Cerence
UX Services

Helping automakers deliver a compelling user experience

We know that driver adoption is driven by incredible design—even more so than technology—and that user experience (UX) is key when it comes to securing end-user affinity for and long-term usage of in-car technologies.

Cerence's UX Services delivers

- Intensive feature review by UX and user-interface (UI) experts
- Comparing the UX to other systems
- Native speaker testing

- Evaluating voice, touch, and gesture interaction
- User usability testing and acceptance
- Analytics based on user feedback

End users have become increasingly accustomed to the high-quality, consistently improving user interfaces they find on smartphones and in smart homes. They also expect that the UX and user interface (UI) within the car to have grown.

Cerence UX Services is a suite of evaluation and validation services that provides deep analysis and understanding of the in-car user experience and driver satisfaction to automakers as they look to differentiate themselves from their competitors, building loyalty, and driving deeper connections.

Cerence UX Services support automakers as they look to meet these changing expectations. We evaluate all aspects of the in-car UX, going beyond pure accuracy measurements to study end-user interactions and satisfaction with the Human-Machine Interface (HMI) and connected experience. This is inextricably linked with a system's ability to effectively handle tasks and queries.

Delivering a compelling in-car user experience

AI for a World in Motion

Cerence UX Services

Intuitive in-car user experiences drive user satisfaction

Cerence UX Services are available to both existing and new Cerence customers in a variety of modules and packages. They can validate touch-screen interactions, voice assistants, and other user interfaces, which will allow automakers to bring the next generation of sleek, intuitive automotive experiences to the road.

Cerence UX Services modules can be offered individually or combined into standard/extended packages, which are detailed below:

SYSTEMS IN DEVLOPMENT

Standard package for DIY/FB CDFW projects:
- One UX Design Review before implementation
- OneUX Expert Review after feature complete

Standard package for CDFW dialog projects
- One UX Design Review before implementation
- Two UX Expert Reviews, one after Feature Complete and one when the system is bug-free
- Native Speaker Tests with at least one native per language for all implemented languages

New technology & innovative features
- One UX Design Review before implementation

SYSTEMS IN MARKET

Extended package: System acceptance evaluation
- One Usability Test
- End-User Interviews for 10 to 15 end users

SYSTEMS IN DEVELOPMENT OR IN MARKET

Extended package: System usability assessment
- One UX Expert Review either after Feature Complete or after SOP (depending on product phase)
- One Usability Test either after Feature Complete or after SOP (depending on product phase)
- It may also include as a comparison tool by including: two UX Expert Reviews and two usability tests, one each for each system

"Design is not just what it looks like and feels like. Design is how it works."

– Steve Jobs

AI for a World in Motion

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