Building a New Paradigm for L3 Autonomy

Central Question
How might we design an L3 conditionally autonomous vehicle that: Transforms the driving experience, fosters trust, keeps the driver in command, and gives a unique freedom to the user?

What is L3?
L3 is known as conditional autonomy and is the highest level that still has a “driver.” It has a unique potential to maximize the driving experience and provides an opportunity to eliminate the troughs of driving and emphasize the peaks.

Design Process

User Research
In order to narrow our approach to better understanding the world of driving, we spoke to users in interviews and generated 5 personas to capture their key values.

Ideation
We used a black box framework to generate ideas that would remap the emotions users felt in specific scenarios to new target emotions.

The Essentials
The key values in the driving experience we learned from our users wasn’t the revolutionary vehicle we were imagining. However, these values are essential to our users. So we decided to rebrand these key values into key essentials with these groups themes. Building on top of the hypotheses and ideas into 6 themes. Building on top of the essesntials with these groups creates the full paradigm.

The New Paradigm

Level 3 Autonomy is conditional and symbiotic, enables versatility and freedom, which maximizes the entire driving experience.

<table>
<thead>
<tr>
<th>Time</th>
<th>Relationship</th>
<th>Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insight: In order to have valuable self making time, people need to expect and intentionally plan it.</td>
<td>Hypothesis: L3 provides the potential to elevate you and make you a better you.</td>
<td>Hypothesis: We want stretch familiarity far enough to be exciting but not break the experience.</td>
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<tr>
<td>Hypothesis: More time on its own does not inherently add more value.</td>
<td>Hypothesis: The vehicle has the potential to elevate you and make you a better you.</td>
<td>Hypothesis: Transforming the physical space is essential to transforming the driving experience.</td>
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- **safe**
  - Insight: People are hesitant about AVs but support the idea of technology preventing crashes.
  - Hypothesis: L3 can improve the feeling of safety in and beyond the autonomous mode.

- **fluff**
  - Insight: People don’t use their cars the same way all the time.
  - Hypothesis: Nonessential fluff enables the driver to fine tune their experience.

- **control**
  - Insight: The versatility of L3 enables the driver to fine tune their experience.
  - Hypothesis: More, new ways to interact with a responsive car can empower the driver.

- **essentials**
  - Insight: The vehicle has the potential to elevate you and make you a better you.
  - Hypothesis: More, new ways to interact with a responsive car can empower the driver.

- **relationship**
  - Insight: The vehicle has the potential to elevate you and make you a better you.
  - Hypothesis: Transforming the physical space is essential to transforming the driving experience.

- **space**
  - Insight: We want to stretch familiarity far enough to be exciting but not break the experience.
  - Hypothesis: Transforming the physical space is essential to transforming the driving experience.

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<tr>
<th>Safety</th>
<th>Transparency</th>
<th>Familiarity</th>
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<td>Insight: Parking relief</td>
<td>Users should be clear on what’s happening and the purpose of all actions.</td>
<td>Essence: specific features of the car-based driving experiences, thus providing intention and predictability.</td>
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<td>AR Safety</td>
<td></td>
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