



# THE VICTA CHALLENGE

Autonomous- & Connected cars  
“...giving back time”

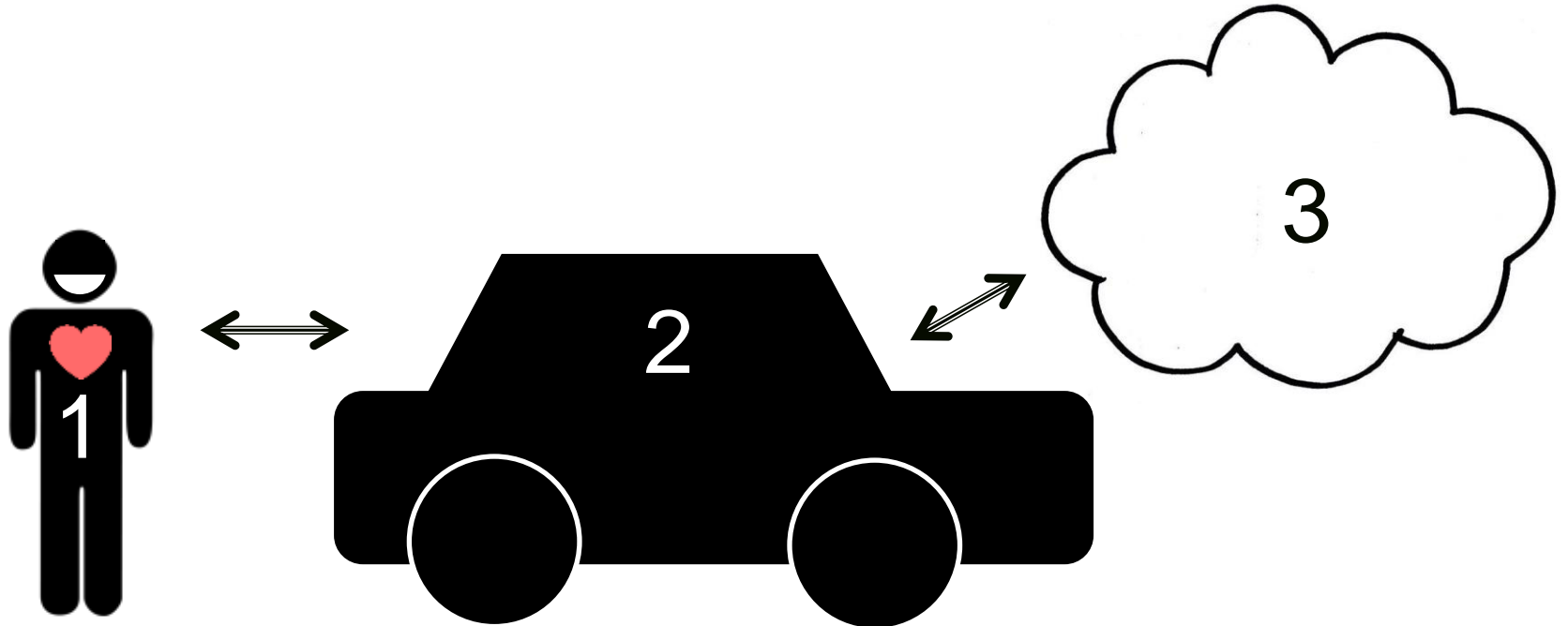
## VOLVO TIME

# HOLISTIC VIEW ON UX CHALLENGE AND SOLUTIONS FRAMEWORK

**CONSUMER NEED**

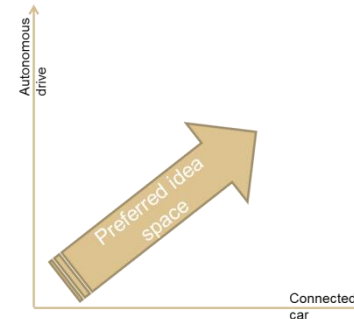
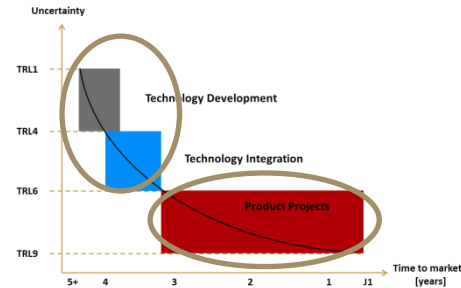
**CAR DATA**

**CONTEXT AND BIG DATA**



# VICTA UX CHALLENGE - RESULTS

- ❑ 18 innovation ideas from 7 partners
- ❑ 10 pitches  
by 25 inventors  
to the VCC jury
- ❑ 3 ideas selected as finalists  
for next phase  
close out time April



# VICTA UX CHALLENGE – WINNING TEAMS



**PELAGICORE**

**SEMCON – TEAM 2**

**NORDISKA INTERAKTIONSBYRÅN**



**THANK YOU!**