How can a shared car provide a family with a feeling of ownership?

By adapting the interior to compliment passenger clothing

Problem

Car sharing is an expanding market that more and more people choose to use to save. Hereby they save money and stay friendly to the environment.
However, the cars are not personalized and the feeling of ownership and personal relations to the rented car does not exist.

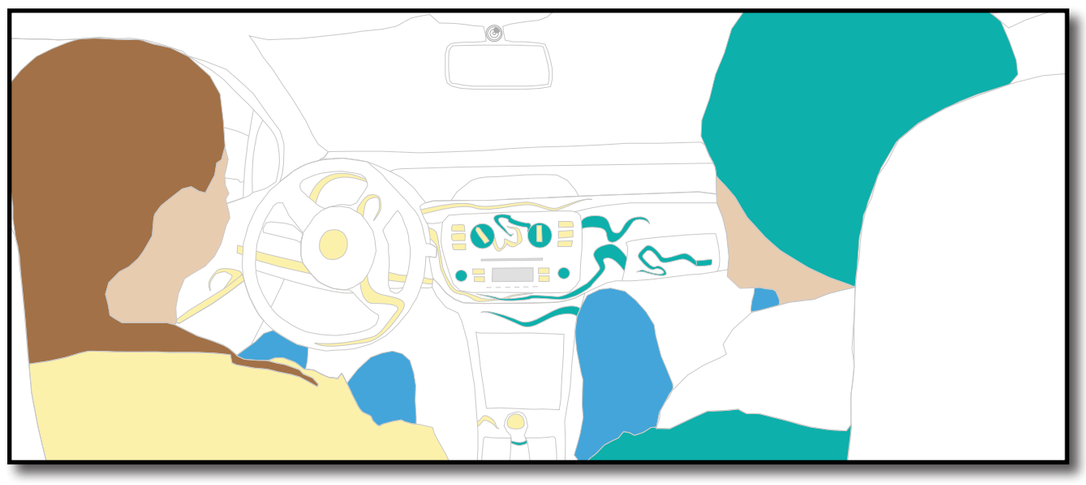
When people change settings such as tem perature or adjusting the car seat forwards or backwards it is very possible that these are not the same when one enters the car again. The problem is then, how can we personalize a car so families can attach feelings, memories and emotions to earlier use, so they can become a part of their identity.

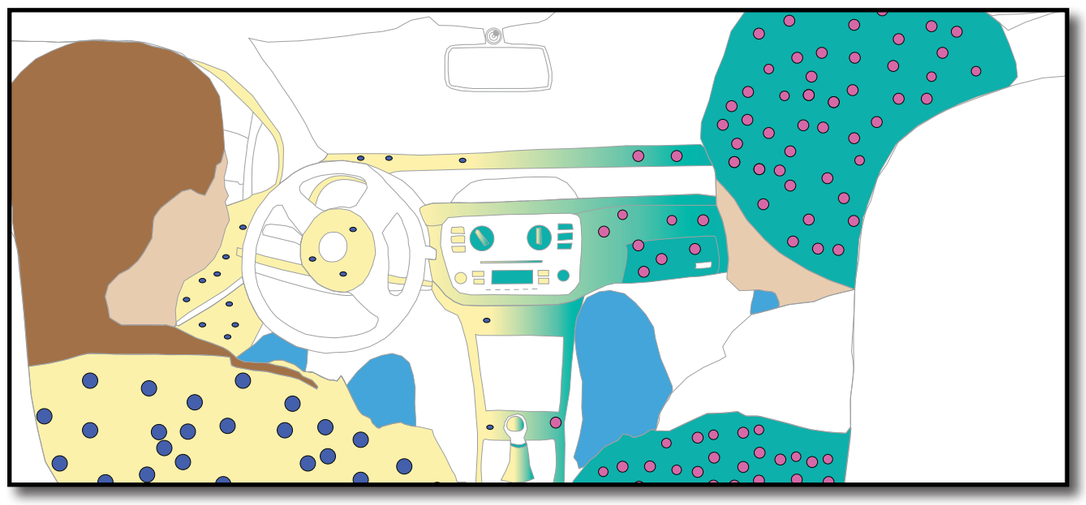
Solution

Our solution draws on how families uses a car that they own and how people tend to identify and communicate who they are through their personal choice of clothes. When a family leaves a car they might have something stored in the trunk or adjusted the rear mirror. These items and preferences will be there when they choose to use the car again. Thereby they customize the car to be a personal asset.

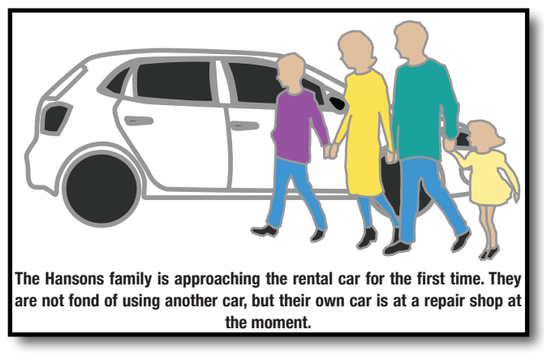
The solution evolves around these aspects. By changing the color of the interior in the car according to the color of clothes the specific person choose to wear, it becomes a part of their identity and personal status. To show the identity of the family as a unit, their colors also blends in with each other. The colors are then saved and used the next time the family chooses to rent a car, thereby withholding personal experiences and emotions.

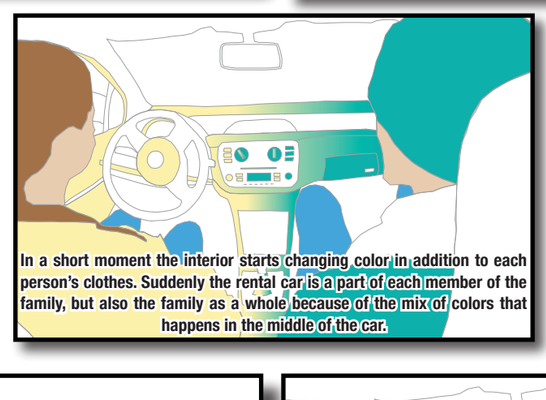
Design sketches

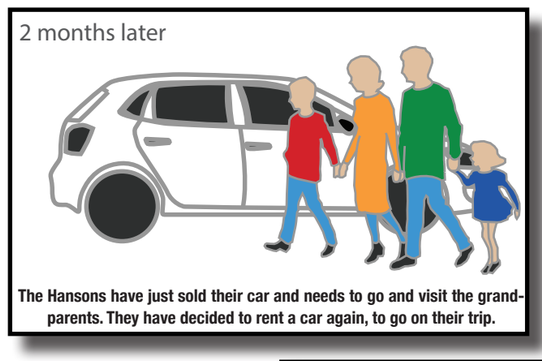


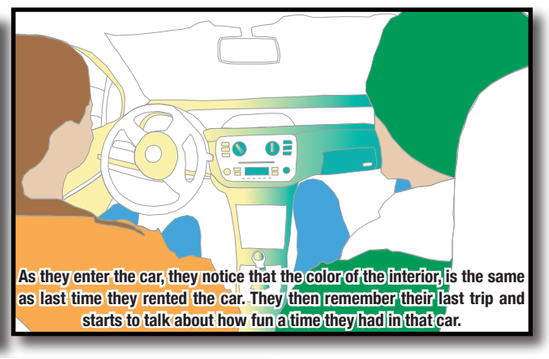


Storyboards





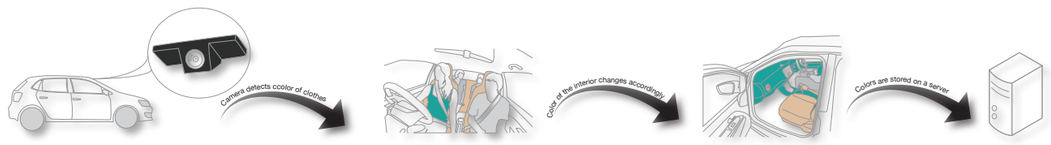




Technical implementation

To do this we need to know the color of the clothes and save it on a server that then can distribute the data to the car that the family will rent. To illustrate the color there are various ways. One can be to use LED built into the interior or a larger display such as a screen built into the interior as well.

It is possible to use existing technologies to this. We would use a color sensor that can measure the degree og red, grenn, and blue so recognize the color of the clothes. This data will then be sent to a server that sends the data to a receiver connected with the displays. Then the displays shows the specific color in the space of each family member.



PERSONALISATION

FAMILY

Team Skyr

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