This service proposal is the result of a challenging assignment: “Design a product service system which creates value for the user in the future context of automated driving.” The outcomes of the user research resulted in this design proposal of the “Basic Experience Package”. The value for the customer is created by hardware, connectivity and services which combined create the experience: “Cocooning while making the transition from work to leisure in order to regain energy for daily life”.

THE AUTOMATED CAR AS SERVICE PLATFORM
“Vorsprung durch Mobilität Erfahrungen”

This graphic illustrates the added value for the customer and the company in terms of quality time, revenue and data. N.B. The online behavior of the user during the high automated commute generates valuable user data.

Product service system: “Basic Experience Package”

Features:
- High automated driving
- Multi-touch OLED display
- Internet connection
- Balancing life application
- Real time traffic data
- C2X communication

The balancing life application launches the appropriate applications and service offerings at the right time of the journey, supporting the driver. This by going through the phases described on the left side. In the driver assistance mode only audio infotainment is possible.