

VDI

International VDI Conference **Automotive HMI & UX**

April 25 and 26, 2023, Frankfurt

- Trends in UX and HMI
 - Actual Studies around UX and HMI
 - Human Trust in HMI
 - User Interaction for Advanced ADAS
- + Presentation of actual Research & Development Projects**
+ Evening Networking Event

Meet international Experts from:



An event organized by VDI Wissensforum GmbH
www.vdi-international.com/01K0958023



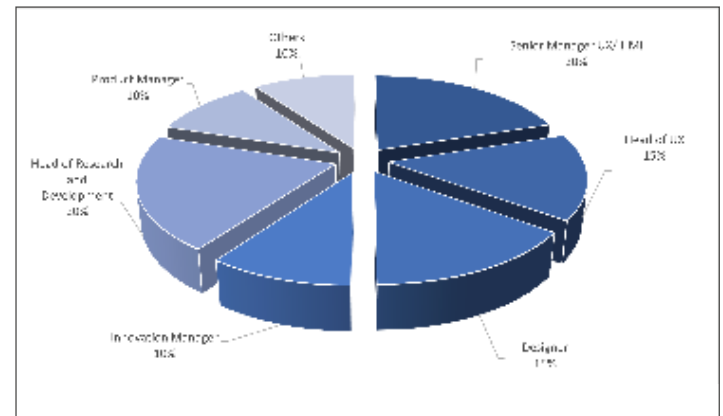


About us

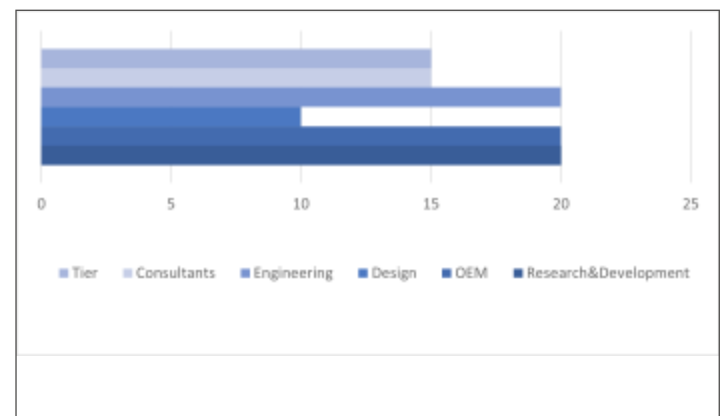
VDI

The Association of German Engineers (VDI) is one of the largest technical-scientific associations in Europe. Throughout the years, the VDI has successfully expanded its activities nationally and internationally to foster and impart knowledge about technology-related issues. As a financially independent, politically unaffiliated and non-profit organization the VDI is recognized as the key representative of engineers both within the profession and in public.

Expected Participants according to Functions



Expected Participants according to Industries



Reasons to attend

Meet industry leaders and Start Ups to debate on the trends and developments of HMI and UX

Learn about limitations and opportunities of UX and HMI

Get informed from key industry players how UX can be used as a tool within the enterprise

Discover the latest developments in UX and HMI to see how the path is being forged towards the future

Discuss the opportunities of UX with internationally renowned UX and HMI specialists during interactive sessions, breaks and at the evening reception

09:00 Registration & Welcome Coffee

10:00 Chair's Welcome and Opening Address

Prof. Dr.-Ing. Gerrit Meixner, Managing Director, UniTyLab, Heilbronn University, Germany

I. Trends in UX and HMI

10:30 Directions and Trends in the Development and Integration of Automotive Displays. Intelligent HMI Solutions.

- Overview and impressions about the last appeared CIDs, instrument cluster and E-mirror display applications
- Trends and directions in the development, design and integration of the automotive display applications
- Intelligent HMI solutions

Dr. Gabriel Fodorean, HMI Technology and Innovation Manager - external contractor, Saint-Gobain Sekurit GmbH, Germany

11:00 Total Experience: Breaking Down Silos in Automotive

Jörg Jeschke, Senior Managing Partner, Gartner Deutschland GmbH, Germany

Keynote

11:30 Guerilla Interviews with Truck Drivers | From Pen & Paper to Virtual Reality

- The ecology of user evaluation for capital goods
- Lab evaluation vs. guerilla, what makes sense when
- Storytelling, wireframes? : The participant's variable ability to abstract
- Why empathy may be more important than objectivity

Friedrich Niehaus, Senior Expert, Daimler Truck AG, Germany

12:00  Lunch

II. Human Trust in HMI and Humanising HMI

13:30 How Can a Good UX Support The Trust in New Technologies?

- Importance of establishing trust in new technologies
- How can we achieve the user's trust
- Creating solutions that will satisfy the users needs with focus on ADAS
- The importance and the role of regulations

Barbara Metternich-Heider, User Experience Design Automotive / UX/UI Strategic Development Manager, Luxoft GmbH, Germany

14:00 User Interaction for Advanced ADAS Use Case (Yield, Stop Signs and Traffic Light)

- User expectation vs Technical constraints
- presentation of the Different possible interaction
- User test to validate the different approaches

Stéphane Feron, HMI Expert, Stellantis, France

III. Cockpit Design

14:30 Less Can Be More: The Reductive Design Approach

- What needs to be considered when migrating functions from hard button controls into the touchscreen
- Decision criteria for determining whether a hard or soft button solution is preferable
- Dealing with functional complexity

Eva Fortmann, Human Factors Engineer, Ford Werke GmbH, Germany

15:00  Networking & coffee break

15:45 Advanced UX Development for Future Cockpits - How to Focus on User Requirements

- Customer focused development for future cockpits with Design Thinking at Lotus Tech Innovation Centre
- The happy user peak
- Smart users want smart cockpits

Dr. Thomas Vöhringer-Kuhnt, Advanced User & Product Research, Director, Lotus Tech Innovation Centre GmbH, Germany

16:15 Software Defined HMI: Process and Tools to Create, Prototype and Test Multi-Displays, Multi-Modalities HMI

- From HMI to cockpit user experience
- BOWL Software Suite and Studio
- Integration of Figma and graphic editors
- BOWL cockpit starter kits for agile creation and experimentation

Bertrand Stelandre, CEO, Epicpoc, France

16:45 The Battle for Driver Attention – Social Media and Big Tech inside the Automotive Cockpit

- How Tech Giants are currently winning the battle for attention
- Why OEMs must own and control cockpit architectures and the User Interaction paradigm
- Why OEMs should curate content in the cockpit, and directly manage vehicle data
- How automakers can set the standard for brand trustworthiness in a time overwhelmed with the distrust of Social Media and Tech Giants
- Why OEMs should monetize this newfound control and ownership to the benefit of both them and their customers

Mike Juran, CEO and Co-Founder, Altia, Colorado Springs, CO, USA

17:15 Closing Remarks & End of Day 1



At the end of the first conference day we kindly invite you to use the relaxed and informal atmosphere for in-depth conversations with other participants and speakers

Keynote

09:00 Chair's Opening Remarks

IV. UX Development

09:15 User Experience Trends of Micro Vehicles

- Characteristics of different micro vehicle classes
- The micro mobility market
- User experiences of micro vehicles

Prof. Dr. Andrea Upmann, Professor for Automotive Interior, University of Applied Sciences Aachen, Germany

09:45 The Elektrobit Theming Engine - Journey From Design Token to a Fully Themed Android Automotive HMI

- How theming can be applied as a means for brand differentiation
- How theming can be applied as an enabler for digital business models
- The power of an end2end toolchain to increase development speed and reduce cost
- From design to implementation in minutes rather than weeks - How does it work ?
- Real world examples

Sergej Schmunk, R&D Team Manager Software - Android Automotive and **Frank Uhlig**, Head of UX Design, both of Elektrobit, Germany

10:15 ☕ Networking & coffee break

11:00 Audi S8 - Virtual Reality Driving Simulator

- What does it take to create a realistic driving simulation?
- Cooperative Driver-Vehicle-Interaction (KoFFI project)
- Turning a real audi into a simulator

Mario Schwarz, Research Associate, UniTyLab, Heilbronn University, Germany

11:30 Data Driven UX/CX IKIGAI

- Future of CX/UX which is complex and beyond traditional centrality
- Humanizing digitalization is needed even in Metaverse, AI, HMI, data and mobility UX/CX
- Examples from Scania and elaboration on the importance of UX writing towards data driven experience improvement

Hamed Yahyaei, Senior UX, CX, & Service Designer and Board member of Union for University Graduates, Scania Group, Sweden

12:00 Harman UI Development KIT: How to accelerate the automotive HMI process from design to implementation

- How to address the need for faster time to market on the digital cockpit HMI
- Process description from design tool to Head Unit / vehicle
- Collaboration model for theming with our customers

Katrin Herbst, Senior Product Manager, Harman Becker Automotive Systems GmbH, Germany

12:30 🍴 Lunch

V. HMI/UX Projects and Simulations

13:30 Research Project „Rumba“

- Consequences of autonomous Driving on:
- UI/UX
- Materials Design
- Interior Architecture

Andreas Kurbos, CEO, Studiokurbos GmbH, Germany

14:00 Remote Touch: Touchscreen - the Bigger the Better - But How to Interact With it?

- Display size evolution: curse or blessing when it comes to UX
- Micro study VS. User study
- Remote Touch as a solution option for the central question of UX

Tobias Oetermann, M.Sc., Research Associate, Co-author: Thomas Lennartz, both of Institute for Automotive Engineering (ika), Aachen, Germany

14:30 Closing Remarks & End of Conference

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Conference venue

Relexa Hotel Frankfurt am Main
Lurgiallee 2
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Hotel room reservation: A limited number of rooms has been reserved for the benefit of the conference participants at the Relexa Hotel Frankfurt am Main. Please refer to the "VDI Conference". For more hotels: www.vdi-wissensforum.de/hrs

VDI Wissensforum service package: The conference package includes the conference documents (online), beverages during breaks, lunch and get-together on April 25, 2023.

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Upcoming Events

**International VDI Conference
Cyber Security for Vehicles**
June 28–29, 2023 in Frankfurt

**International VDI Congress
ELIV**
October 18–19, 2023 in Bonn

Automotive HMI & UX



Register online!

www.vdi-international.com/01K0958023



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VDI Conference 25.-26.04.2023
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