

MIND

EXCLUSIVITY THROUGH CONDUCT

A vision for Mercedes-Benz ownership in 2035

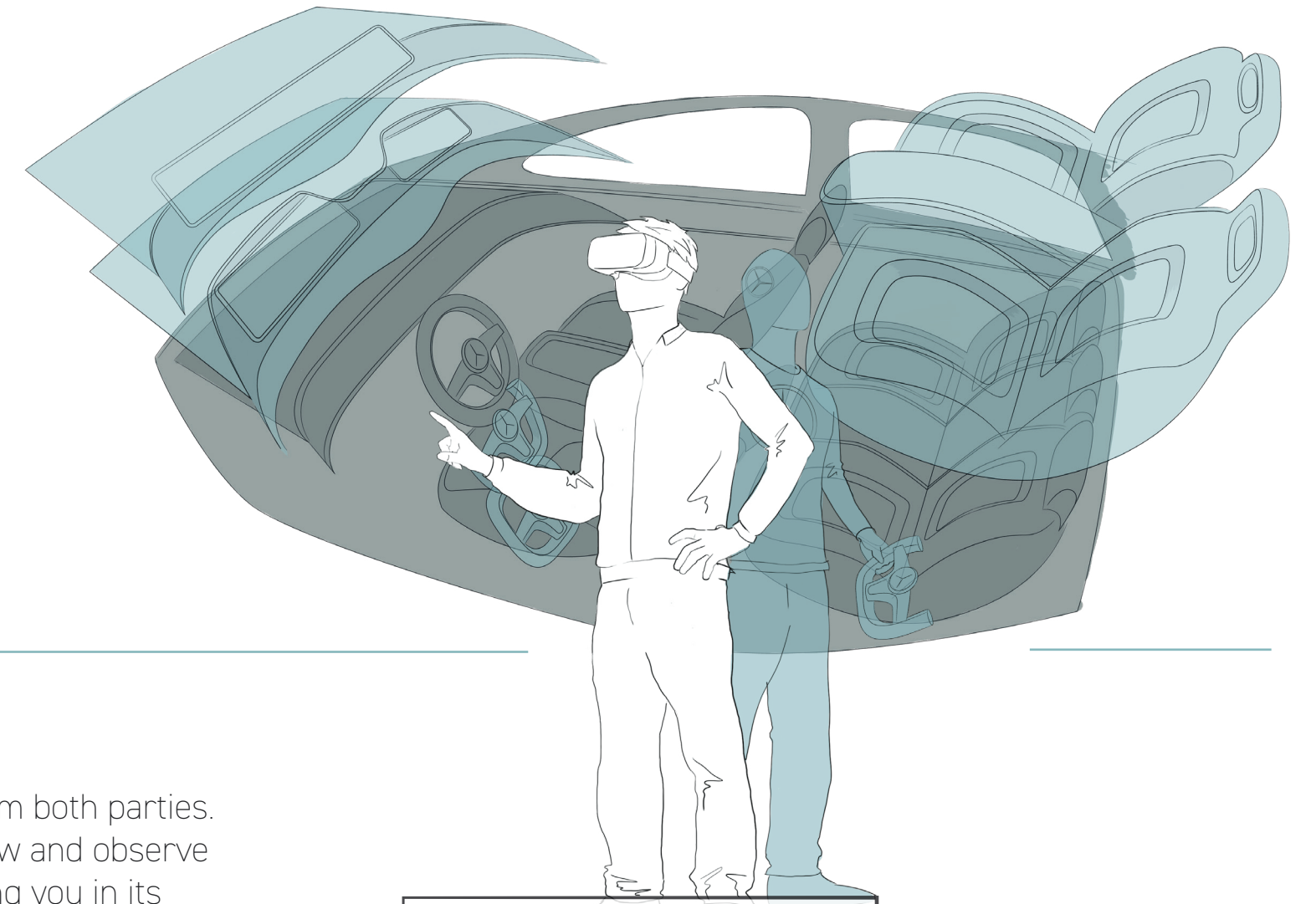
Design Challenge

Premium is about exclusivity and differentiation. Mercedes-Benz customers use their car as a material product to express individual success towards the outside world, whilst getting confirmation by means of hierarchy. The advent of level 4 autonomous driving is perceived as losing power expressed through hierarchy. Additionally, the expression of premium and luxury shifts from material possession to immaterial behaviour. The following design mission was stated:

"I want people to be able to express exclusivity though conduct, whilst being assured of their personal significance."

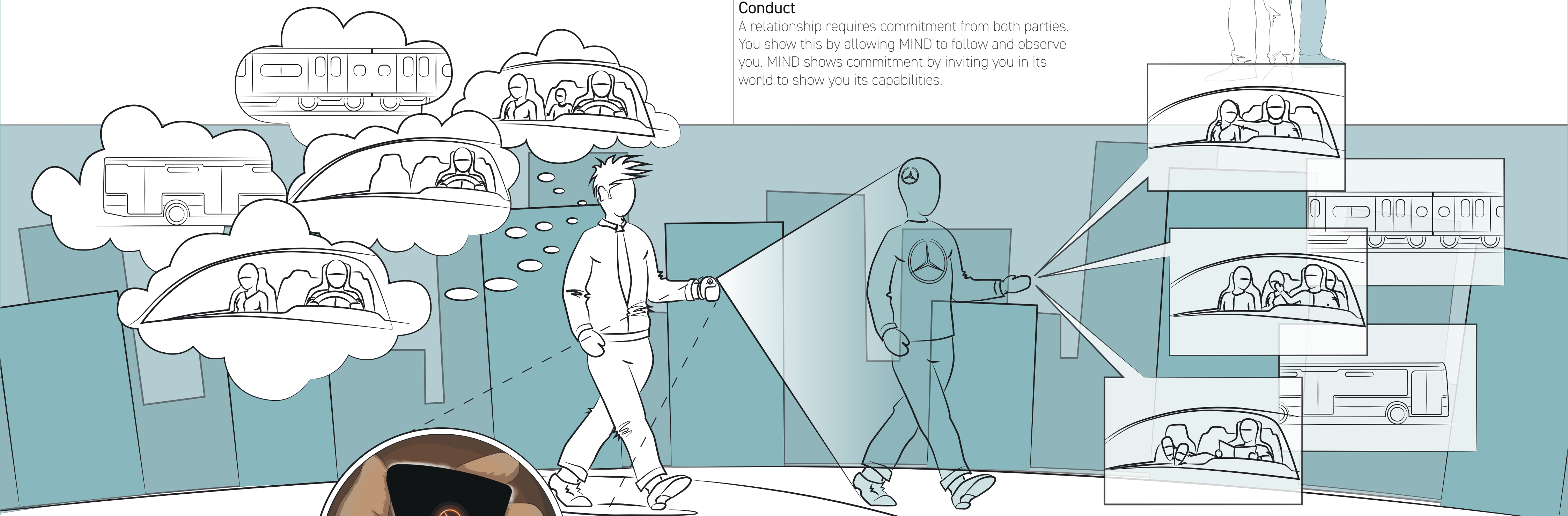
Vision

Mercedes-Benz MIND establishes a meaningful relationship by letting you car learn from you. You allow MIND to follow you around and observe you. MIND proves its capabilities based on its obtained knowledge from you with the help of augmented reality. A physical touchpoint provides feedback on progress by means of an evolving pattern. This pattern is furthermore used to provide transparency about your shared personal data.



Conduct

A relationship requires commitment from both parties. You show this by allowing MIND to follow and observe you. MIND shows commitment by inviting you in its world to show you its capabilities.



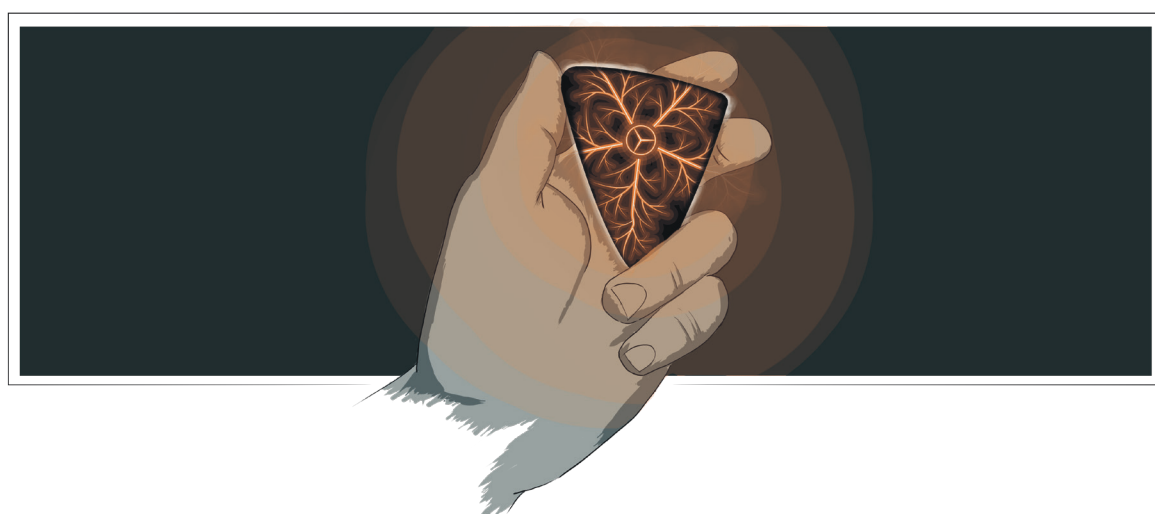
Exclusivity

The experience of educating your car is unique for every customer. In order to better preserve and recall the experience, MIND as a physical artefact displays an evolving pattern unique to every individual.



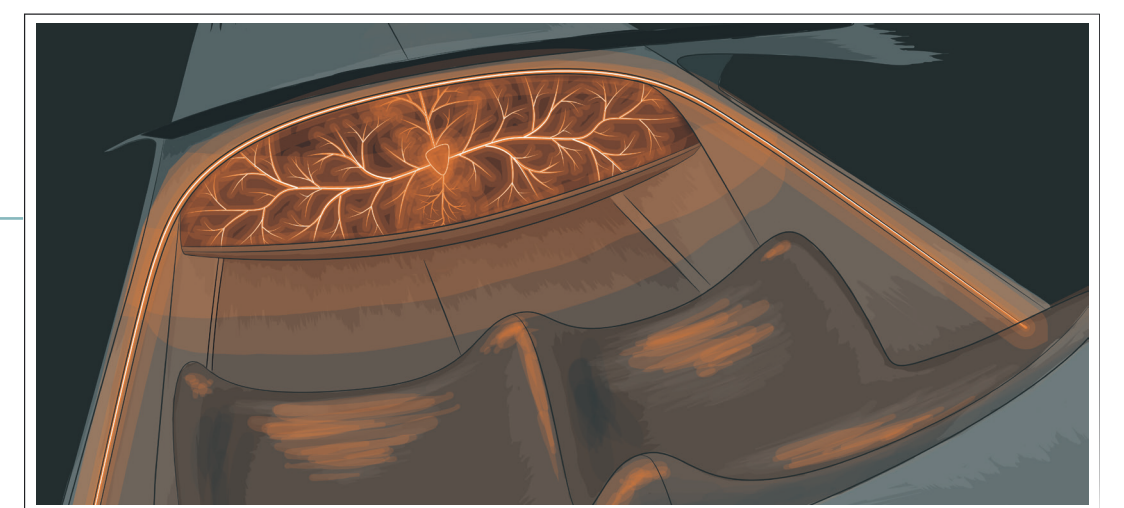
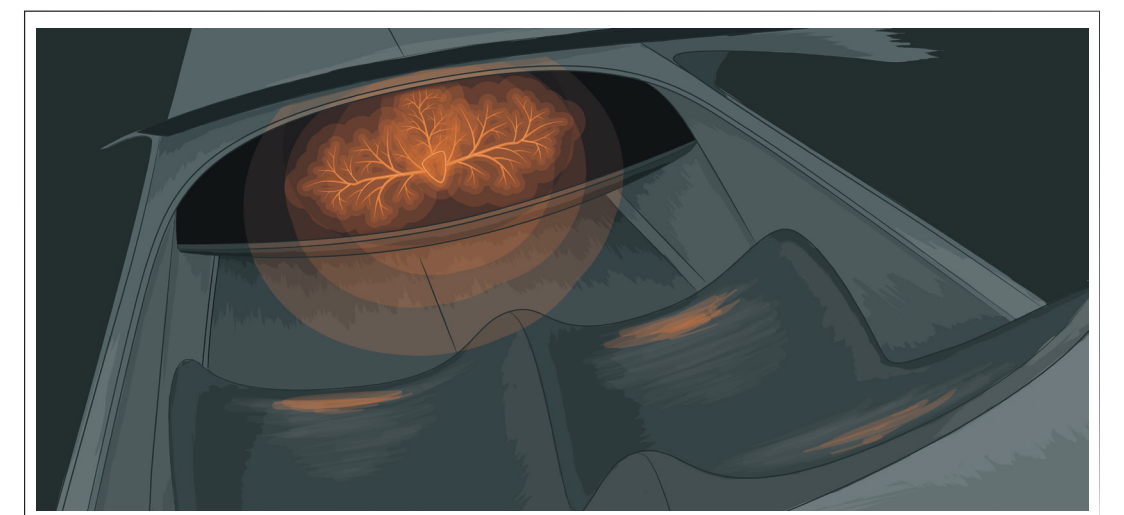
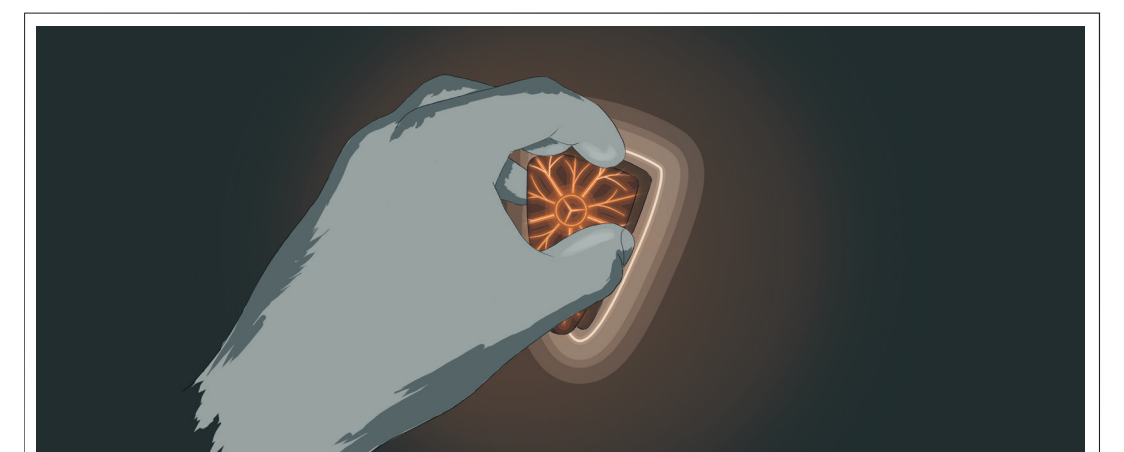
Personal significance

MIND relies on your lessons to become a better assistant. You lead and MIND follows. Your influence is confirmed by the evolving pattern.



Assurance

MIND learns from you and acts according to your preferences and personality traits. Its lessons are safely stored in its physical artefact. Data exchange is made transparent by extending the pattern to the involved object.



Harm Crossen
Exclusivity through Conduct
May 29, 2018
Integrated Product Design

Committee
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