

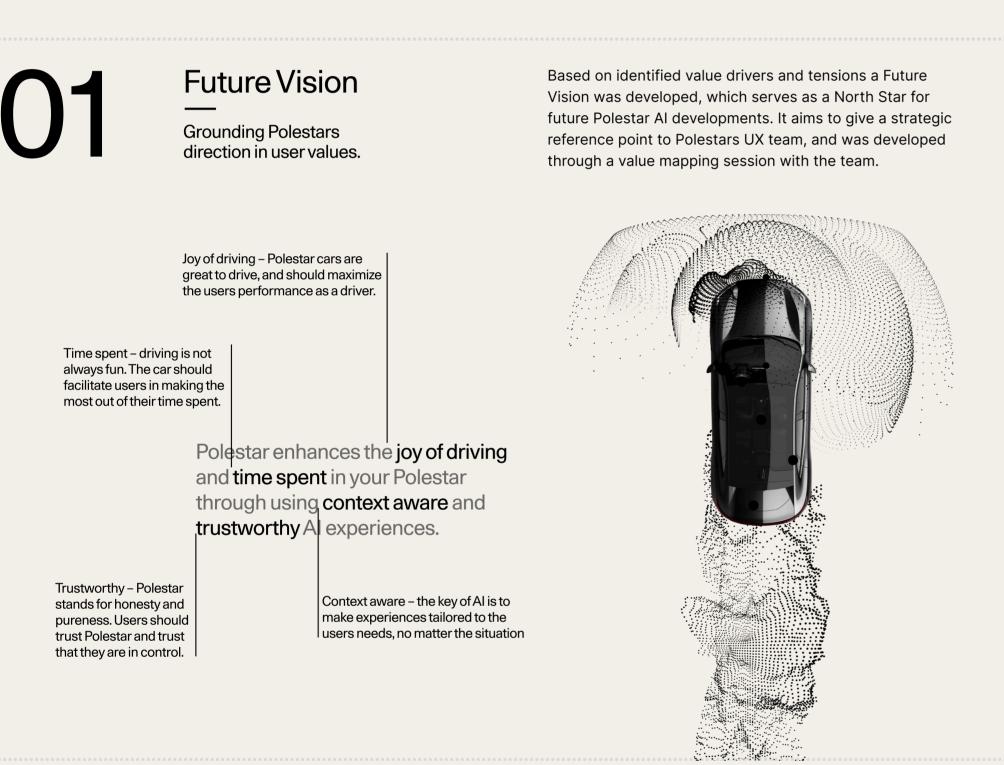
Al boosted User Experiences for Polestar

Al is reshaping all industries and the automotive sector is no exception. What is the future of a driving centered brand like Polestar, in a world that moves towards automation and digital experiences? How can Polestar boost the joy of driving through Al, even in moments when driving is not fun at all? How can Polestar take a proactive stance on Al? This thesis explores these questiones in a strategic way, aiming to guide Polestar's UX Team through this uncertain future.

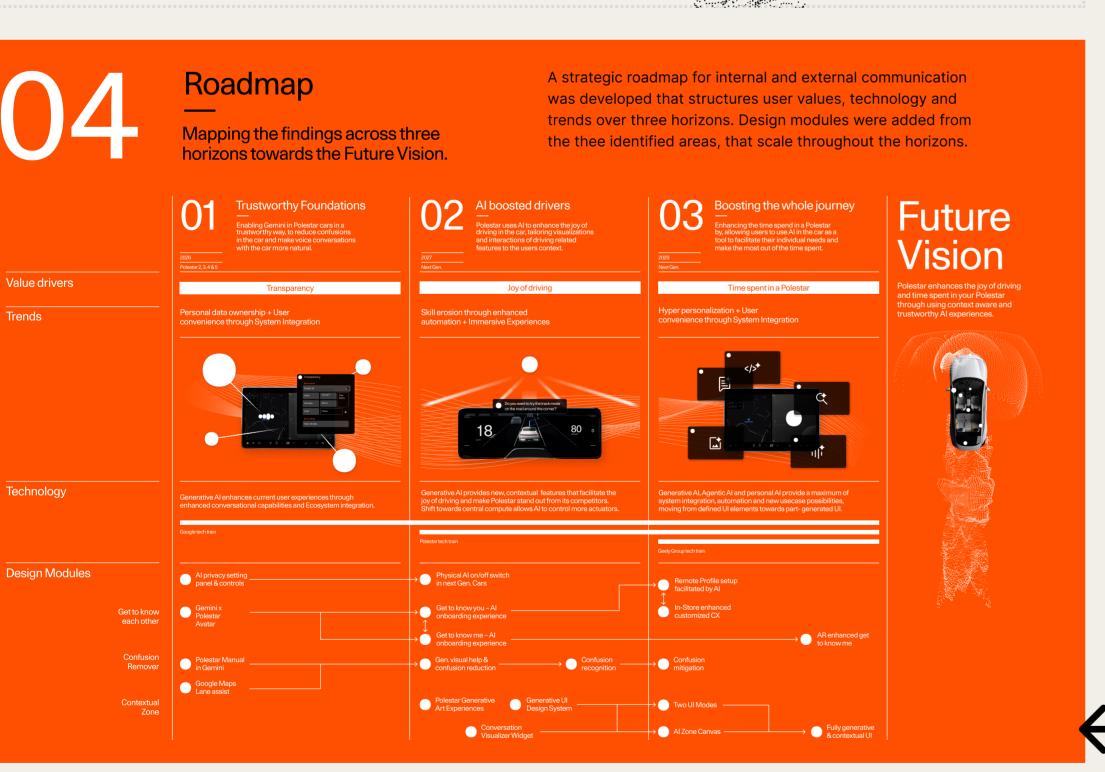
This project concludes with four outcomes, which function as building blocks of this project.
They are aimed at guiding the UX team in future developments of Al boosted user experiences, moving Polestar from having a reactive stance on Al to a proactive one.

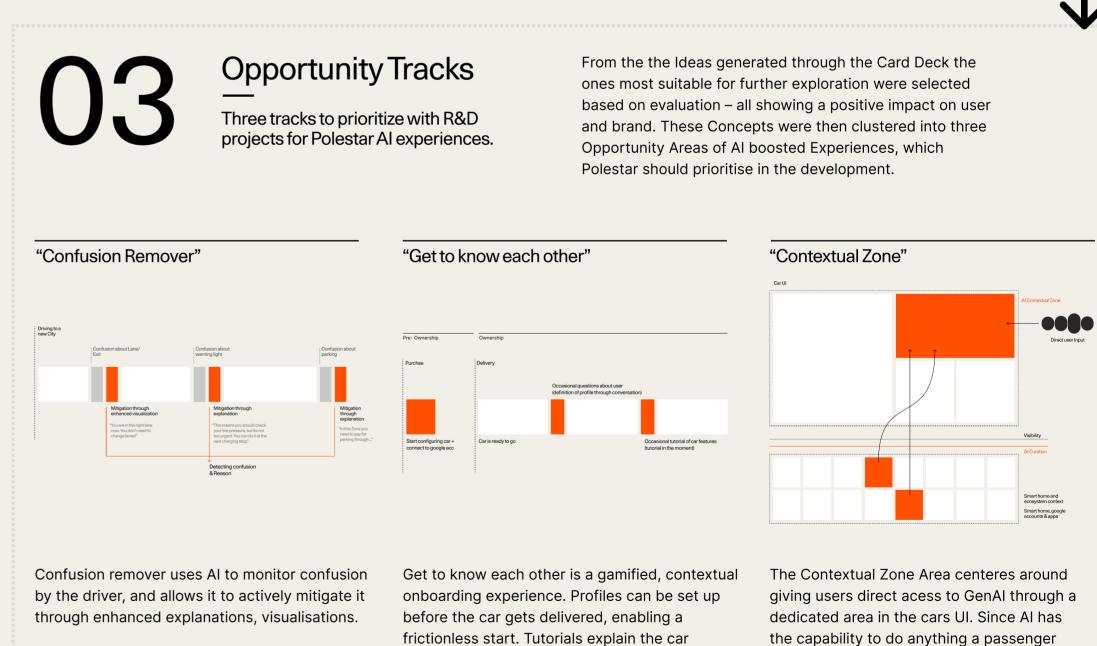
The thesis started with research about the brand, where expert interviews were conducted to develop criteria for brand fit. Personas were developed to analyze the user values of current and future customers. Then technology scouting and creative trend research were used to collect insights about the context. These insights were then used together with brand and user values to develop the Future Vision through a value mapping workshop.

In the second half a design space card deck was developed as a tool for the Ideation following up on the Future Vision, followed by a codesign activity – which lead to the identification of three opportunity tracks of Al boosted user experiences Polestar should prioritize and start R&D projects on. All findings were then mapped in a strategic roadmap, combining value drivers, technology scouting and trends with design modules for the three identified R&D projects.



To explore the design space of "AI boosted User Experiences in the Car", a Card Deck was developed as a tool for structured Ideation. Through this method tangible A tool for Ideation in a concepts can be generated based on UX Goals and the structured and tangible way. capabilities of Al and the given car. 02 05 03 04 **Generated Concept** 01 Morning commute Speakers Collect data Voice Input Proactive Weekend Roadtrip When <driving scenario>, **DIM Widget** Monitor Systems Rain Detection Reactive Grocery Run CSD Widget Al can use <input/sensor> Voice-First Visualize **Driver Presence** Driving abroad Massage Visual-First Information Google Maps to <Al Action> with New driver function Massage function Touch Interaction Driver Eye Gaze Heavy rain Suspension <touchpoint> in a Speed of Vehicle Haptic Feedback Generate UI Trunk and doors Perform Action Google Calendar Multi Modal <interation mode> way, in Wipers beyond Car Time of Day Emotional **Driving Scenario** order to <UX Goal>. Seat position Feeling in control Al Action Touchpoint Input / Sensors Interaction Mode "Generated new Idea" Reduce confusion Enhance Result What can the Al do Which inputs does it What touchpoints will How will that productivity interaction take place? to help the user? need to do that? the AI use to do it? Multitasking **UX Goal** What is the Context and what is the Goal?





functions in moments where it is useful and non

intrusive – enhancing the drivers competence.

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AI boosted User Experiences for Polestar
27.06.2025
Strategic Product Design

Committee

Company

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could do, this concept was explores through

codesign sessions in further detail.