

# In Car Feedback

**Motivation:** Better understanding of our customer needs

**Goal:** Get user feedback in normal driving situations (Main goal: develop an UX/UI concept)

## Technology and Features:

- ▶ **Description:**  
Create a solution for the recording process of user feedback while the user drives the car (show us an UX/UI concept).  
Recording process of the driver diversion in natural use situations through sensors like mobile device or wearables(Show us an technical concept).
- ▶ **Required Maturity:** Pre Development
- ▶ **Technical Requirements:**  
The user feedback must be recorded in an normal driving situation.  
The solution must fit to the driver distraction requirements.

## Use cases and Customer Value:

- Recording the feedback while the user is driving the car
- Ask the users questions about the product while driving the car

## Next steps and Roadmap:

- ▶ Due date: **07.01.2021** to BB
- ▶ Kick-off: FIN, Inno Days, Concept WS
- ▶ Pre-development:

## Project Scope:

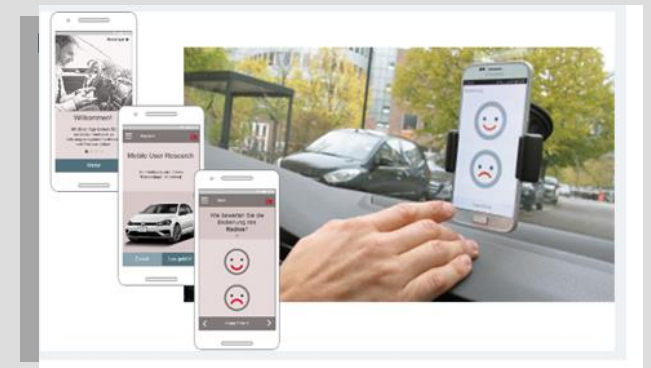
- ▶ Target vehicle: MEB/ MQB
- ▶ SOP: 2024+
- ▶ Target market: global
- ▶ Annual quantity: tbd
- ▶ Target price / investment: tbd
- ▶ Business model: tbd

## Contact Persons VW:

- ▶ Strategy Procurement: Alexander Kinski
- ▶ Series Procurement:
- ▶ Technical Development: Gerrit Güterbock
- ▶ Business Strategy:
- ▶ Marketing:



Description Picture 1



Description Picture 2