

Christopher just graduated from Kingston University in Pharmaceutical Science. He is commuting to work every day at least 2 hours (depending on the traffic). He has made his driving license with 17, but hasn't used it much during his studies. Now he is forced to drive, because public transport would take him twice as much time.

Most interested in:

- innovation
- fun
- simplification of driving

Concerns:

- smooth interaction (don't want to look/feel stupid)
- aesthetic look and feel of the car/technology used inside the car



Christopher Hopkins

28 years old

Graduate Pharmaceutical Account Manager
Surbiton

Vital information:

- Driving environment
- voice output to be able to concentrate on work

Challenges:

- occasionally travels long distances
- unfamiliar routes
- losing working hours due to driving

"Roads are so busy that there is little fun left in driving, now I would rather let the car do it whilst I focus on email, phone calls etc."

"I would trust a driverless vehicle over a human driver who is going to be holding a mobile phone to their ear or texting while driving. A significant number of drivers have no road skills whatsoever."

She works for a British retailer and has to support their stores around London.

Because she has to take different merchandise materials with her, she cannot travel by public transport.

On her days off she prefers to take her bike or walk and avoids getting into the car.

Most interested in:

- safe roads
- effects on the environment/
infrastructure
- error proof interaction

Concerns:

- safe implementation of the
technology
- easy interaction with technology



Anna Patridge

35 years old

Merchandise Assistant
Central London

Cautious consumer



Vital information:

- traffic information (car to car)
- calculate time to overtake (information used to calculate it)

Challenges:

- driving the same route gets tiring, he feels unchallenged
- there is a lot of traffic during rush hour
- not an experienced driver
- tired early in the morning and after work

"As a kid I always enjoyed driving with my father, you could look out the window and explore the landscape, without having to worry ."

"A long-term key benefit is productive use of travel time - where the travel is not seen as 'down time' but is just another time of the day that people can use for leisure or business."

"It is horrible to drive during rush hour, I cannot think of the last time I enjoyed being on the road."

Eva has two children, one six year-old boy and a 4 month-old girl.

Her son recently started school and is attending a football and swimming class.

She has to coordinate her routes and finds it hard to keep the attention on the road.

Most interested in:

- route planning (better chance to be at locations on times, avoid traffic)
- timesaving (gain additional time while driving)

Concerns:

- giving up control
- feedback from the system
- be involved in decision making



Eva Parsons

40 years old

Mother (architect in maternity leave)

Richmond

Experienced driver



Vital information:

- route planning
- pick up function (no parking)
- volume of audio output (noisy/sleeping baby)

Challenges:

- tired, unrested
- distracted when her daughter is crying
- dropping of her son at school and sport, because there are no parking spaces
- noisy environment (crying baby)

"My kids can get really loud and bored and want to play games with me. I started giving them the iPad so I can concentrate on the road...I feel bad about it, because I would prefer to spend time with them"

"I don't want to have more cars on the road, these technologies would make driving more available and attractive to a wide range of users, encouraging private rather than public transport"

'Humans can be erratic and careless but also be reactive, flexible and intelligent. Computers only work as well as they are programmed by humans. '

Experienced driver



He recently retired from his job and wants to travel with his wife in their caravan.

They planned a big journey through Europe. His wife does not have a driving licence, so he has to do all the driving.

Most interested in:

- explanation about the stopping distance
- show the time to overtake and the information used to calculate it
- obstacles on the road
- road conditions

Concerns:

- cannot understand the behaviour of the car
- route planning
- timesaving



Henrik van Heerden

62 years old

Retired Sales Manager

Brighton

Retired driver



Vital information:

- narrow roads, mountain roads

Challenges:

- reduced eyesight
- tiring long distances

"Since my retirement my driving hours have drastically reduced, in my last job I would spend 15 - 20 hours a week in the car. The joy of driving is to understand how the car works and to be able to change gear and drive the vehicle to its best ability."

"I would worry about the road system in the UK.... motorways would be ok ... but narrow lanes would give me shudders"

Retired driver



Julie just moved to Cambridge to study, she is a first year law student. Recently she passed her driving licence and joined a car sharing service.

Preliminary she uses the car to visit her family and friends, who still live in Colchester.

Most interested in:

- route planning (better chance to be at locations on times, avoid traffic)
- timesaving (gain additional time while driving)

Concerns:

- giving up control
- feedback from the system
- be involved in decision making



Julie Havershaw

18 years old
Law Student
Cambridge

Vital information:

- road conditions
- stopping distance
- obstacles in the road
- show the time to overtake (information used to calculate it)

Challenges:

- driving in adverse conditions (fog, rain, black ice)
- still has to learn to drive an anticipatory driving style

"I still not feel comfortable driving under bad road conditions. It is hard to estimate the distances"

'I like to have control over the car, a system that can park by itself is quite scary..I start thinking of other things the car might be able to do by itself'