

## Homework #3

- UX design for human-driven cars:
  - 1. Design an optimal UX for the driver
    - Describe pain points: discomfort, fatigue, and 1 more
    - Sketch displays of information to address pain points
    - Describe driver controls / inputs to address pain points
    - Assess driver's UX w.r.t. the pain points
  - 2. Design an optimal UX for a passenger
    - Develop a user persona for the typical passenger
    - b) Describe pain points: boredom, uncertainty, and 1 more
    - Storyboard the passenger environment / experience
    - Assess the passenger's UX w.r.t. the pain points
  - 3. Design an optimal UX for a passenger in a ride-share
    - Distinguish from #2's experience using pain points
    - Describe an innovative experience and assess UX
- Submit your response document (.doc or .pdf) by Apr. 9<sup>th</sup>