

Name **Hyper-personalisation – Mercedes Automotive UX Design**

Classroom
 Studio or workshop
 External venue
 Online

Codes **M-ID-201**

Host **Design Institute / Future School**

	Type	ECTS	Contact hours	Student work	Course type	Semester	Unit
Basic info	Term Mark	5	48	102	Class work	spring	Market and Products

Recommendation **If you struggle to build connections to cars and vehicles, this course is for you. If you are critical, strive to translate this criticism into changing the status quo by designing new, meaningful ways of interaction.**

This course is also for you if you love cars but strive to improve their user experience.

Short Description During the course, you will design new means of interaction in an automotive setup. You will be working with the prestigious brand of Mercedes-Benz, a luxury car maker that has always been known for combining cutting-edge technology with the highest quality. Your task will be to find pairs of actors in everyday passenger car usage situations and improve the interaction situation. Your work in this course shall be aligned with your work in the *Tangible Interfaces* course, sharing the research and ideation phase and building on the technological knowledge you gain there.

You will be asked to dedicate the second half of the semester (from the 9th week onwards) to designing high-fidelity digital user interfaces that are part of your interaction concept.

Considerations for your designs: safety, autonomous driving, luxury, situational awareness, computation possibilities of modern cars, rituals of transportation, and personalisation.

Teachers	Name	Contact information	Short bio	Open hours
	Péter Molnár	molnar.peter@mome.hu	Designer, director of Future School www.molnaar.co	www.calendly.com/molnar-peter-mome
	Viktor Horváth	horvath_viktor@icloud.com	Interaction designer	
	David Wilfinger		Head of UI Design Systems, Mercedes-Benz	
	Celine Benachour		Digital product designer, UI Design Systems, Mercedes-Benz	

Semester schedule	Course scheduling	Weekly class appointments
	Weekly	On Wednesdays, 12:50-16:30
	Exception	On 19 th February: 9:00-16:30 (briefing day)

#	Date	Weekly educational content
1		[Course Week]
2	2025.02.19 9:00	Joint kick-off with car designers and tangible interfaces course. Field trip. Brief intro and overview of Mercedes-Benz and its brand values, review the status quo of in-car experiences at a Mercedes-Benz dealership. Kick-off meeting with experts from Mercedes-Benz UI Design Systems team.
3	2025.02.26	Discovery and syntheses through co-creation workshops and prototyping. Start of ideation.

4	2025.03.05	Working on ideas through sketches and mock-ups.
5	2025.03.12	Sharing progress with Mercedes-Benz team. Start of concept development.
6	2025.03.19	Developing concepts.
7	2025.03.26	Developing concepts.
8	2025.04.02	Developing concepts.
9	2025.04.09	Half-time check, presentation to Mercedes-Benz team. Start of creating high fidelity and tangible prototypes.
10	2025.04.16	Working on high fidelity and tangible prototypes.
11	2025.04.23	Working on high fidelity and tangible prototypes.
12	2025.04.30	Working on high fidelity and tangible prototypes.
13	2025.05.07	Visual execution feedback from Mercedes-Benz.
14	2025.05.14	[Prep week]
15	2025.05.21	Final presentation

Requirements and evaluation

Assignments	Evaluation criteria	Deadline	% in evaluation
Design documentation that shows how the concept developed with justification of design decisions.	Consistency and thoroughness of documentation as monitored during consultations. Documentation is reviewed every week.	Every week Final: 22 May	15%
Deliver a concept based on the brief	Overall creativity and novelty, usage of spatial interactions	22 May	20%
Deliver a coherent presentation with a clear value proposition to the stakeholder	Quality of your concept demo (delivery and overall content and message)	22 May	20%
Interactive prototype	Quality of interface and user flows	22 May	20%
30 -90 sec video (16:9) that demonstrates your concept. The minimum resolution is Full HD, format is MP4. The video should be self explanatory using narration and subtitles/labels. The video can be recorded digitally or using any device available (e.g. your own phone).	Content of the video should cover user-problem-solution arc. Quality of explanation is evaluated.	22 May	15%
A printable file format for a poster (.PDF) that describes your project and the design process you've used through. A template will be provided for this purpose.	Poster summary of the project in printable size (template provided)	22 May	5%
1x " hero image " that demonstrates your end result. (preferably without additional text) Size: 2880x1440 and a 1x "square image", that demonstrates your end result. (preferably without additional text) Size: 1080px by 1080px	Visual design quality	25 May	5%

Compulsory readings

Recommended readings

Saffer, Dan (2013): *Microinteraction - Designing with details*, O'Reilly

Ivergård, T., & Hunt, B. (2008). *Handbook of Control Room Design and Ergonomics* (2nd ed.). CRC Press.

Stopher, Ben; Fass, John; Verhoeven, Eva; Revell, Tobias (2021): *Design & Digital Interfaces - Designing with aesthetic and ethical awareness*, Bloomsbury

Learnings	Knowledge	Students will understand... <ul style="list-style-type: none"> • status quo and future trends of mobility industry • conceptual design process • digital and physical interactions • design philosophy and brand values of partner client • principles of interface design
	Skills	Students will be able to... <ul style="list-style-type: none"> • design high fidelity interfaces for vehicles • experiment with various ideation methods • solve challenges of usability and ergonomomy • combine physical and digital prototyping • practice stakeholder management
	Attitude	Students will improve... <ul style="list-style-type: none"> • analytical, and critical skills • their sensitivity to ergonomics • connectedness to IxD • UI design skills • Collaborative WoW as a team
	Responsibility	Students will develop competence in developing their craft and look for new ways of practicing it by learning about new tools and techniques.

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| Exemption | <input checked="" type="checkbox"/> Exemption from attending and completing the course cannot be granted
<input type="checkbox"/> Exemption may be granted from the acquisition of certain competencies and the fulfilment of tasks
<input type="checkbox"/> Some tasks can be substituted with other activities,
<input type="checkbox"/> A full exemption can be granted |
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Unit	Parallel courses	Course proportion in unit
Market and products	Business and Design	
	Digital Product Design	
	Tangible interfaces	

Course prerequisites	Is it available as an elective?	Prerequisites in case of elective
Courses under Interaction Design Basics subject	-	-

Misc. information
