

Seminar 2 preparation

- Write a pen portrait for a user of a driverless car.

In my opinion, the current demographics are quite specific for driverless vehicles. This is mainly due to their high cost and limited use cases. Early adopters for new technology of this kind tend to be male, in my opinion. The high cost would limit the demographics to those with more money and specifically more disposable income. This means they are more likely to be wealthy and middle aged or older.

Having said this, in my opinion the demographics will open up more in the next 5 to 10 years as the technology improves, more manufacturers adopt the technology and prices decrease. Ironically, I think the current demographics – male, wealthy, middle aged – will be more likely to own traditional vehicles in the future when driverless vehicles become mainstream. These people are more likely to have ‘hobby’ vehicles and may enjoy driving more. Therefore, if I were to design a vehicle for a timeframe of the next 5 years, I would target busy people on a more moderate income.

Update: During the seminar my classmates proposed some excellent alternative demographics which I had not considered. One of these ideas was for people with a disability who may not be able to drive traditional vehicles using these cars to gain some independence.

Another idea posed during the seminar was to replace taxis, providing tourists with transport and possibly even tours of new cities.

□ Create a use case model which captures the ways in which a user needs to interact with the software system.

