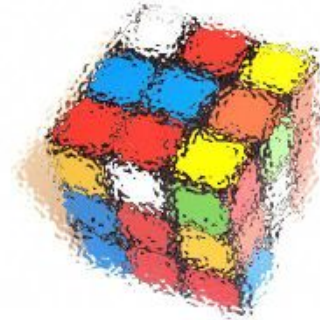




VCC CHALLENGE UX



CHALLENGE PREREQUISITES



VOLVO CARS CHALLENGE UX

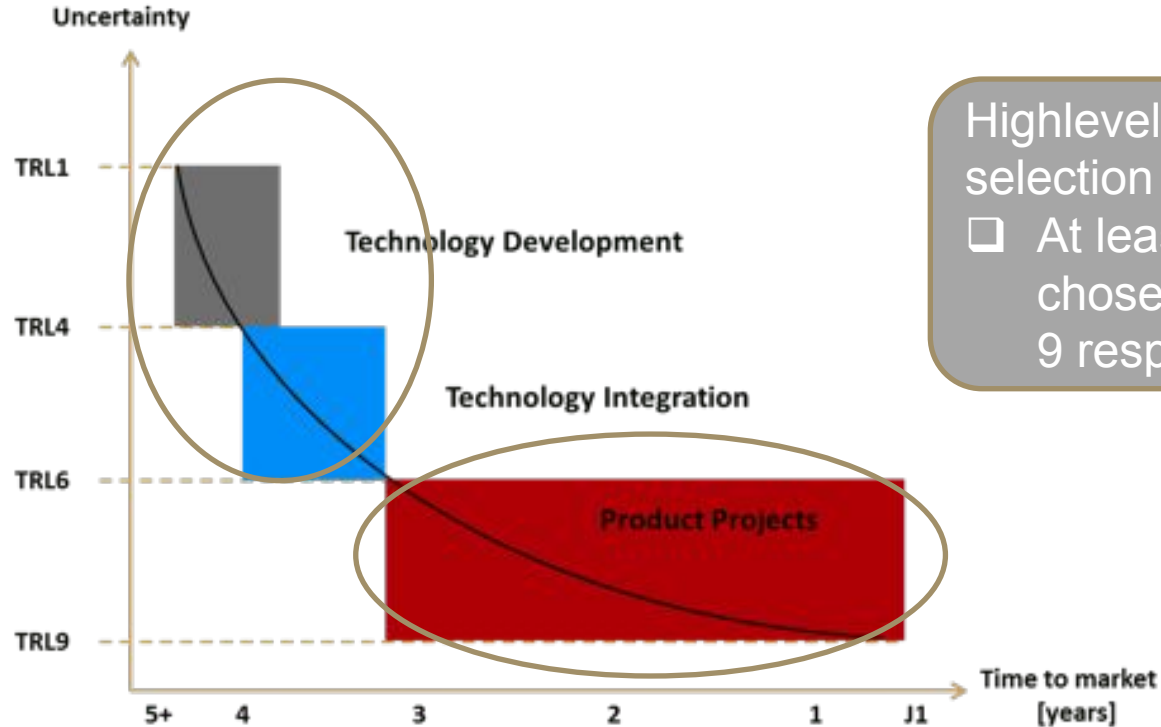


The event aims at creating innovations within the area of UX to bridge the connected home to car, and to utilize the Volvo Cars Time created by autonomous driving.

The expected outcome are innovations that:

- *contain a well-documented consumer need presented in a car-use-situation that utilize data available in the car's electrical system and/or in the cloud*
- manifests a well-thought-through combination between UX and technology readiness

TECHNOLOGY READINESS LEVEL



Highlevel expected outcome & selection criteria:

- ❑ At least one idea will be chosen within TRL 1-6 & 6-9 respectively

SELECTION CRITERIA



- Technology readiness level (TRL)
- Consumer need (UX insight)

- The further from program realisation (low TRL) the higher quality of consumer need (UX insight) required



Interviewed



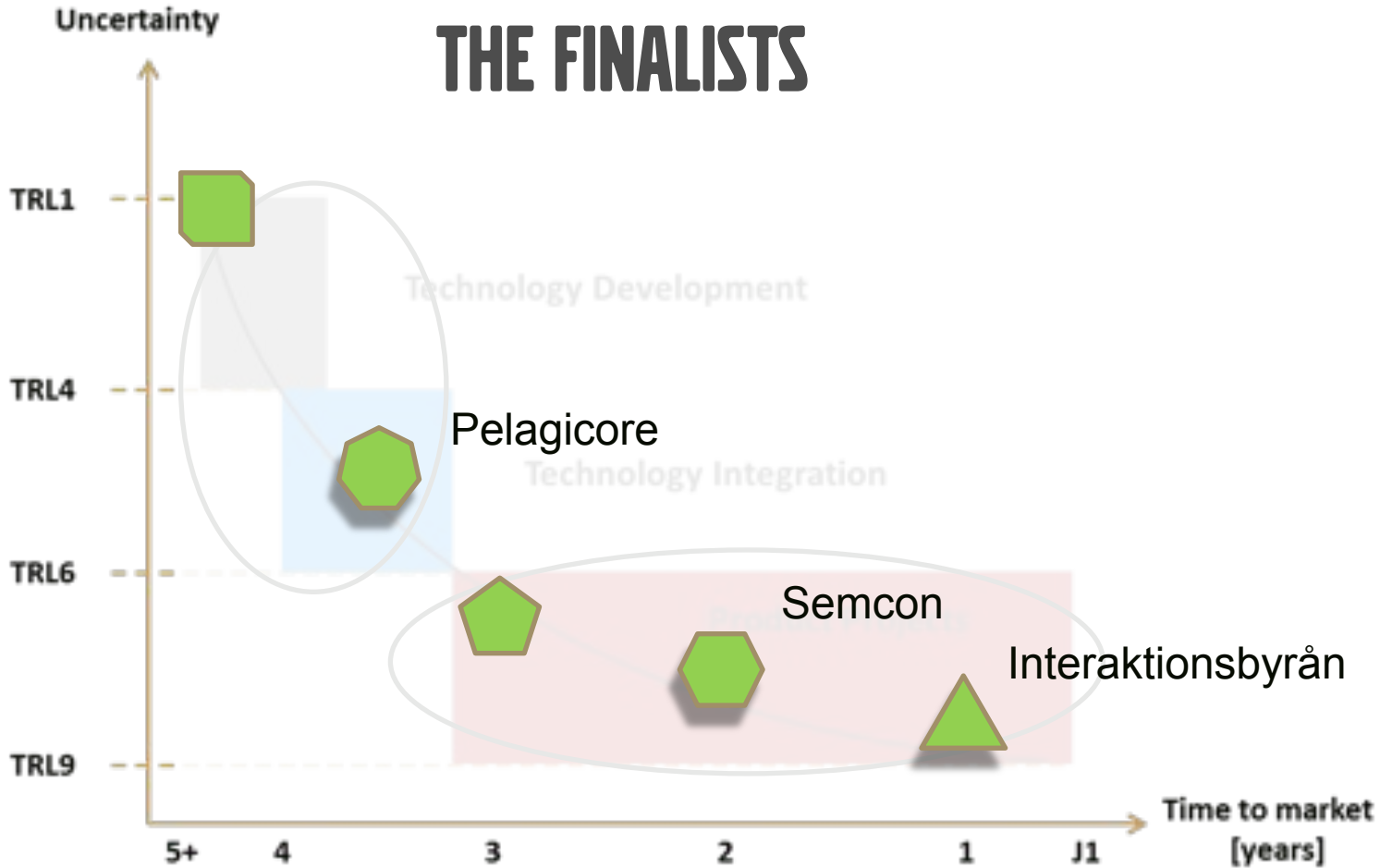
Not interviewed



To final round



THE FINALISTS



THE WINNER IS...



pelagicore