COCA-Tool: Whole Vehicle Level
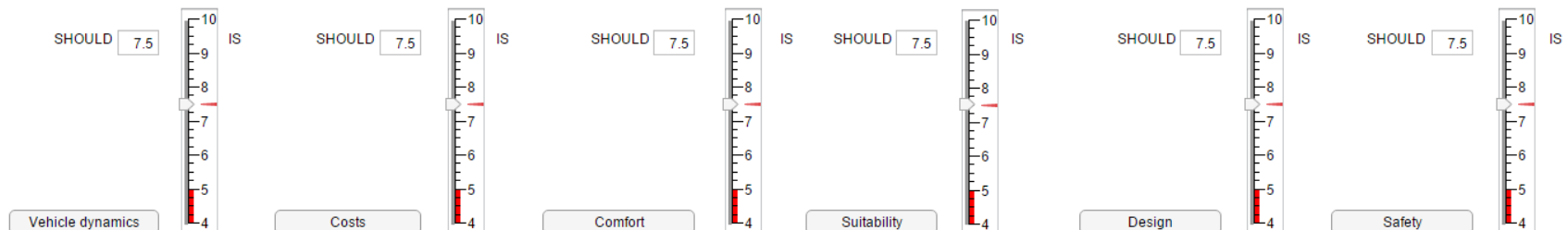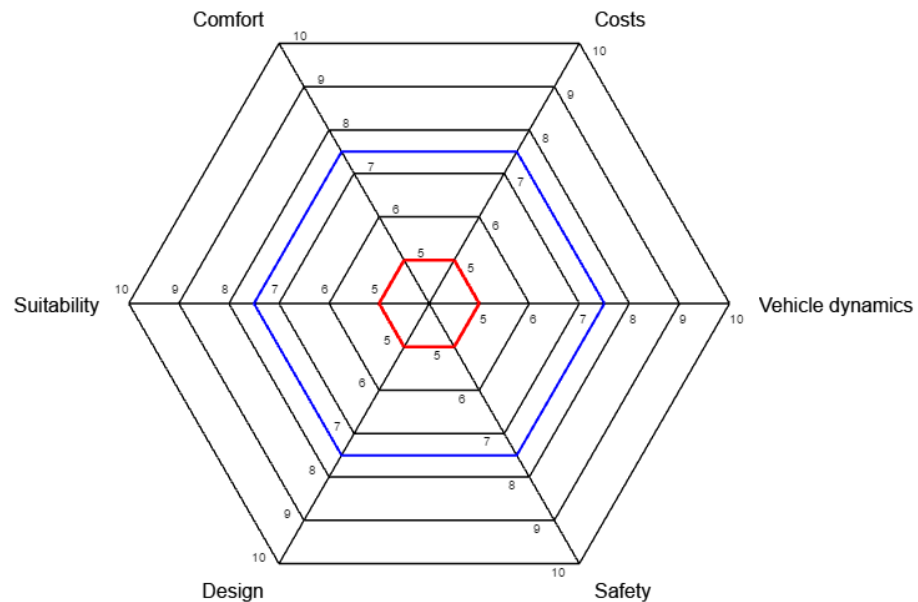
Choose other vehicles for comparison

Radar diagram with customer values

Compare vehicles

○ Vehicle 1   Please choose a ve ▾

○ Vehicle 2   Please choose a ve ▾

○ Vehicle 3   Please choose a ve ▾

Vehicle portfolio

Generate Vehicle Portfolio

Go to properties of objectification level

SHOULD 7.5   IS   Vehicle dynamics

SHOULD 7.5   IS   Costs

SHOULD 7.5   IS   Comfort

SHOULD 7.5   IS   Suitability
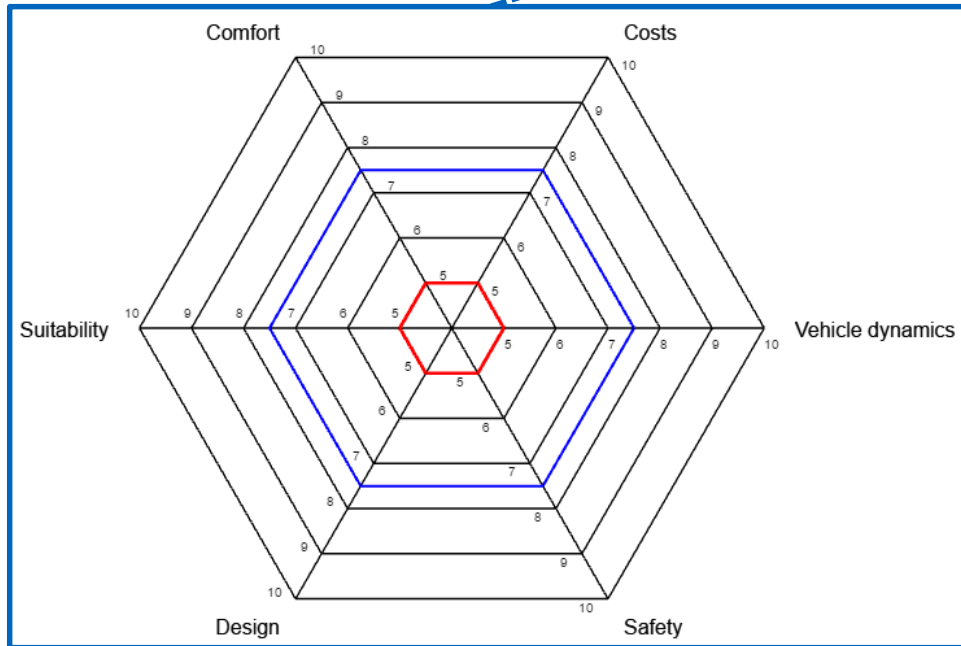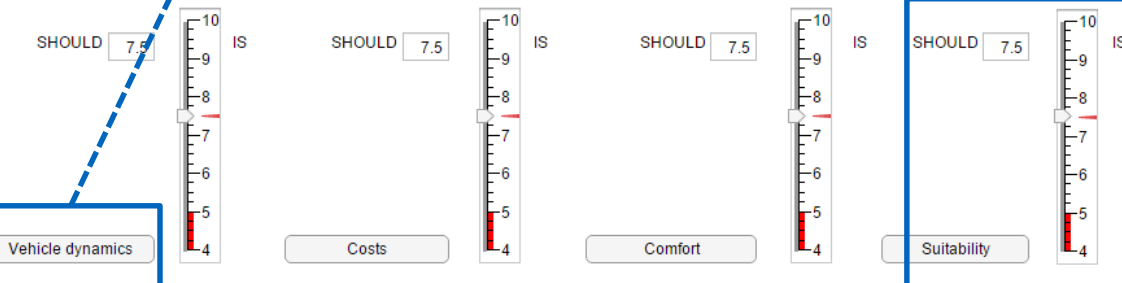
Display of customer value:
- „**SHOULD**" values can be determined on the first level (controller)
- The sum of the properties on the objectification level determines the „**IS**" value (red marker)
- Whole vehicle level and objectification level need to coincide

Radar diagram labels: Comfort, Costs, Vehicle dynamics, Safety, Design, Suitability

COCA-Tool: Objectification Level

Radar diagram with customer values on objectification level. The sum of the values determine the value on the whole vehicle level

Save & Back

Go Back

Reset

No vehicle chosen

No vehicle Chosen

No vehicle chosen

Update Weightings

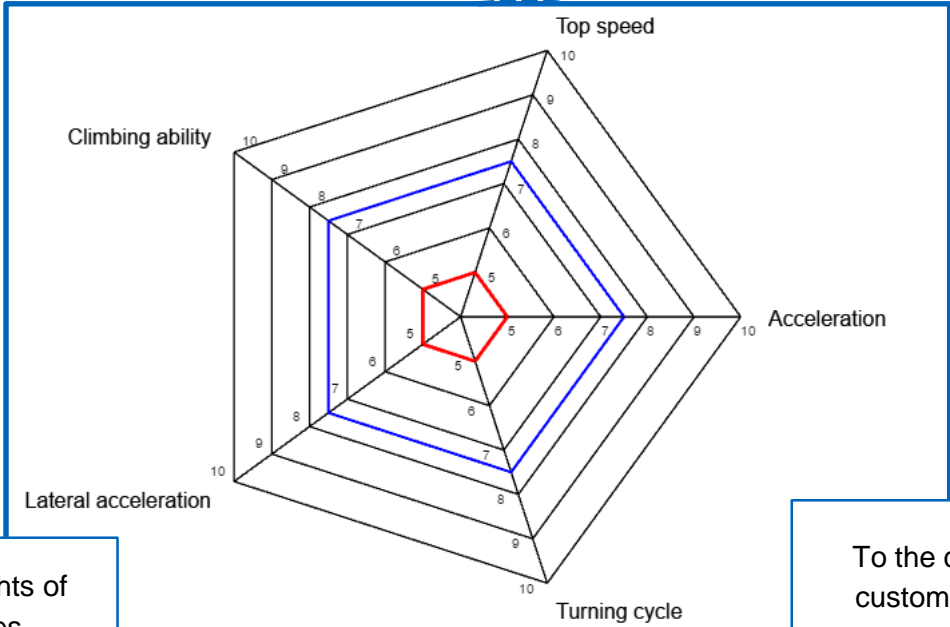| Acceleration x 1 | 7.5 |
+ top speed x 1	7.5
+ climbing ability x 1	7.5
+ side acceleration x 1	7.5
+ turning cycle x 1	7.5

Adjust weights of properties

To the correlation of customer value and measurment value

Visualization of the whole vehicle level property

Vehicle Dynamics -SHOULD   7.5   7.50   - IS

Acceleration   7.5
Top speed   7.5
Climbing ability   7.5
Lateral acceleration   7.5
Turning cycle   7.5

COCA-Tool: Measurement value level

Correlation between customer value and measurement value

Determine the value of the objectification level with the controller
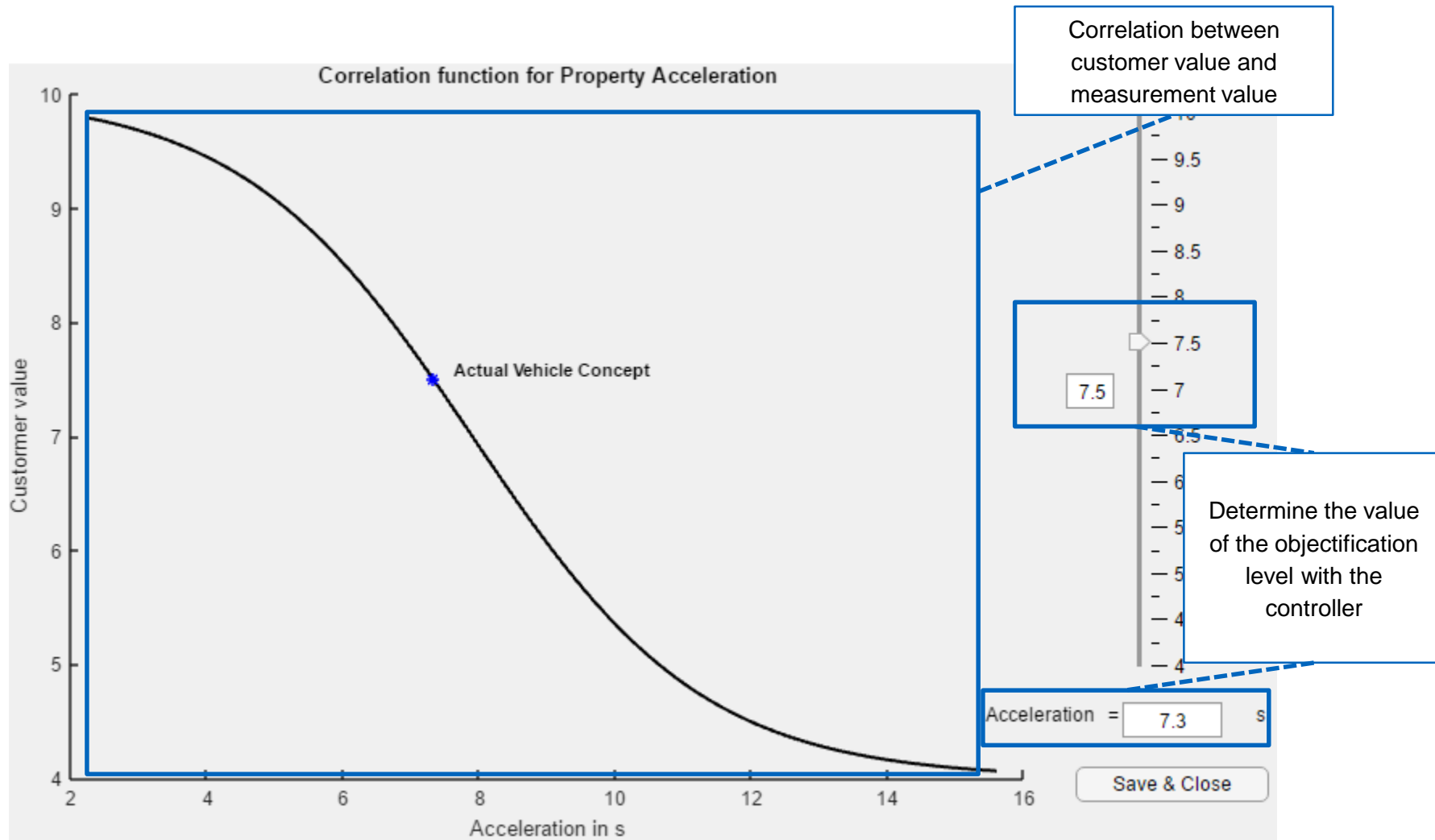
COCA-Tool: Vehicle Portfolio

Overview of measurement values

Vehicle Dynamics

Acceleration (0-100)	7.3	s
Maximum speed	175	km/h
Turning Cycle	11.0	m

Comfort

Headroom front	1037	mm
Headroom rear	997	mm
Legroom rear	865	mm
Acoustics	68.5	dB

Costs

Weight	1344	kg
Consumption	7.4	€/100 km
Asset costs	27597	€

Suitability

Trunk volume	433	Liter
Range	555	km
Charging time	67	min
Number of seats	5	-
Payload	515	kg

Proportions

Length/Height	3.085	-
Height/Width	0.807	-
Overhang_f/Wheelbase	0.297	-
Overhang_r/Wheelbase	0.290	-
Wheelbase/Wheel diam	4.171	-

COCA-Tool: Comparison with other vehicles

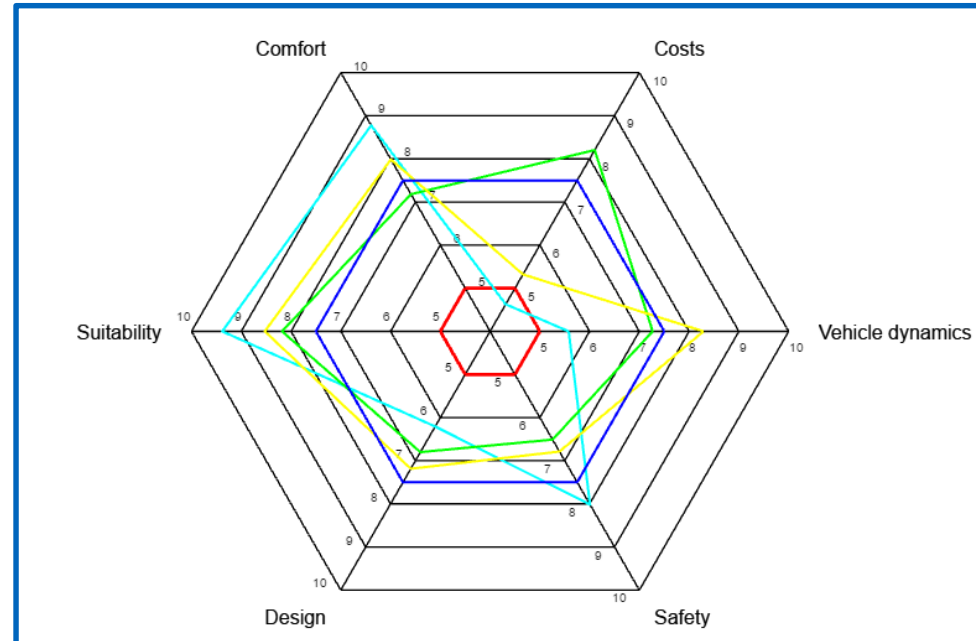**Compare vehicles**

- Vehicle 1 — T6 Multivan 2.0 TSI ▾
- Vehicle 2 — Golf 1.0 TSI Comfor ▾
- Vehicle 3 — A4 Avant 2.0 TFSI ▾

Selection of example vehicles

Generate Vehicle Portfolio

Visualization of all vehicles in the radar diagram

SHOULD 7.5 IS — Vehicle dynamics

SHOULD 7.5 IS — Costs

SHOULD 7.5 IS — Comfort

SHOULD 7.5 IS — Suitability

SHOULD 7.5 — Design

— Safety