**Interview1**

**1 Have you ever used a car entertainment system?**

I have never used it, but I have used the in-flight entertainment system. I have only seen the car-mounted one on some social media.

**2 Then why do you usually use the in-flight entertainment system?**

Most of the time it’s watching TV or movies, sometimes looking at route maps.

**3. How often do you use the car rear entertainment system in your daily life?**

Basically never used. If you travel by plane, there will be an entertainment system in the back seat, probably two or three times a year.

**4 According to your understanding? Are you satisfied with the interface and operation of the current in-car rear entertainment system (1-5)**

4? Actually I'm not sure. But judging from the advertising, it is very advanced now.

**5. What functions do you think a car entertainment system must have?**

Navigation Bluetooth link Wi-Fi link Voice recognition Games Movies and TV, etc.

**6. What do you think of the experience of using voice assistants (such as Siri, Google Assistant, etc.) in car entertainment systems?**

In fact, it is rarely used in daily life. But sometimes voice recognition will be selected when sending messages, but I am not sure whether it is used frequently during driving.

**7 Do you think there is any improvement in the current car map function?**

As for the navigation system in the front of the car, I always feel that it is not updated as fast as the mobile phone, and some sudden intersections are not updated in time.

**8 So what do you think if the map function is added to the rear seat entertainment?**

I think this is needed so that I can know how far I am from my destination at any time, and I can also check some attractions or hotels near the destination in advance.

**9 Do you have anything to add about the map function?**

If possible, I hope that the route recommendation function will be more intelligent, with recommendations for destination restaurants, a server ordering function in advance, and pictures and videos when searching for some attractions, as well as some comments. It can help me make a better decision whether to choose this attraction.

**10How do you feel about the gaming function of the car system?**

I think it's okay, but the network on the plane doesn't support me playing games on the screen.

**11 So why do you think game features are necessary?**

On long journeys, especially for families, the time in the car can be quite long. In this case, the gaming function can provide passengers with additional entertainment options to help them pass the time and reduce the fatigue of the journey.

**12. How can game functions make it easier for you to operate?**

For example, I can store my game data in the cloud,Can connect to my device (like switch)

**Interview2**

**1 Have you ever used a car entertainment system?**

Yes, my family car has screen

**2 Then why do you usually use the entertainment system?**

Watch a movie or listen to music

**3 What about the frequency of use?**

Generally not used for short distances, but for long distances I will watch movies or TV series

**4 Are you satisfied with the interface and operation of your car's rear entertainment system (1-5)**

5 I am quite satisfied with it and it is easy to use.

**5. Which functions do you think are necessary?**

Movie music control platform and navigation

**6 What do you think of voice assistants in car entertainment systems?**

I don't like using it very much. I can operate it faster than him. I only need voice assistance when driving.

**7What do you think of the in-car map function?**

It’s pretty good, I think. It has all the functions.

**8 Do you have a map in the back row?**

Yes, I sometimes look at it to know how long it will take to arrive.

**9 Do you think the screen will reflect light?**

Ideally, the screen should be placed in the upper middle position, where the sun is generally out of reach.

**10Do you think in-car games are necessary?**

I don’t think it’s necessary. I’m prone to motion sickness and I rarely watch movies. Moreover, gaming is inconvenient. Stand-alone gaming is boring, and car-mounted gaming requires a network connection.

**11 Do you think rear-seat entertainment will affect front-seat driving?**

It's possible that my mom likes to watch TV series and the sound is very loud, so my dad will ask her to turn down the volume.

**12 Do you think independent audio is necessary?**

This is quite necessary. My dad doesn't like my mom's TV series. He likes to listen to books. If he is independent, I won't bother him.

**13. Do you think the network card is needed when using it?**

Stuttering is normal, and it is unavoidable that the car will get stuck while driving. The road congestion in urban areas is often not so obvious, and long distances can be jammed, especially in remote places.

**14. Generally, when watching online videos, you should download them in advance.**

I usually don’t prepare to download movies in advance. If I’m really stuck, I’ll just sleep.

**15.Can you use screencasting?**

Generally not used. Screencasting also requires a network connection, as does a mobile phone network. If the car's network card is stuck, the mobile phone will also be stuck.

**Interview3**

**1 Have you ever used a car entertainment system?**

I’ve used it on airplanes, and I’ve only seen ads for it in taxis.

**2 How many years have you used the car rear entertainment system?**

Only used it once or twice

**3. How often do you use the car rear entertainment system in your daily life?**

I’ve basically never used it, I’ve only seen the ads in the back of taxis. If you travel by plane, there will be an entertainment system in the back seat, probably two or three times a year.

**4 What do you most use your car entertainment system for?**

watching TV

**5 Are you satisfied with the interface and operation of the in-car rear entertainment system (1-5)**

3

**6 Do you have any opinions on improving the interface and operation of the in-car rear entertainment system?**

I hope it can be operated from a distance. If you want to switch programs while lying on the plane watching a drama, you need to touch the screen, or it would be good to connect to the mobile app and control it.

**7Are you satisfied with the functions of the in-car rear entertainment system (1-5)**

3 (relatively satisfied)

**8 Do you have any suggestions for improving the functions of the car’s rear entertainment system?**

It would be great if you could cast the TV series downloaded on your mobile phone to the system

**9 Are you satisfied with the stability of the car’s rear entertainment system (1-5)**

5 I don’t feel anything unstable. The planes are all offline.

**10Do you have any suggestions for improving the stability of the in-car rear entertainment system?**

none

**11 Are you satisfied with the screen of the car's rear entertainment system? (1-5)**

2 Average It’s not an LED screen. It’s hard to see clearly due to the sun’s reflection.

**12 What suggestions do you have for increasing the screen size and resolution of the car’s rear entertainment system?**

It is recommended to be bigger because you can’t see the subtitles clearly.

**13 Do you find the screen easy to read under different lighting conditions?**

No, when the sunlight is very strong, it will reflect light and make it difficult to see clearly.

**14 Are you satisfied with the audio quality of the car's rear entertainment system?**

I brought wired headphones on the plane. It has something to do with the quality of the headphones. Since they are disposable, they are not very good.

**15 What suggestions do you have for improving the audio quality of in-car rear entertainment systems?**

I wish I could connect my own headphones

**16 Do you think the in-car rear entertainment system can meet the needs of multiple people using it at the same time?**

I think it’s okay. We can listen to music and watch TV series together.

**17 Do you think the rear-seat entertainment system in the car has a distracting effect on the driver's attention? (If there is an impact, what measures do you think should be taken to reduce the impact)**

I think there is. In this case, no one will talk to the driver, which may make the driver sleepy. Perhaps the audio can be enhanced so that the driver can hear it, so that the driver is not bored.

**18 Do you think having an entertainment system in the rear seat of a car will increase the maintenance cost of the car?**

Yes, I think in-car entertainment systems would be expensive to repair if they break

**19 Do you think that having the entertainment system in the rear seat of the car will distract the attention of passengers, especially children, causing them to react slowly in emergency situations?**

I don’t think so. Even if a child doesn’t have this thing, he won’t react quickly in an emergency.

**20 Do you think a passenger car with a rear-seat entertainment system would use the in-car entertainment system to access inappropriate content?**

I didn't think the car entertainment system network could be this good

**Interview4**

**1Have you ever used and understood the car rear seat entertainment system?**

Used and familiar with

**2What are they generally used for?**

Most commonly used for watching movies, also used for maps and games, etc.

**3. What do you value about the car’s rear seat system?**

Excellent and good-looking interface and convenient operation methods, powerful software functions, it is best to have a software store

**4. Do you think there is any improvement in the current hardware of the vehicle system?**

Probably not. The car backseat systems I have used basically all have Bluetooth and rich interfaces.

**5How do you understand the excellent and beautiful operating interface and convenient operation methods?**

Excellent gesture support, clear and intuitive taskbar navigation bar, excellent and complete information display

**6. What do you think is new and good about using it now?**

Voice support, I can operate without typing

**7. What is your evaluation of the current system and software of the car rear seat system?**

Not bad, the system is fairly stable. Software adaptation is also okay.

**8Do you think there are any changes in the development of the current system?**

The current system is more intelligent and can provide more personalized services.

**9 Is there anything we need to pay attention to in the face of this development and change?**

At this time, data security is very important.

**10. What do you think the current map function can be improved on?**

If possible, I hope that the route recommendation function can be more intelligent and have user preferences. At the same time, the map information in the back seat can be more comprehensive and detailed.

**11What do you think is necessary in the map function?**

Of course, successful positioning, accurate navigation, and display of surrounding information and traffic conditions are essential.

**12. Do you like the current map operation interface and functions?**

It feels good. Currently, I frequently use functions such as sharing location, collecting locations, and zooming in on the map.

**13 You talked about the map information for the back seat. It can be more comprehensive and detailed.**

Similar tour guides can introduce you to information about surrounding maps. Of course, it can be played back by voice at the end for easy understanding and listening.

**14What do you think about adding a function on the map for Fang Bin users to learn about surrounding restaurants and order food?**

It feels good. This function is great and meets my needs. It can solve the problem that I still need to open other software to learn about surrounding restaurants and order food. A step of

**15What functions do you think this function should include?**

Of course, you can filter and search and sort nearby restaurants. At the same time, I also hope to be able to order and take away food. This is a must-have for many ordering software and can save me a lot of time. I can make an appointment in advance.

**16What are the must-have items when ordering food?**

First of all, when ordering, I can easily edit the order and shopping cart. Then when making the payment, multiple payment methods are supported.

**17Have you encountered any problems when ordering food?**

Yes, I hope that the payment information can be displayed after payment. Currently, some ordering software does not know whether the payment was successful, which troubles me.

**18. Are there any other functions that can be improved on the ordering function?**

If possible, I hope to add inquiries about historical orders.

**19What do you think is the most necessary function in a game?**

Of course, the user's login registration requires the user to log in to the game function. Only in this way can personal information and property be protected. Protect data security.

**20. When you are currently using game functions, which functions do you think are frequently used and very important?**

You can add and edit friends, display game achievements, simple and comprehensive information display, and can search and filter

**21 What service functions do you think are very convenient in the near future?**

The cloud storage function of the game is very convenient, I can synchronize it with multiple devices

**22You mentioned that you can add and edit friends, can you elaborate?**

Friends can play games online before, check whether their friends are online, etc. At the same time, I can also send gifts to each other. The game is very convenient.

**23 You said that friends can connect to each other. Is there anything that can be improved as a back seat system?**

I hope that the function of multi-screen linkage and multi-device linkage can be added, so that it will be more convenient for those of us sitting in the back seat to play multiplayer games.

**Interview5**

**1. What is your overall experience with the in-car rear entertainment system?**

I’ve experienced it a few times and it feels novel but unnecessary because I get motion sick.

**2. What do you most use your car’s rear entertainment system for? For example, watching videos, listening to music, playing games, etc.?**

The most recent one was on an international flight to watch a movie.Watch videos and listen to music.

**3. What do you think of the interface and operation of the in-car rear entertainment system? Do you find it easy and intuitive to operate?**

Generally speaking, the operability of in-car rear entertainment systems is relatively high, because it has been tested by professional manufacturers and extensive user research, so I don’t know much about it myself. The interface is relatively complex, and the operation is a bit cumbersome and not very intuitive.

**4. How satisfied are you with the functions of the in-car rear entertainment system? Are there any features that you feel are missing or less than ideal?**

The entertainment functions are already very mature at present, but if current VR or holographic technology can be added, it will keep pace with the times. We can develop some humanized functions, anti-motion sickness technology, and sober-up technology.

**5. Have you encountered any technical problems or malfunctions when using the in-car rear entertainment system? How would you rate the stability and reliability of the system?**

System stability and reliability refer to the system's ability to maintain normal operation under various conditions and to continue to provide required functions. So far, I have not encountered any immature technical problems or failures with the in-car rear entertainment system, unless it is system damage or physical damage.

**6. Do you think the screen size and resolution of the in-car rear entertainment system are enough to meet your needs? Do you find the screen easy to read in different lighting conditions?**

Generally speaking, the screen size and resolution of current in-car rear entertainment systems are already very high. I think some screens can be designed as ink screens (refer to Huawei ink screen tablets for details), or designed as stretch screens, which are more suitable for users to read. But under normal circumstances, users can carry portable e-books and read them in the car. But most people probably won’t read in the car (because it’s uncomfortable to stay in an upright position for long periods of time and can cause motion sickness).

The screen size is satisfactory, but the resolution needs to be improved. The screen is highly readable in a variety of lighting conditions.

**7. Do you think the sound quality of the car's rear entertainment system is good enough? Are there any audio settings or features you'd like to see improved?**

The sound quality is good enough, I hope to enhance the sound quality of Bluetooth audio transmission.

**8. For situations where family members or friends are riding together, do you think the in-car rear entertainment system can meet the needs of multiple people using it at the same time?**

I don't think so, because age restrictions and preferences are different, and only two screens cannot meet everyone's needs. However, people can play with mobile phones.

**9. Do you think the in-car rear entertainment system has a distracting effect on the driver’s attention? What measures do you think should be taken to reduce this impact?**

I think so. Especially when it comes to sound, so it’s best to have separate Bluetooth headsets for each screen.

**10. Do you have any suggestions or comments about improving the in-car rear entertainment system?**

The screen refresh rate can be appropriately increased.

**Interview6**

**1 Have you ever used a car entertainment system?**

used

**2 How many years have you used the car rear entertainment system?**

Been using it for about four years

**3. How often do you use the car rear entertainment system in your daily life?**

I use it occasionally when traveling long distances, but only use a few functions on a daily basis.

**4 What do you most use your car entertainment system for?**

Watch TV series, adjust seat angle and air conditioning

**5 Are you satisfied with the interface and operation of the in-car rear entertainment system (1-5)**

4

**6 Do you have any opinions on improving the interface and operation of the in-car rear entertainment system?**

I hope the interface can be simpler and more intuitive to operate, just like a mobile phone

**7Are you satisfied with the functions of the in-car rear entertainment system (1-5)**

3 (relatively satisfied)

**8 Do you have any suggestions for improving the functions of the car’s rear entertainment system?**

Add KTV function

**9 Are you satisfied with the stability of the car’s rear entertainment system (1-5)**

3. Occasionally, the computer crashes and needs to be restarted.

**10Do you have any suggestions for improving the stability of the in-car rear entertainment system?**

none

**11 Are you satisfied with the screen of the car's rear entertainment system? (1-5)**

3. The screen can be thinner and lighter

**12 What suggestions do you have for increasing the screen size and resolution of the car’s rear entertainment system?**

Make the size larger and increase the resolution

**13 Do you find the screen easy to read under different lighting conditions?**

No, when the sunlight is very strong, it will reflect light and make it difficult to see clearly.

**14 Are you satisfied with the audio quality of the car's rear entertainment system?**

Very satisfied. The sound quality of the car audio is very good.

**15 What suggestions do you have for improving the audio quality of in-car rear entertainment systems?**

none

**16 Do you think the in-car rear entertainment system can meet the needs of multiple people using it at the same time?**

We can listen to music, watch TV series and play games together

**17 Do you think the rear-seat entertainment system in the car has a distracting effect on the driver's attention? (If there is an impact, what measures do you think should be taken to reduce the impact)**

There is no impact. It is the driver’s job to focus on driving.

**18 Do you think having an entertainment system in the rear seat of a car will increase the maintenance cost of the car?**

Yes, increase the part-to-part ratio of cars

**19 Do you think that having the entertainment system in the rear seat of the car will distract the attention of passengers, especially children, causing them to react slowly in emergency situations?**

Yes, children are more addicted to electronic devices than adults.

**20 Do you think a passenger car with a rear-seat entertainment system would use the in-car entertainment system to access inappropriate content?**

Currently my car rear seat entertainment does not have browser functionality