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Preliminary study on perceived comfort of car seats: A quantitative approach to visual cues.

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Abstract

The automotive industry is transitioning towards a more digital future - not just the digitalization of the product itself but also the process of customer interaction, such as during the product selection process. In the product selection process, companies are enabled to collect and analyze large amounts of customer and usage data but are also challenged to understand the gathered digital data. In designing physical components, analyzing, and understanding such data can provide a competitive advantage. In gaining deeper insight into the digital selection process of cars and for understanding customers preferences related to perceived comfort of car seats, we applied a visual appearance study by presenting digital information of physical components.

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