D2.2
Context map on user expectations, goals, ideas, reservations and requirements

SCOUT

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Consortium

No	Participant organisation name	Short Name	Country
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2	Renault SAS	RENAULT	FR
3	Centro Ricerche Fiat ScpA	CRF	IT
4	BMW Group	BMW	DE
5	Robert Bosch GmbH	BOSCH	DE
6	NXP Semiconductors Netherlands BV	NXP	NL
7	Telecom Italia S.p.A.	TIM	IT
8	NEC Europe Ltd.	NEC	UK
9	Rheinisch-Westfälische Technische Hochschule Aachen, Institute for Automotive Engineering	RWTH	DE
10	Fraunhofer-Gesellschaft zur Förderung der angewandten Forschung e. V., Institute for Structural Durability and System Reliability FHG	FHG	DE
11	CLEPA aisbl – The European Association of Automotive Suppliers	CLEPA	BE
12	Asociación Española de Fabricantes de Equipos y Componentes para Automoción SERNAUTO	SERNAUTO	ES

Context map on user expectations, goals, ideas, reservations and requirements

The overall development of a European Roadmap on Connected and Automated Driving within the SCOUT project is based on a storymap methodology. This way of graphic visualization of information e.g. on posters is a successful way to interactively facilitate group work. It is particularly powerful in strategic planning processes where new insights shall arise from the engagement and cooperation of many participants with diverse backgrounds. Drawing a big picture of a problem during a meeting can reveal relationships between different aspects and perspectives. It thereby helps to think in systems and to align the group understanding. Furthermore, it creates a memorable product that everybody sees being created. This strengthens the participants' relation with the outcome, helps them to tell the story about the plan and supports the implementation of follow-up actions.

This methodology was exploited to develop a context map on user expectations, goals, ideas, reservations and requirements within the SCOUT project. Hereby, the history of the topic, challenges and opportunities, individual values and expectations was collected. The context map is an interim stage towards the development of a common roadmap and is particularly helpful in stakeholder consultation and engagement processes. It was developed with the involvement of stakeholders from cities, IT and automotive sector at the co-creation workshop "Use cases and visions for automated and connected driving in EU" in Brussels on the 22nd February 2017 and thereby provided great opportunities for the engagement of diverse actors within the SCOUT project, particularly in the strategy development process of defining goals, gaps and hurdles. Step by step, the ideas, expectations and requirements of multiple stakeholders have been gathered and visualized in the context map, which is the base to create a vision on connected and automated driving for 2030 and to further develop an established European roadmap on connected and automated driving – all including the use of graphic visualization.

CONTEXT MAP

Scout

TRENDS

- Digitization and robotics
- Convergence of technologies
- Industry consolidation
- Automation of public transport
- Sharing personal data
- Ownership of data

ECONOMIC FACTORS

- Affordability
- Market growth
- Private / public investment
- Competition balance

TRENDS

- Sustainable cities
- Demographic change
- Sharing economy
- Changing life styles
- Globalization
- New global order

POLITICAL FACTORS

- EU competitiveness
- Incentives
- Harmonization
- Employment

VISION

- Seamless mobility of people and goods on demand
- Non-compromise safety
- Efficient & affordable
- Saving & freeing time
- Sharing mobility

CONNECTED & AUTOMATED DRIVING 2030

UNCERTAINTIES

- From driving to flying
- Safety & security
- Mixed traffic
- Acceptance
- Complexity
- Switch to manual driving
- Ethics
- Cyber security

USER NEEDS

- Freedom
- Safety
- Convenience
- User-centric
- Happiness

TECHNOLOGICAL FACTORS

- Localization, positioning & mapping
- Connectivity (e.g. 5G)
- Environment sensing & perception
- Semiconductor electronics
- Machine learning algorithms
- Vehicle system architectures
- Digital platforms