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Individual Design Assignment 1.1

My target group were people who are constantly on the road and driving on the job. The reason why I decided for this to be my target group was because as someone who used to drive a lot, I wish there were a lot more convenient interfaces to have access to information or route navigation. The following are the core questions that I asked each person I interviewed. Do you use technology when driving on the road or wish you could use certain technologies? If yes, what are these technologies? Do you have any problems or obstacles you face when using technology on the road or just in general?

The first person I approached and interviewed was a 36-year old FedEx driver(photo below). The only technologies that he uses are a smartphone at the end of his route to verify that he arrived at the correct destination and an electronic device that accepts signatures. FedEx forbids the use of electronic devices including GPS, cell phones, and even radios while driving. This is because there has been legislation involving distracted driving laws which affects those who have a Commercial Driver's License. He uses printed turn by turn directions to get to a certain destination and also utilizes his memory from previous routes he has taken. Technologies he wishes he could use are navigational technology like GPS devices or his smartphone because of sheer convenience. The only problem he has when personally using a smartphone for navigation is that it impedes on his vision for the road especially during the night.



The second individual I interviewed was a 28-year old Uber, Lyft, and Sidecar driver(photo

below). The technologies he uses while driving are two smartphones and his built-in navigation device in his car. The reason why he uses two smartphones is to have multiple apps open while driving to optimize his customer base on the three different applications. He is a driver for Uber, Lyft, and Sidecar. He stated that there is a huge inconvenience with the interface in his built-in car GPS where his car has to be completely stopped in order for him to edit or re-enter an address. He also stated that on his smartphone and on the built-in car GPS, entering an address with his fingers is very inconvenient while on the road. He did also mention similarly as the previous individual I interviewed, that his smartphone does distract him at times. When I asked how he wishes it could have been different, he said that it would be awesome if there was an on-screen interface on the front windshield with voice activation.

