

Dash Buddy

With Ford

ITD 2022

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Do you ever feel bored when you are driving all alone for hours and hours? Get pissed off at other drivers? Or do you actually feel really excited about something, but there is no one to share it with...

The Dash Buddy encourages you to be more present with the wave of all these emotions you may experience on the road. Becoming aware of your feelings and managing them can have a beneficial effect on your well-being, safety and overall driving experience.

This is the AI Dash Buddy. With its empathy and genuineness, it will help navigate your feelings throughout your driving journey.

The Dash Buddy promotes safer driving by giving you a sense of responsibility and helping you stay calm when you are challenged by bad drivers. It provides you leisure through engaging games during annoying traffic jams and long charging moments. When you feel happy, it will cheer you on and encourage you to express and experience your positive emotions.

The Dash Buddy can add value in many stages of the complete driving experience, from entering the car to exiting again.

In this exhibition, we show three of these interactions.

The first interaction is sharing happiness. Here, the Buddy senses when you are happy, and will capture an image of this happy moment, as well as encourage you to share your happiness. After the drive, the Buddy will send you the pictures it took to help you reflect on your happiness, and be happy for longer.

The second interaction is boredom relief. The Buddy notices when you are parked and bored, and will give you the option to play a small augmented reality game to keep you engaged.

The final interaction is anger management. Whenever something happens that annoys or angers you, the Buddy will jump in and respond for you. This will help calm you down, as it takes your mind off the event, and focus on calming your Buddy.

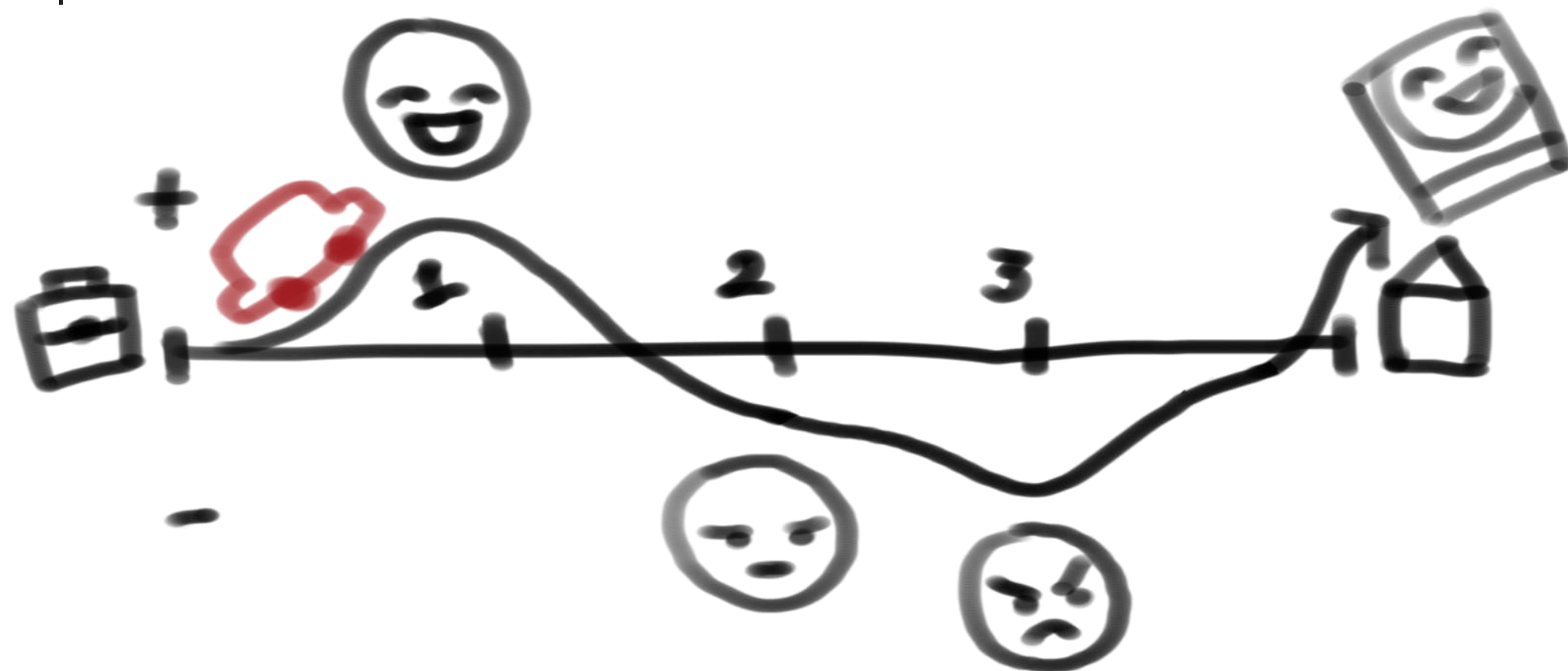


Fig 1. Emotions during a driving experience.