Mobility Solution

Connected Car Experience

This app is built for a new generation of electric and connected vehicles. The solution enables a ubiquitous, connected physical and digital experience. It is based on worldwide studies of Top Notch UX. Throughout the project, the focus was on creating an intuitive interaction that would not in any form obstruct the driver's experience of driving the car. The app is a central element in the communication between the customer and the connected car.

Credits

Client:
Tata Motors Ltd., Mumbai, India

Project Team:
Samer Chakravarty (Design)

Design:
VU Designs Pvt. Ltd., Pune, India

Nagendra (Development)

The new EV experience

By sharing the data, you agree that data e.g. your IP address, will be sent to third parties (more info here).