

RESEARCH SUMMARY

Title	Intelligent Speed Adaption design
Objective	To further explore drivers' attitudes towards Intelligent Speed Adaption (ISA) and response to the design of the user interface (UI)
Date	September 2009
Methodology	6 focus group discussions with drivers, 2 paired depth interviews with recent learner drivers and 6 depth interviews with London business drivers

Key findings

- Drivers have close psychological relationships with their cars and with driving. Many feel that drivers are being discriminated against, particularly in terms of "anti-driver" legislation passed by the government. Drivers have confidence in their own ability and do not feel they need to be told what speed to travel at.
- ISA faces a number of significant barriers:
 - Usefulness: concerns that you would be unlikely to turn it on
 - Safety: that it would not let you speed out of dangerous situations
 - Emotional: that it feels like an incursion into the rights of drivers
 - Cost: that the benefit would not justify the price
- An Advisory only system (not linked to the engine management system) had the broadest appeal amongst London drivers as it was seen more as a helpful tool rather than a further encroachment into their liberty.
- A full ISA system which includes the Voluntary mode (whereby the system can restrict the speed of the car) was interesting to only a minority. The two major barriers cited were the perceived danger and the likely price.
- In terms of marketing ISA, it will be important to ensure that the device is positioned as the driver's friend; helping the driver to drive more proficiently rather than bullying them into a certain type of behaviour.
- The User Interface needs to be clear and legible. Of the three tested, 'Smiles' seemed to work best, being thought friendly, clear, familiar and easy to use.

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