Supporting Energy Awareness in and Around the Car

Dan Fitton, Brendan Cassidy, Janet C Read

ChiCI (Child-Computer Interaction) Group,
University of Central Lancashire, UK

Background

- ChiCI (Child-Computer Interaction Group) @ UCLan
  - www.chici.org

- New and novel HCIs
- Design and Evaluation with children and teenagers

- 'Taking on the teenagers' – large 3 year project in UK
  - Creating 'cool' mobile technologies to reducing teen energy use and make long-term changes in energy behavior.
  - Currently exploring cool and how to design for it.
  - www.mad4nrg.org

UX in Cars?

- Holistic perspective...
- Implications of energy use extend to the car
  - Environmental impact, cost, choice
- Mobile devices for sensing/feedback to influence driving behavior
- Teenage passengers ideally situated to use these mobile apps in car

Challenges

- ## User/User Experience
  - Presenting feedback information, changing behavior (of others/self) , user engagement, rewards (individual/comparison)
- ## Pragmatic Considerations
  - Use of 'pester power', when/where to provide feedback, metrics for energy use.
- ## Technical Challenges
  - Mobile sensing/platforms, car-interfaces, accuracy, data processing

Dan Fitton - DBFitton@UCLan.ac.uk