

B.E.A.S.T. 2.0

FINAL PRESENTATION

27.02.2023

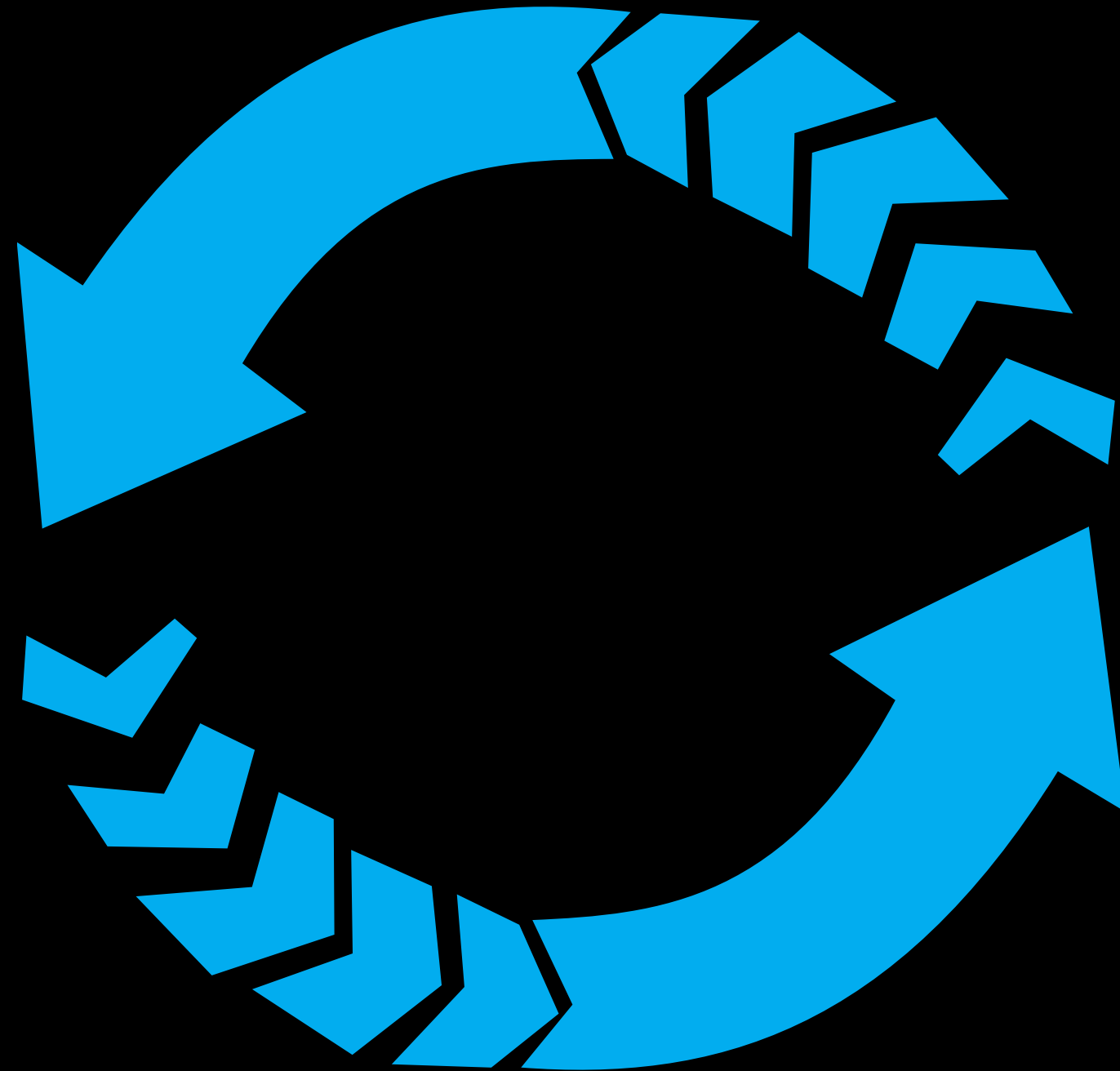
briefing

analysis

testing

ideation

prototyping



**System
Transparency**



**Energizing
Comfort**



**Charging
Light**



**Mercedes me &
Individualisation**



**Driving
Modes**



**Drag Pace &
Race Modes**



briefing

analysis

testing

ideation

prototyping



The Hedonist

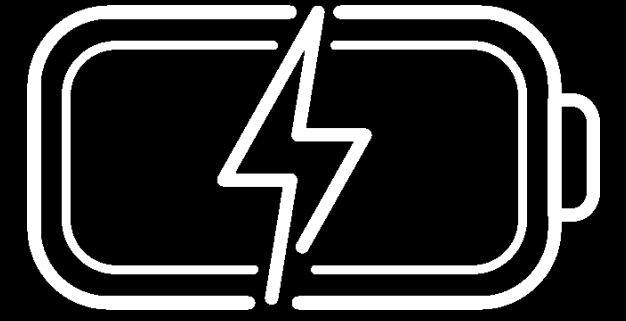


COMFORT & CONVENIENCE
ENJOY EXPERIENCES
ADVENTUROUS
FOCUS LESS ON EFFICIENCY

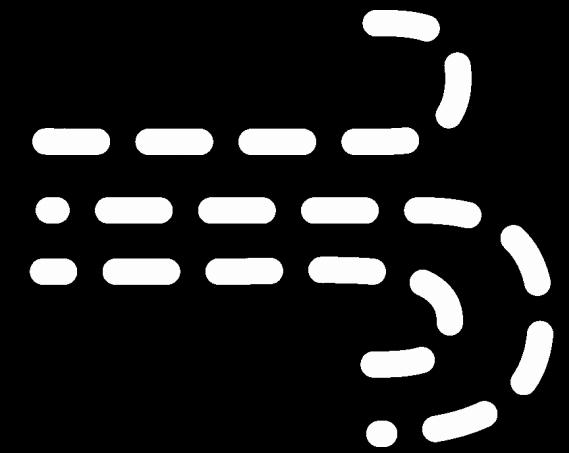
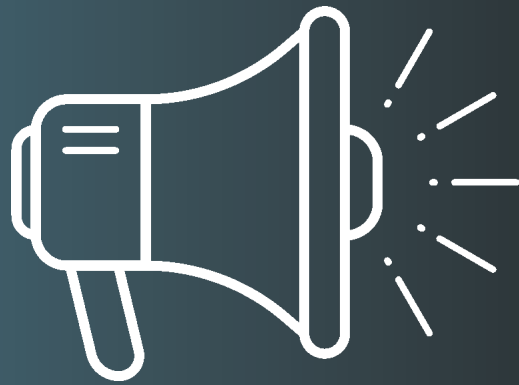
The Performer



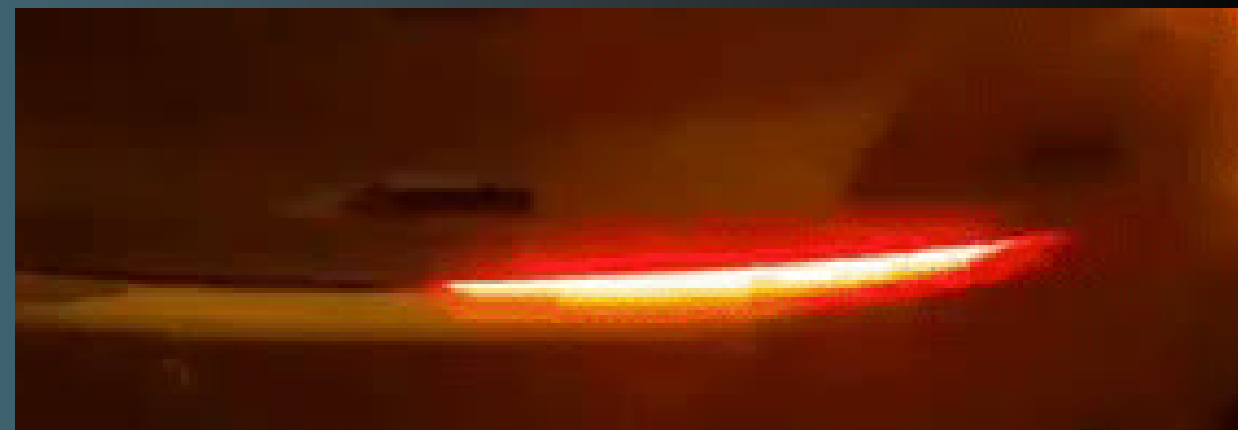
EFFICIENCY
PRACTICALITY
EXPERIENCE LESS
IMPORTANT
FOCUS LESS ON COMFORT



THE EXPERIENCE MODE



Exterior



Interior





COMBINED CHARGING EXPERIENCE





**PLUGGING
IN**



**WHILE
CHARGING**



**PLUGGING
OUT**



**CREATE A
BEAST-LIKE
EXPERIENCE**

**MAKE THE CAR FEEL
ALIVE**

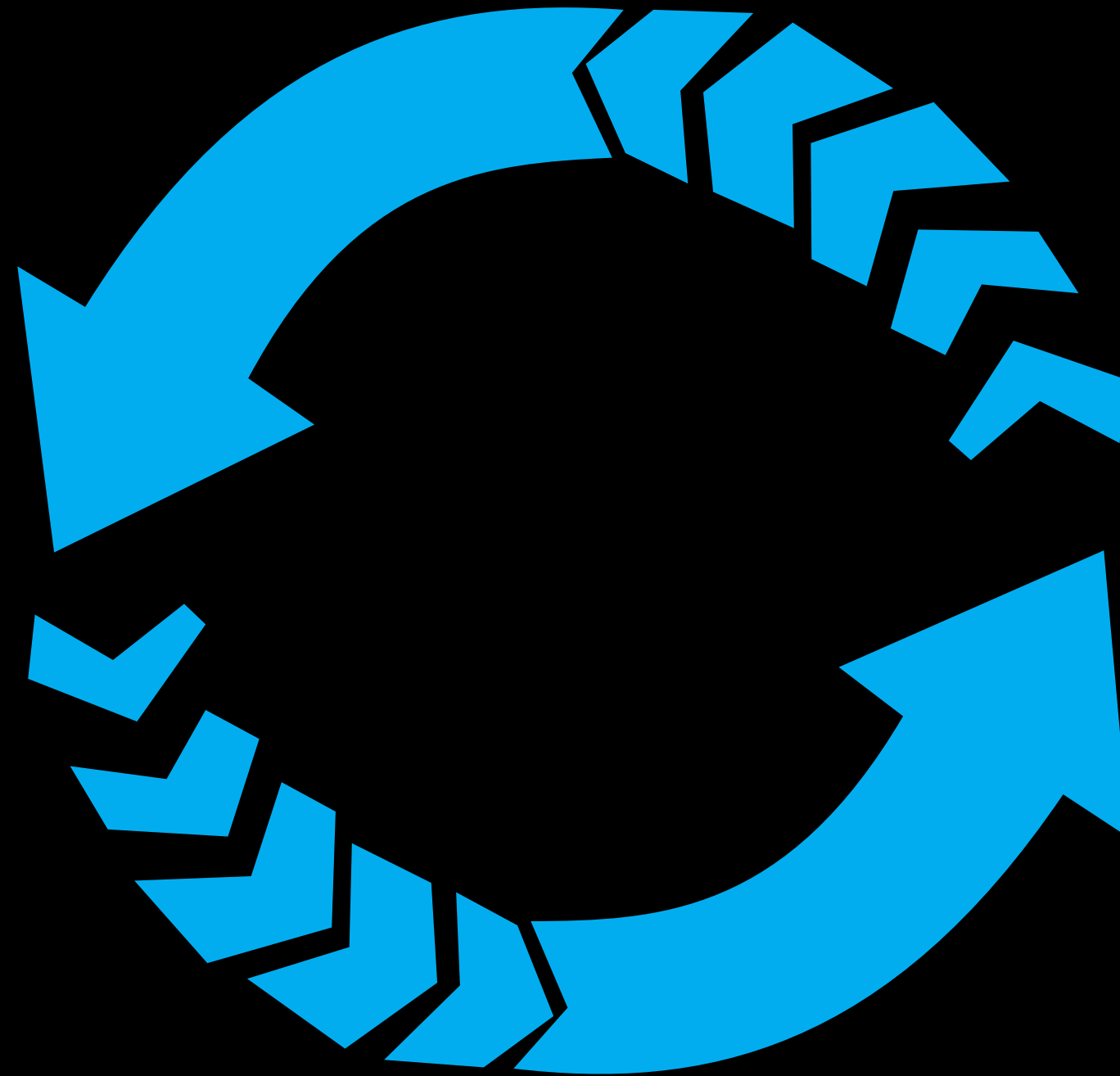
briefing

analysis

testing

ideation

prototyping



Sounds | Types



BEAST



PING



Futuristic

Sounds | Test



**Does the user
categorise the sounds
like we envisioned?**

Sounds | Test

View instructions | Leave a comment | Finished

Sound E
Sound M
Sound I
Sound L
Sound N
Sound D
Sound H
Sound O
Sound A
Sound C

Accelerating
Sound B
1 item

Braking
0 items

Plug-in (start charging)
Sound J
Sound G
2 items

Plug-out (stop charging)
Sound K
Sound F
2 items

Starting the car
0 items

Before charging
0 items

While charging
0 items

10 of 15 remaining

I am ambitious and concentrate on my professional success *

1 2 3 4 5

Strongly disagree Strongly agree

Money is the best measure of succes *

1 2 3 4 5

Strongly disagree Strongly agree

Questionnaire

Card sorting

Sounds | Results



BEAST



PING



Futuristic

BEAST-like sounds were mostly not sorted into any category.

Too much out of people's comfort zone.

Sounds | Results



BEAST



PING



Futuristic

Categorised as plug-in and out sounds.

'Comfort-zone' for a lot of people.

Sounds | Results



BEAST



PING



Futuristic

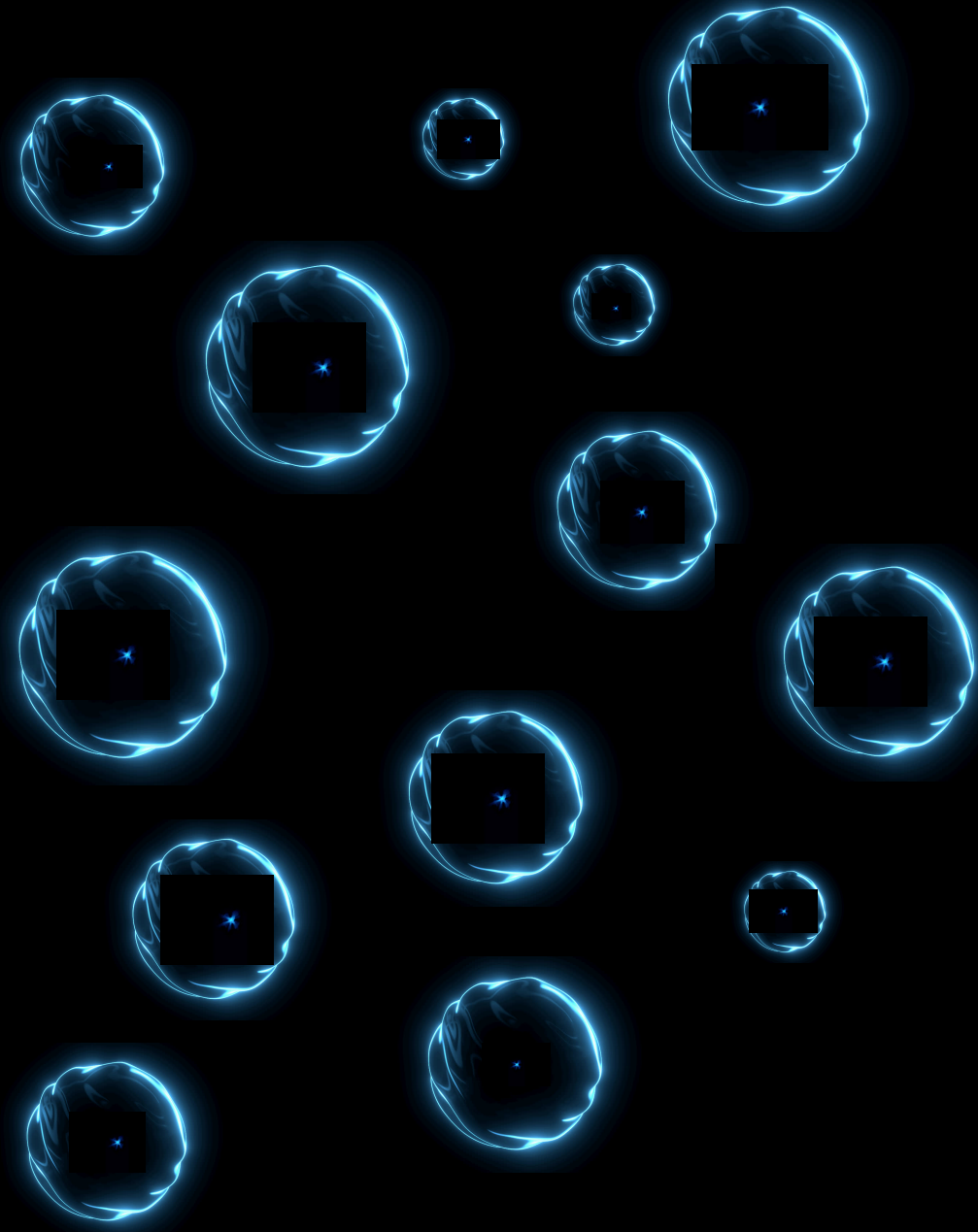
Categorised primarily for while charging.

However, people were skeptical.

Overall:

- **Distinguish Performers & Hedonists**
- **Small subset, only 5-6 subjects for each persona**
- **Futuristic & BEAST sounds more recognised by Performers**
 - Interesting; hedonist should be more creative
 - Dark and deep futuristic sounds more liked by performers
- **BEAST-sounds not categorised as charging sounds**
- **Ping-chimes weren't necessarily liked or matching for a car!**

Lights | Radiator



Version 1

Version 3

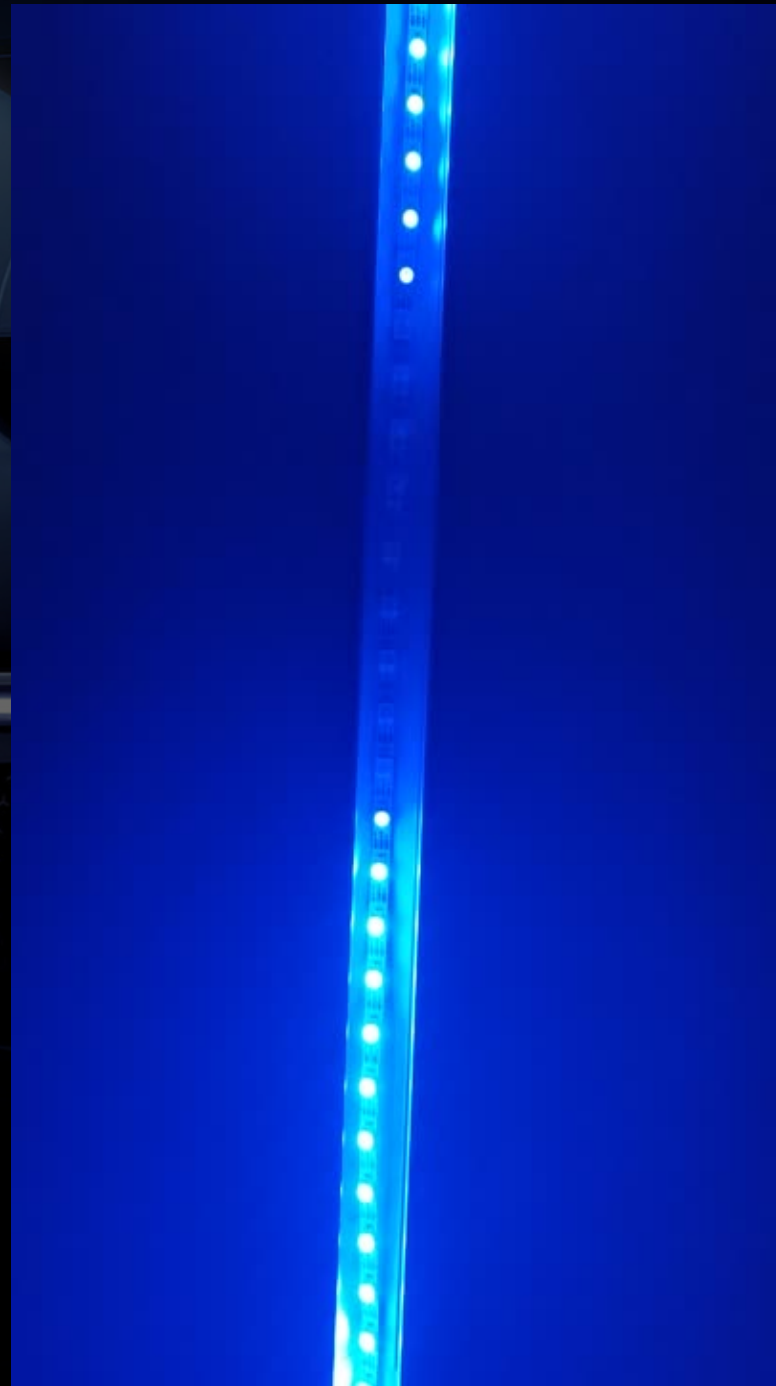
Version 2



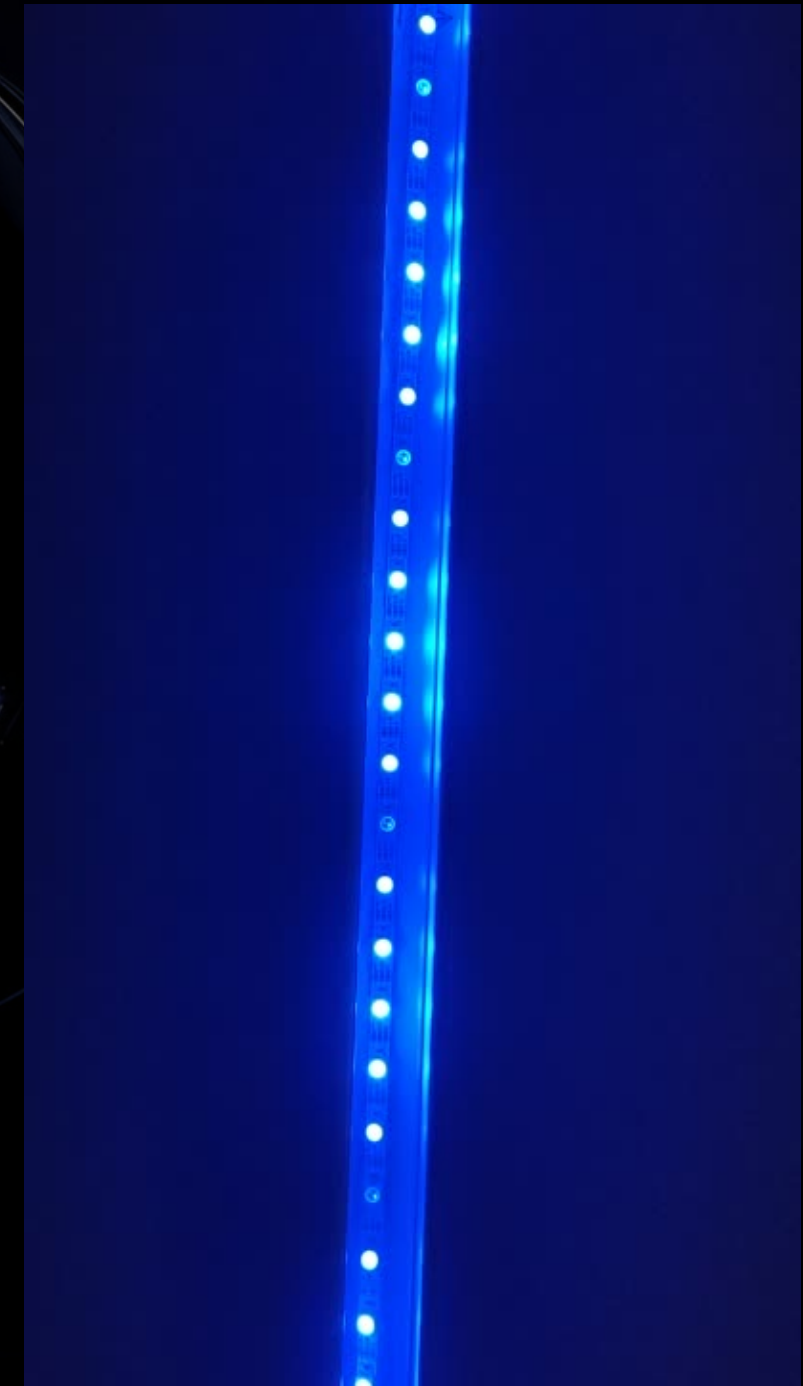
Lights | Side lights



Version 1



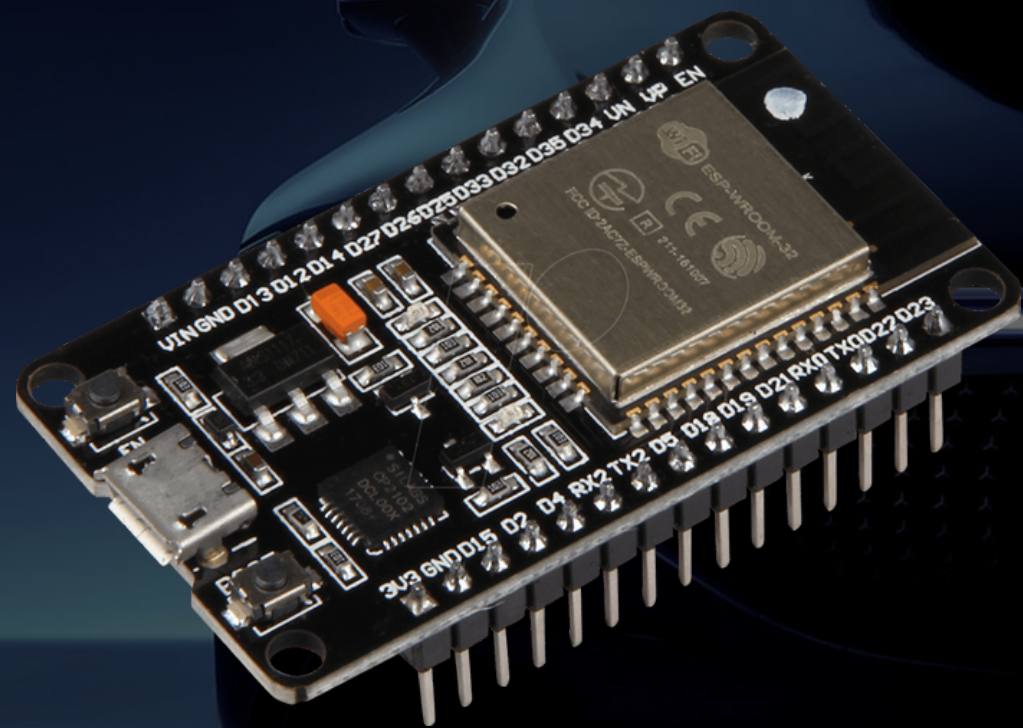
Version 2



Version 3

Proximity detection

Scanner



Tag



Haptics





SOLVING THE PING PROBLEM



A Mercedes EQ electric car is shown in a desert landscape at sunset. The car is dark-colored and positioned in the center of the frame. The sky is a mix of orange and red, and the ground is sandy with some rocks. The car's license plate reads 'S EQ 1004E'.

**"IS THE CHARGING
EXPERIENCE
BEAST-LIKE?"**

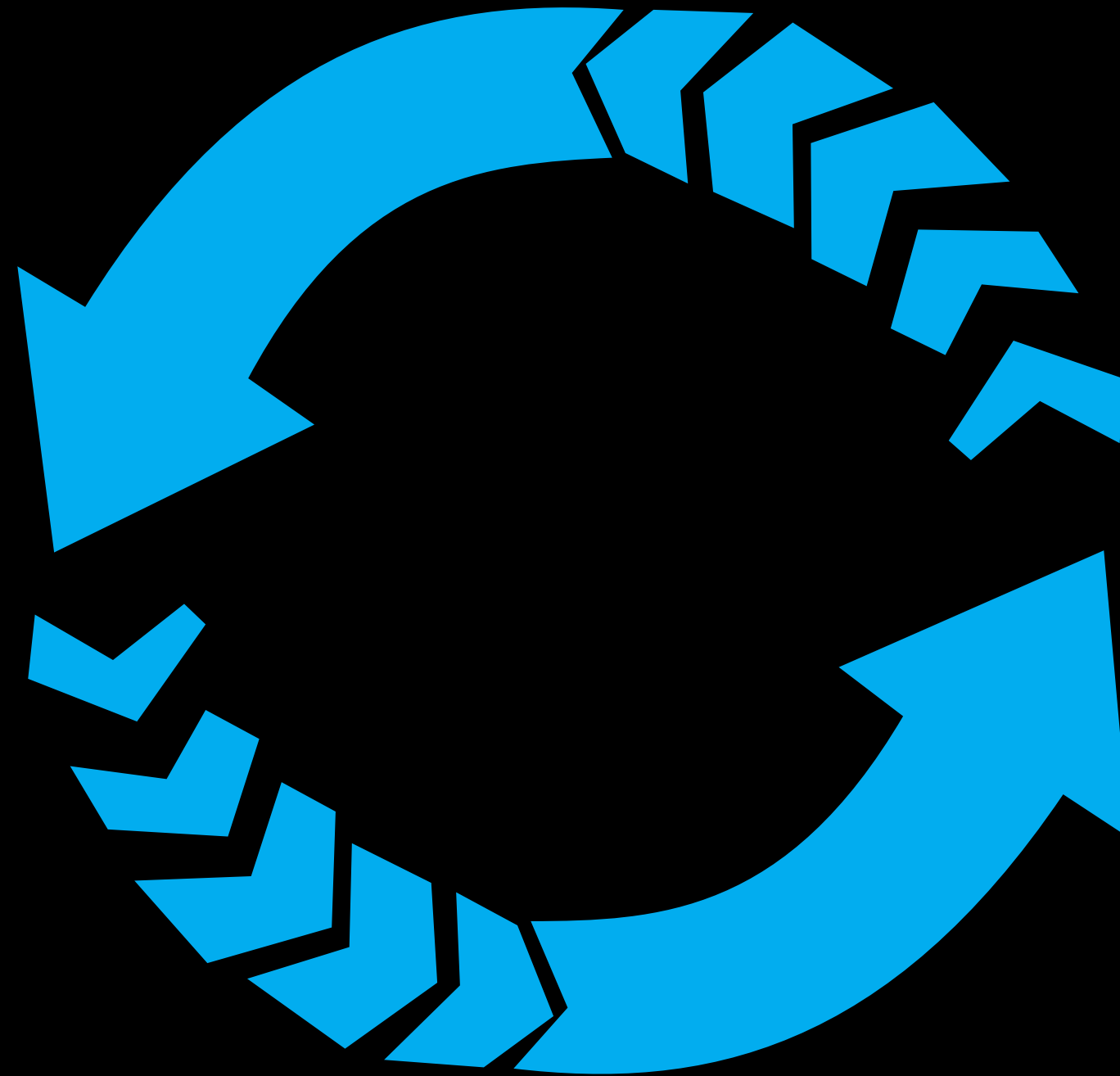
briefing

analysis

testing

ideation

prototyping



Whole experience test | Scenarios

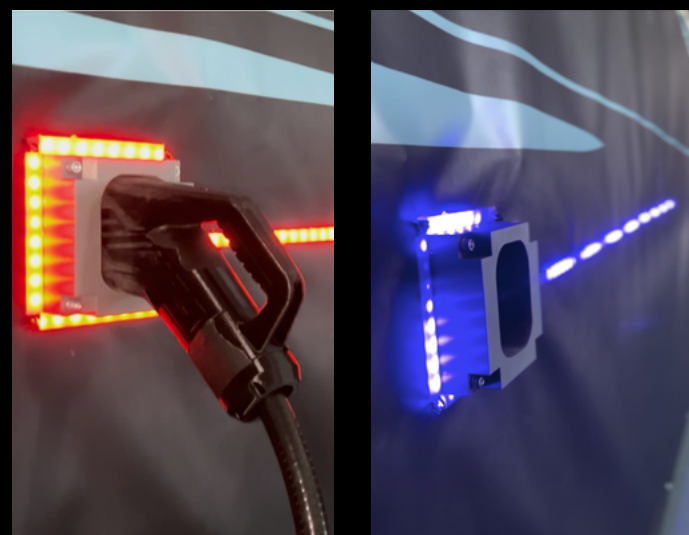
Beast-Like



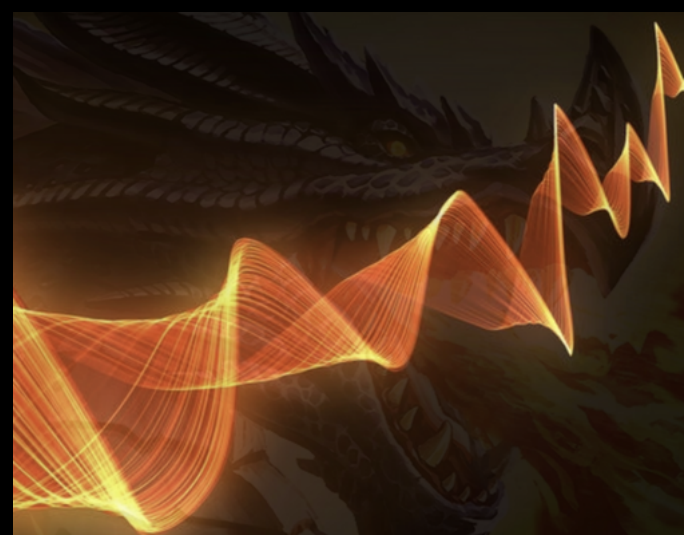
Futuristic



Lights



Sound



Haptics



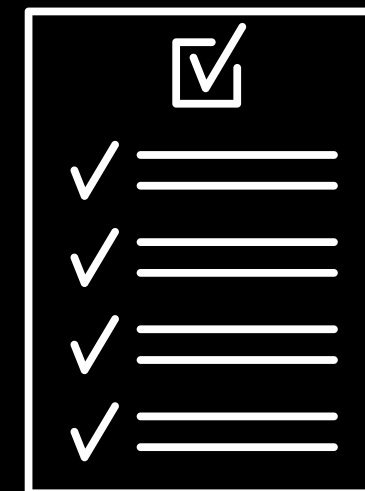
Whole experience test



Whole experience test | Questionnaires



obstructive	o o o o o o o o	supportive
complicated	o o o o o o o o	easy
inefficient	o o o o o o o o	efficient
confusing	o o o o o o o o	clear
boring	o o o o o o o o	exciting
not interesting	o o o o o o o o	interesting
conventional	o o o o o o o o	inventive
usual	o o o o o o o o	leading edge



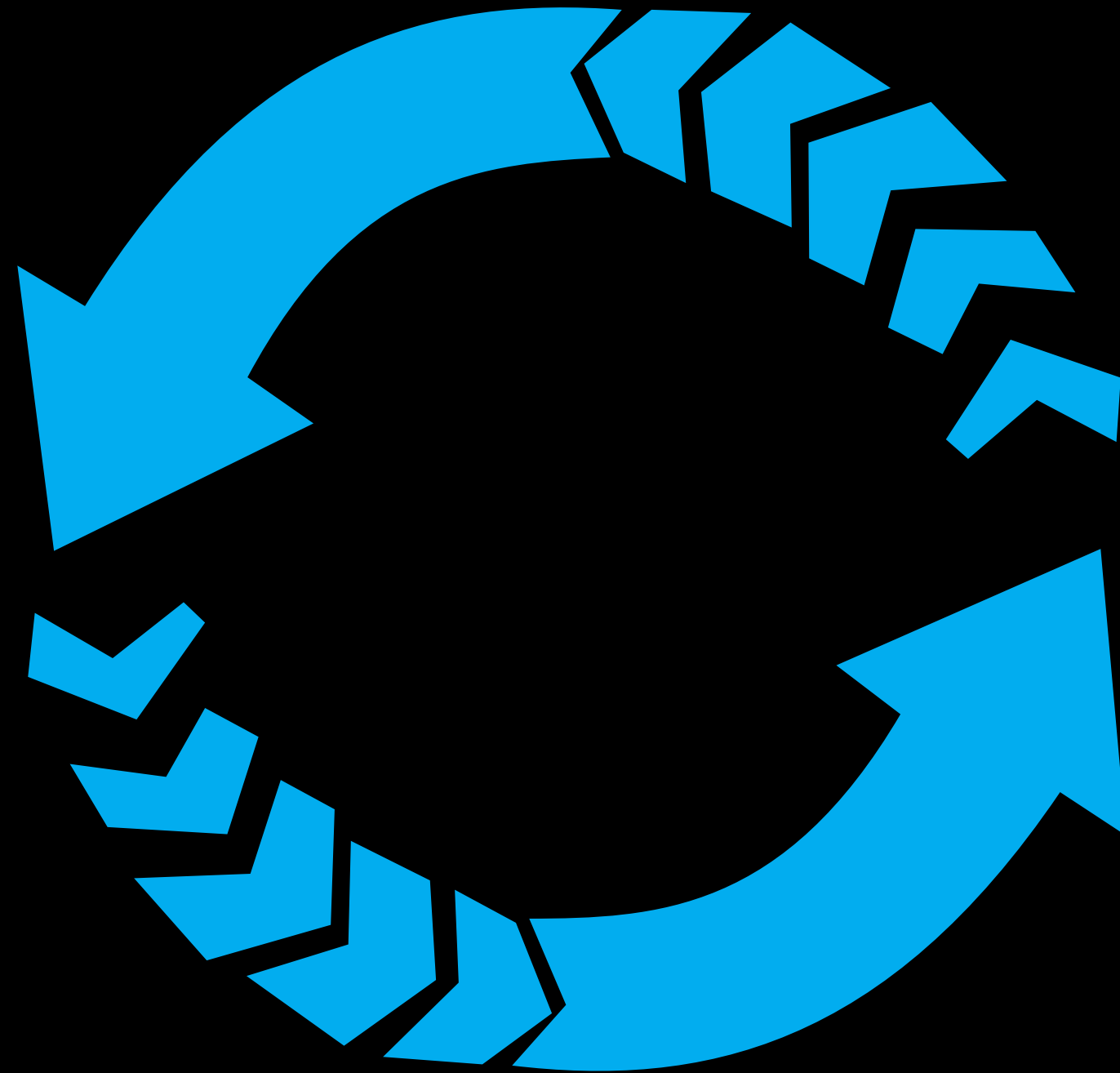
briefing

analysis

testing

ideation

prototyping



Reflection | Data Statements

BEAST

Lights

- High Hedonic score = inventive & innovative
 - *Emotional connection?*
- Low pragmatic score = not useful or efficient
- Problem: Red = danger, stop

Sounds

- Relatively high Hedonic score = inventive & innovative
- Very low pragmatic score = not useful or efficient
- No connection to BEAST-like car/animal
- Dangerous, warning & stressful

Reflection | Data Statements

Futuristic

Lights

- Highest Pragmatic & Hedonic score
 - exciting & easy - positive feelings
 - very inventive & efficient
- Seems more known and relatable; more popular and liked

Conclusion: futuristic-like light experience (blue light flowing animation from the charging port into the car) could be a useful and emotional experience for the user

Sounds

- Pragmatic score higher than the Hedonic = acoustic feedback to charging makes sense for the user; it can be useful and efficient
- Nevertheless Hedonic score is low-medium = (*maybe*) stimulation/identification is lower
- Sounds relate better to the car and energy flow

Reflection | Mistakes & Recommendation

- Sounds were too loud or long
 - **Recommendation:** Short sounds and repeat the user test with the proximity detection
- Technical/communication problems
- **Validity:** many young students, many are not fully matching to the Mercedes-AMG target group, small group of people
 - **Recommendation:** Repeat the test with real customers & target group
 - identify differences in the target groups

Reflection | The perfect scenario

LIGHTS

BLUE OR GREEN LIGHTS
LIGHT LIKE ENERGY FLOWS
END ANIMATION OF BEAST LIGHTS WAS LIKED A LOT
RADIATOR ANIMATION WAS LIKED - BUT NOT SO IMPORTANT

SOUND

BETTER TO GO INTO THE DIRECTION OF FUTURISTIC SOUNDS
SHORTER SOUNDS - NOT ONGOING

HAPTIC

NEEDS TO BE IMPROVED
SUCK IN "STRONGLY"
PLUG OUT SHOULD BE EASY

Suggestions

- not in red - not too loud sounds & not ongoing
- personalization of the sounds & lights
- keeping the possibility to turn off & change volume of the sounds/lights
- proximity detection
- some testers would prefer seeing a charging status



**We believe that these
developments will lead to real
emotional charging experience!**

Go ahead and try it our yourself!