

MHMK & VOLKSWAGEN:

THE FUTURE OF CARS AND HEALTH



RESEARCH



INTERVIEWS



PERSONAS



IDEATING



STORYTELLING



TESTING



PRESENTING



Driving is one of the most dangerous things that most people do in their day-to-day lives and it should be safer.

The average automobile is only used for about an hour every day; the rest of the day it is taking up space and inefficient as it is parked on the street or in a garage.

Many automobile companies are already producing working prototypes of these driverless vehicles and it will not be long before they are on our roads.

Self-driving automobiles could be much safer than the conventional ones of today. Because computers control them they would lack human error, which causes 90% of road accidents.

A self-driving automobile can help to make this time more enjoyable and productive for the user. A mobile entertainment centre or working space can occupy the interior of the automobile.



The team conducted interviews over a wide demographic to gather information for our personas. Forty-five interviews across eight different cultural backgrounds.



Johanna, female, 38, Berlin

- a hotel manager on maternity leave
- with a partner & 2 small children
- ok with money
- doesn't own a car
- vegetarian

I manage the household... I want my family to eat healthy

I'm primarily concerned with my family's well-being

My partner works long hours

I'm frustrated by the 15-minute walking distance to the nearest supermarket - I have to carry heavy groceries back and can't leave my kids alone at home



What if, instead of using an automobile to travel to a location, we use an automobile to bring a location to us? Self-driving nomadic services are on the horizon.

Although the stories depicted are all health-related, as defined by the project focus, the scope for nomadic services is limitless.

ECOSYSTEM WITH SELF-DRIVING VEHICLES

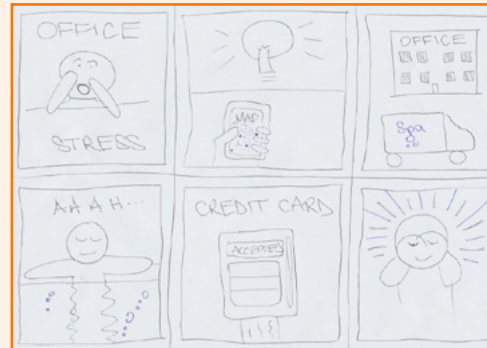




Storytelling helped gain a general insight into users' reactions to early-stage ideas.



Health Food Shop



Spa



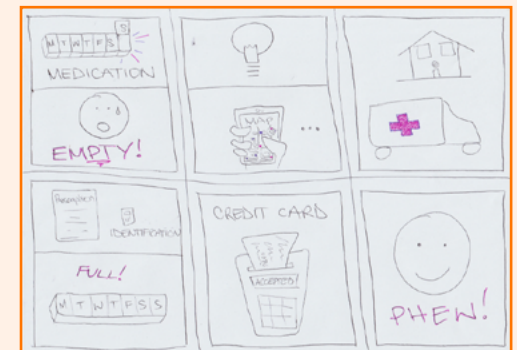
Bathroom



First Aid



Gym



Pharmacy



Testing was conducted by presenting the target users with stories. They imagined themselves as characters in the stories. Their thoughts were recorded and relevant quotes were noted.



Love the idea! It would make my life so much easier! When will the service be available?

Johanna

Volkswagen responded to our presentation positively and also had some pointers. They particularly liked the Ecosystem with self-driving vehicles, which they could provide as a platform to businesses.