HERAMB DANDEKAR

Passionate, customer and user-focused global leader driven by the innate motivation to bring meaningful design and technology innovations that enrich lives. WIth a proven track record of successfully influencing large organizations, shifting their focus from the status quo of feature design to creating unique, meaningful and elegant experiences that foster brand loyalty.

Innovative - Outcome-focused - Collaborative - Empowering - Inclusive - Accountable

PLAMBO SOLUTIONS   Whirlpool   Ford   Panasonic   CHRYSLER   FIAT

2016-2025 Awards

2024 KitchenAId Automatic
Espresso Line-up

2024 KitchenAid
Grain & Rice Cooker

Whirlpool W Collection
Oven UX

Encouraging ECO-friendly
Usage of Laundry Machines

2024 KitchenAId Automatic
Espresso Line-up

Encouraging ECO-friendly
Usage of Laundry Machines

2016 Ford GT -
Product Design

2017 Lincoln Continental
2018 Lincoln Navigator
2020 Lincoln Aviator
2021 Lincoln Corsair
2024 Lincoln Nautilus

2021 Lincoln Corsair
Top 10 Interiors

Kalahari Resorts Discovery & App Concept

PLAMBO SOLUTIONS

App Discovery & Vision

Unearthing Key Insights to Design Meaningful Experiences

Translating Discovery Research Findings into App Features

Observations

Gather observations from resort visit, guest surveys and stakeholder interviews

Analysis

Analyze research findings to uncover key guest challenges and needs

App Experience

Integrate solutions into an intuitive, user-friendly app interface

Discovery & Booking

- Word of Mouth
- Social Media
- Search Engines
- Travel Sites

89%
Resort's Website

8%
Phone Calls

3%
Walk-Ins

Booking & Check-in Experience

Booking process

92%

of guests rated the booking process as "Easy" or "Very Easy"

Check-in Process

Key Findings:

- Self check-in was confusing; Kiosks were not easy to use/understand
- Desire to have more "human touch instead of machines" during the check-in process

Areas for Improvement:

- Improved Kiosk User Interface
- Booking/Package information sometimes unclear or incomplete
- Room upgrade options not prominently displayed

Access to Information

Front Desk
37% of guests seek information here

Exploration
23% explore the resort to find information

Brochures/Maps
5% rely on printed materials

Signboards/Screens
5% use digital or physical signage

Significant number of guests approach prominent associates, like restaurant/cafe hosts

Pre-Booking Behavior

No Pre-booking

61% did not pre-book any services

Cabanas

1% reserved cabanas

Poolside Food & Drinks

12% pre-booked these services

Activities or Events

8% reserved special activities

Room Service

4% booked room service

Way-finding and Accessing Services

Room Location

Guests struggle to find their rooms or buildings

Signage / Guidance

Lack of clear directional signs throughout the resort

Amenity Location

Difficulty finding specific facilities and attractions

Parking Confusion

Unclear parking directions and insufficient signage

Unaware of Features

Recharging wristbands at kiosk, didn't know about games

Shuttle Wait times

Long wait times for shuttles, especially an issue for rooms that are away from the waterpark

Key Insights & Recommendations

Strengths

- Good booking process
- Effective digital marketing
- Strong organic referrals
- Well regarded growing brand

Opportunities

- Enhanced navigation systems
- Location-based marketing
- Pre-booking promotion
- Contextual information delivery

For Our Guests

Enhanced Experience

Convenience

Peace of Mind

Experience Design

Observation	—>	Insight	—>	App Features
Navigation difficulties		Interactive guidance		**Way-finding**
Marketing opportunities		Targeted messaging		**Tailored, Location-based Notifications**
Low pre-booking rate		Incentivize advance planning		**Suggested Itinerary (Tailored to Guests)**
Guest retention		Encourage return visits		**Relationship Center (Celebrate Memories)**
Transportation issues		Simplified logistics		**Shuttle Booking**
...and more				

[App Prototype](#)

App Features & Benefits

Personalized, Contextual Home Page

- Context-aware information and interaction
- Tailored upselling opportunities

Check-in

- Walk-in directly to your ready room
- Reduced load on frontdesk and manpower

Maps & Wayfinding

- Easy, convenient and personalized navigation
- Reduced stress on frontdesk & resort staff

Contextual Communication

- Relevant, targeted notifications and offers
- Guest behavior tracking and analysis

Activity & Service Booking

- Optimized scheduling and resource allocation
- Premium experience upselling
- Guaranteed reservation slots

Food order and Tracking

- Convenient & Time-Saving
- Increased Revenue opportunity
- Gather Data Insights

Dining Reservations

- Guaranteed Seating
- No waiting in long queues
- Guests can schedule dining without missing other activities

Wait Times for Rides

- Better Planning: Guests can avoid long lines by visiting less crowded slides.
- Real-Time Updates: Guests stay informed and can adapt their plans accordingly

App Features & Benefits

Room Service Requests

- Added Convenience Leading to Increased Revenue: Encourages impulse orders of food, spa treatments, or premium room add-ons
- Increase Operational Efficiency
- Live Tracking of Orders with transparency

Concierge Services

- No More Waiting in Queues
- Faster Request Handling and Support
- Upselling & Personalized Offers
- Improved Guest Satisfaction
- Data Insights & Service Optimization

Wait Times at Restaurants

- Informed Decisions: Guests can decide whether to wait, order food online, choose another restaurant

Active Gamification (Challenges & Rewards)

- Increased Engagement
- Increase Brand Loyalty & Word-of-Mouth
- Repeat Visits
- Fun, Interactive and Memorable Stay
- Exclusive Perks & Rewards

AI Assistant

- 24/7 instant support and issue resolution
- Handles room service and concierge requests
- Data-driven insights for:
    - Customer behavior analysis
    - Dynamic pricing optimization
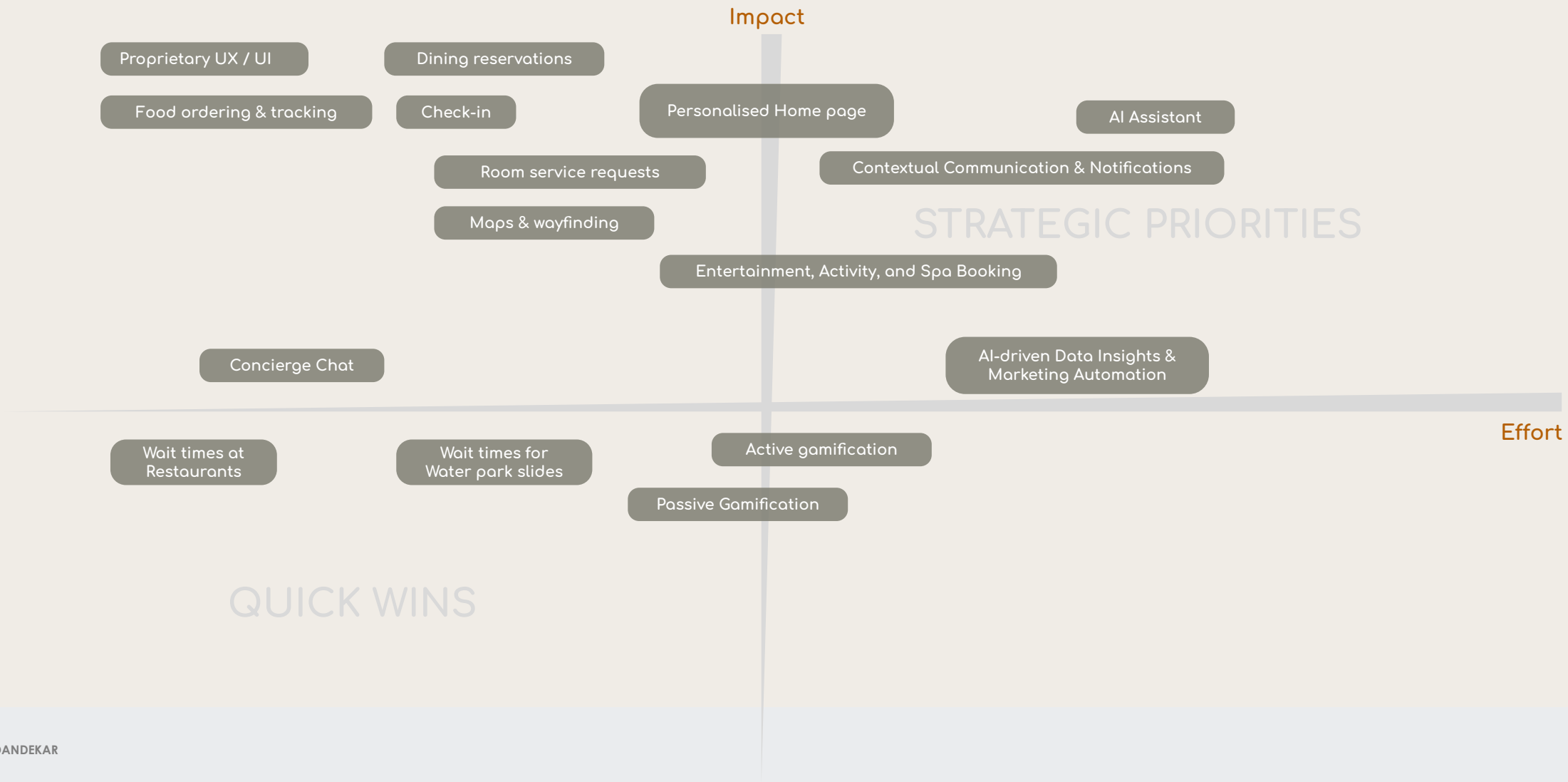   - Proactive issue management

Relationship / Passive Gamification

- Step Tracking
- Charity Water Contribution
- Feel-Good Factor & a Sense of Purpose
- Kalahari Relationship Rewards

Impact

Proprietary UX / UI

Dining reservations

Food ordering & tracking

Check-in

Personalised Home page

AI Assistant

Room service requests

Contextual Communication & Notifications

STRATEGIC PRIORITIES

Maps & wayfinding

Entertainment, Activity, and Spa Booking

Concierge Chat

AI-driven Data Insights & Marketing Automation

Effort

Wait times at Restaurants

Wait times for Water park slides

Active gamification

Passive Gamification

QUICK WINS

Outcome

The project concluded with the Kalahari leadership team gaining confidence that I had a strong understanding of both their goals and current gaps. Our prototype demonstrated what a state-of-the-art resort app could deliver—elevating the guest experience while unlocking significant revenue opportunities through intuitive design, seamless ease of use, and intelligent geo-location services with personalized promotions. We are currently exploring the right partners for Kalahari to launch the app with, with the intention of building a custom app in 2027.

Deep dive: https://docs.google.com/presentation/d/1ALh8IH91mYcfEIKSPJHx3tuVpv6gf6XfP5C8qFmZDjk/edit?usp=sharing

CX Strategy for OPTIMA Batteries

Opportunity:

Own the entire consumer journey from *initial research through lifetime loyalty*, creating a value-centric experience that builds lasting relationships beyond the transaction.
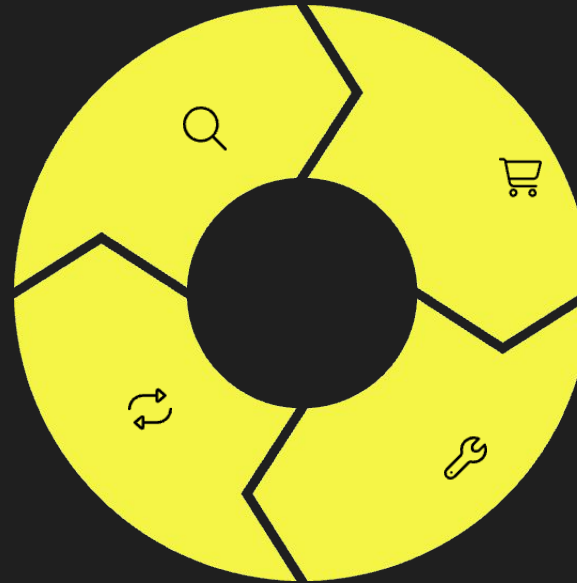
Pain Points = Opportunities

Research Phase

Consumers face confusing specifications and unclear product differentiation, leading to information overload.

Purchase Phase

Too many options cause decision paralysis, with buyers often defaulting to retailer recommendations.

Replacement Phase

Lack of brand loyalty leads to repeat of confusing research process rather than automatic repurchase.

Usage Phase

No battery tracking systems / trade-in program or replacement timing creates uncertainty about product lifespan.

Understanding Our Consumers

Our target consumers are primarily younger (35–44) with higher income and education levels.

Top Purchase Drivers

- Performance (56%)
- Lifespan (54%)
- Technology (44%)

Barriers to Purchase

- Low brand awareness (only 46%)
- Technology messaging underperforms for non-buyers
- Price sensitivity (23%)
- Availability issues (22%)

Strategic Value Targets

Racing/Hotrods

European

American Muscle

Offroad

Motorcycles

RV / Overlanding

General Brand

4x4

Marine

Understanding Our Consumers (Buyers' Mindset)

Each SVT group is divided into the following 4 buyer personas. These represent the buyers' psychology, as they go through their purchase process.

The Performance Seeker/Upgrade Shopper

Focused on premium quality and exceptional performance. Willing to pay more for proven reliability and advanced features. Brand loyal when value is consistently delivered.

The DIY Enthusiast

Values technical specifications and performance data. Researches extensively before purchasing and enjoys learning about product engineering. Seeks community connection with like-minded enthusiasts.

The Convenience Seeker/DIFM

Wants quick, hassle-free solutions. Prioritizes ease of selection and clear instructions. Relies heavily on in-store guidance and expert recommendations for decision-making.
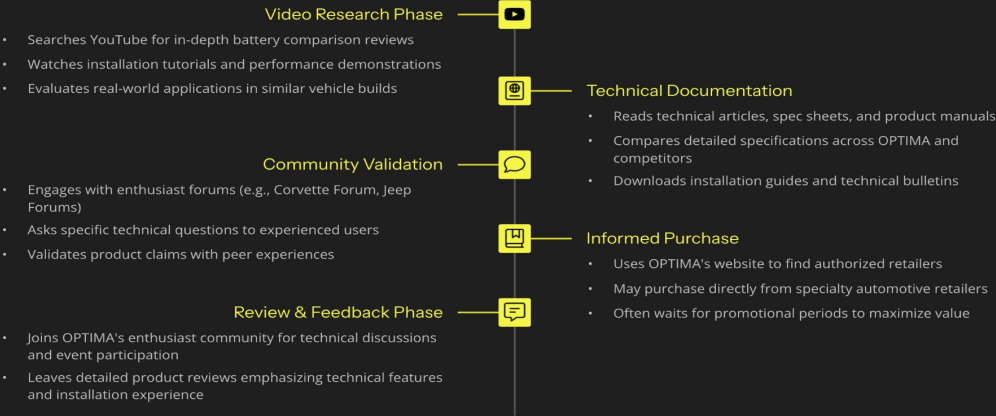
The Value-Driven First-Time Buyer

Prioritizes affordability and essential features. Compares options extensively to find the best price-to-performance ratio. More likely to be influenced by promotions and entry-level offerings.
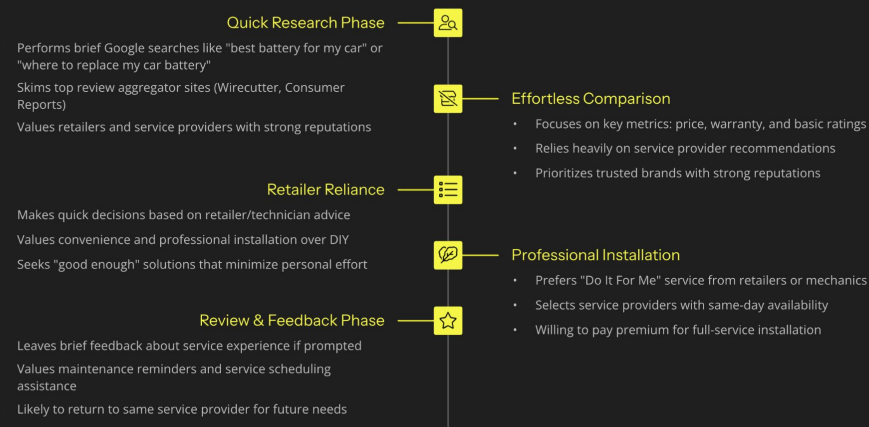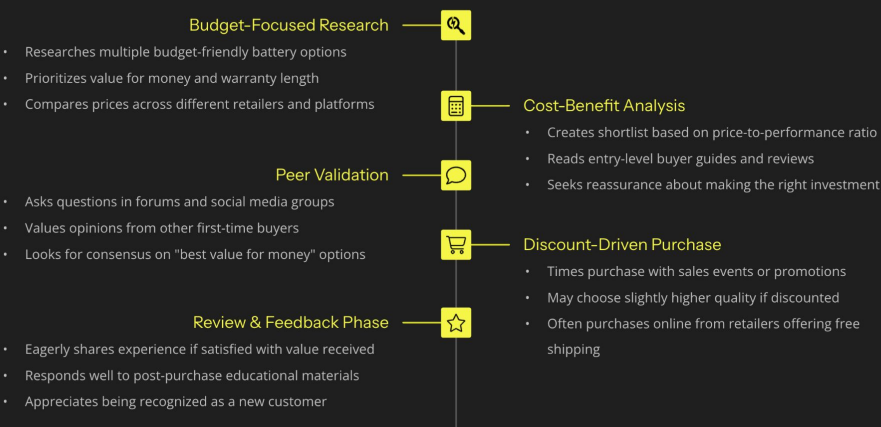
The Performance Seeker / Upgrade Shopper

Premium Research Phase
- Engages with product review sites, consumer reports, and industry influencers
- Searches specifically for premium brands with established reputations
- Investigates warranty length, reliability statistics, and performance capabilities

Technical Validation
- Reviews comparative test results and performance metrics
- Seeks out expert testimonials and professional recommendations
- Compares advanced features and specifications against competitors

Quality Confirmation
- Participates in product forums to validate quality claims
- Consults with trusted professionals about long-term reliability
- Values brands that demonstrate consistent quality across product lines

Value-Based Purchase
- Often purchases from premium retailers or direct from manufacturer
- Willing to pay premium prices for proven performance advantages
- Prioritizes extended warranties and premium service options

Brand Loyalty Phase
- Becomes brand advocate when consistently delivered value aligns with expectations
- Shares experiences with peers and within professional networks
- Likely to upgrade within the same brand ecosystem for future purchases

The DIY Enthusiast

Video Research Phase
- Searches YouTube for in-depth battery comparison reviews
- Watches installation tutorials and performance demonstrations
- Evaluates real-world applications in similar vehicle builds

Technical Documentation
- Reads technical articles, spec sheets, and product manuals
- Compares detailed specifications across OPTIMA and competitors
- Downloads installation guides and technical bulletins

Community Validation
- Engages with enthusiast forums (e.g., Corvette Forum, Jeep Forums)
- Asks specific technical questions to experienced users
- Validates product claims with peer experiences

Informed Purchase
- Uses OPTIMA's website to find authorized retailers
- May purchase directly from specialty automotive retailers
- Often waits for promotional periods to maximize value

Review & Feedback Phase
- Joins OPTIMA's enthusiast community for technical discussions and event participation
- Leaves detailed product reviews emphasizing technical features and installation experience

The Convenience Seeker / DIFM

Quick Research Phase
- Performs brief Google searches like "best battery for my car" or "where to replace my car battery"
- Skims top review aggregator sites (Wirecutter, Consumer Reports)
- Values retailers and service providers with strong reputations

Effortless Comparison
- Focuses on key metrics: price, warranty, and basic ratings
- Relies heavily on service provider recommendations
- Prioritizes trusted brands with strong reputations

Retailer Reliance
- Makes quick decisions based on retailer/technician advice
- Values convenience and professional installation over DIY
- Seeks "good enough" solutions that minimize personal effort

Professional Installation
- Prefers "Do It For Me" service from retailers or mechanics
- Selects service providers with same-day availability
- Willing to pay premium for full-service installation

Review & Feedback Phase
- Leaves brief feedback about service experience if prompted
- Values maintenance reminders and service scheduling assistance
- Likely to return to same service provider for future needs

The Value-Driven First-Time Buyer

Budget-Focused Research
- Researches multiple budget-friendly battery options
- Prioritizes value for money and warranty length
- Compares prices across different retailers and platforms

Cost-Benefit Analysis
- Creates shortlist based on price-to-performance ratio
- Reads entry-level buyer guides and reviews
- Seeks reassurance about making the right investment

Peer Validation
- Asks questions in forums and social media groups
- Values opinions from other first-time buyers
- Looks for consensus on "best value for money" options

Discount-Driven Purchase
- Times purchase with sales events or promotions
- May choose slightly higher quality if discounted
- Often purchases online from retailers offering free shipping

Review & Feedback Phase
- Eagerly shares experience if satisfied with value received
- Responds well to post-purchase educational materials
- Appreciates being recognized as a new customer

Cross-Channel
Consumer Journey Map

Buyer Mindset	Research	Consideration	Purchase	Post-Purchase
Performance Seeker / Upgrade Shopper	Searches YouTube, forums, and OPTIMA site for specs and test results Triggered by performance needs or vehicle upgrades	Compares technical specs and durability claims Interested in charger bundles, long-term performance	Buys from OPTIMA.com or preferred specialty retailer May purchase charger bundle or upgrade option	Registers battery, joins loyalty program, attends events Responds well to product tips and early trade-in offers
DIY Enthusiast	Consults manuals, reviews, and product spec sheets Engages with enthusiast forums and technical blogs	Explores OPTIMA fitment tools and comparison charts Validates product fit and warranty terms	Prefers DTC for product authenticity and access to rewards Registers product online	Reads install instructions, charges battery properly Open to long-term CRM engagement and accessories
Convenience Seeker / DIFM	Minimal independent research Relies on store associates or top Google/Amazon results	Looks for install assistance, easy purchase, and brand trust Reacts to product displays and QR codes	Often purchases through retail (AutoZone, Amazon) Trusts store recommendation or convenience	Engages only if prompted through CRM (tips, reminders) Needs education on proper use and value
Value-Driven First-Time Buyer	Looks up 'best value battery' or relies on friends' recommendations Engages with top SEO content and retail reviews	Focused on cost, warranty, and convenience May compare 2–3 brands quickly based on price/value	Purchases where price is best Likely chooses Amazon or in-store discount option	Needs follow-up to avoid buyer's remorse Open to retention if loyalty perks or value are communicated

Detailed presentation:
https://docs.google.com/presentation/d/1UBk8IvGi7pXr-emtRiqqiJhtrguVFNOCSwdoVlu2sx4/edit?usp=sharing

Outcome:

This project laid a strong foundation for OPTIMA's digital transformation by clearly defining the next steps in their customer experience journey. Building on the success of our initial work, we secured the opportunity to redesign their website and e-commerce platform with full compatibility on Salesforce Commerce Cloud (SFCC).

Deep dive: https://docs.google.com/presentation/d/1UBk8IvGi7pXr-emtRiqqiJhtrguVFNOCSwdoVlu2sx4/edit?usp=sharing

Efficient Design & Innovation Process

Whirlpool

UX ORG

```
                              UX ORG
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  │RESEARCH &│ │EXPERIENCE│ │EXPERIENCE│ │INTERACTION│ │VISUAL &  │
  │STRATEGY  │ │DESIGN    │ │DESIGN    │ │Design    │ │MOTION    │
  │          │ │COOKING/  │ │REF/DISH/ │ │          │ │Design    │
  │          │ │LAUNDRY   │ │KASA      │ │          │ │          │
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Highlights

Leveled up Whirlpool's **experience design expertise (product, IoT, D2C)** for major and countertop appliances across all brands globally. **Developed experience vision (north stars) for cooking and dish, that drove the roadmap to 2030.**

Led cross-disciplinary planning to **grow the UX team** to a healthy number of members with a global distribution that provides the best talent and value. We **reorganized to form stronger ties with our stakeholders and partners.** We've successfully collaborated with my peers to **find efficiencies in our processes to save time & effort.**

Mentoring 3 new people leaders on my team with measurable success.

INNOVATION

DEFINING A NEW PROCESS at Whirlpool
Steering the organization

Driving efficiency by steering the organization away from innovating through brands **to innovating in an omni-branded** manner, while planning for brand differentiation

Experience Brand Language (EBL) - every four years *(2014 - 2021)*

*brand-focused innovation workstreams **drove significant inefficiencies** into the design process, in addition to lengthening it*

Whirlpool

KitchenAid®

JENNAIR

MAYTAG
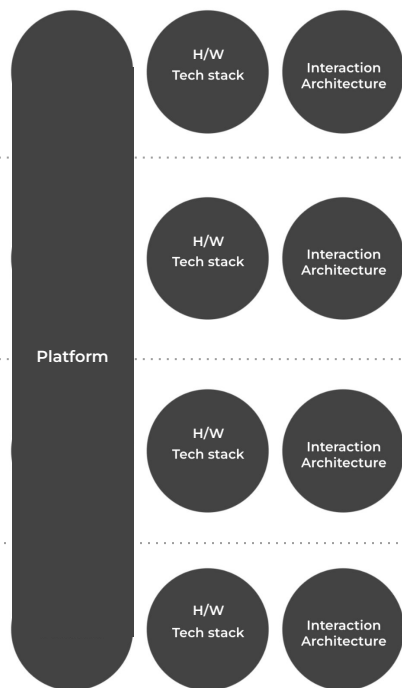
Platform

H/W Tech stack

Interaction Architecture

Brand Language Refresh (BLR) - every 2 years *(2021 - present)*

cross-brand innovation workstreams enabled a faster brand refresh cadence while ensuring rigorous human centered design

CATEGORY NORTH STARS
omni-branded
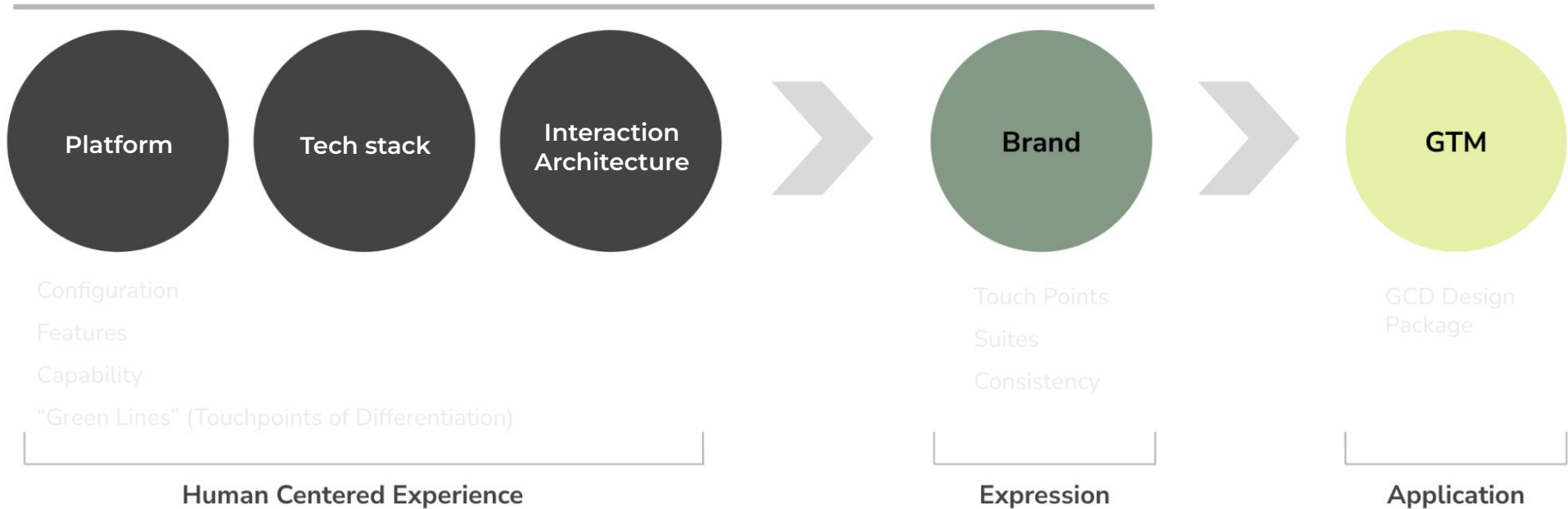
Platform   **Tech stack**   **Interaction Architecture**   →   **Brand**   →   **GTM**

Configuration

Features

Capability

"Green Lines" (Touchpoints of Differentiation)

Touch Points

Suites

Consistency

GCD Design Package

Human Centered Experience   **Expression**   **Application**

Brand Language Refresh (BLR) - every 2 years *(2021 - present)*

*cross-brand innovation workstreams enabled **a faster brand refresh cadence** while ensuring rigorous human centered design*

Laundry

Kitchen

Platform H/W Tech stack Interaction Architecture

Refrigeration

Dish

Whirlpool → GTM

KitchenAid → GTM

JENNAIR → GTM

MAYTAG → GTM
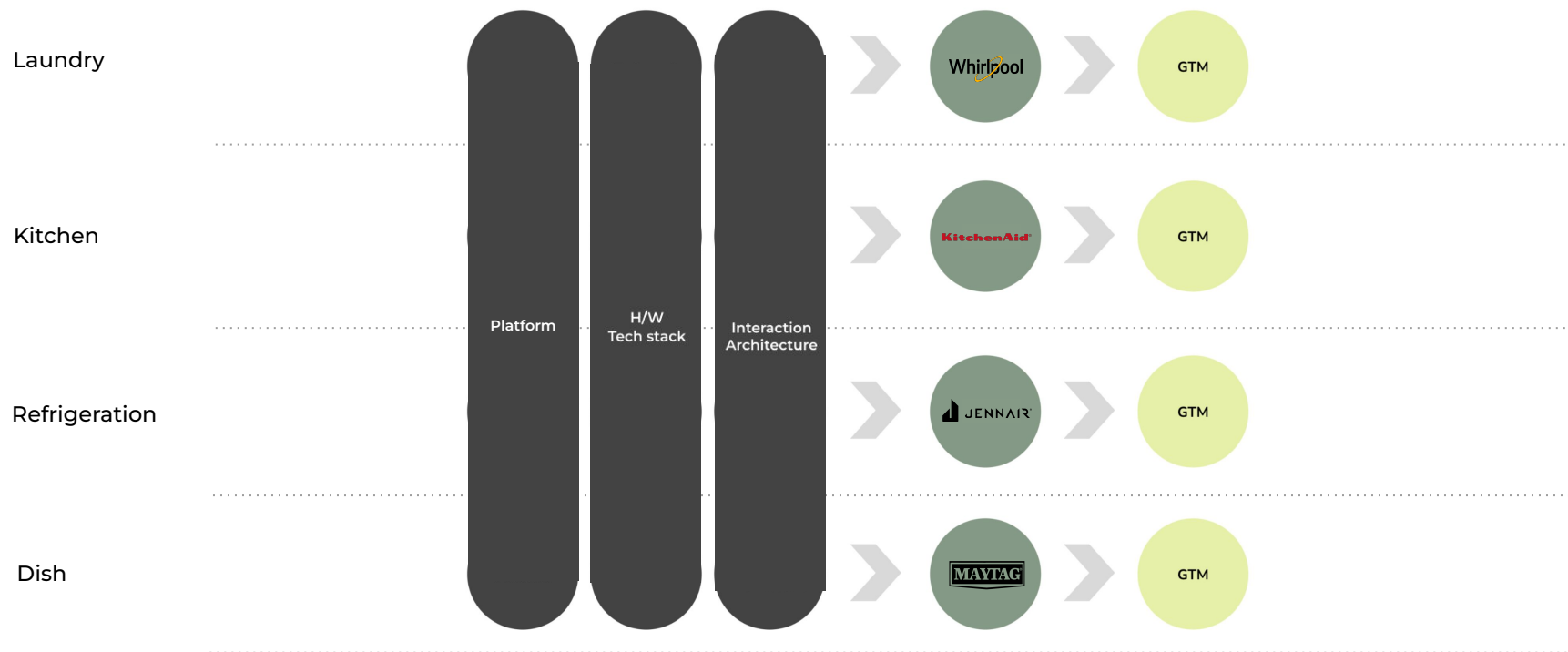
Cross-brand UI Strategy

Whirlpool

Context & Role:

As Global Director of User Experience, I led Whirlpool's cross-brand digital strategy, driving efficiency by transitioning from siloed, brand-specific innovation to an omni-branded approach. This involved simplifying the tech stack, commonizing hardware, and using **software/UI differentiation** — supported by sound, motion, CMF, and industrial design — to preserve each brand's unique identity while saving significant cost.

Challenge:

The main challenge was aligning with **three brand heads** (Whirlpool, KitchenAid, JennAir) to ensure that while UX was being standardized across platforms, the **appropriate experience for each brand** was still maintained. This required influencing senior leaders across multiple functions and shifting mindsets toward **hardware simplification** without compromising brand differentiation.

Driving Profitability/Simplicity

branded presentation layer

software layer

(~90% commonality)

omni-branded interaction architecture
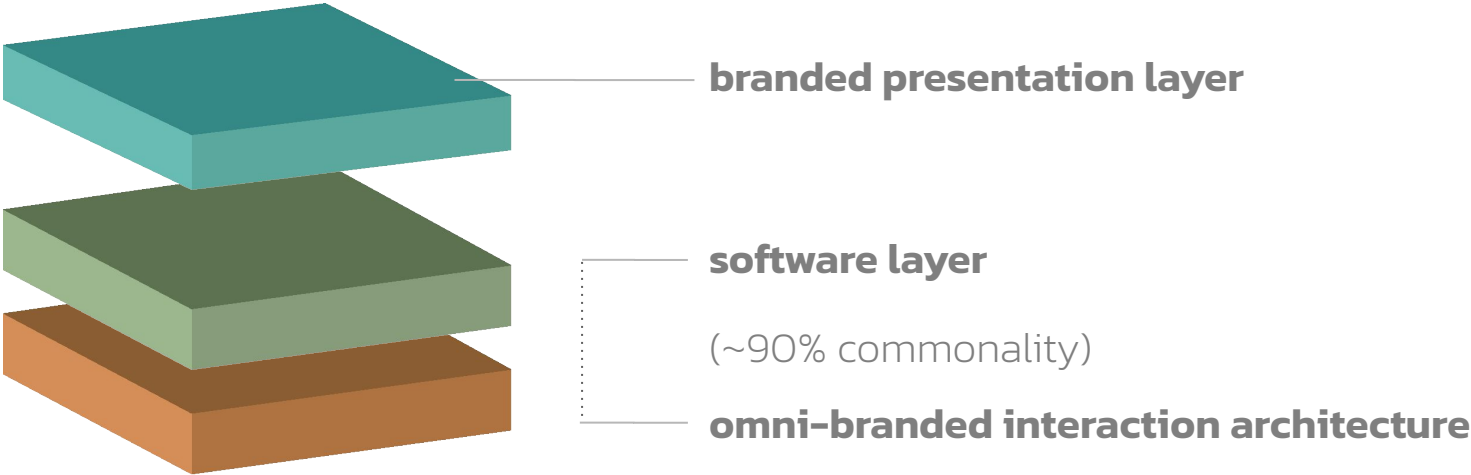
brand differentiation

Industrial design · Color Material Finish · **Digital Graphics & Motion** · Haptics · Sonics
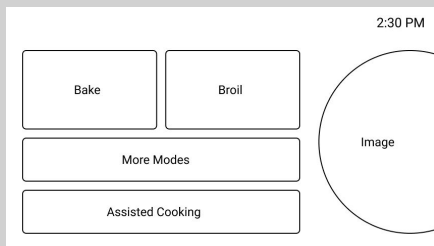
home screen

4.5" - indigo 2 wall oven

cross-brand architecture
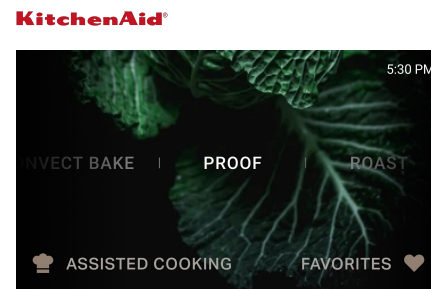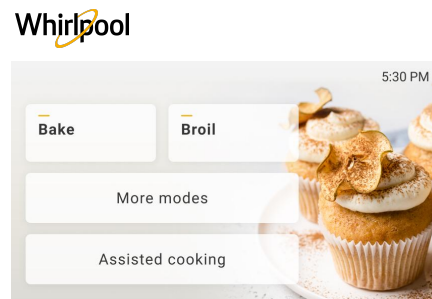
brand differentiation
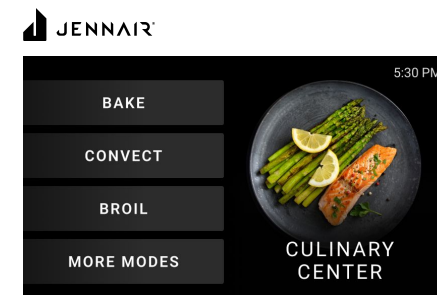
Design System – Cross–brand Architecture

Scalable components for a pixel perfect layout
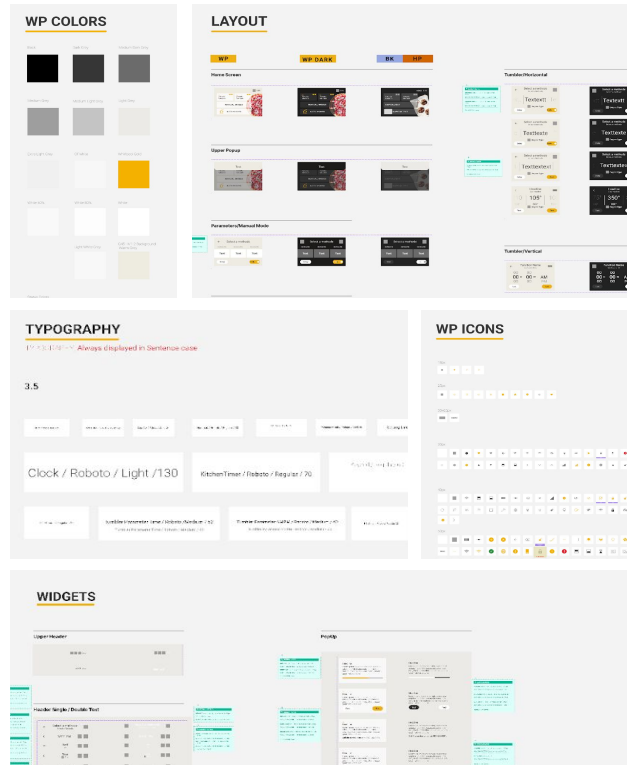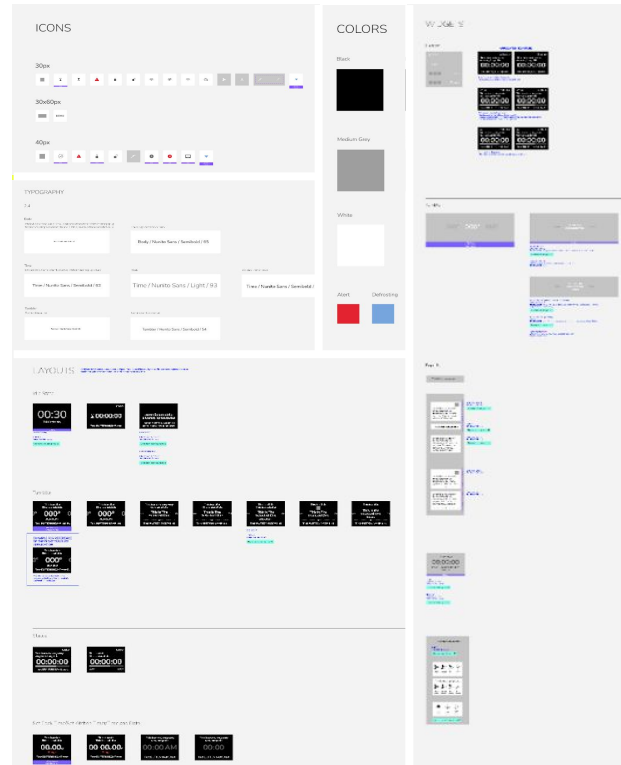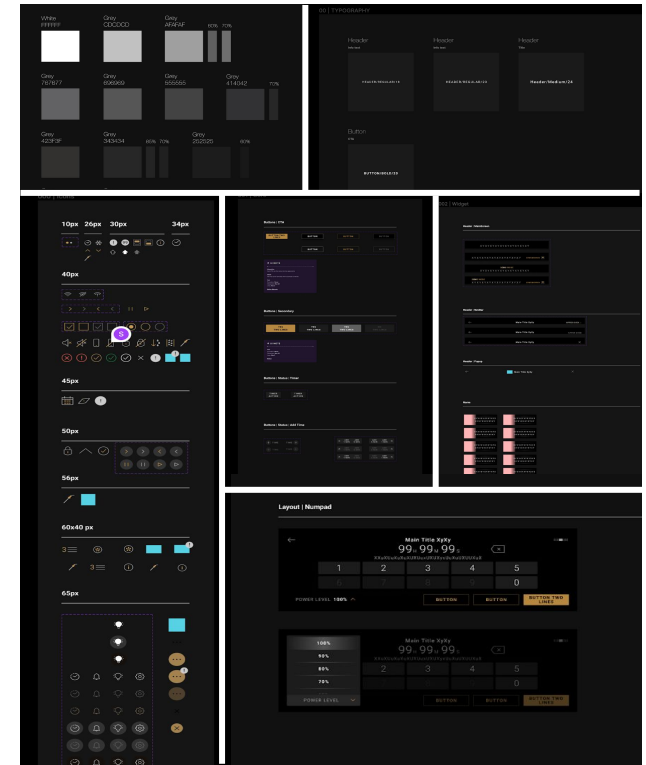
Outcome & Impact:

Reduced reliance on seven different display hardware variants down to just three across all brands.

This simplification drove **significant cost savings**: Whirlpool sells roughly **200k wall ovens annually**, and reducing touchscreen SKUs by 40% translated to $10M savings, through lower manufacturing complexity, streamlined procurement, and economies of scale.

The shift enabled faster design refresh cycles, easier software-based brand differentiation, and a stronger alignment of UX strategy across engineering, design, and marketing.

KitchenAid®

All New Fully Automatic Espresso Line up

Context & Role:

KitchenAid did not have a fully automatic high-end espresso maker prior to April 2024. I led the UX design (including research) for KitchenAid's new fully automatic espresso line, working closely with industrial design, CMF, engineering, marketing, and Tier 1 suppliers. The goal was to create an intuitive and elegant experience across both digital and physical touchpoints, consistent with KitchenAid's brand ethos.

Challenge:

The central challenge was designing in collaboration with suppliers and within their technical constraints, while still delivering a seamless user experience and superior usability. The product had to feel intuitive and premium, bridging physical interaction with digital controls, all while maintaining the new modern KitchenAid design DNA.

My team led the User Experience design (research, digital and physical) - collaborating with industrial design, CMF and engineering, marketing and tier 1 suppliers to produce an intuitive and elegant solution despite severe constraints

Learn more: https://www.kitchenaid.com/countertop-appliances/espresso.html

Outcome & Impact:

Despite severe constraints, we delivered an award-winning product that combined intuitive UX with timeless design. The espresso line launched in April 2024 and received critical acclaim, reinforcing KitchenAid's reputation for excellence in both design and usability.

BUSINESS CENTERED

Corporate App Strategy
Transitioning apps into ownership centers

Establishing a direct brand touchpoint ***and driving revenue opportunities while addressing low IoT adoption/registration*** by pivoting from an app that controls your connected appliance ***to an ownership center*** for all appliances that also happens to enable smart home experiences

Developing an app strategy that addresses opportunities across the CX journey

details to be shared during the interview

Early Indicators/Triggers · Repair vs. Replace · Justify/Acceptance · Criteria ChaoS · Model Match · Zeroing In · Selection & Validation · Optimize Purchase · Check Out @ Order · Pre-Delivery · Reschedule Delivery · Delivery & Installation · Day 1 · First 30 Days · Discovery · Ingredient Purchase · Ingredient Storage · Setup · Preparation · Transformation · Eating · Clean Up · In-Warranty Repair · Keeping It Fresh · Out-Of-Warranty Repair · Non-Duress Replacement · Duress Replacement

Enhanced Shopping Experience

Onboarding incentives

Dynamic Experience

Seducible Moments

Matter Ready

Elevating the Everyday

Ownership Center

CX Ideal state

Current state

Whirlpool

H. DANDEKAR

Seven Core Flows (HVE)

#1 Enhanced Shopping Experience

Capabilities of
**Augmented reality
& Product demo**

Sync with
Retail partners
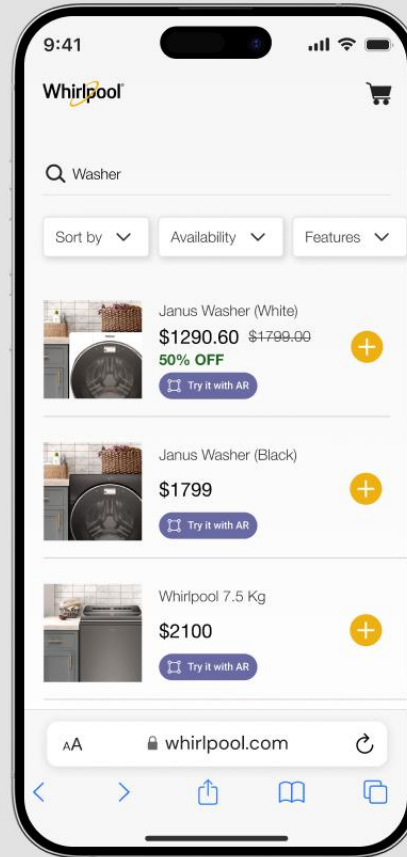
Seven Core Flows (HVE)

#2 Onboarding incentives

Capabilities of	Sync with
Augmented reality	**Delivery Services**
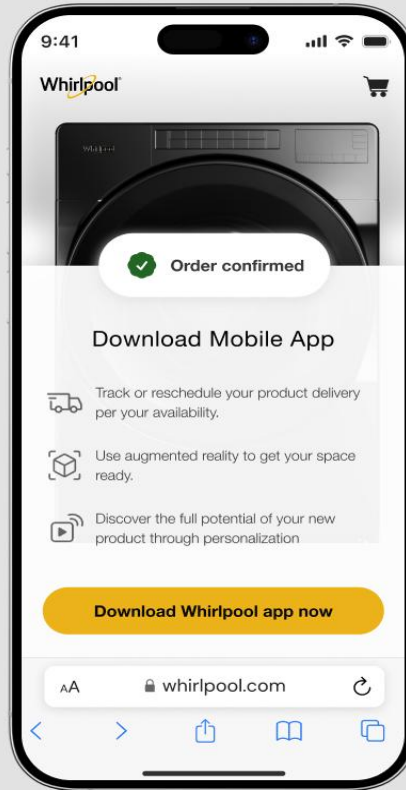
Whirlpool

Seven Core Flows (HVE)

#3 Ownership Center

Capabilities of
Fault detection & diagnostics
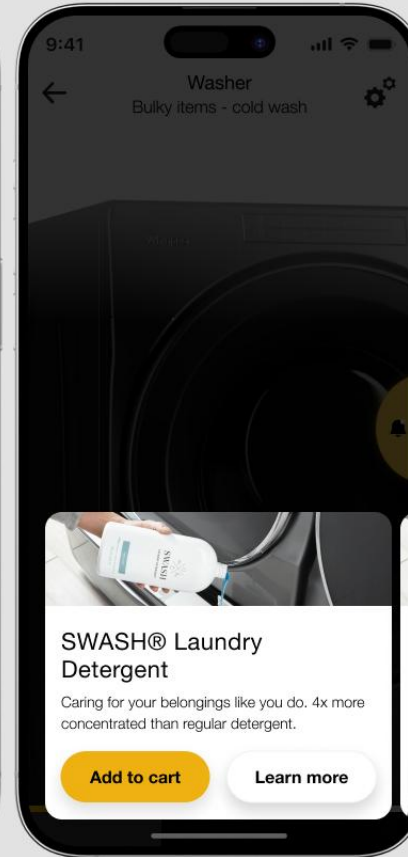
Sync with
User care & Warranty services
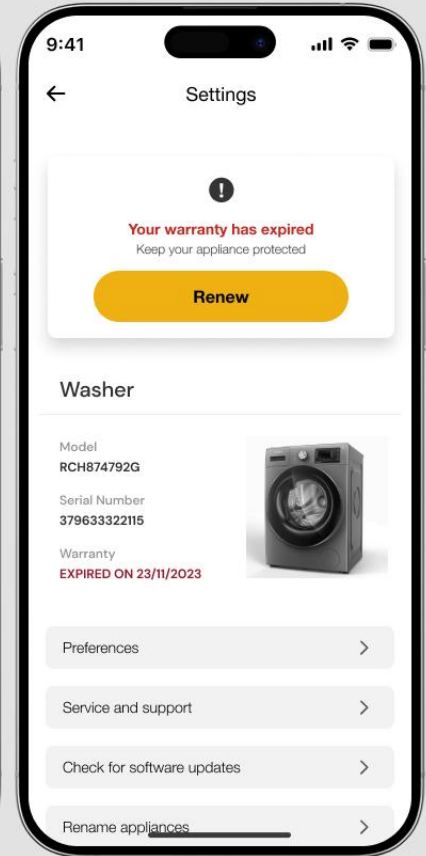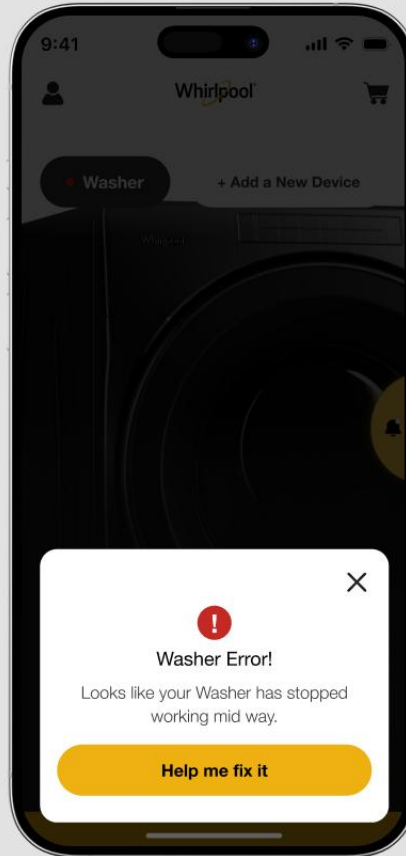
Seven Core Flows (HVE)

#4 Dynamic Experience

Capabilities of	Sync with
Push Dynamic content	**Delivery & Shopping Services**

Whirlpool

Washer Shipped
Arriving by **Fri, 30 Dec**
Reschedule

✓ Order Placed
18th Oct 2023

○ Arriving By
21st Oct 2023

○ Installation By
25th Oct 2023

Track now →

Washer
Bulky items - cold wash

SWASH® Laundry Detergent
Caring for your belongings like you do. 4x more concentrated than regular detergent.

Add to cart   **Learn more**

Washer
Bulky items - cold wash

Device Update ✨ Whirlpool Suggestion

Today
Schedule your cycle
Have your clothes ready by the time you arrive home.

This week
Download new Swimwear washer cycle
Discover the latest downloadable cycle designed to perfectly launder your swimwear.

Check out the new washer

Seven Core Flows (HVE)

#5 Elevating the Everyday

Capabilities of
OS Live Activities

Seven Core Flows (HVE)

#6 Seducible Moments

Capabilities of
**Identify
in-video products**

Sync with
**Shopping
service**

Seven Core Flows (HVE)

#7 Matter Ready

Capabilities of
**Interact with
Matter devices**
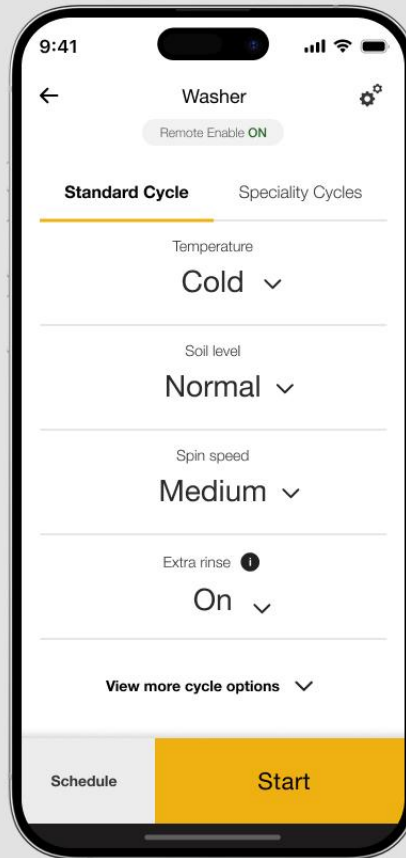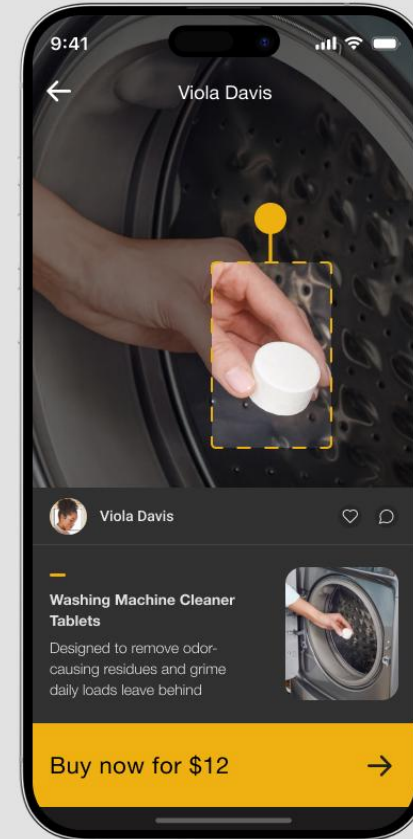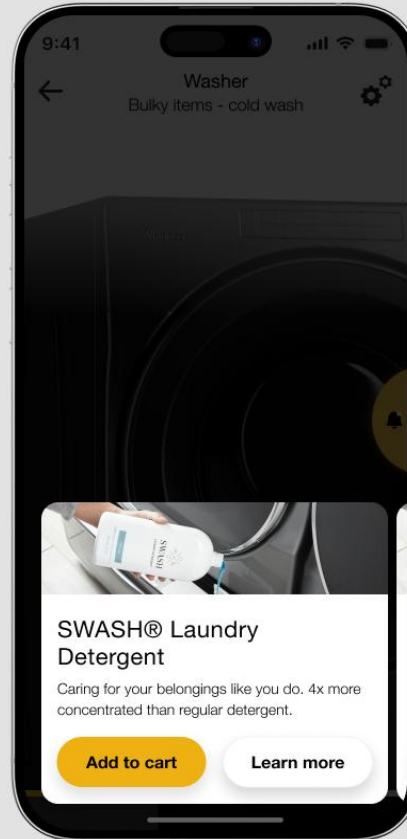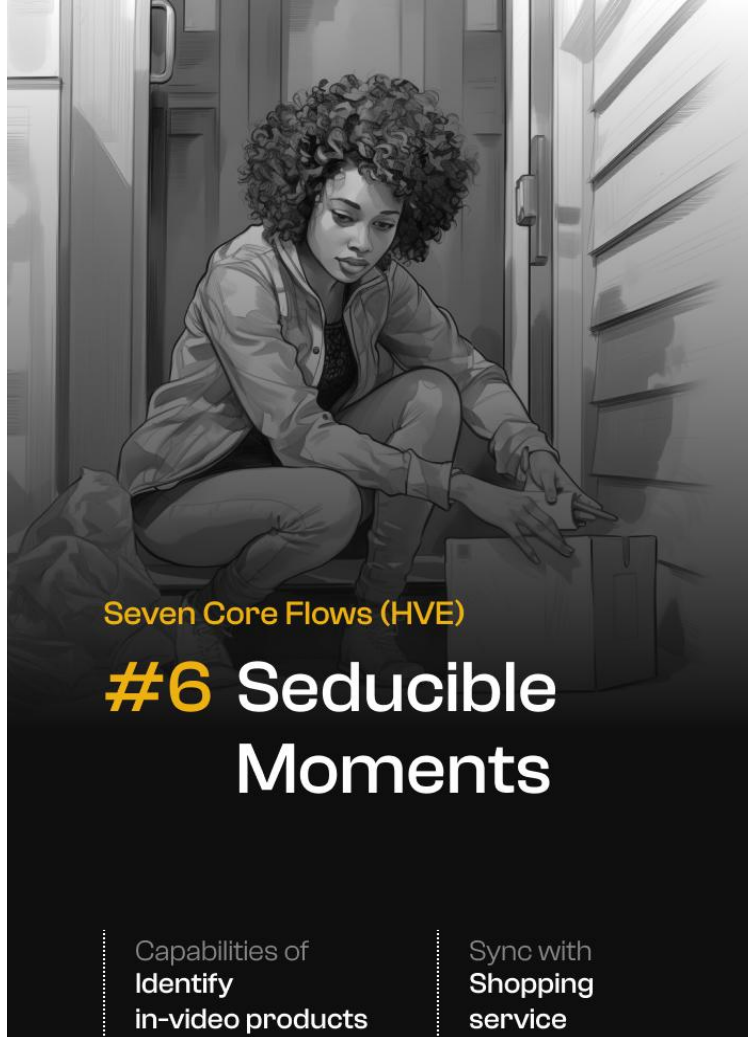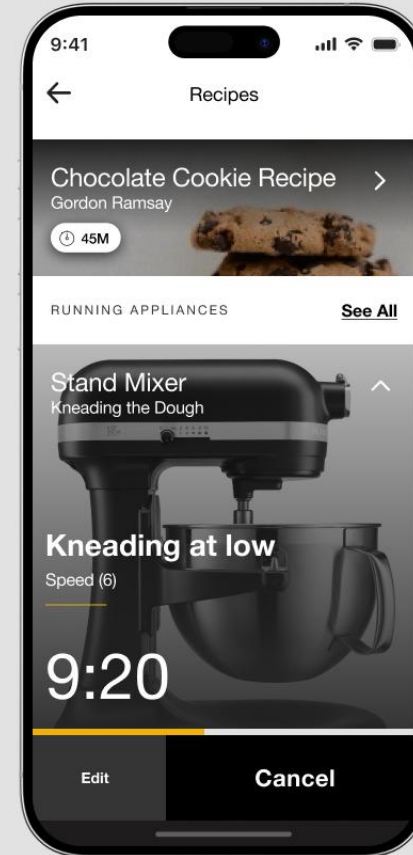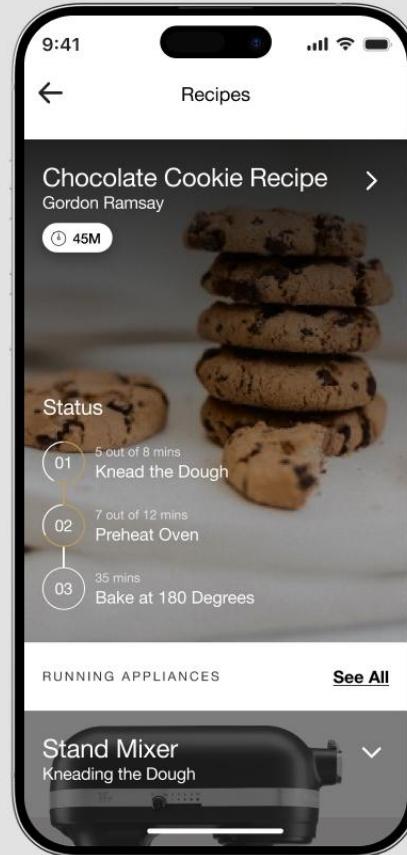
Branded Apps

Whirlpool JENNAIR MAYTAG KitchenAid

Branded Apps

Running a Cycle

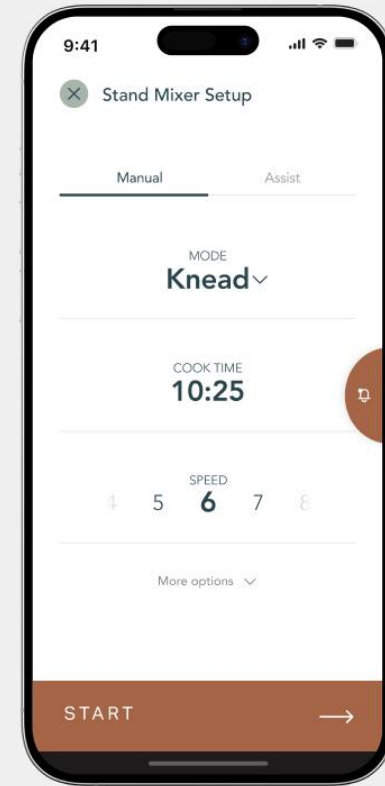**Whirlpool — Wash Summary**

Standard Cycle | Speciality Cycles

Temperature
Cold ⌄

Soil level
Normal ⌄

Spin speed
Medium ⌄

Extra rinse ⓘ
On ⌄

More options ⌄

Schedule | **Start Now**

JennAir — Stand Mixer Setup

MANUAL | ASSISTED

MODE
Knead ⌄

COOK TIME
10:25

SPEED
4 5 **6** 7 8

MORE OPTIONS ⌄

START →

Maytag — NEW WASH CYCLE

Standard Cycles | Speciality Cycles

Mode
REGULAR ⌄

Water Temp
HOT ⌄

Soil Level
HEAVY ⌄

Spin Speed
FAST ⌄

More options ⌄

Schedule | **Start Now**

KitchenAid — Stand Mixer Setup

Manual | Assist

MODE
Knead ⌄

COOK TIME
10:25

SPEED
4 5 **6** 7 8

More options ⌄

START →

Whirlpool   JENNAIR   MAYTAG®   KitchenAid®

KitchenAid®

Grain and Rice Cooker

Observing the user journey inspired my team to design a **category first** product that does the thinking for you

learn more: https://www.kitchenaid.com/countertop-appliances/grain-rice-cooker.html

Next-generation Smart Home 🛆

Transitioning from today's Rule-based Smart Technologies to an Intuitive Ecosystem, that learns users' behavior and makes necessary changes to put them in the desired mental state while prioritizing security.

Not displayed due to the sensitive nature

Design Influence, Research & Interior Architecture

GLOBAL UX STRATEGY

DEVELOPING THE INTERIOR HMI STRATEGY
Laying the foundation for 2020+ Ford & Lincoln Interiors

Leading Interior UX Strategy - Research, Prototyping, Interaction Design Process as a part of a Global Workstream to **Revive the Lincoln Brand.** My team's work has influenced all Ford & Lincoln vehicles 2020 - present

Context & Role:

As UX Strategy Lead, I directed the research, prototyping, and interaction design process to establish the foundation of Ford and Lincoln interior experiences from 2020 onward. My team designed an interior HMI architecture that supported both physical and digital interactions, primarily shaping driver zones and In Vehicle Interiors as well as influencing cross-vehicle ecosystems.

Challenge:

The key challenge was ensuring that Lincoln delivered a **distinctive luxury experience (Quiet Luxury)** while sharing the same electrical architecture and operating system as its Ford counterpart. This required pushing beyond traditional engineering and design practices, challenging entrenched ways of working, and introducing a new approach to in-vehicle HMI design that harmonized shared systems with differentiated user experiences.

Product Attribute Model

Product Sensory Cues

"It has…"

Emotional Sensory Cues

"enabling it to deliver a _____ interaction…"

Desires

"which makes me feel…"

Product Sensory Cues are the initial surface of a consumer's ideal experience.

Product Sensory Cues embody the physical qualities and characteristics for how the Desires should actually function; how the consumer expects to see, feel, hear and even touch it.

Primary Product Sensory Cue:

Interaction and material factors that must be physically or perceptually detected and either contribute or impair the delivery of the Emotional Sensory Cue in order to fulfill the Desire in the consumer's ideal experience.

Secondary Product Sensory Cue:

Subtle elemental qualities which must be physically or perceptually detected and directly affect the capabilities of the Primary Product Sensory Cues.

Emotional Sensory Cues give Desires their meaning.

Emotional Sensory Cues are the emotive characteristics of a desire, which are physically detected in an interaction or specific activity.

When the Emotional Sensory Cues are detected, a connection to the Desires is achieved, creating an emotional attachment to the product and fulfilling the experience.

Emotional Sensory Cues link Desires to Product Cues.

Desires are the most intimate part of the consumer's ideal experience.

Desires are objective expressions derived entirely by consumers, representing how an individual wants to feel within the specified experience.
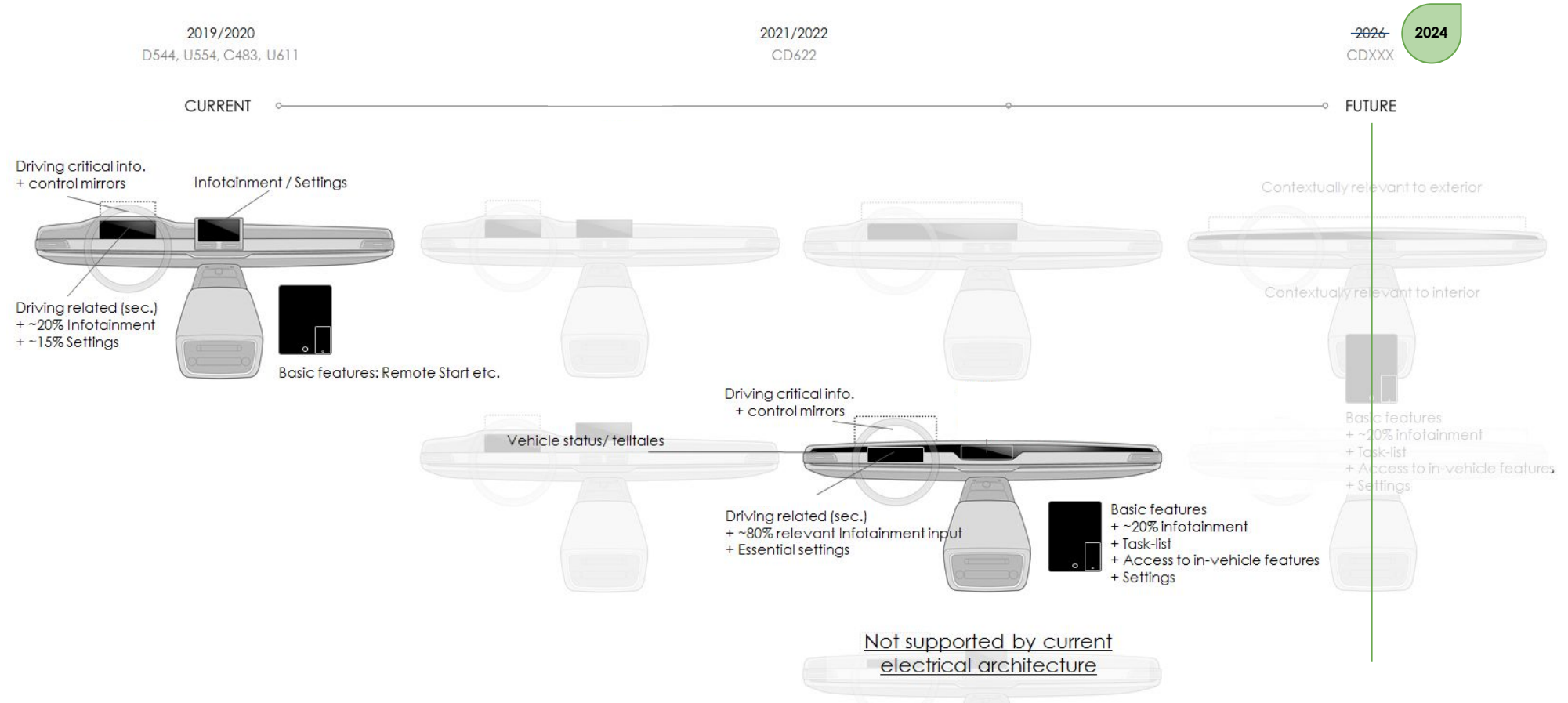
The user must be able to perceptually detect (feel) the Desires within the product's design.

Desires are realized when the product has successfully delivered Emotional Sensory Cues.
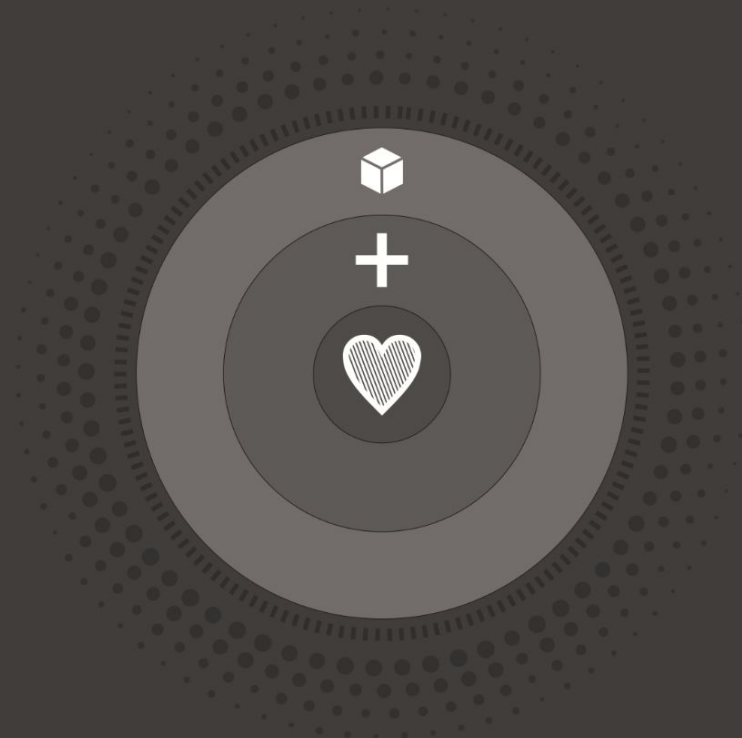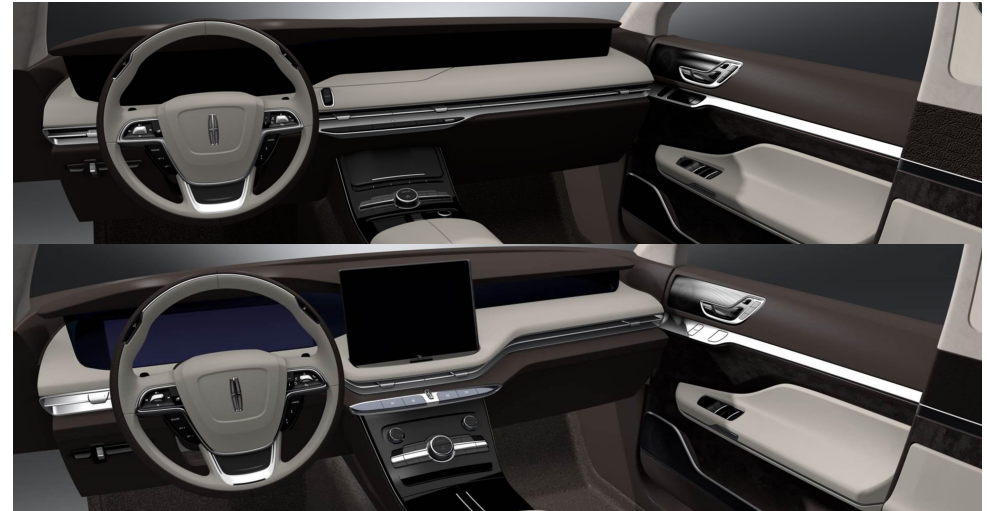
lextant

My team's HMI strategy from 2015 is fuelling Ford & Lincoln Interiors from 2020 - present

2019/2020
D544, U554, C483, U611

2021/2022
CD622

~~2026~~ **2024**
CDXXX

CURRENT

FUTURE

Driving critical info.
+ control mirrors

Infotainment / Settings

Driving related (sec.)
+ ~20% Infotainment
+ ~15% Settings

Basic features: Remote Start etc.

Contextually relevant to exterior

Contextually relevant to interior

Basic features
+ ~20% infotainment
+ Task-list
+ Access to in-vehicle features
+ Settings

Vehicle status/ telltales

Driving critical info.
+ control mirrors

Driving related (sec.)
+ ~80% relevant Infotainment input
+ Essential settings

Basic features
+ ~20% infotainment
+ Task-list
+ Access to in-vehicle features
+ Settings

Not supported by current
electrical architecture

H. DANDEKAR

Concept build (low fidelity)

Concept build (high fidelity)

Award winning – 2020+ Lincoln Interiors

2020 Lincoln Aviator

2025 Lincoln Navigator

Outcome & Impact:

The strategy reduced component complexity, while creating brand-differentiated luxury experiences that won multiple industry awards (Lincoln Continental, Navigator, Aviator, Nautilus). This case demonstrated the power of UX leadership in balancing **efficiency, scalability, and brand distinction** across global product lines.
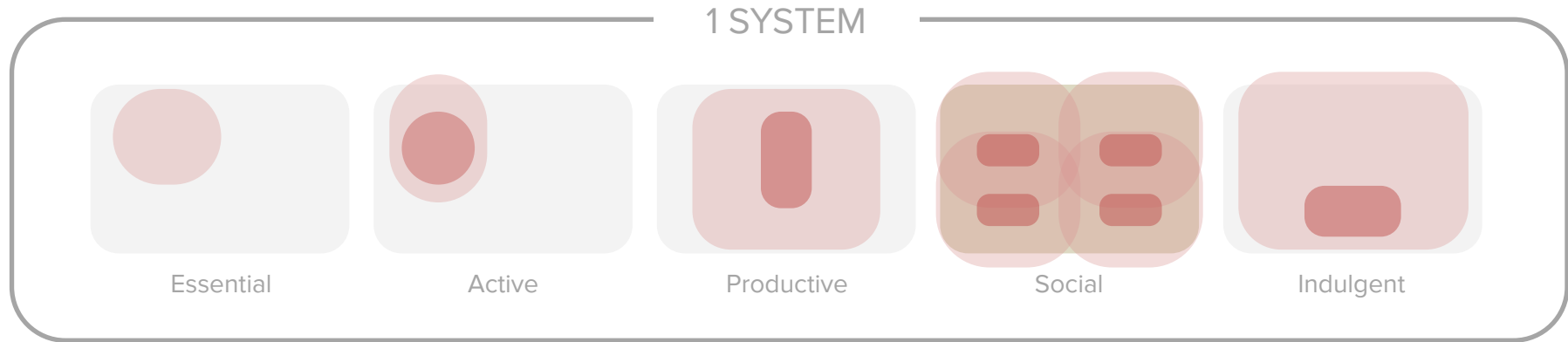
GLOBAL UX STRATEGY

IDEATION FOR In-vehicle Architecture to Enable Experiences
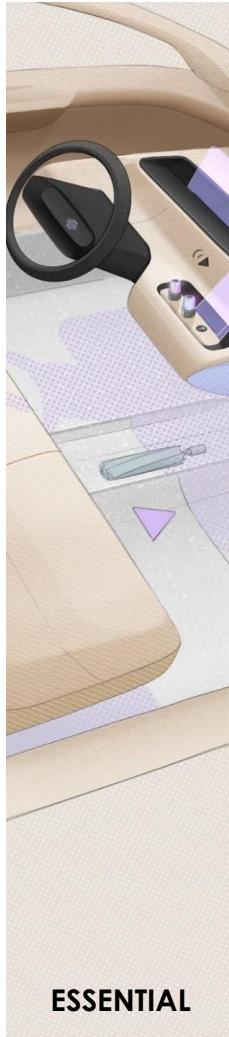*Aligning on goals for 2028+ Ford & Lincoln Interiors*

Iterate Through Attributes

NOW

IDEAL
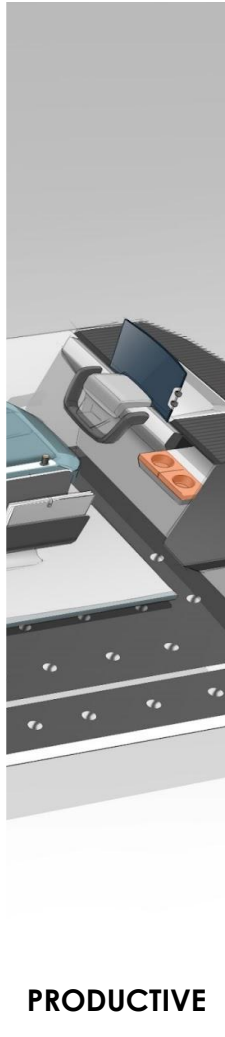
IN CONTROL

ROUTINE-PRODUCTIVE

PRIVATE-CAREFREE

IN CONTROL-CAREFREE

PRIVATE-LEISURE

SHARED

LEISURE-DISCOVERY-SHARED

Device Integration

Consumer-Brand Relationship

Event Planning

Not Missing a Turn

Content Aggregation

Visual / Audio Communication

Awareness

Wellness

1 SYSTEM across 5 SPACES.

1 SYSTEM

Essential Active Productive Social Indulgent

From

117 Current Ford and Lincoln Interior Components

To

10-15 Unique, multipurpose bits

HYPOTHESES

ESSENTIAL   ACTIVE   PRODUCTIVE   SOCIAL   INDULGENT
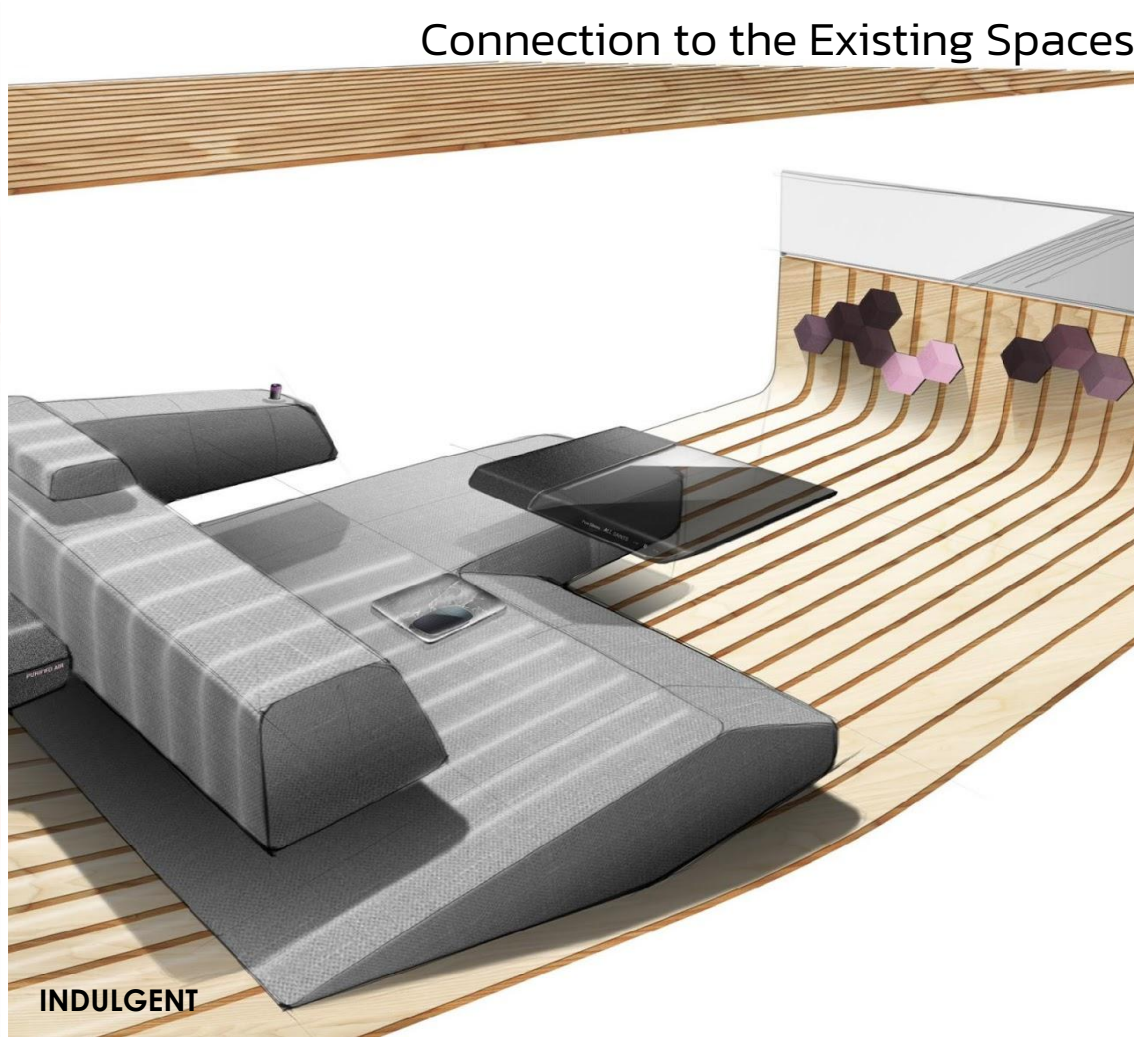
H. DANDEKAR

THANK YOU

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