



Too much training,
too little technology:

Defining meaningful design
challenges for the next decade

Jorge Furuya,
Head of Car UX,
Volvo Cars



What is *Scandinavian* design?





An inclusive,
people-centric product
development process
focused on wellbeing
that starts with function
& ends with beauty





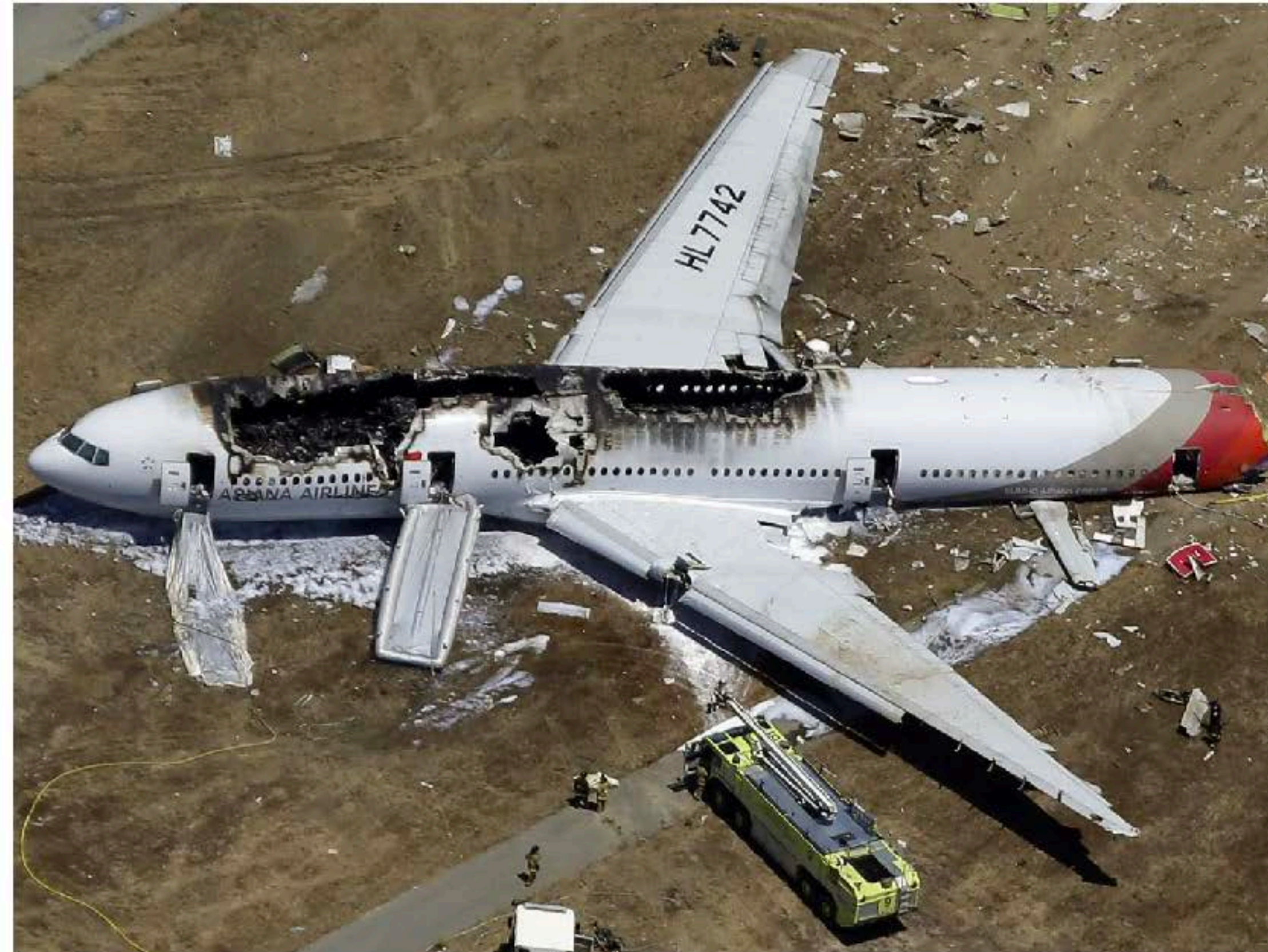
7.6.13

AMERICA

NTSB: Too Much Technology, Too Little Training Caused Asiana Crash

JUNE 24, 2014 · 2:18 PM ET

By [Scott Neuman](#)



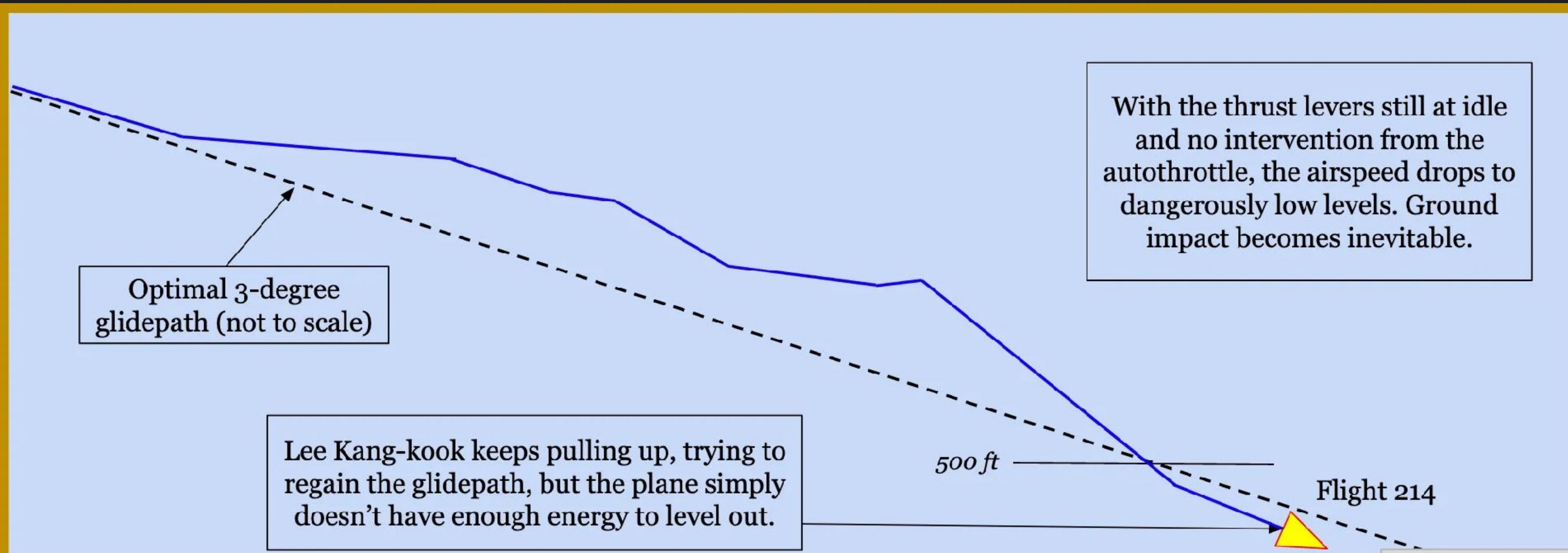


The flight departed Seoul with 307 people on board and arrived in San Francisco more than 10 hours later.

Credits:
Kyra Dempsey (“Admiral Cloudberg”)
A sunny day in San Francisco: The history of Asiana Airlines Flight 214

“Pilot misjudgment and an over-reliance on automated systems were the main causes of Asiana’s Flight 214 crash in San Francisco, the National Transportation Safety Board concluded Tuesday.”

- NPR



The dynamic descent of flight 214 - Part Six

“The issue was one of human factors design: namely, the wisdom of including rare exceptions to a protection system that is otherwise almost always active”

- Kyra Dempsey



Just culture + Blameless postmortem

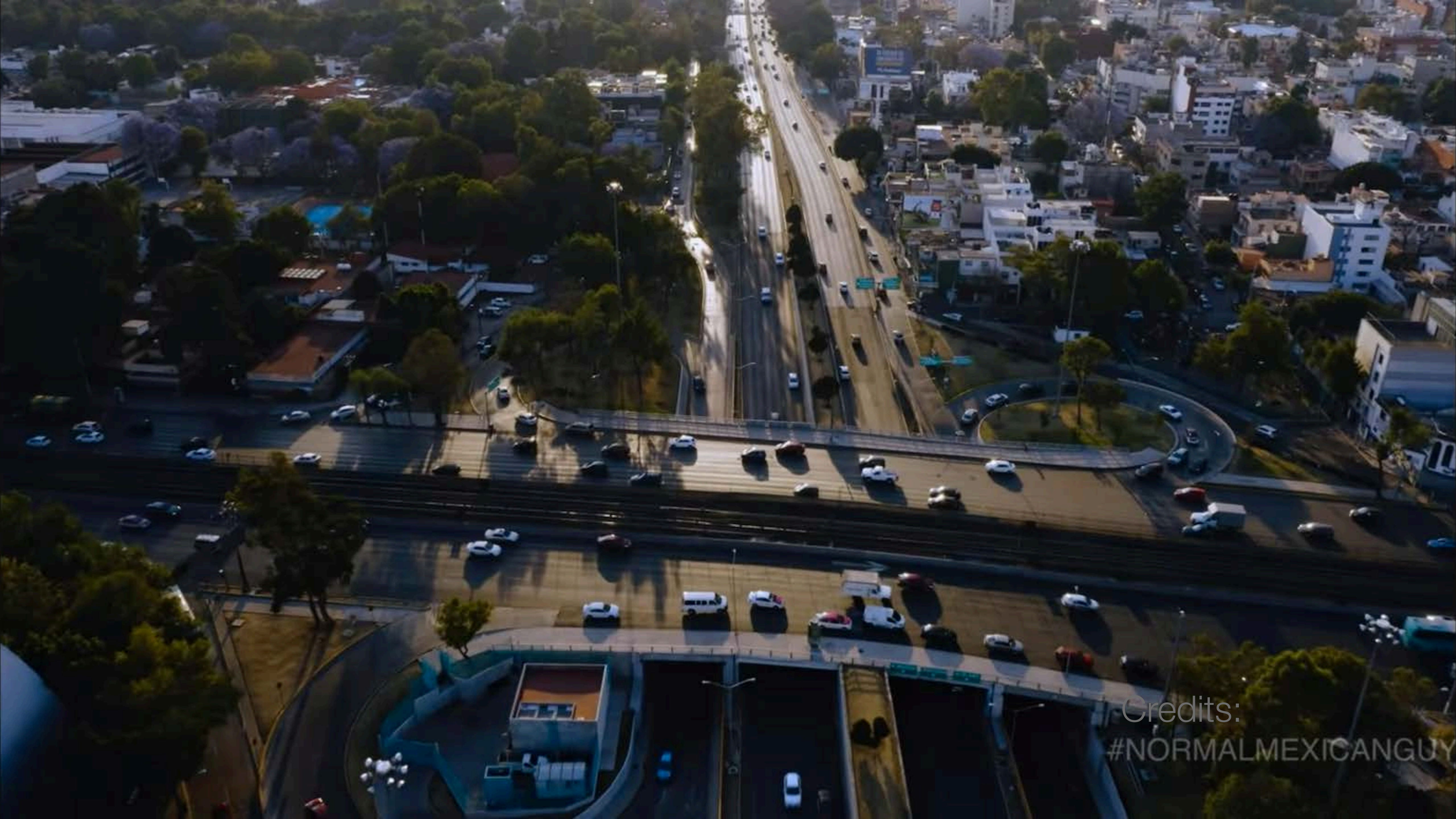
Annex 13 (ICAO, 1951) holds that the primary purpose of an aircraft accident investigation is to prevent future accidents, not to assign blame

*“There will always be **pilots** who develop an incorrect mental model of any sufficiently complicated system, and it’s incumbent upon manufacturers to avoid unnecessary complexity”*

- **Kyra Dempsey**

*“There will always be pilots
who develop an incorrect mental
model of any sufficiently
complicated system, and it’s
incumbent upon manufacturers
to avoid unnecessary complexity”*

pilots
people
humans
users
customers
drivers
pedestrians



Credits:
#NORMALMEXICANGUY



*“Cars are driven by people.
The guiding principle behind
everything we make at Volvo,
therefore, is and must remain,
safety.”*

— Assar Gabrielsson and Gustav Larson, 1927







VOLVO

DRS

0 1 2 3 4

VOLVO
-RR P3-

PUSH





Our Mission:

For Life.

Freedom to move in

a personal,

sustainable

& safe way

The New York Times

Volvo Plans to Sell Only Electric Cars by 2030

The Swedish company would phase out internal combustion engine vehicles faster than other automakers.



By **Jack Ewing**

Published March 2, 2021 Updated Oct. 22, 2021



Hej there ;)





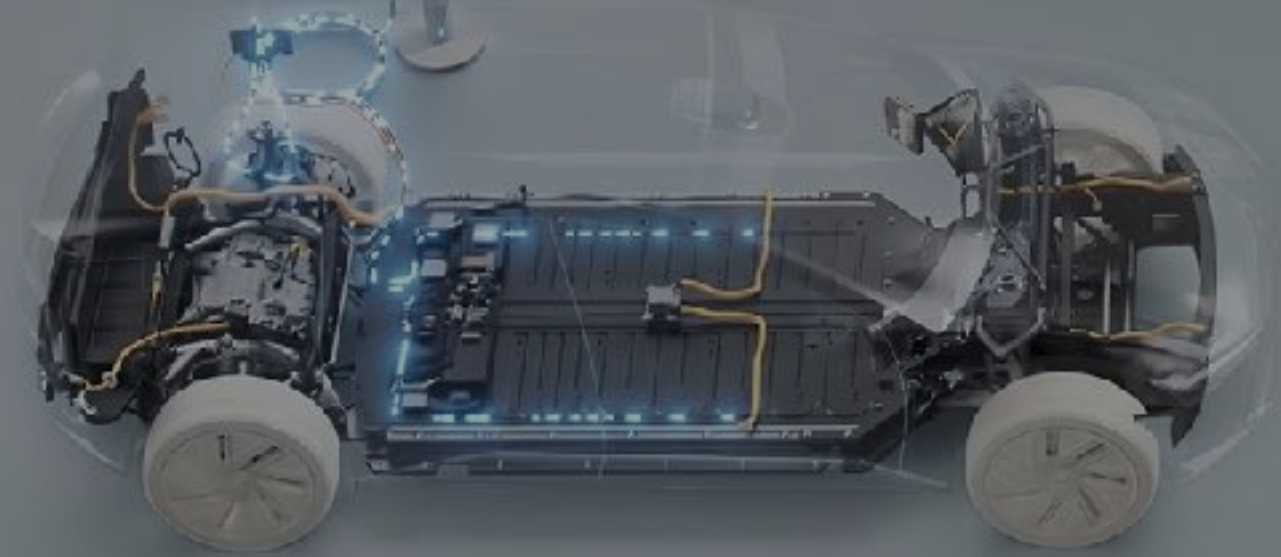
Car UX key learning areas:

System UI



Car UX key
learning areas:

System UI
Electrification



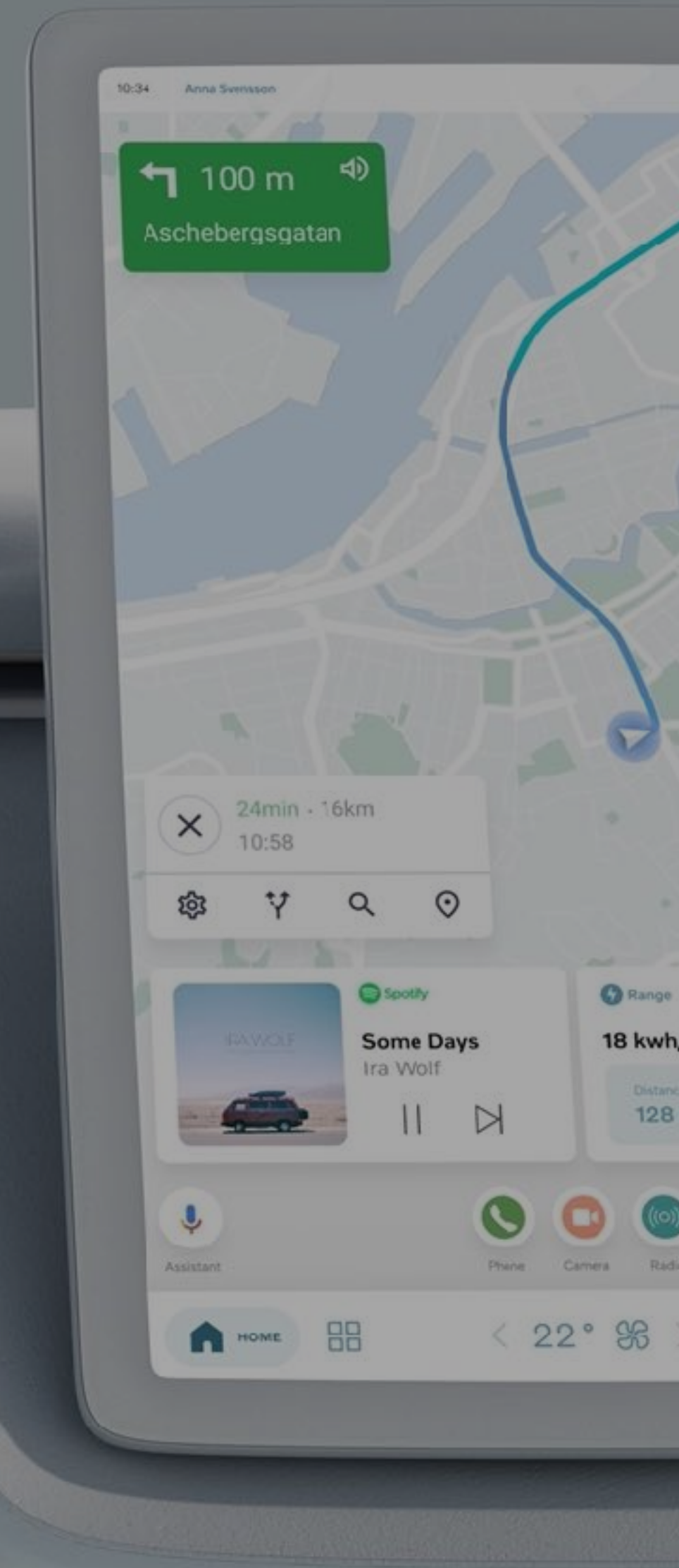
Car UX key
learning areas:

System UI
Electrification
AD / ADAS



Car UX key learning areas:

System UI
Electrification
AD / ADAS
Physical UX





The infotainment screen displays a mobile-style interface with a teal background. At the top right, it shows the time '12:25'. Below the time are four app tiles: 'Maps' with a location pin icon, 'Nightcall Kavinsky' with a Spotify icon and a play button, 'Anna Good signal strength' with a signal strength icon, and 'How can I help?' with a question mark icon. At the bottom of the screen is a status bar with icons for signal strength, Wi-Fi, battery, and temperature '22°'. A 'MATERIAL' label is visible below the status bar.

A row of physical control buttons for the infotainment system. From left to right, there is a red triangle icon, a Wi-Fi icon, a square icon, a double left arrow icon, a play/pause icon, a double right arrow icon, and a volume icon. The buttons are arranged around a central circular dial.

12V
MAX 100W

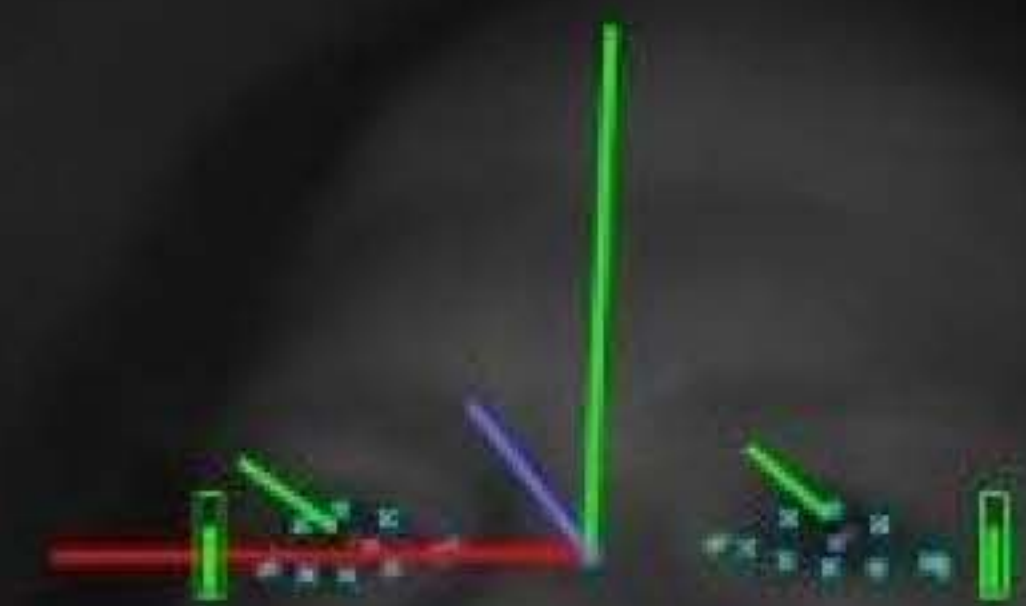


Tracking: **Tracking**
Glasses: **No Glasses**
Driver: **Unknown**
Speech: **Unknown**



identification quality

Enroll Update Reset



Microsleep!
Attention
Inattentive!

Left Mirror Windscreen Dim HUD Interior mirror CSD Right Mirror



smart eye

Tracking: **Tracking**
Glasses: **No Glasses**
Driver: **Unknown**
Speech: **Unknown**

Identification quality

Enroll Update Reset

Microsleep!

Attention

Inattentive!

Left Mirror Windscreen Dim HUD Interior mirror CSD Right Mirror

About





90
km/h

488 km

VOLVO

08:30 7°C

← 200 m →
Aschebergsgatan
Then →

Google

Forever
Levahl

Anna's Phone
Strong signal

Assistant Range Camera Defrost

22° 22°

Our Principles



Design for safe consumption of information

FM 7 Source
96.30 MHz
1 94.70 3 95.50
2 97.10 4 101.10 6 107.50
V TUNE/SEEK A AUTO.P SCAN

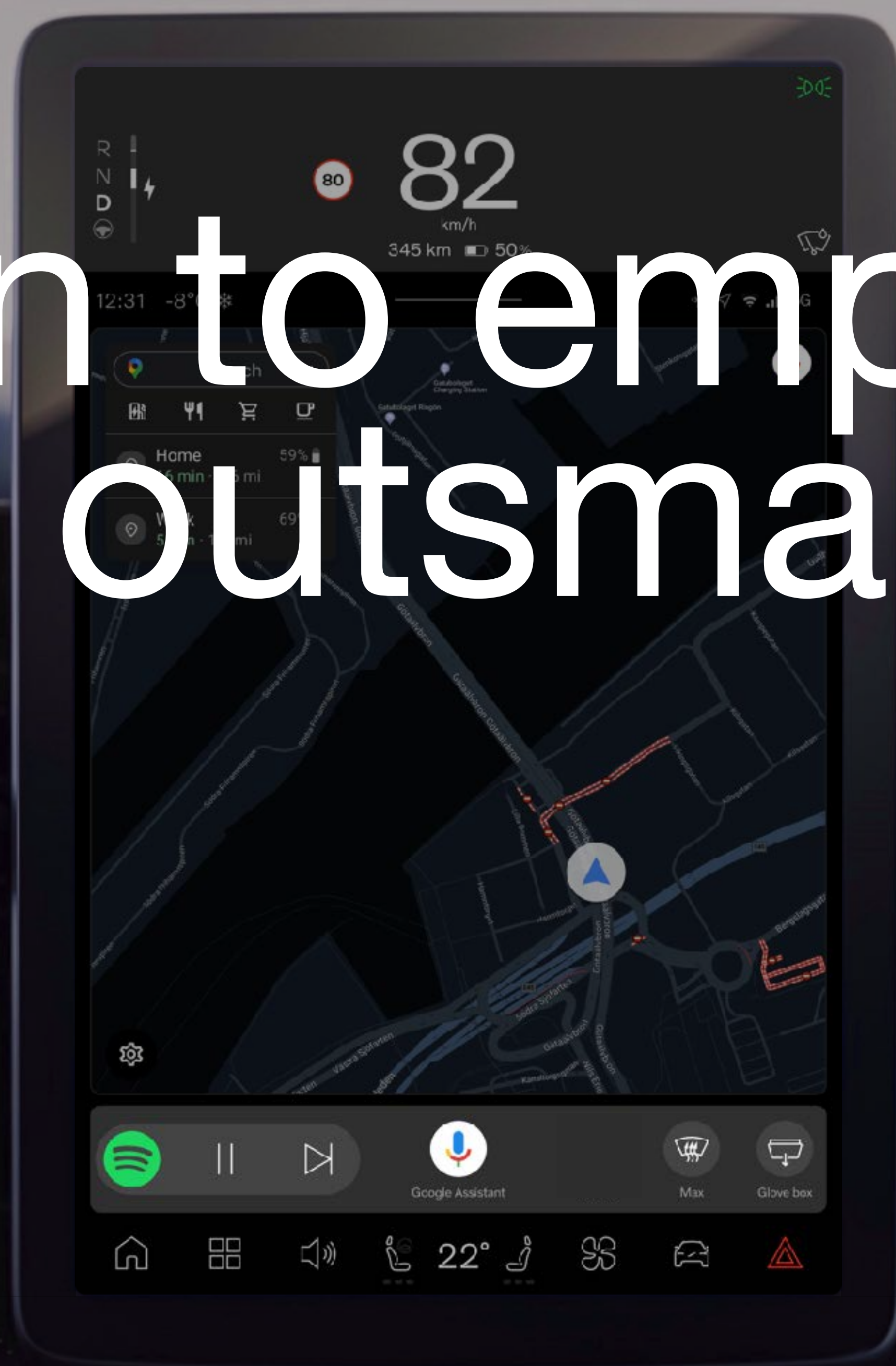


Design for behavioural continuity

Design to empower, not to outsmart



Design to empower,
not to outsmart



Design for reusable knowledge



Design for reusable knowledge





From mission
to strategy
to discovery
to insights
to principles
to explorations







Illustrations are conceptual and subject to change



90
km/h

488 km

VOLVO

08:30 7°C

← 200 m →
Aschebergsgatan
Then →

Google

Forever
Levahl

Anna's Phone
Strong signal

Assistant Range Camera Defrost

22° 22°

Hello

Brake and shift D/R to start

Challenges
worth solving:

Build
Nurture
Inspire



Build organisations
with people-centric
cultures that empower
curiosity & feed
sustainable business
goals



Organisations age.
Nurture constant
dialogue to “re-learn”
how to translate values
into tangible outcomes



Fight apathy,
complacency with the
status quo & kill
the “blame game”.
Inspire with actions

“WHEN YOU HIT A WRONG NOTE,
IT’S THE NEXT NOTE THAT YOU PLAY
THAT DETERMINES IF IT’S GOOD OR BAD.”

-MILES DAVIS

Continuous Cross-pollination



04-Oct-2004 **Cultura**

Mejora la vida el diseño Sueco

Llega a México una muestra integrada por 50 innovaciones, producto de un año de estudios y una inversión de un millón de pesos, que evidencia el liderazgo nórdico en la disciplina

Gracias

Thanks

Tack