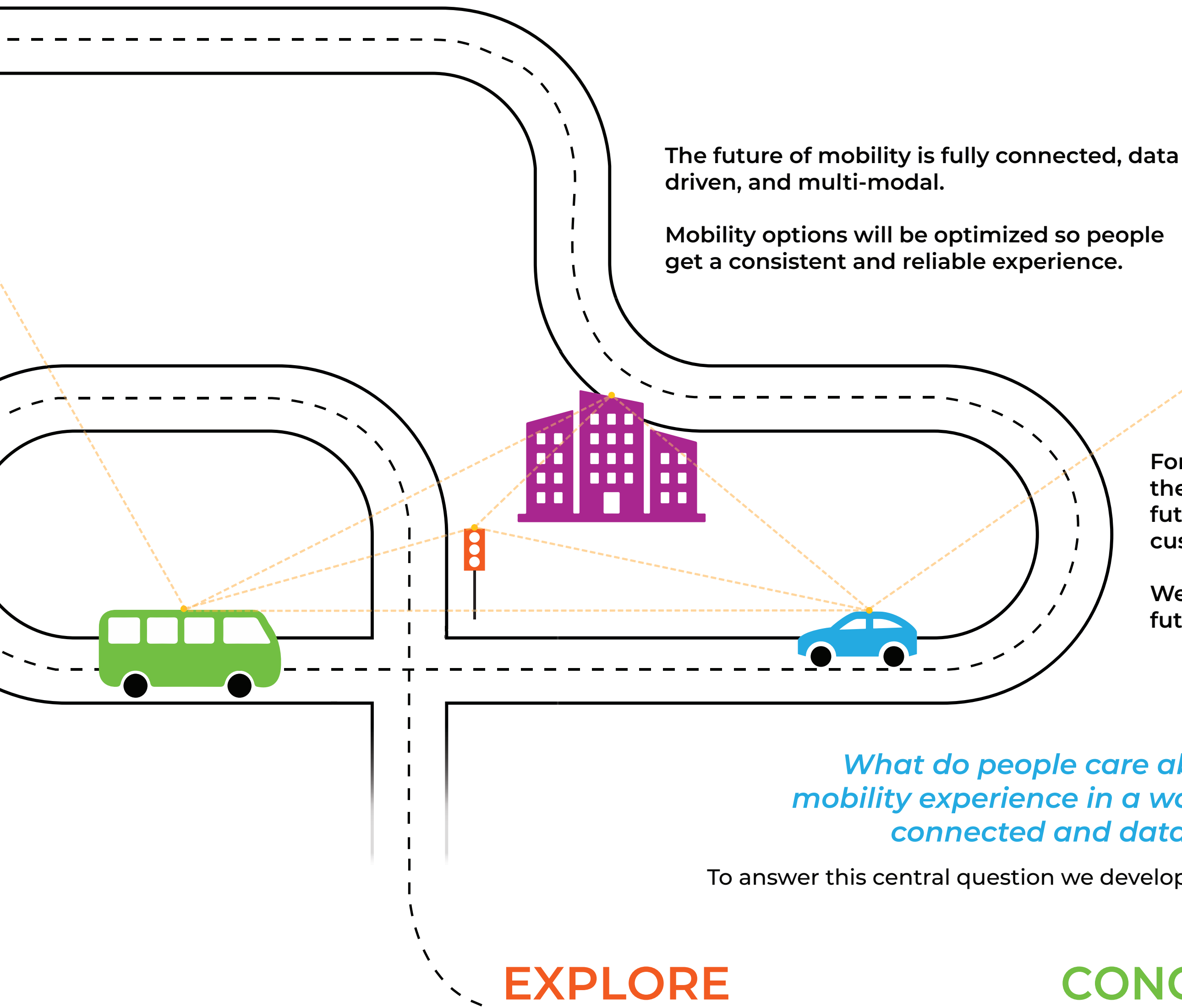


GUIDING PRINCIPLES FOR USER PROFILES

A HUMAN CENTERED DESIGN COLLABORATION

Project Context

Mobility today exists to get from point A to B...



Ford can bring people closer by redefining the Ford mobility experience to build a better future and meet the needs of every customer.

We partnered with Ford to imagine this future and answer the question:

What do people care about from a mobility experience in a world that is fully connected and data driven?

To answer this central question we developed the following process:

EXPLORE

Our team conducted a series of research and design exercises meant to better understand the problem space.

CONCEPTUALIZE

This phase involved frameworks meant to take insights and turn them into idea and initial principles. We went through a series of narrowing processes that distilled ideas into testable activities for co-designs.

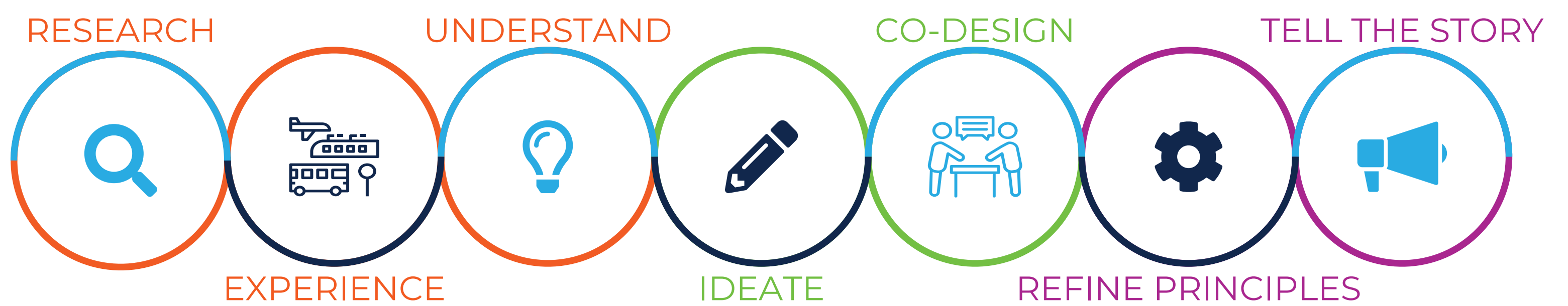
SYNTHESIZE

Our team analyzed the co-design sessions to identify common themes. These themes were then cross-referenced with the initial principles as a design check.

OUR PROCESS

Our team developed a human-centered design framework to understand people's needs, values, and aspirations as they relate to the future of transportation.

This process, seen to the right, ultimately answered the central question with a set of guiding principles fundamental to what people care about in a mobility experience.



RESEARCH

50+ Consumer surveys, whitepapers, and academic journals on data and mobility were reviewed to familiarize ourselves with industry standards

EXPERIENCE

Our team ran **23** different design activities ranging from industry timelines to journey mapping to data-based ecosystem exploration. These allowed us to build a better understanding of data and how it plays a role in people's lives.

UNDERSTAND

Our research culminated in **47** user interviews. We created representations of users with common views on mobility and data use. These were useful for developing general insights into user behavior and desires.

These interviews were key for developing future principles and ensuring the end user has input throughout the process.

IDEATE

70 generated ideas were grouped into **13** general themes all connected by **4** central ideas

CO-DESIGN

These central ideas were validated during a series of co-design sessions. We encouraged users to interact with the prototypes of our initial ideas.

The co-designs showed us which ideas were resonating with users and which needed refinement.

REFINE PRINCIPLES

Our human-centered design approach allowed us to develop a final principles list consistent with our previous iterations. The principles below are the ones we found to be most important to our users.

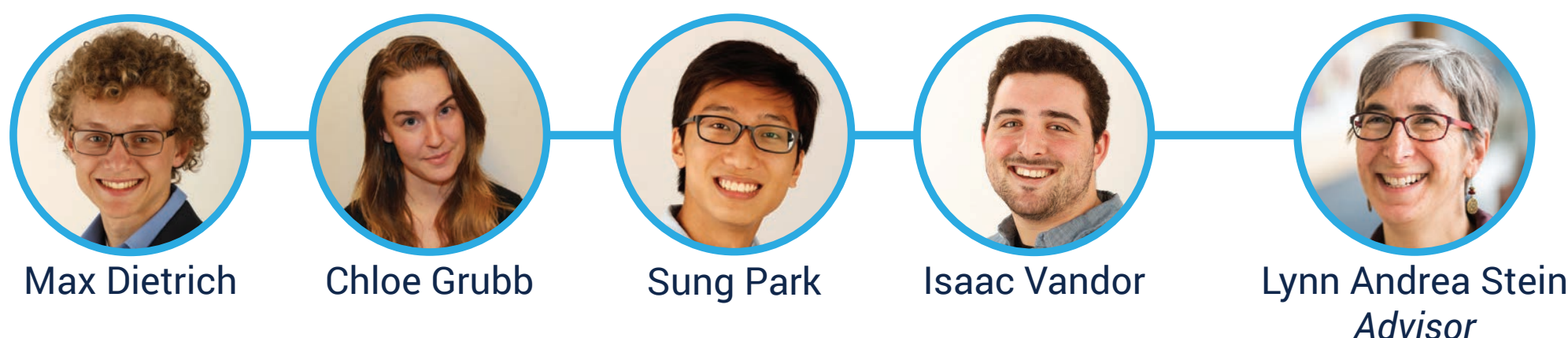
- Consistent in appearance, use, and functionality with other data-based ecosystems
- Opt-in features and services
- Intuitive communication between user and ecosystem
- Accountable on data use and abuse

TELL THE STORY

In addition to the principles, we created a process book to document the steps we took to get here.

We hope that this process, along with the design principles, will be a useful reference that Ford can refer to in the future.

OUR SCOPE TEAM



FORD LIAISONS

