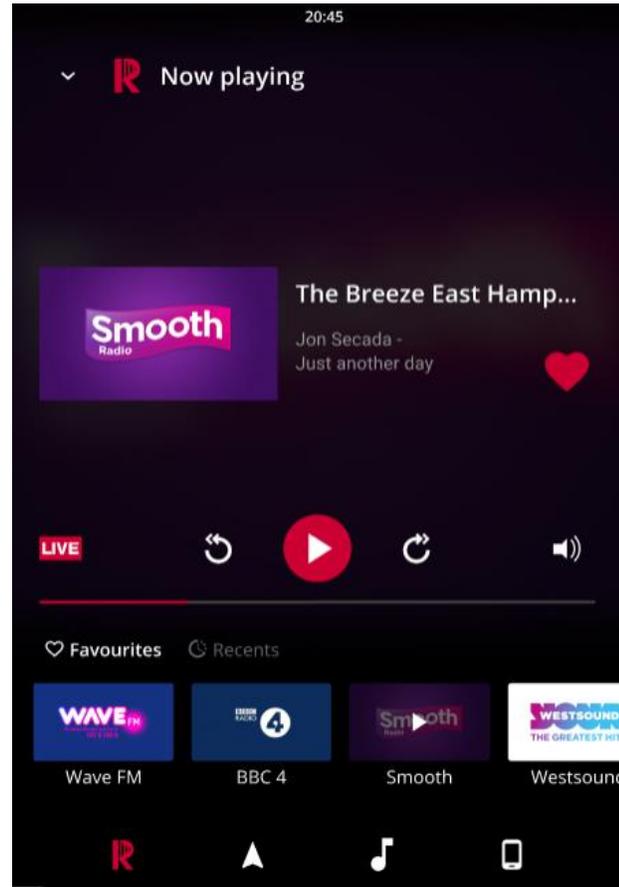
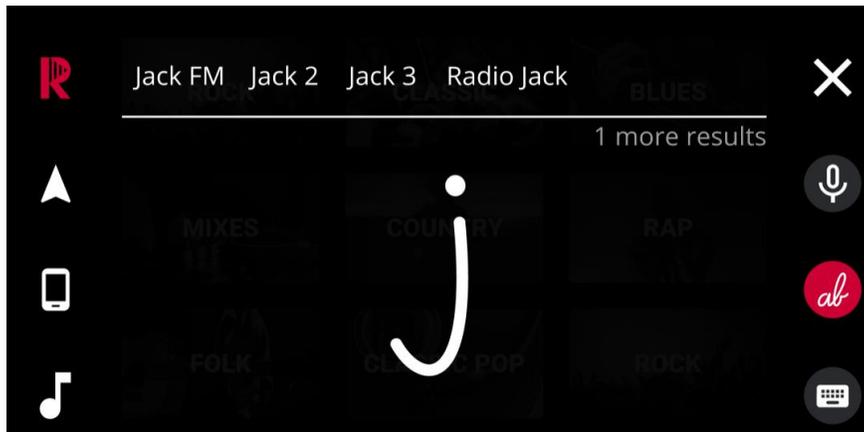
## Design considerations building a hybrid radio app in Android Automotive OS



The screenshot shows a dark-themed interface with a top status bar containing a person icon and the time 20:45. On the left, there is a vertical sidebar with five icons: a house, a radio tower, a musical note, a telephone handset, and a location pin. The main content area displays a list of design considerations:

1. Good design principles: Test, re-design
2. Android Automotive design guidelines
2. WorldDAB UX Guidelines
2. Ensuring a good Hybrid Radio UX

# Early designs Q1 2020



## User-centric approach: Test, learn, re-design



# Android Automotive OS design guidelines

Google Design for Driving   Design foundations   Android Auto   **Automotive OS**   Search

Automotive OS

About   **Design system**   Components   Product experience   Apps ▾   Branding

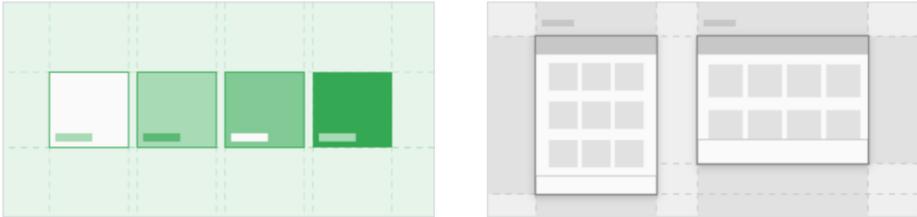
**Overview**

- Color
- Layout
- Motion
- Shapes
- Sizing
- Typography

Google Developers > Design for Driving > Automotive OS > Design system

## Design system 🔖

Car makers can customize their UIs to work well on a car screen through strategic choices of color, typography, and other visual elements.



Google Design for Driving   **Design foundations**

About   Interaction principles   Visual principles   Style founda

## Design for Driving foundations

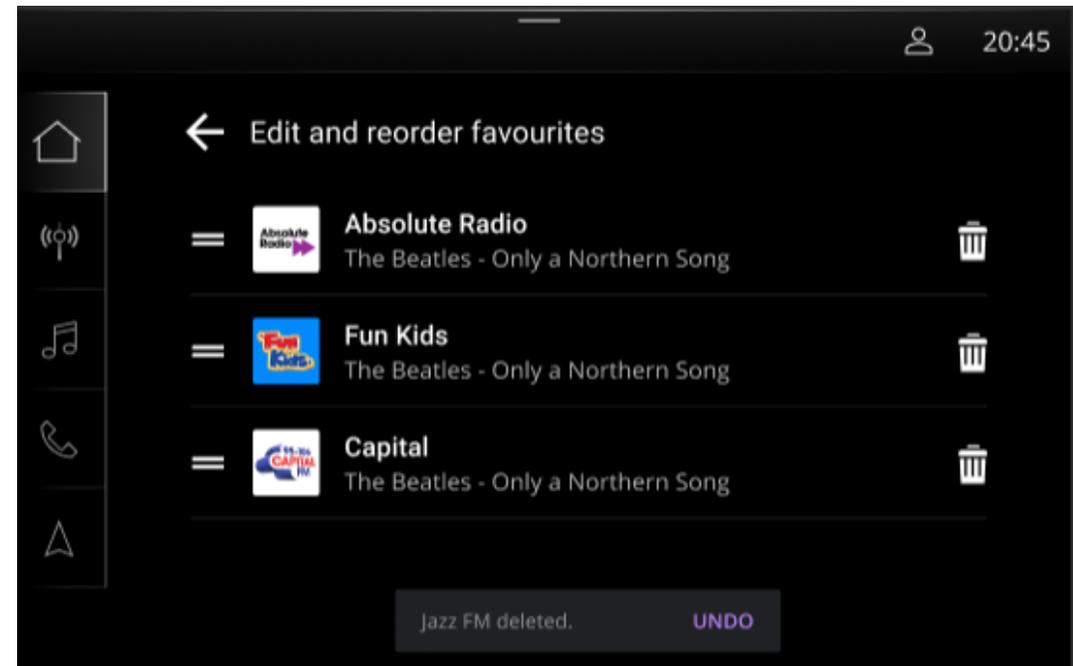
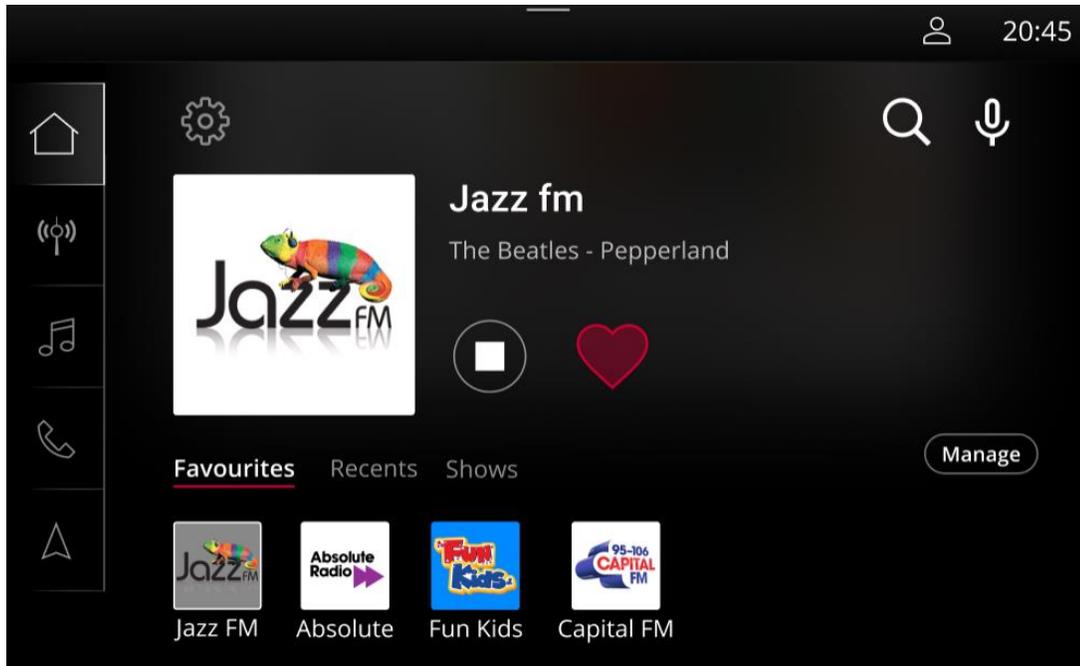
The core principle of Android for Cars is: Design for driving. That is, driving safely is the driver's first responsibility. All design by car makers and app developers must reflect this priority.

App content and interactions should complement the driving experience while minimizing driver distraction. UI must be simplified to help keep the driver's eyes on the road and hands on the wheel.

This section provides principles and tips for designing interfaces for cars, along with an overview of the style approaches used by Android Auto and Android Automotive OS (AAOS).

# Hybrid radio app and the WorldDAB UX Guidelines

I want to be able to easily set a station as a pre-set



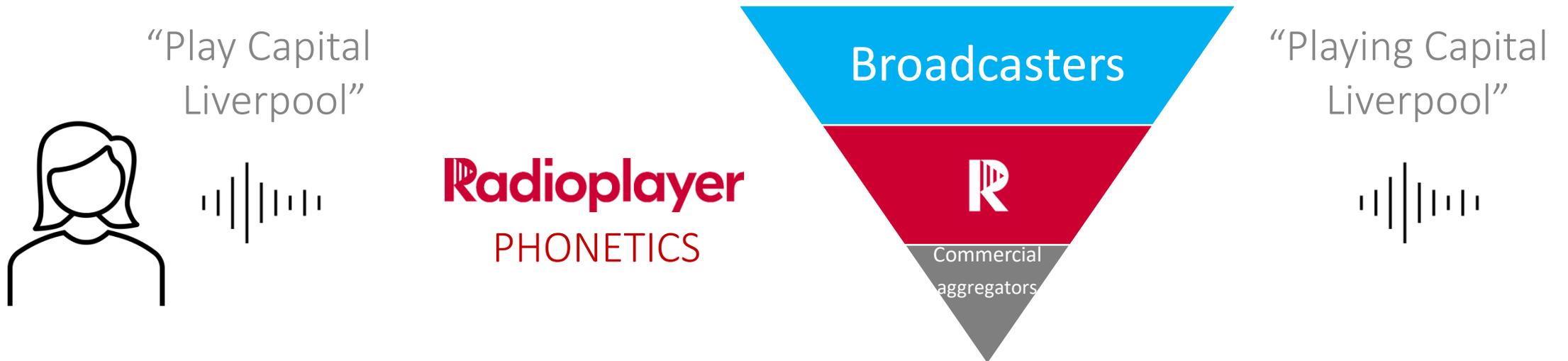
# Hybrid radio app and the WorldDAB UX Guidelines

I want to know more about what I'm listening to



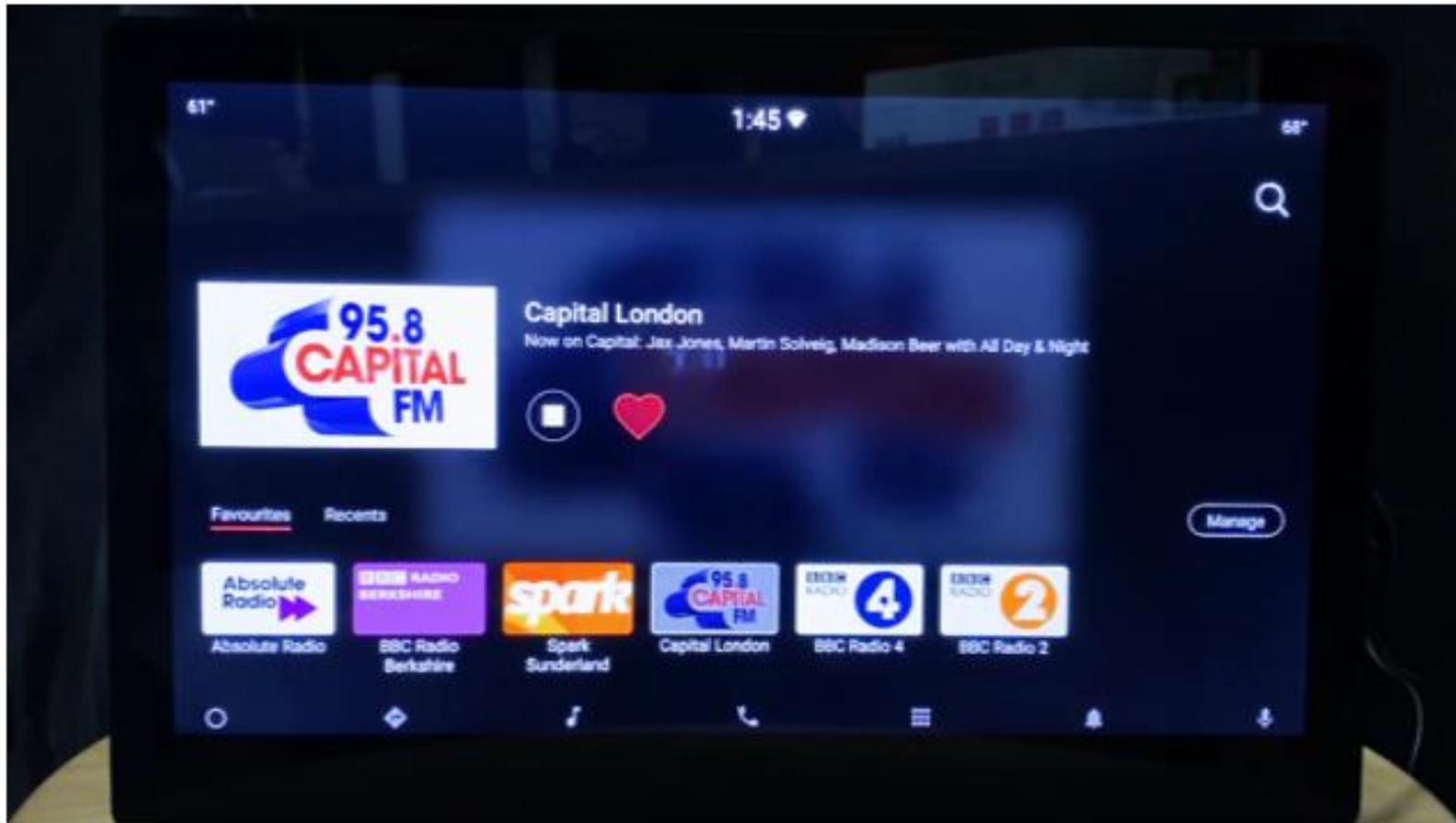
# Hybrid radio app and the WorldDAB UX Guidelines

**I want my voice assistant to work well with radio enabling a safer experience**



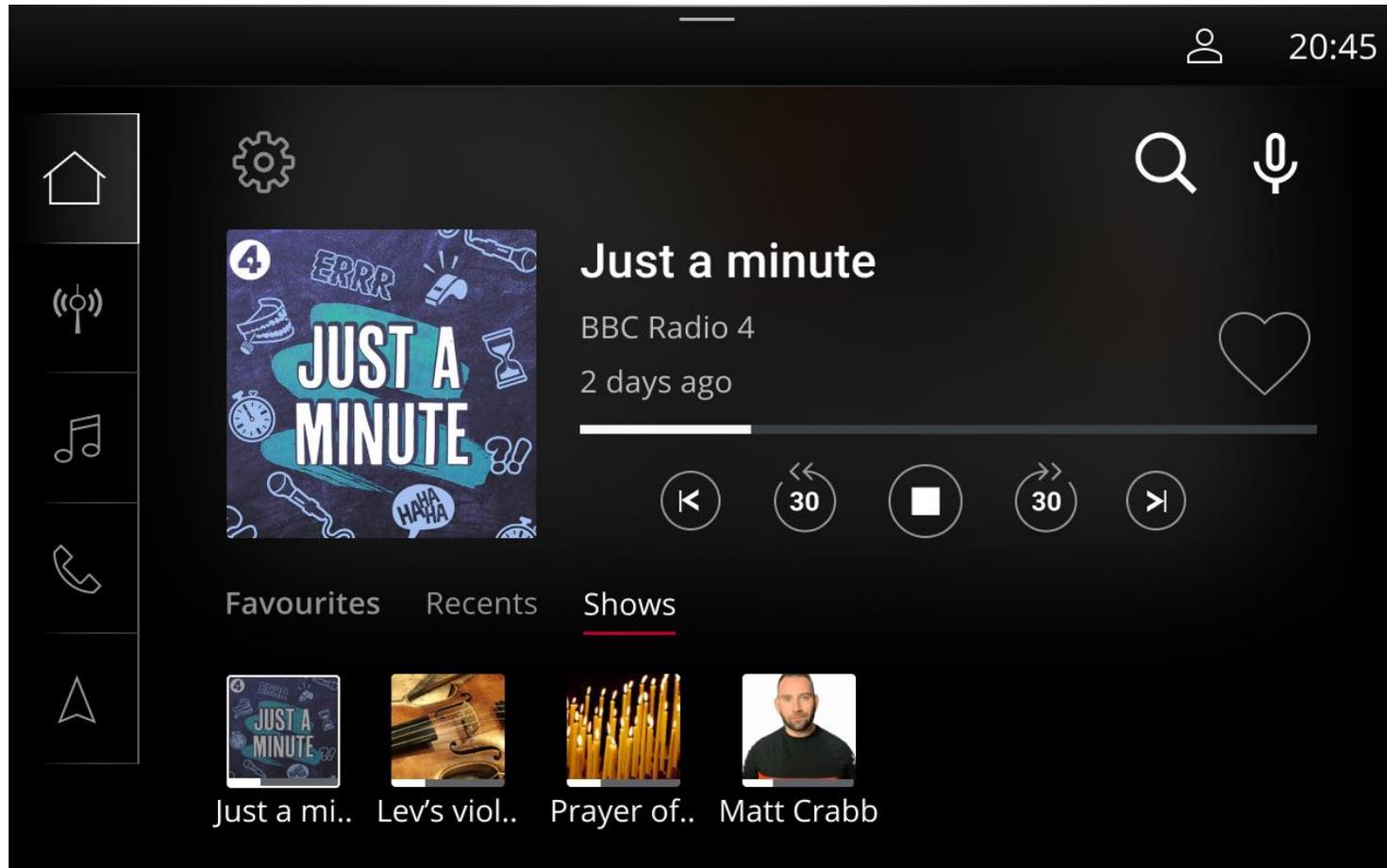
# Hybrid radio app and the WorldDAB UX Guidelines

I want a great Hybrid Radio experience



Coming soon....

Podcasts, on-demand and recommendations



## Summary



- Android Automotive OS must have hybrid radio
- Simple, user-centric design hides the tech
- Great metadata powers a great hybrid radio
- Broadcasters always have content sovereignty
- Our hybrid app is available to car manufacturers to customise as their own “Radio button” experience.

 Radioplayer

Thank you!

