

CONCEPT EXPLORATIONS



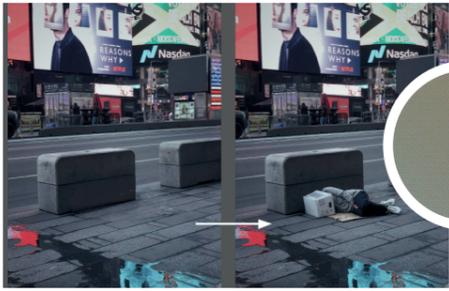
AI nudging attention to the driver's surroundings

FINDINGS

- 1) People find the idea of experiencing something new in their everyday route meaningful, they believe that it makes them more conscious
- 2) Participants couldn't keep up with the multiple feedbacks by AI (lights, vibration and voiceover)

TAKEAWAYS

- > Like the surprising aspect, could we go a bit out of their comfort zone, challenging them?
- > Lights don't get noticed, maybe heads up display and minimal other feedback?



AI influencing the worldview of users

FINDINGS

- 1) Breaking the "bubble" directly on a higher/ societal level is too much and it disturbs people, as they don't feel like they have control over it.
- 2) A 'Lighter' way of this, seeing a different worldview to expand their own, is experienced as meaningful.

TAKEAWAYS

- > Changing someone's worldview apparently has levels to it, we can play with that.
- > We don't want people to feel like they have no control over their worldview.



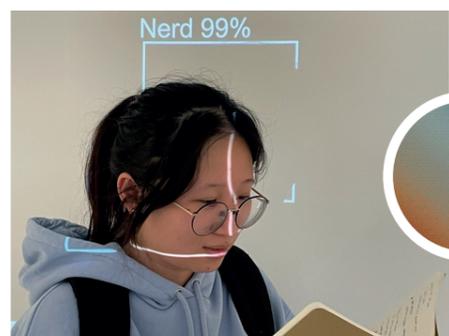
Treasure hunting 'impressions'

FINDINGS

- 1) Collecting items and discovering new things in the surrounding is nice but not really inspiring or meaningful in itself.
- 2) the interaction of physically grabbing in the air is not intuitive enough
- 4) Learning/ noticing something new through a game like this would motivate a driver to engage in the experience.

TAKEAWAYS

- > Create an experience which is more meaningful collecting random items. They should collect meaningful input.
- > Need of a haptic feedback



AI confronting people with their own biases

FINDINGS

- 1) People want to see the reason behind AI's labels, why the AI came to this conclusion.
- 2) People want to see the label evolving over time, based on their changing behavior
- 3) People want to immediately act on the labels they see.

TAKEAWAYS

- > We decided to show the back story at the end of the experience
- > The users should be able to see a different view when their thoughts or actions change
- > The experience should give them an opportunity to act on the view they see