

HCL HELPED IN UI DESIGN FOR AN IN-VEHICLE INFOTAINMENT SYSTEM FOR A JAPANESE ELECTRONICS COMPANY



The Client Profile

A well-known Japanese electronics company had plans of unveiling its next-gen car infotainment system for customers at the Annual Auto Expo. It partnered with HCL for an intuitive user interface (UI) for its console which would offer full touch control and a superior user experience.

Existing Business Challenges

The new generation infotainment system was being designed specifically for high-tech, class “A” category European cars. The major features which needed to be addressed were phone connectivity, media, Bluetooth/Wi-Fi integration, and navigation system. The console needed to be designed as an 11-inch wide HD screen with complete touch control and a unique yet simple UI.

HCL leveraged card sorting to evaluate the information architecture. During this process, it came to light that few users were unsure about how to categorize the network and connectivity options. Most users characterized music, radio,

and video in a similar fashion. Moreover, the navigation preference varied among customers. Also, feedback from In-Vehicle-Infotainment (IVI) project owners defined the problem statement in navigation and Bluetooth integration.

HCL's Issue Resolution Methodology

HCL took steps to understand the development scope and restrictions in terms of timeline and technology. Card sorting with representative users was carried out to decipher their mental model, which in turn helped to organize the content. During the research, HCL realized that users could categorize the sub-contents relevant to the tasks that furnished detailed information. Subsequently, to build the requisite UI, insights on user's perception towards the existing applications was gathered through a Joint Application Design (JAD) session. The users shared their pain points in several scenarios such as making a call and assigning multiple destination points.

Bringing delight to the client

In a short span, HCL developed an interface which allowed users to receive timely traffic updates. Using the advanced in-car infotainment system, they could also share internet access. Additionally, the intuitive screen could be used as a rear-view screen while reversing and parking. Moreover,

Bluetooth integration and navigation while using maps were enabled. With mobile devices, it was possible to share the screen and content. Through the multi-faceted infotainment system, HCL created a truly immersive in-vehicle experience and ensured that driving experience is enhanced.



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