Abstract:
Autonomous vehicles are a hot topic, and Intel is actively pursuing a leadership position in this space. However, the real obstacle is not a technical one, but a social and psychological one. Simply put, people just don’t trust autonomous cars. In this talk, I’ll share how we (Intel) are approaching this space from a user experience perspective, and what we are doing to engender trust in autonomous vehicles. I’ll also pair these insights with a few learnings of my own about what it’s like to work in Fortune 100 company.

Bio:
Josh Ekandem is a Design Technologist in the Strategy and Integrated Products Division in the Internet of Things Group (IOTG). He is currently focused on leading Intel’s design and prototyping efforts for end-user experiences with fully autonomous vehicles. As a design technologist Josh focuses on understanding market opportunities and crafting transformative experiences that can be evaluated with potential customers and end-users. Josh uses his natural design intuition, formal training as a researcher and experience as an engineer to integrate business strategy, technology road maps, and user aspirations, into solutions that add value to the lives of others. After joining Intel in 2013, Josh has been afforded the opportunity to lead and contribute to a number of initiatives at Intel including: a joint research project with Ford Motor Company focused on creating more secure and personalized in-vehicle experiences; the user experience and design direction for the software development of wearable devices; the design and implementation decision support tools, that enable senior business leaders to make, quicker, more informed decisions; and the strategy, design and prototyping of intelligent smart home technologies. Joshua attended Auburn University where he received his Bachelor’s and Master’s degree in Industrial Design specializing in culturally relevant product design. He holds a PhD in Human-Centered Computing from Clemson University, where he focused on a methodology for reducing driver distraction, based on ambient feedback. His passion centers around innovation, as he loves to design and create. He enjoys eating delicious food, travelling the world, playing golf, and spending time with his wife, Briana, and their dog, Sugar.