

B.E.A.S.T 2.0

Jens Schlegel	Mobile Media	6th semester
Katharina Siebecke-Yrisarry	Media Management	4th semester
Marielle Hänggeli	Media Engineering	5th semester
Moritz Fieler	Mobile Media	7th semester
Timo Waldherr	Mobile Media	6th semester
Karolin Deger	Media Management	8th semester
Ward Dijkhuis	Business Informatics	7th semester

How to bring back the **BEAST** in electrical Mercedes AMG cars?



AMG

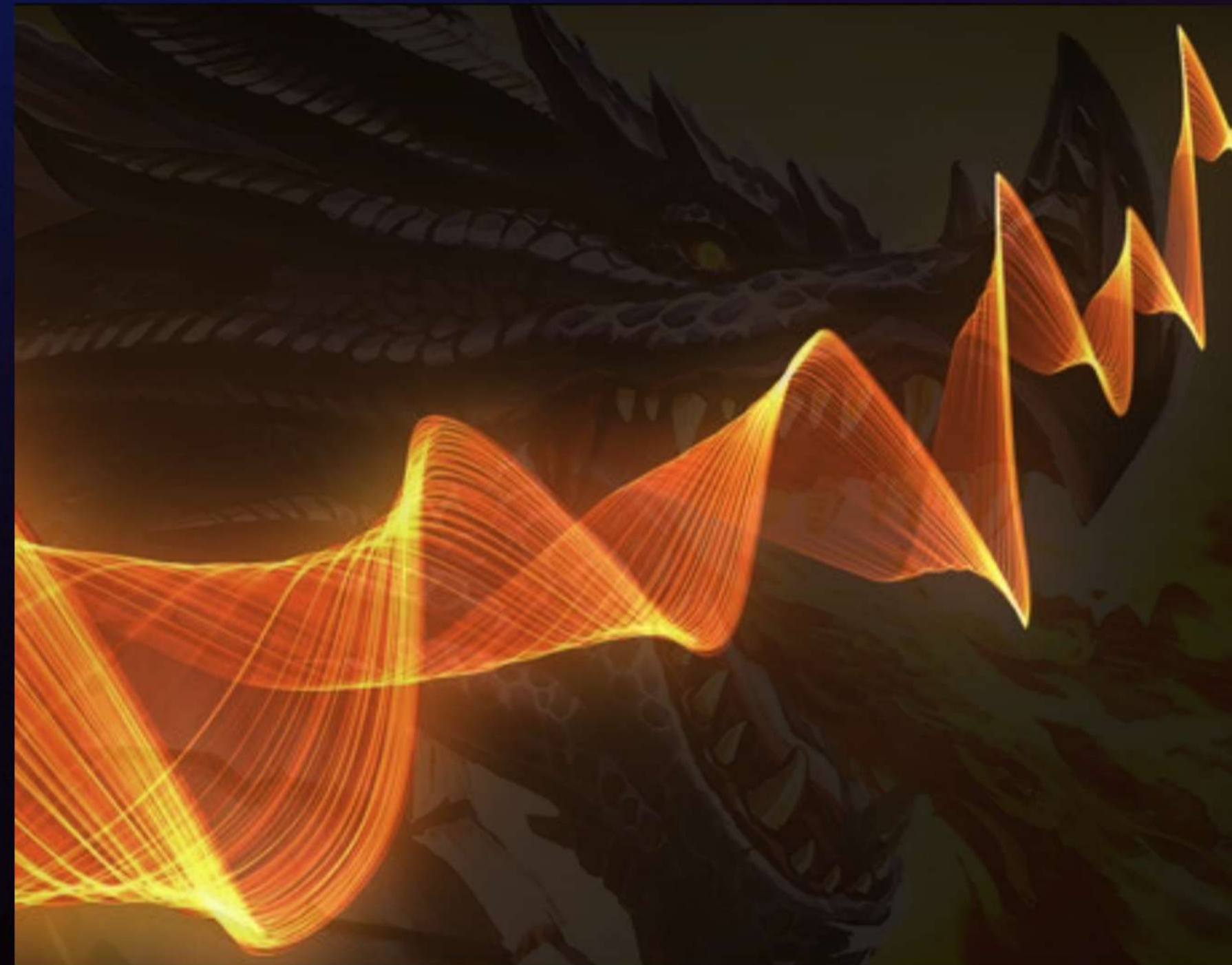
Problem -

The emotional connection is lost when transitioning AMG to eDrive. The roaring sound is gone and charging up the car is not satisfactory. How can we achieve this emotional connection?

Solution -

An innovative next generation 'BEAST-like' charging experience

We observed a 'ping-problem': the charging experience is not engaging. To make it more appealing we combined sounds, lights and haptics to offer the user a whole new experience.



Lights

How can we use lights to improve the charging experience?

Sounds

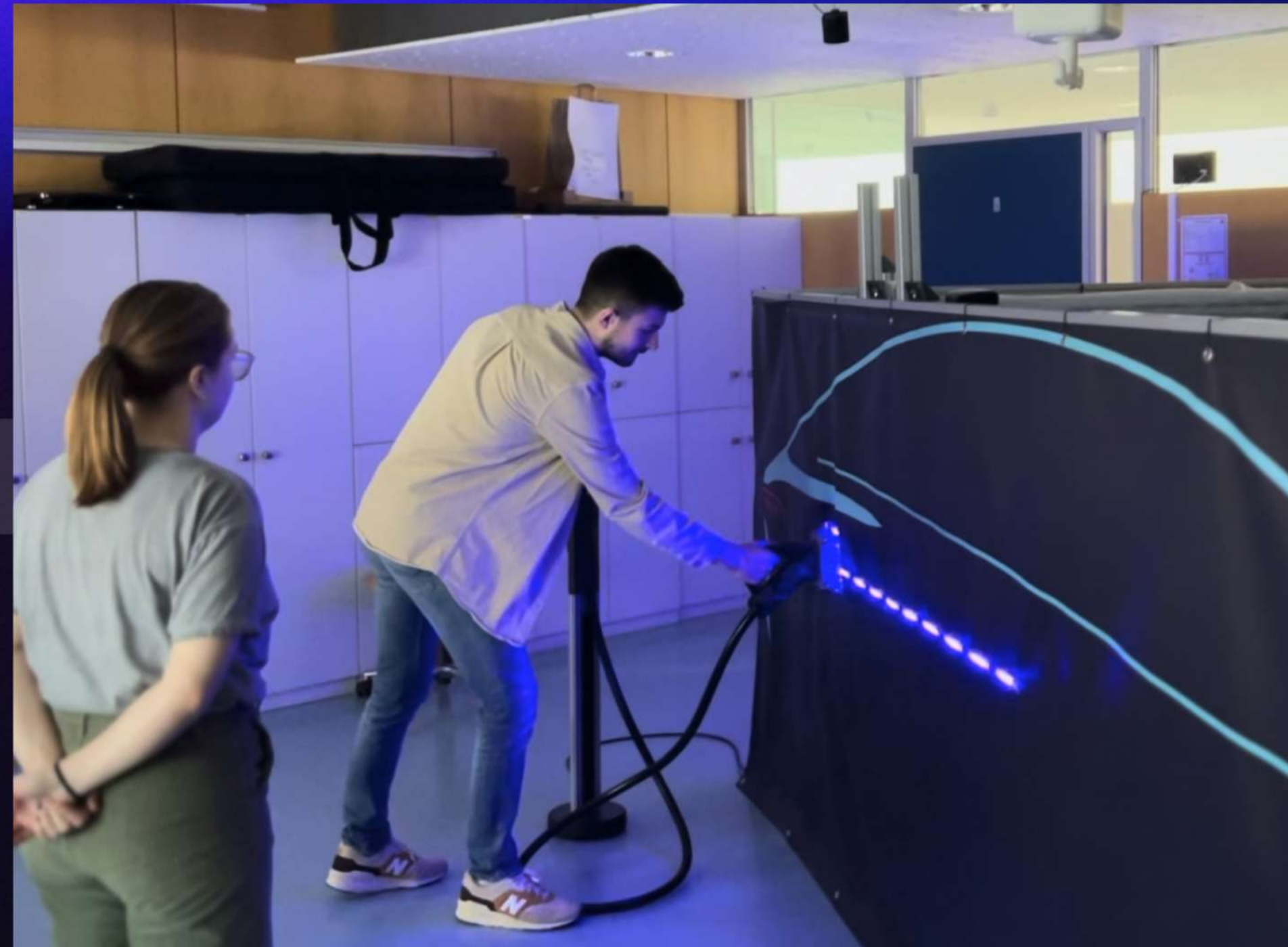
How can we make the car feel alive using sounds?

Haptics

Can we make the user feel that the car wants to be fed with energy?

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Emotional BEAST experience



User test

We've built a prototype combining all elements. We conducted user tests and collected feedback.



End result

Concept created using the User Centered Design Process
A user-verified Experience delivered to Mercedes