

Reflect on your bubble!

With Ford

ITD 2022

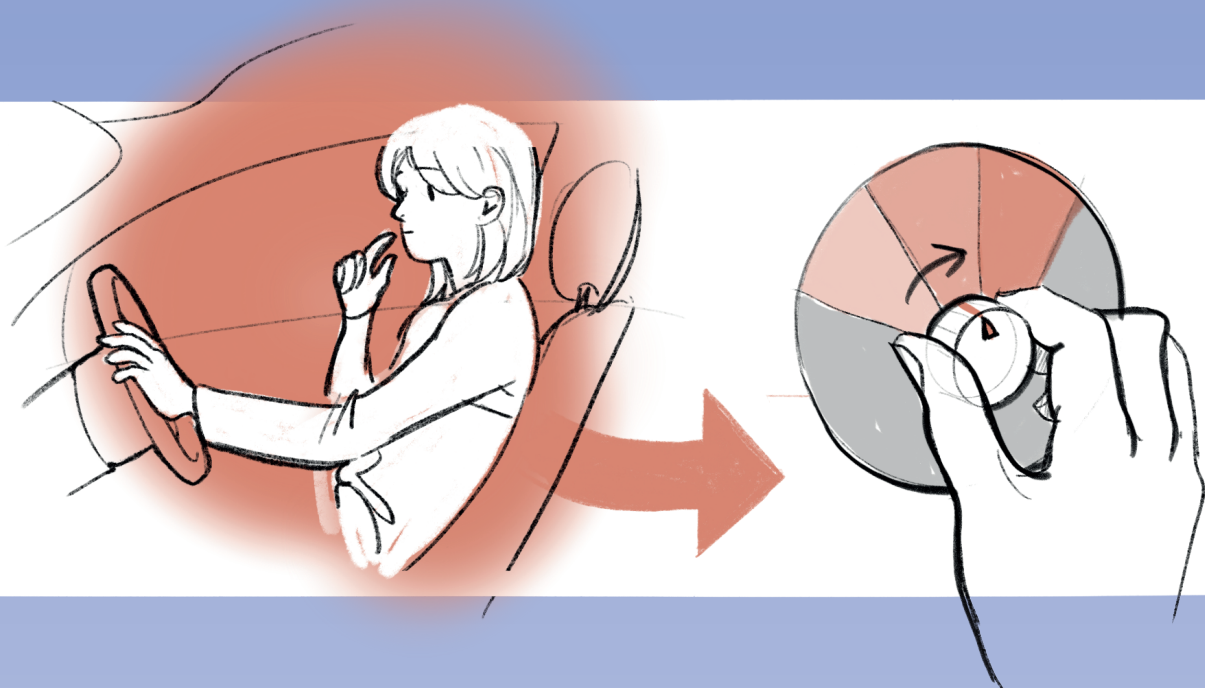
6th of May, 2022



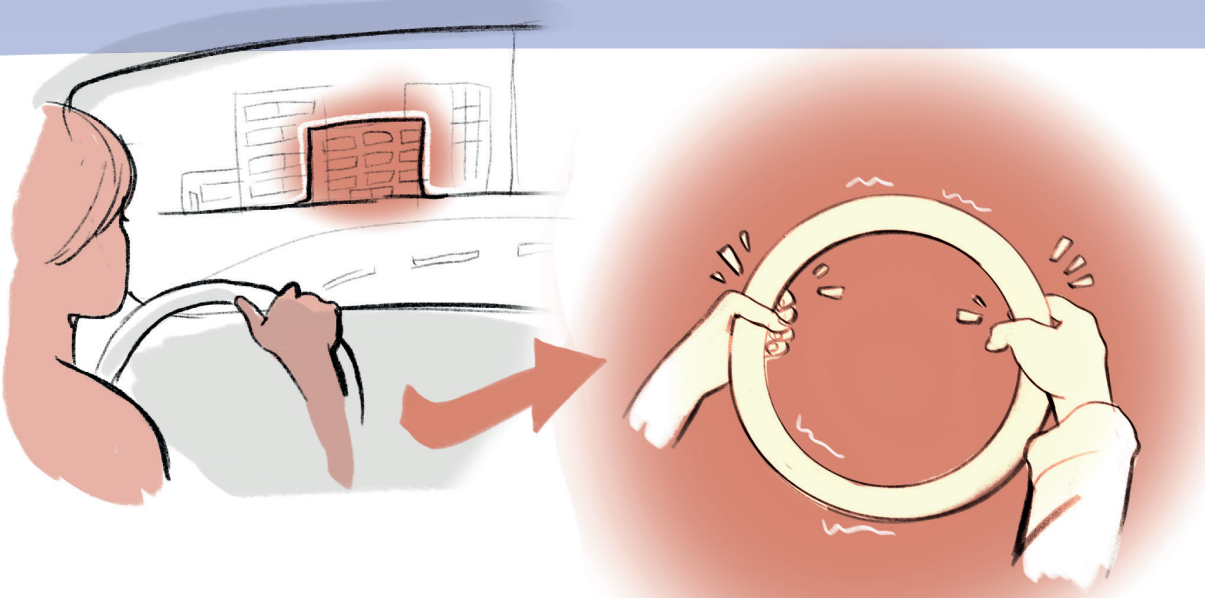
WHAT?

The concept involves an interaction that facilitates a way for drivers to reflect on themselves while driving in different levels of intensity. During their daily commute, they will come across visual experiences that they can choose to engage with.

1. While driving on their mundane commute, particularly in slow traffic, the user decides to reflect on their personal bubble a bit.
2. The user chooses the intensity they want to deal with.



3. While driving, the user notices something in their environment lighting up, which gets more intense until they squeeze the steering wheel.



4. The user experiences a mixed reality scene depending on the intensity level they chose.
5. The user has the opportunity to ask the car why they are seeing this.

HOW?

While driving, AI will suggest these generated impressions, in a different way in each level, using an increasingly personal dataset.

First level: uses general data to generate simple, non personal mixed reality scenes.

Second level: a future scene based on some pre-determined locations are shaped by AI, using data from your community and area, but nothing personal.

Third level: Your personal data will be used and interpreted by AI to show you how AI thinks you would interpret the scene in front of you, simply annotating the environment in the form of text.



WHY?

For Ford:

We propose a way for Ford to reevaluate the car's position in the future.

In the future, we see the car as a meaningful, personal space for someone, not just a vehicle to get from point A to point B. In this project we explore how AI can support this goal, and what "trustworthy AI" can mean in this context.

This interaction will take place in slow traffic, every day, mundane commutes. Our explorations revealed that people like to use this time to reflect on themselves, and their familiar surroundings.

Where we take a provocative approach is the intensity of reflection: we believe that in a future context, there will be an increasing need for challenging our own beliefs. Ford provides a way to do that through self reflection.

For society:

In a future context, we see a greater divide in biases, shaped by our increasingly manipulated subjective truth exaggerated by AI. This brings an unnatural and unnecessary division in society that will impact our daily lives.

In the context of moving through a physical space, and a constant change in scenery and stimuli, the car can provide a unique opportunity for users to change their worldview in a very literal way.

In this exhibition we aim to show our current vision: a vehicle that affords breaking the users bubble. We show three levels not necessarily because we aim to have this in our concept, but to see how people will respond to them, and how they would use them.