



In-Vehicle Experience for Automated Vehicles

The role strategic brand partnerships and go-to-market strategies play in the future of self-driving cars

Our vehicular experience is morphing from active driving to full automation. As auto manufacturers begin to eye mass roll-out of autonomous vehicles, the value will shift from prioritizing a pleasurable driving experience to a pleasurable

passenger experience. Companies that focus on the design of the occupant's new [in-vehicle experience](#) will differentiate themselves in what will be a highly competitive market.

Why is this Happening?

Automated driving is now a reality

[Self-driving vehicles](#) will soon be in the majority. We will see mass adoption, and investment, in autonomous vehicles industry-wide, as manufacturers are looking to improve mechanical reliability, safety, operational efficiencies, and expand their ROI; while new subscription models will replace conventional buying cycles.

Autonomous vehicles are entering the market

Fiat-Chrysler, Lyft, and Avis are teaming with WayMo to apply sensor-based

technology to a fleet of 62,000 [robot taxis](#) expected to come online in 2019. These robot taxis will transport consumers across various states in the U.S.

Companies are reimagining the interior

General Motors' 2019 release of self-driving cars is [turning drivers into occupants](#). These soon to be released autonomous vehicles do not include steering wheels or pedals.

What's on the Horizon?

Occupant-centered in-vehicle experiences

Companies are re-designing experiences for non-drivers. A former designer for BMW released [REDS](#), a re-purposing of the interior of electric cars to serve as a space for dinner parties and movie watching. Similarly, [Visteon](#) is focused on leveraging smart surfaces and personalized displays to enhance the passenger experience.

Increased joint ventures

Companies are forming partnerships across industries to offer an enhanced experience. [Cargo](#), an LA-based startup, has partnered with ride sharing

companies to give passengers the ability to purchase items like snacks and toiletries from drivers. Imagine cruising 7-11 while in your Lyft. Moving forward, in-vehicle offerings will shift from purchasing retail goods to purchasing experiences.

V2X communication

[Vehicle to Everything \(V2X\)](#) communication will be a key factor in the emerging world of autonomous vehicles. The convergence of sensors, onboard connectivity, and wireless technology in cars will soon enable vehicles to pass information to other entities, including other vehicles, infrastructure, and pedestrians, providing occupants a more intelligent transportation experience.

Smashing's Recommendations

1.

Redefine in-vehicle experiences

What will commuters want to do now that they aren't driving? How can automakers help occupants better utilize car-sized spaces? When responsibility and necessity give way to a pleasurable, occupant-centric experience, companies that design a comprehensive experience with offerings for additional personalized services will be in high demand.

2.

Re-envision vehicles as a service platform

Much in the way smartphones became a platform for digital products and services, autonomous vehicles, with their enhanced connectivity and intelligent operating systems, can serve as a marketplace for services that can be consumed in vehicles. Platform operator, service provider, or service consumer – determine what role your company will play and who you will partner with in this new economy.

3.

Define a data strategy

As V2X communication technologies progress and become more pervasive, the question will no longer just be how the data is utilized, but also how that data will be managed, analyzed, and protected for both customers and businesses. Companies that determine how the data is meaningfully shared with traffic organizations, city planners, and other transportation systems to improve safety and efficiency across cities will be the innovators in the data strategy space.

Dig Deeper

- [Google's Next Phase in Driverless Cars: No steering Wheel or Brake Pedals](#)
- [Learn more about General Motors' approach to safely putting self-driving cars on the roads in 2019](#)
- [Toyota Launches New Mobility Ecosystem and Concept Vehicle at 2018 CES](#)
- [Path to Autonomy: Self-Driving Car Levels 0 to 5 Explained](#)
- [The Self-Driving Car Race](#)
- [What it's like to ride in an autonomous vehicle](#)

About Smashing Ideas

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Get In Touch

hello@smashingideas.com

+1 206.378.0100

smashingideas.com