

Elevating User Experience for Thailand Drivers: Dashboard Design Analysis in Electric Vehicles

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Abstract : This study explores the design of electric vehicle (EV) dashboards with a focus on user interaction. Findings from a Thai sample reveal a preference for physical buttons over touch interfaces due to their immediate feedback. Touchscreens lack this assurance, leading to potential uncertainty. Users' smartphone experiences create a learning curve that doesn't translate well to in-car touch systems. Gender-wise, females exhibit slightly longer decision times. Designing EV dashboards should consider these factors, prioritizing user experience while avoiding overreliance on smartphone principles. A successful example is Subaru XV's design, which calculates screen angles and button positions for targeted users. In summary, EV dashboards should be intuitive, minimize touch dependency, and accommodate user habits. Balancing modernity with functionality can enhance driving experiences while ensuring safety. A user-centered approach, acknowledging gender differences, will yield efficient and safe driving environments.

Keywords : user experience design, user experience, electric vehicle, dashboard design, Thailand driver.

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