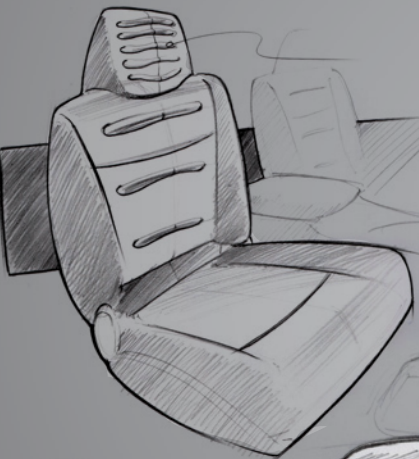


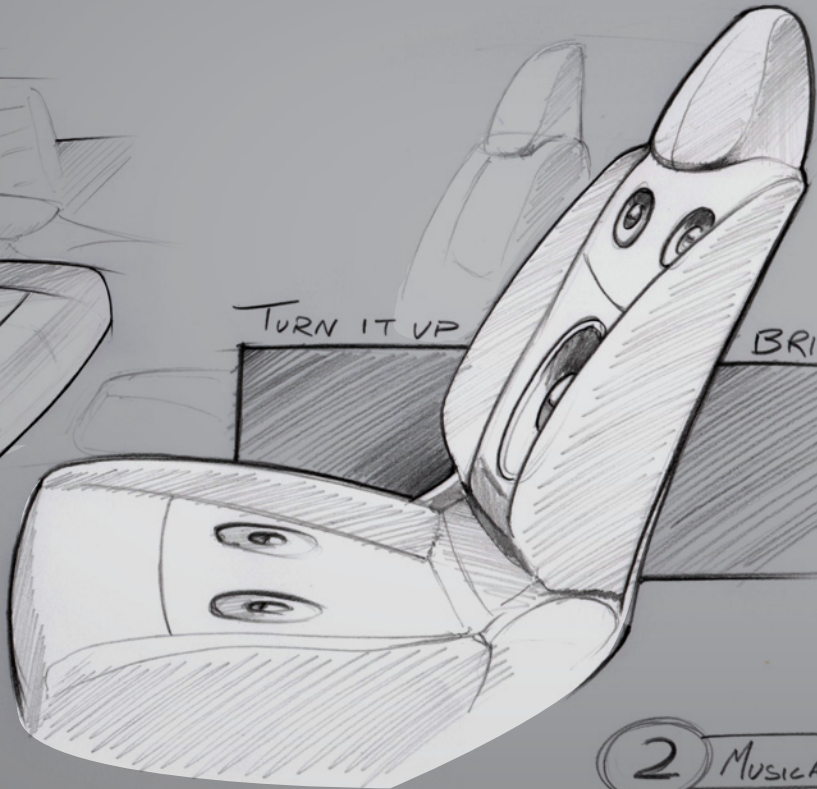


USER EXPERIENCE CONCEPTUALIZATION OF THE NISSAN LEAF

User Research Methods Fall 2013



1 DYNAMIC CHAIR

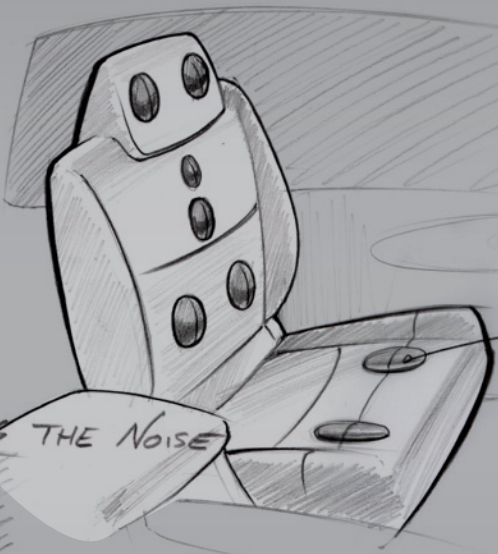


TURN IT UP

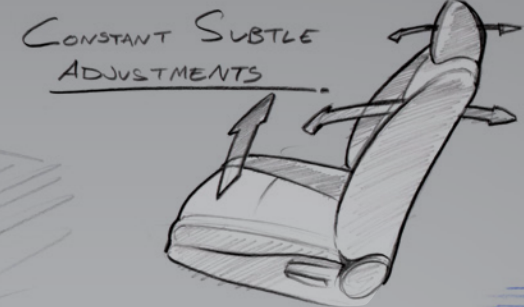
BRING THE NOISE

2 MUSICAL CHAIRS

3 HOT STONES

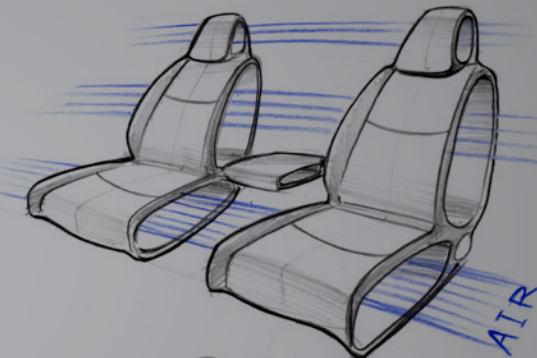


HOT STONES



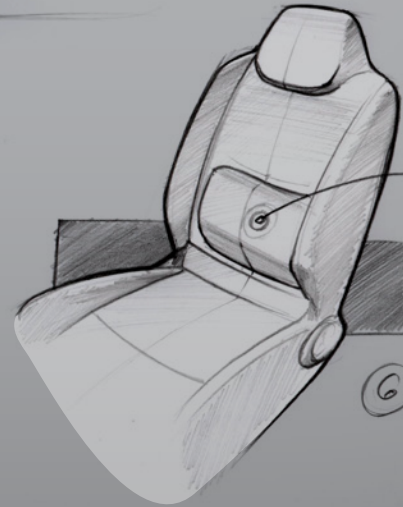
CONSTANT SUBTLE ADJUSTMENTS

4 ERGO ADJUSTMENTS



AIR

5 FREE FLOWING SEATS



INFLATING LUMBAR SUPPORT

6 DYNAMIC LUMBAR