

Stimulus | LINK&CO

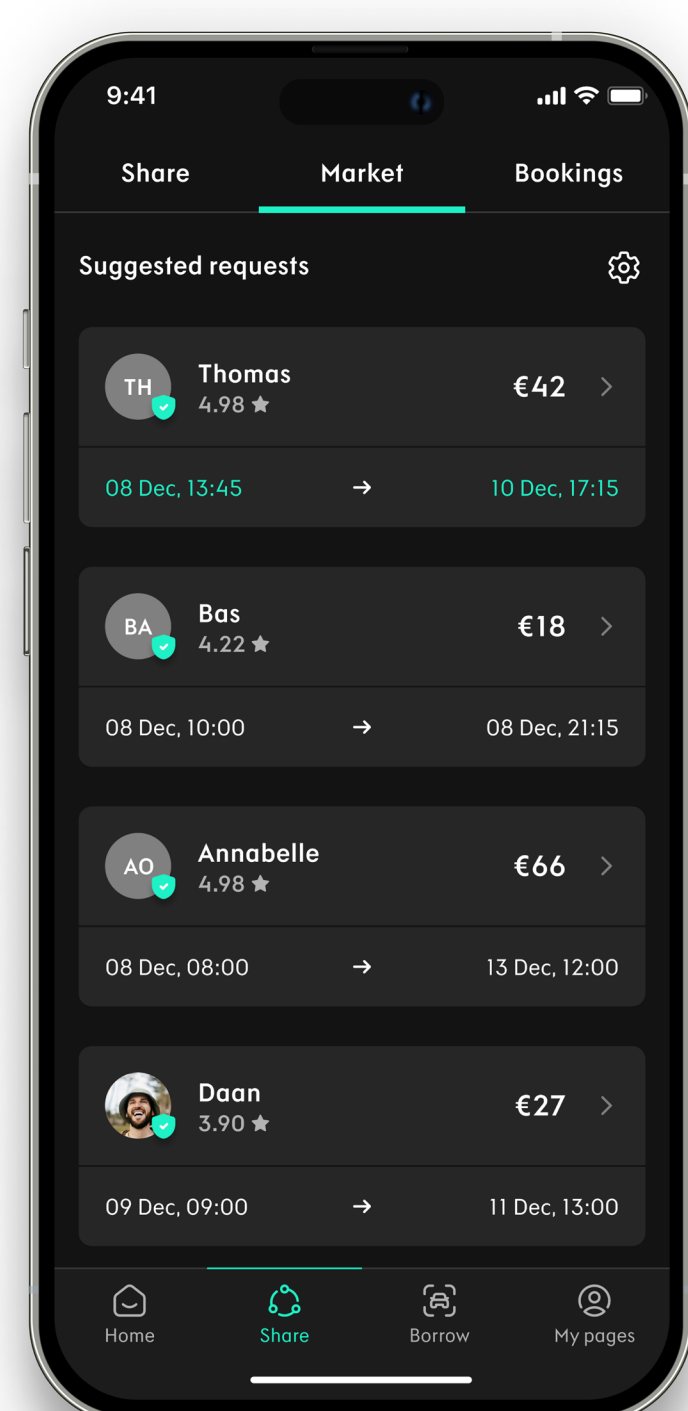
Revised peer-to-peer car-sharing service that stimulates the lender, tracks driving behaviour and provides haptic and visual feedback to the borrower to increase trust and control over the service.



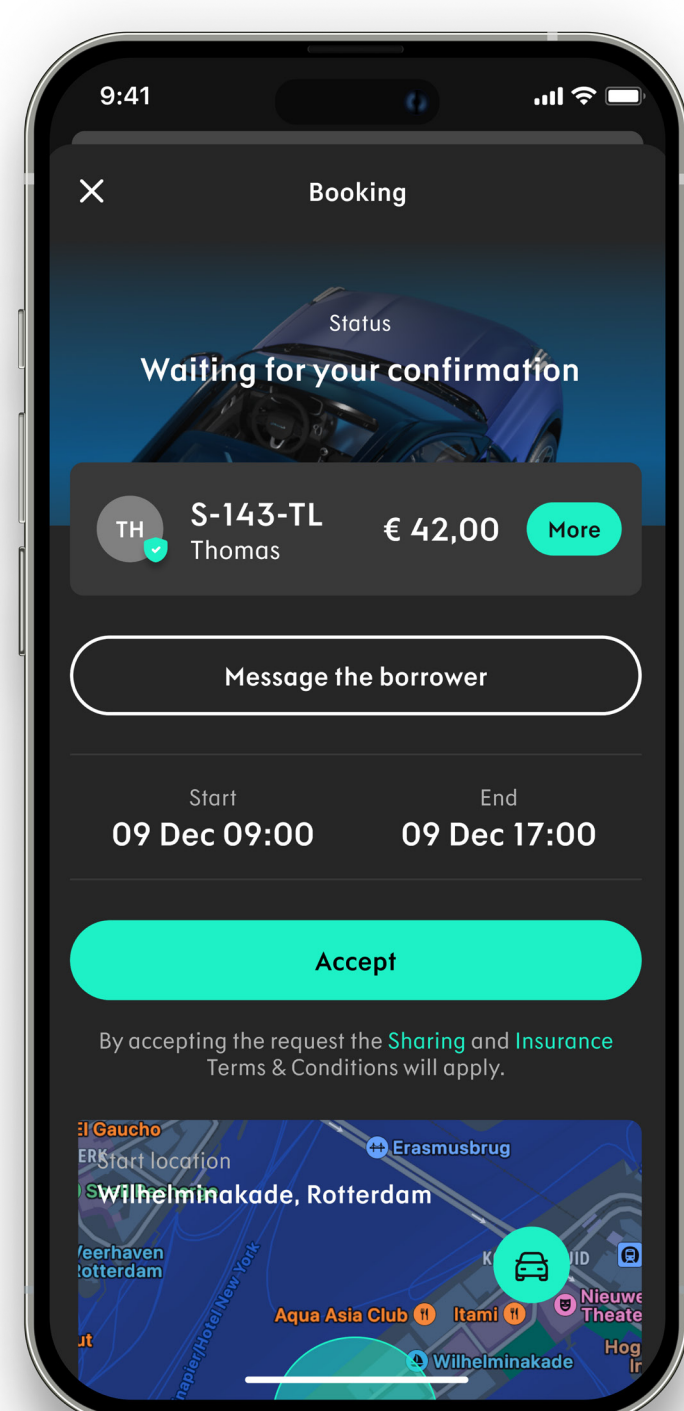
On the AVN screen borrowers can see more detailed information in the 'trip score' widget about how the trip score is built up: speeding, cornering, braking and accelerating are each scored separately.



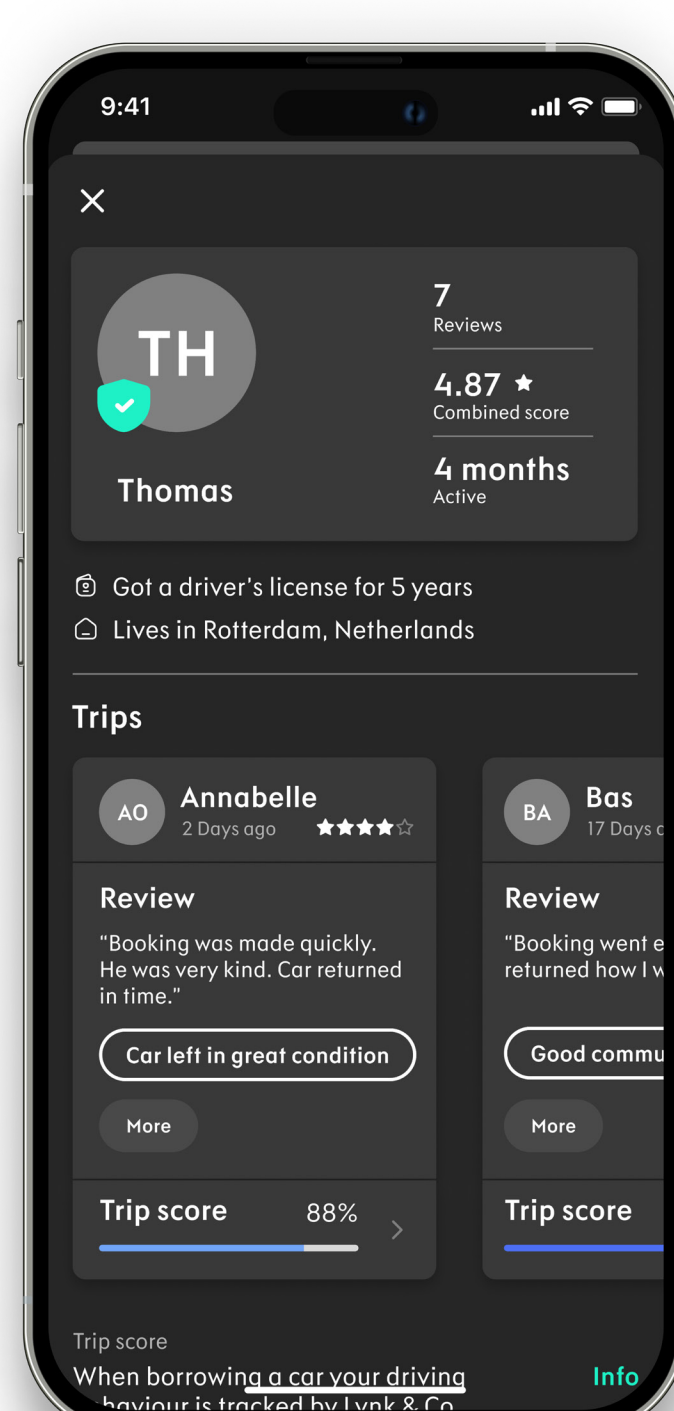
During a booking the borrower can track the trip score on the right of the drivers display. The progress bar increases or decreases according to the driving behaviour of the borrower. Next to that, the borrower receives haptic feedback.



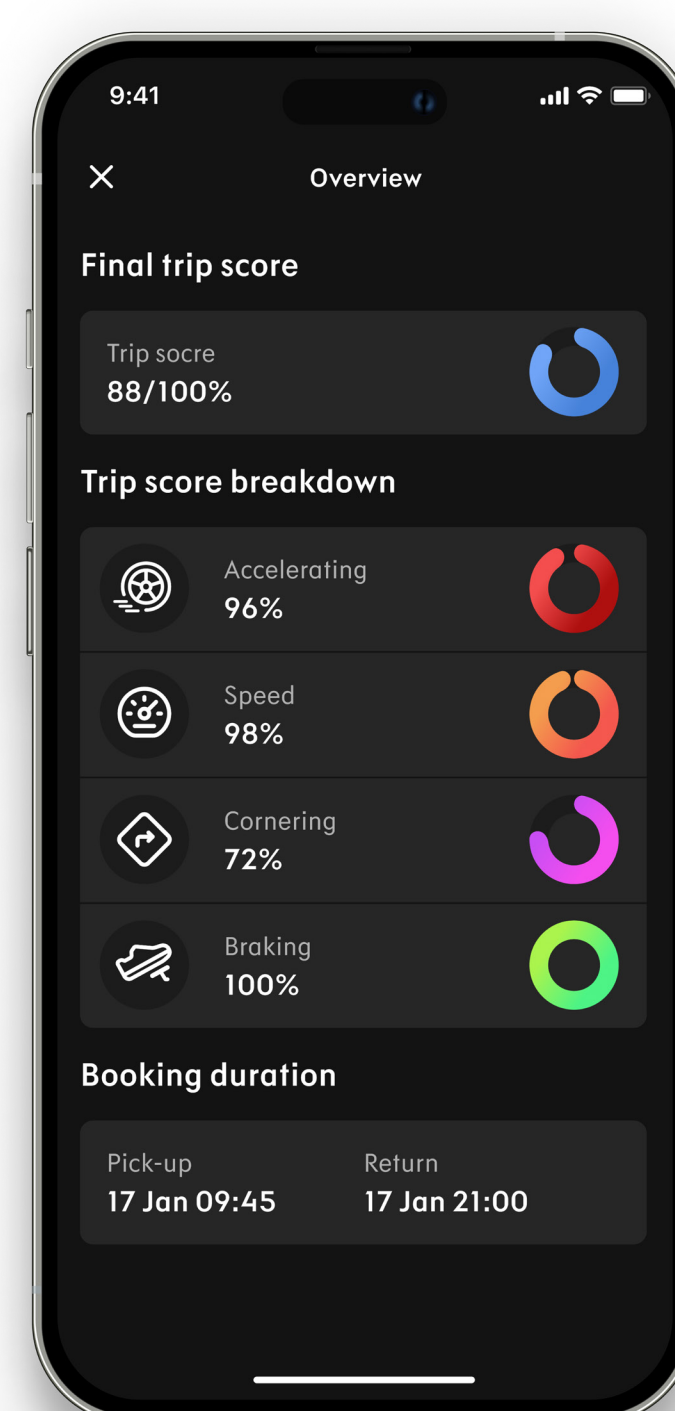
View requests to find suitable booking. The system connectivity knows when the car is idle.



Before accepting a booking, relevant information is shown and the borrower profile can be accessed.



Enhanced borrower profiles provides car-sharing focused information for the lender



Use the trip score breakdown to view how previous bookings of different borrowers went

Context & Problem

Link & Co, an automotive brand featuring the 01 model, provides a comprehensive sharing platform with their cars allowing owners to share their vehicles, even with strangers. However, concerns arise when sharing with strangers. Due to the emotional attachment to the car, car availability, financial risks, trust in the user and system, and user behaviour. Consequently, owners often reject booking requests from unfamiliar individuals, resulting in a low acceptance rate. To increase this rate three points in the journey are changed: stimulation for the owner to provide the car when idle, a better borrower indication when a booking request comes in and more control during an ongoing booking.

Concept

Stimulus employs existing sensors to enhance the car-sharing experience by providing borrowers with real-time feedback on their driving style. This feedback is delivered through haptics in the steering wheel and visualizations on the car's display systems. The culmination of driving behaviour data is encapsulated in a trip score. In addition to in-car modifications, the current mobile app is redesigned to emphasize on borrower trust. Parts that are added are a different review system, detailed user profiles and a market for placing requests. In essence, Stimulus aims to empower lenders by enhancing their ability to assess potential borrowers, thereby increasing trust and control, ultimately leading to a higher acceptance rate.

Thomas Hogeveen
Influence of cognitive ergonomics on car-sharing
December 8, 2023
Integrated Product Design

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