Identification of customer expectations on ADAS, Car Configurator

• **Motivation:**
  Determination of customer expectations on systems, vehicles and new technologies
  Information on potential customer behaviour with regard to systems and new technologies.

• **Problem:**
  How can the opinions of a specific target group about systems or new technologies be determined in a quick and easy way?
  How can unidentified customer demands be identified and regarded as marketing potentials while maintaining anonymity but recording data on gender, age, driving style, …?

• **Objective:**
  Surveys (customer clinics)
  Tool for anonymous surveys (Car Configurator)

• **Solution:**
  Development of a module-based Car Configurator for anonymous surveys, similar to competitions
  Personal surveys in cooperation with TÜV Nord (topics: DAS, C2X, …)