

Demographics

- Age:
- Gender:
- How long have you been driving?
- Have you been in a car accident?
- How long have you been driving?
- How comfortable do you feel driving? how would you describe yourself as a driver?
- Do you know how many miles are on your car? (** make sure you ask before the driver is inside the car)

Background

- Tell me about the last time you drove your car? Where were you going? How long did you drive for?
- Tell me about the time you were lost?

Distractions while driving

- Do you use your phone when you are driving?
- Do you use a GPS?
- Do you listen to music when you drive? Is the volume constant? When do you turn down the volume?
- Do you eat or drink anything while you are driving?
- Do you drive by yourself or with others in the car?

Situational

- Do you usually drive at the speed limit? How do you know? Have you ever been driving and realized that you're not sure what the posted speed limit is? What do you do in that situation (how do you decide what speed to drive)?
- Can you describe some of the most common situations/reasons you take your eyes off of the road?

Memory & familiarity

- When you think about the dashboard what do you think about in terms of its main purpose and features? (**ask this questions before the driver looks at the dashboard)
- Do you know what the purpose of X on your dashboard is?
- Do you look at your dashboard when you are driving? If so, please describe the situation.

- Do you know how many miles are on your car? (** make sure you ask before the driver is inside the car)
- Do you usually run out of gas before re-fueling?
- How often do you rely on dashboard alerts?
- Has a warning light (check engine, temperature gauge, low fuel, etc.) ever come on while you were driving? What did you do? How do you differentiate between alerts about immediate issues (e.g. pull over the car) vs. issues to check sometime soon?
- Has there been an occasion when you have a broken meter (eg. speedometer, tachometer or odometer) and you ignored it? If so, how long did it take before the broken meter was fixed? Why was there a delay before you sought repair?

Needs

- What is the number one thing that you look at when you look at your dashboard?
- Do you wear glasses to drive? How comfortable are you with the font size?
- When you look at the dashboard, how do you feel? (mood might be important) Do you feel uncomfortable looking at the dashboard at night?
- How often do you look at the dashboard when you drive at night? Do you look at the dashboard more often during the day than the night, or is there no difference?

Closing

- How confident or comfortable do you feel driving?
- How often do you think you look at your dashboard when you are driving? we can compare his response with our observations.
- Is there anything that you would add/remove to improve the display of the dashboard? If so, what, why? Can you please give me an example.
- Do you want the dashboard to display information in text or color coding instead of the regular meters? Why or why not?