An empirical study into the future activities of early autonomous vehicle adopters.

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ABSTRACT

Understanding the needs of autonomous vehicle (AV) users will play a crucial role in how a future car interior is designed. Highly AV's will allow the occupant to disengage with the task of driving and engage in Non-Driving Related Tasks (NDRTs) (e.g. reading, work, communication/social networking on mobile technologies, relaxing, watching films etc.) which can increase comfort, productivity and wellbeing. Previous studies have looked at the population as a whole rather than considering just those who are most likely to adopt an AV. This paper aims to further the understanding of early AV adopters by presenting results gathered from interviews with self-identified early AV and technology adopters. The sample of participants (n=18) was made up of respondents to a previous survey (n=1378) who were all over the age of 18, with a driver's licence and were likely to own an AV when they become available. The interview covers topics such as views on technology, views on AV, current and future journeys as well as future activities. The transcripts were analysed using thematic analysis techniques and the results are presented in this paper. This research found that leisure and wellbeing activities were most common with the majority participants, and more productive activities such as working are more likely to be carried out in the morning. The results will lead to priorities for the design of the interior space to further support non-driving related tasks.

Keywords: Autonomous vehicles, Qualitative, Experience, Activities, Interview.