

Byton & Spiegel Institut at the Automotive Roundtable in Shanghai

Top issue: human centered design

Mannheim, March 19, 2019 - **“Human Centered Vehicle Design & Development Process”** is the **topic of the international automotive roundtable in Shanghai, March 28.**

Together with Henrik Wenders, Vice President of Marketing at Byton, Yuwei Jin, Senior Director Asia-Pacific and Xiaoling Cordt, UX Consultant at Spiegel Institut, explain how user centered developments in the automotive sector can be made a success. Presenting smart car developer Byton as an example the speakers show innovative ways of design and development processes, where future users are included from scratch on. Using co-creation tools, Spiegel Institut accompanied the product development process at Byton from ideation to product refinement. This way Byton created a product that enthuses users and builds the basis for long lasting successful customer relations.

More Information: <https://www.g-i-events.com/automotive-roundtable/>

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