



Modular design of the seat back

Magsafe and modularity

Design context

In today's automotive world, users have extended expectations on the use of a vehicle rather than only being a transport, hence we see an increased interest of modular thinking in interior and exterior vehicle design that can improve the overall user experience. In addition, Bring Your Own (BYO) device has been embraced like never before according to the proliferation of the internet of things (IoT). This is of great importance for GEELY to find solutions for.

The image above are the examples of the modular design of the seat back. Detachable hanger solution that can also be used as a phone / tablet holder; another example is an attachable desk on the seat back.

Can Magsafe technology enhance the vehicle modularity and create new possibilities for add-on products and increase user value?

Magsafe exploration

1. Pros o MagSafe? e.g. High reliability power and mounting interface
2. Cons of Magsafe? e.g. Limited power transfer, heat generation, currently the Qi standard doesn't give battery charging level feedback.
3. How are the above likely to change in the future... e.g. Look back at how it has already improved

Magsafe and modularity design

1. What functionalities can Magsafe technology / Wireless mechanical interface support with?
2. How might Magsafe enhance the modularity concepts?
3. How can Magsafe benefit the BYO device experience in vehicle? For example, horizontal rotation feature, content sync between devices etc.

Deliverables: Use cases, concept & solution, and Mockup

Målgrupp
TD

Gruppstorlek
Mellan 5 och 6

Speciella förkunskaper

Förslagsställare
Namn: Chang Cai
Interaction Designer
Zeekr Digital Design

Namn: Geely Design
Pumpgatan 3
E-mail:
chang.cai2@geelydesign.com

Handledare
Namn: TBD
E-mail:
Telefon:

Examinator(er)
Namn : Lars-Ola Bligård
E-mail:
Telefon: