

## **Uconnect 5: Thoughtfully Organized, Visually Appealing and More intuitive**

- Customizable home screen enables customers to tailor their own interface
- All-new user profiles allow for a personalized experience
- Seamless integration of technology within the vehicle interior
- Elegantly designed, vector-based graphics provide updated and refreshed look and feel
- Hold and drag, slide and swipe your way through the system

January 26, 2020, Auburn Hills, Mich. - When it came to creating the all-new Uconnect 5, the User Experience (UX) design team worked to ensure it kept the winning formula for a system recognized for being easy to use and intuitive. Working with a “no-compromise” attitude, the team benchmarked a wide variety of technologies and services and dug deep into customer feedback. The result is a system that has been integrated seamlessly into the vehicle interior and designed to be more intuitive.

“The UX design team worked methodically with each of the design studios to ensure that the system is authentic to the brands it represents,” said Ralph Gilles, Head of Design, FCA. “The team combined artistic details with customer feedback and research to create an experience that is thoughtfully organized, easy to use and visually appealing.”

Housed within FCA’s product design office, the UX design team worked hand in hand with the interior and color and material design teams to seamlessly integrate the new technology into each vehicle and make appropriate use of the three available screen styles – portrait, square and landscape. Screens have been updated to a higher resolution and through the use of bonded display technology is larger in size. By using bonded display technology, edges of the screen can be hidden, and graphics and colors have a richer appearance.

Screen graphics, colors and textures are exclusive by brand and create an authentic and harmonious design statement. Icons and the menu bar have a cleaner, fresher look and vehicle icons now represent each vehicle in the brand lineup.

To integrate screens inside the vehicle, UX designers created detailed backdrops to match interior colors and themes. Screen graphics are specific by brand and are seamlessly executed. Surface integration also plays a role and coordinates with surrounding interior materials. Care is taken with screen edges, location, angle and depth for proper viewing.

New for Uconnect 5 is the use of vector-based graphics that are multi-layered and high contrast to help provide a clean, sophisticated appearance of information displayed on the screen. This helps the user quickly identify and activate the feature or function they are looking for so they can keep their eyes on the road.

The UX team also enabled users to create a home screen with a familiar feel, similar to how one can personalize their favorite features and functions on their mobile phone or computer. Customers will be able to build a custom interface with frequently used features for easy and quick access. By using multiple pages, the user can access the available features and determine how and where they are displayed. The new home screen uses a card-based format that allows display screens to be personalized, simplified and grouped by individual needs and interests.

Individual pages can be created using the “My Pages” button where features can be added, deleted or completely rearranged. Each page is broken up in individual cards where users can also choose from a preselected list of the most frequently used features and functions by selecting the “Edit” button. Multiple cards can be accessed by simply swiping left or right on the screen. A “Shortcuts” card can also be chosen where the user can mix and match all their favorites in one place. For example, if heated steering wheel, heated seats, calling home and navigating to work are

of the utmost importance, a card can be created for that use. Saving all of this customization is simple. Up to five individual profiles with preferences can be saved, allowing multiple drivers to tailor their environment at the push of a button.

While Uconnect 5 offers more features than previous Uconnect systems, the UX design team dedicated significant time organizing the most popular categories to further develop a quick and intuitive solution. The goal of the home page is to have the user access their information in one push. Inside a card, the design team worked to ensure that information and icons can be accessed in no more than two presses of a button.

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