# FROM SEMI TO FULLY AUTONOMOUS:
## The Car Reimagined For Passengers, Not Drivers

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## ABSTRACT

With the development and production of fully autonomous vehicles forthcoming, a shift in the experience for users emerges as drivers or being required to drive is no longer needed. This exploration examines the many factors into this new context of travel as the primary user role transforms from drivers to passengers.

## INTRODUCTION & BACKGROUND

Fully autonomous vehicles have the potential of transforming primary user experiences from one of a driver to a passenger. With the requirement of driving removed users are now able to have new experiences not constrained by the demands of driving. Evaluating state of the art technologies and academic research on driving behavior will help provide insights into the future development of these vehicles.

## REMOVE THE TASK OF DRIVING

## RESEARCH METHODOLOGY

- State of the art insights
- Academic research on driving behaviour
- Qualitative case studies
- Focus group
- Individual interviews
- Organize and review insights and findings

## RESEARCH RESULTS

- Shared Vehicle Model v. Individual Ownership
- Concerns in safety of vehicles
- Legislation may change experience
- Trust in technology is a major concern
- Controlling interfaces and no steering wheel, hard to grasp

## CONCLUSIONS & FUTURE WORK

These insights and implications will attribute to recommendations into implementing fully autonomous vehicles with human centric needs, in hopes to provide for better user experiences.

Future Work:
Shared Autonomous Vehicle Model
Multiple Methods Of Control
Model & Prototype Usability Scenarios
Research into dynamic interactions controlling fully autonomous vehicles; change directions mid destination