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MediaFLO Automotive Use Cases

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Created: Thu Apr 03 2008
Last Modified: Wed Apr 30 2008

Introduction

Three general use cases are outlined in this document: Short Trip, Medium Trip and Long Trip. However, each use case needs to be weighted accordingly when thinking of it in the context of the system design. For example, research is showing a correlation between rising gas prices and a general decline in driving. The design of the MediaFLO Automotive product should be weighted more towards the Short Trip scenario than either the long or medium trip use cases.

Driving Statistics

- 90% of Americans say they usually drive an average of 87 minutes per day.
- Commuters without children average 77 minutes per day.
- Commuters with children average 104 minutes a day.
- The average household owns two cars, and one in four owns three or more.
- Average commute time one way: 26 minutes.

ABC News

Looking at the above data, we can conclude there are an average of 52 non-commuting minutes involved in the average household with children (the primary target of in-vehicle MediaFLO). It's reasonable to assume those 52 minutes are not consecutive, just as total commuting time is not consecutive; therefore, it will be some block of 26 minutes or less (depending on the number of separate stops/trips). The picture we begin to see emerge is that people, by and large, are not in their car for hours at a time on average but instead are typically in their car for 10's of minutes at a time. Short Trip scenarios begin to look like the more frequent use case than either the Medium Trip or Long Trip.

Short Trip I The Mall

The Stratton family pile into the minivan for a short trip to the mall. The kids, Ethan and Hannah, were just watching Sponge Bob Square Pants and immediately flip down the rear LCD screens and navigate to the TV service in order to try and find it. Hannah flips through the channels using the remote control until she finds it.









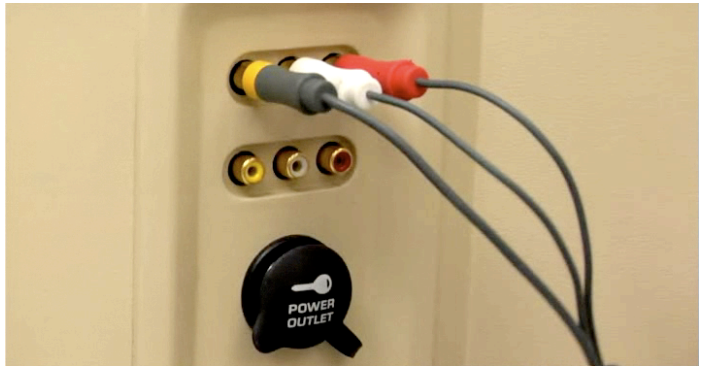
While Ethan and Hannah listen to Sponge Bob through their personal headphones, the parents, Kevin and Kelly, enjoy some quiet drive time. Kelly mentally prepares her shopping list for the day and Kevin "spaces out" during the drive.

Medium Trip I Family Trip to the Mountains

The Stratton family load up for an hour long trip out to the mountains to do a day hike. While on the road out to experience nature Hannah wants to watch Dora The Explorer but Ethan wants to play God Of War on the PS2 he has stowed away under the back seat. Ethan quickly changes his screen over to his video game and then hands the remote control to Hannah so she can tune into Nickelodeon and watch Dora The Explorer. Both of them adjust the volume on their headsets to their own levels of comfort.





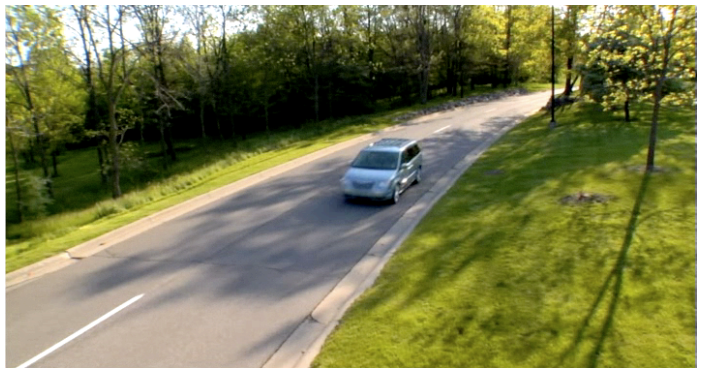




While Hannah and Ethan are occupied, Kelly discusses the latest gossip while Kevin keeps the car's navigation system on in order to track their progress toward the park's ranger station.

Long Trip I Weekend Getaway

The Stratton family are headed out of state for a weekend getaway. It's a four hour trip to the theme park they're staying at, which means they've all got time to kill. Hannah and Ethan both get a little restless throughout the trip, sometimes watching TV together and sometimes not. Ethan plays his video game for a couple hours while Hannah channel surfs and then switches to listening to music on her iPod.









Meanwhile, Kevin and Kelly channel surf the radio often switching between channels they each like and the navigation system to check on their trip progress.

Parental Control I Out With Friends

The Stratton family are headed out for ice cream and a movie with some friends of Ethan and Hannah. It's about 20-30 minutes to the mall, depending on traffic, and the kids are going bonkers. Kelly suggests seeing what's on TV, so Ethan grabs the remote control and starts scanning through. Ethan's friends are urging him to find something meant for older viewers on TV but when they think they've found something it turns out that all TV14 content and above is being blocked by the system.



Meanwhile, Kevin and Kelly talk about their day and tune out most of what the kids are doing.

Parental Control I Nieces & Nephews

The Stratton family are babysitting nieces and nephews while Kevin's brother and sister-in-law are attending to some business. Since their nieces and nephews are quite a bit younger than Ethan and Hannah, they immediately reset the parental controls on their in-car TV to TVY so they don't have to worry about accidentally tuning into anything unsuitable for the kids. Naturally, Ethan and Hannah are not happy with this change but adjust to the temporary change.



Meanwhile, Kevin and Kelly talk while keeping tabs on what the kids are watching by glancing at the upfront screen occasionally.

Command Control I Girl Scouts

Kevin Stratton is watching the kids by himself today while his wife Kelly takes a day at the spa. Hannah has plans to meet up with a friend and then go to a Girl Scouts meeting. Kevin picks up Hannah's friends Jenny and Miley and they head out to the meeting location. While Kevin drives the three girls are in the back whispering, giggling, and alternately changing the channel on the TV. Suddenly, Kevin tunes into the TV when he hears some inappropriate language and looks down at his front screen to see that the kids are watching "American Psycho" on the movie channel. Kevin quickly switches the channel and tells the kids they can't watch that movie because they're not old enough.



The girls, being good kids, listen to Kevin and do not tune back to the channel.