

Team Stratacomm

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educate | persuade | motivate cause the effect STRATEGIES

NHTSA Advanced Safety Nomenclature Bulletin Board Research Discussion Guide

Dates: TBD

Public Burden Statement:

This collection of information is voluntary and will be used to recruit individuals to participate in this study. Public reporting burden for this survey is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We will not collect any personal information that would allow anyone to identify you. Please note that a federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a currently valid OMB control number. The OMB control number for this collection is number 2127-0682.

PROJECT SCHEDULE

We would anticipate the following project flow and timing requirements based on the project specifications outlined above:

Project Milestone	Responsible Party	Timing
Bright Board Online Facilitated Discussion		
Project Kick-off Meeting	NHTSA/Stratacomm	Week 1
Draft Screener & Discussion Guide	Stratacomm	Week 1-2
Final Approved Screener	NHTSA/Stratacomm	Week 2
Final Approved Discussion Guide	NHTSA/Stratacomm	Week 3
Fast Track ICR Process	NHTSA/Stratacomm	Week 4-7
Field Recruitment	Stratacomm	Week 8-9
Programming & Testing	Stratacomm	Week 8-9
Bright Board Fielding	Stratacomm	Week 10
Full Transcripts of Discussions	Stratacomm	Week 10
Analysis & Report Development	Stratacomm	Week 10-12
Final Detailed Report & Presentation	Stratacomm	Week 12
Total Time Estimate:		12 Weeks

INTRODUCTION

Welcome to day 1 of our Online Discussion Forum! My name is [INSERT MODERATOR NAME] and I'll be the moderator for our discussion over the next three days. I'm glad you could join us and I'm looking forward to our discussions.

As a reminder, you have agreed to participate in a four (4) day research project. It is very important for you to log into the forum on each of the following dates in order to collect your incentive at the end of the project:

[Field dates to be determined after OMB approval]

There are about 50 participants in this group and each of you is identified by a unique screen name.

There are a few important things to note about this Forum:

- It's secure.
- It's comprised of participants like yourself who were pre-screened to join by invitation only.
- It's being held for market research purposes only, not related to sales or sales efforts whatsoever.
- None of your personally identifiable information will be revealed.
- We believe you will find this engaging and that through collaboration with peers you can interact and inform one another. Be as detailed and expressive as you can.
- Because of the nature of the topic matter in this discussion and that this is for research purposes, we ask that you keep all content to yourself rather than discussing it with people outside of the Forum.

How It Works

Our discussion topics will cover a number of elements related to your perspectives on vehicle safety, recent advances in vehicle safety technologies, and clarity of current naming conventions. This is a 4-day board, however, you will only be asked new questions on **3 out of the 4 days**. We will use Day 3 as an interim day for everyone to go back, review feedback from others and add any additional comments to the discussion we have had up to that point or catch up on any questions.

SCHEDULE:

- Day 1: New questions posted & discuss
- Day 2: New questions posted & discuss
- Day 3: Review, discuss & comment
- Day 4: New questions posted & discuss

The Online Forum works as follows: For each of 3 new content days this week, I will post some questions at roughly the same time every day, and then during the rest of the day and night I will read everyone's responses and occasionally respond with my own follow-up questions.

Please be sure to **log on multiple times throughout each day**—the first time to give your initial response to the posted questions and then later to see what others have said and make follow-up comments or respond to additional posted questions.

Your detailed and candid feedback and insight on all 3 days of new content questions will be invaluable. Throughout the discussion you will be able to view, react and build on the ideas of others—**it is important for you to do so**. Sometimes, however, topics may be private so that no one is influenced by the responses or ideas of others.

Ready, Set, Go!

To summarize what you need to do:

1. Log on **daily**. Read and respond to the questions for the day in as much detail as you can.
2. Log on again, a few hours later. **Read what others have said and respond to any follow-up questions** I may have posted and **add more comments as appropriate**.
3. If you have downloaded the **mobile app** to your smart phone or tablet, you can answer directly from there any time of the day or night.
4. **Be respectful of your fellow participants**. Be open and honest in expressing your thoughts and feelings with respect.
5. **Log on early**. Participate each day as early as you can to give time for the other participants and me to share in what you have said.

OK, let's get started by clicking on the first question under Day 1!

NOMENCLATURE DESCRIPTIONS FOR TESTING
For internal review only – not displayed to participants

Technology	Description
Blind Spot Detection	System detects if there is a vehicle in the side blind spots and provides a warning to the driver.
Rear Cross Traffic Alert	System warns of objects behind and to the rear sides of the vehicle when backing up.
Rear Automatic Braking	System detects a potential rear collision and automatically engages the brakes if a crash is imminent.
Lane Keeping Assist	System moves vehicle back into its lane if the driver unintentionally drifts over lane markings.
Pedestrian Automatic Emergency Braking	System detects pedestrians crossing in front of the vehicle and warns driver, applying the brakes automatically if collision is imminent.
Side Collision Prevention	System detects if a vehicle beside yours starts to veer too close and will move you away from a potential side collision.
Lane Centering	System provides continual steering to keep vehicle centered in its lane.
Adaptive Cruise Control	System automatically adjusts the vehicle's speed to keep a pre-set distance from the vehicle in front of it.
Cross Traffic Assist	System monitors cross traffic at an intersection/road junction. If the system detects a hazardous situation, it prompts the driver to brake and may automatically engage brakes if situation becomes dangerous.
Forward Collision Warning	System detects if a forward collision is imminent and provides a warning to the driver of the impending crash.
Lane Departure Warning	System detects if the vehicle crosses lane markings and warns the driver.
Automatic Emergency Braking	System supplements the driver's braking in the event the driver does not brake hard enough and, if the driver fails to brake, it slows or stops the vehicle avoiding a front-end crash into another vehicle or reducing its severity.
Crash Imminent Braking	System automatically applies the brakes to slow or stop the car, avoiding a front-end crash into another vehicle or reducing its severity
Dynamic Brake Support	System supplements the driver's braking if the driver does not brake hard enough to avoid a front-end crash into another vehicle.

Day 1: Top-of-Mind & Descriptions

[PN: DAY 1 Topics will be in “UNINFLUENCED” mode – Respondents will not be able to see other respondents answers until after they have given their answer, they will then be able to see and respond to others thoughts and ideas in open discussion]

Topic 1: Vehicle Safety

1.1 Think for a moment about this phrase “driver assistance technologies.”

What does that phrase mean to you?

1.2 What types of safety features would you consider to be “driver assistance technologies”? *Please list all examples that come to mind.*

1.3 For the purposes of our discussion today we define “driver assistance technologies” as:

“Features that help to **avoid crashes** in order to prevent injuries and potentially save lives.”

Thinking about that description of “driver assistance technologies” do you feel they are helpful additions to vehicle safety?

- a. Not helpful additions at all
- b. Not very helpful additions
- c. Somewhat helpful additions
- d. Very helpful additions
- e. Absolutely helpful, necessary additions

Topic 2: Perceptions of Driver Assistance Technologies: Blind Spot Detection

2.1 [PN: Program in “PRIVATE” mode – Responses will not be shared as a group, respondents will not be able to see other respondents answers even after giving their answer, only the moderator will be able to view the response] Today we will be looking at about 8 different vehicle safety features that may be considered “driver assistance technology” and asking a few questions about each.

Below is the first safety feature description we would like to get your reaction to:

“System detects if there is a vehicle in the side blind spots and provides a warning to the driver.”

As far as you know, does this technology have a name? If yes, write what you think that name is and then tell me if you think that it is a good name for the technology described, or do you think there could be a better name to describe this technology.

2.2 Before today, how aware were you that the safety feature described is available on many new vehicle models?

- a. Not at all aware
- b. Somewhat aware
- c. Very aware

2.2b [PN: Show in “PRIVATE” mode] Is this technology equipped on the vehicle you currently own?

- a. Yes
- b. No
- c. Not Sure

2.3 How would you rate your overall interest in driving a vehicle that has this type of driver assistance technology?

“System detects if there is a vehicle in the side blind spots and provides a warning to the driver.”

- a. Not at all interested
- b. Not very interested
- c. Somewhat interested
- d. Very interested
- e. Extremely interested

2.4 How would you rate your likelihood to purchase a new vehicle that is equipped with the described safety feature?

“System detects if there is a vehicle in the side blind spots and provides a warning to the driver.”

- a. Much less likely to purchase
- b. Somewhat less likely to purchase
- c. Neither more nor less likely to purchase
- d. Somewhat more likely to purchase
- e. Much more likely to purchase

2.5 Still thinking about the safety feature description below:

“System detects if there is a vehicle in the side blind spots and provides a warning to the driver.”

Let’s do a naming activity. First, if you could come up with a name that best fits the description of this driver assistance technology what might you call it? Then, please tell me a bit about why you came up with that name. What associations or perceptions inspired you to come up with that name?

Topic 3: Perceptions of Driver Assistance Technologies: Rear Cross Traffic Alert

[PN: Topic 3 will be in “uninfluenced” mode]

3.1 [PN: Program in “PRIVATE” mode] Let’s look at the next safety feature description we would like to get your opinions on:

“System warns of objects behind and to the rear sides of the vehicle when backing up.”

As far as you know, does this technology have a name? If yes, write what you think that name is and then tell me if you think that it is a good name for the technology described, or do you think there could be a better name to describe this technology.

3.2 Before today, how aware were you that the safety feature described is available on many new vehicle models?

- a. Not at all aware
- b. Somewhat aware
- c. Very aware

3.2b [PN: Show in “PRIVATE” mode] Is this technology equipped on the vehicle you currently own?

- a. Yes
- b. No
- c. Not Sure

3.3 How would you rate your overall interest in driving a vehicle that has this type of driver assistance technology?

“System warns of objects behind and to the rear sides of the vehicle when backing up.”

- a. Not at all interested
- b. Not very interested
- c. Somewhat interested
- d. Very interested
- e. Extremely interested

3.4 How would you rate your likelihood to purchase a new vehicle that is equipped with the described safety feature?

“System warns of objects behind and to the rear sides of the vehicle when backing up.”

- a. Much less likely to purchase
- b. Somewhat less likely to purchase
- c. Neither more nor less likely to purchase
- d. Somewhat more likely to purchase
- e. Much more likely to purchase

3.5 Still thinking about the safety feature description below:

“System warns of objects behind and to the rear sides of the vehicle when backing up.”

Let’s do the naming activity again. First, if you could come up with a name that best fits the description of this advanced vehicle safety technology what might you call it? Then, please tell me a bit about why you came up with that name. What associations or perceptions inspired you to come up with that name?

Topic 4: Perceptions of Driver Assistance Technologies: Rear Automatic Braking

4.1 [PN: Program in “PRIVATE” mode] Please review the third safety feature description and let’s do a similar set of activities:

“System detects a potential rear collision and automatically engages the brakes if a crash is imminent.”

As far as you know, does this technology have a name? If yes, write what you think that name is and then tell me if you think that it is a good name for the technology described, or do you think there could be a better name to describe this technology.

4.2 Before today, how aware were you that the safety feature described is available on many new vehicle models?

- a. Not at all aware
- b. Somewhat aware
- c. Very aware

4.2b [PN: Show in "PRIVATE" mode] Is this technology equipped on the vehicle you currently own?

- a. Yes
- b. No
- c. Not Sure

4.3 How would you rate your overall interest in driving a vehicle that has this type of driver assistance technology?

"System detects a potential rear collision and automatically engages the brakes if a crash is imminent."

- a. Not at all interested
- b. Not very interested
- c. Somewhat interested
- d. Very interested
- e. Extremely interested

4.4 How would you rate your likelihood to purchase a new vehicle that is equipped with the described safety feature?

"System detects a potential rear collision and automatically engages the brakes if a crash is imminent."

- a. Much less likely to purchase
- b. Somewhat less likely to purchase
- c. Neither more nor less likely to purchase
- d. Somewhat more likely to purchase
- e. Much more likely to purchase

4.5 Still thinking about the safety feature description below:

"System detects a potential rear collision and automatically engages the brakes if a crash is imminent."

Let's do the naming activity again. First, if you could come up with a name that best fits the description of this driver assistance technology what might you call it? Then, please tell me a bit about why you came up with that name. What associations or perceptions inspired you to come up with that name?

Topic 5: Perceptions of Driver Assistance Technologies: Lane Keeping Assist

- 5.1 [PN: Program in “PRIVATE” mode] We have a few more safety features to review today, so let’s keep going with the next description:

“System moves vehicle back into its lane if the driver unintentionally drifts over lane markings.”

As far as you know, does this technology have a name? If yes, write what you think that name is and then tell me if you think that it is a good name for the technology described, or do you think there could be a better name to describe this technology.

- 5.2 Before today, how aware were you that the safety feature described is available on many new vehicle models?

- a. Not at all aware
- b. Somewhat aware
- c. Very aware

- 5.2b [PN: Show in “PRIVATE” mode] Is this technology equipped on the vehicle you currently own?

- a. Yes
- b. No
- c. Not Sure

- 5.3 How would you rate your overall interest in driving a vehicle that has this type of driver assistance technology?

“System moves vehicle back into its lane if the driver unintentionally drifts over lane markings.”

- a. Not at all interested
- b. Not very interested
- c. Somewhat interested
- d. Very interested
- e. Extremely interested

- 5.4 How would you rate your likelihood to purchase a new vehicle that is equipped with the described safety feature?

“System moves vehicle back into its lane if the driver unintentionally drifts over lane markings.”

- a. Much less likely to purchase
- b. Somewhat less likely to purchase
- c. Neither more nor less likely to purchase
- d. Somewhat more likely to purchase
- e. Much more likely to purchase

5.5 Still thinking about the safety feature description below:

“System moves vehicle back into its lane if the driver unintentionally drifts over lane markings.”

Let’s do the naming activity again. First, if you could come up with a name that best fits the description of this driver assistance technology what might you call it? Then, please tell me a bit about why you came up with that name. What associations or perceptions inspired you to come up with that name?

Topic 6: Perceptions of Driver Assistance Technologies: Pedestrian Automatic Emergency Braking

6.1 [PN: Program in “PRIVATE” mode] Let’s look at the next vehicle safety feature’s description below:

“System detects pedestrians crossing in front of the vehicle and warns driver, applying the brakes automatically if collision is imminent.”

As far as you know, does this technology have a name? If yes, write what you think that name is and then tell me if you think that it is a good name for the technology described, or do you think there could be a better name to describe this technology.

6.2 Before today, how aware were you that the safety feature described is available on several new vehicle models?

- a. Not at all aware
- b. Somewhat aware
- c. Very aware

6.2b [PN: Show in “PRIVATE” mode] Is this technology equipped on the vehicle you currently own?

- a. Yes

- b. No
- c. Not Sure

6.3 How would you rate your overall interest in driving a vehicle that has this type of driver assistance technology?

“System detects pedestrians crossing in front of the vehicle and warns driver, applying the brakes automatically if collision is imminent.”

- a. Not at all interested
- b. Not very interested
- c. Somewhat interested
- d. Very interested
- e. Extremely interested

6.4 How would you rate your likelihood to purchase a new vehicle that is equipped with the described safety feature?

“System detects pedestrians crossing in front of the vehicle and warns driver, applying the brakes automatically if collision is imminent.”

- a. Much less likely to purchase
- b. Somewhat less likely to purchase
- c. Neither more nor less likely to purchase
- d. Somewhat more likely to purchase
- e. Much more likely to purchase

6.5 Still thinking about the safety feature description below:

“System detects pedestrians crossing in front of the vehicle and warns driver, applying the brakes automatically if collision is imminent.”

Let's do the naming activity again. First, if you could come up with a name that best fits the description of this driver assistance technology what might you call it? Then, please tell me a bit about why you came up with that name. What associations or perceptions, inspired you to come up with that name?

Topic 7: Perceptions of Driver Assistance Technologies: Side Collision Prevention

7.1 [PN: Program in “PRIVATE” mode] Let's look at the last two vehicle safety features we will review today, starting with the description below:

“System detects if a vehicle beside yours starts to veer too close and will move you away from a potential side collision.”

As far as you know, does this technology have a name? If yes, write what you think that name is and then tell me if you think that it is a good name for the technology described, or do you think there could be a better name to describe this technology.

7.2 Before today, how aware were you that the safety feature described is available on many new vehicle models?

- a. Not at all aware
- b. Somewhat aware
- c. Very aware

7.2b [PN: Show in “PRIVATE” mode] Is this technology equipped on the vehicle you currently own?

- a. Yes
- b. No
- c. Not Sure

7.3 How would you rate your overall interest in driving a vehicle that has this type of driver assistance technology?

“System detects if a vehicle beside yours starts to veer too close and will move you away from a potential side collision.”

- a. Not at all interested
- b. Not very interested
- c. Somewhat interested
- d. Very interested
- e. Extremely interested

7.4 How would you rate your likelihood to purchase a new vehicle that is equipped with the described safety feature?

“System detects if a vehicle beside yours starts to veer too close and will move you away from a potential side collision.”

- a. Much less likely to purchase
- b. Somewhat less likely to purchase
- c. Neither more nor less likely to purchase
- d. Somewhat more likely to purchase
- e. Much more likely to purchase

7.5 Still thinking about the safety feature description below:

“System detects if a vehicle beside yours starts to veer too close and will move you away from a potential side collision.”

Let’s do the naming activity again. First, if you could come up with a name that best fits the description of this driver assistance technology what might you call it? Then, please tell me a bit about why you came up with that name. What associations or perceptions, inspired you to come up with that name?

Topic 8: Perceptions of Driver Assistance Technologies: Lane Centering

8.1 [PN: Program in “PRIVATE” mode] This will be the last safety feature we will look at today. Please read the description in its entirety and jump straight into the first set of questions:

“System provides continual steering to keep vehicle centered in its lane.”

As far as you know, does this technology have a name? If yes, write what you think that name is and then tell me if you think that it is a good name for the technology described, or do you think there could be a better name to describe this technology.

8.2 Before today, how aware were you that the safety feature described is available on several new vehicle models?

- a. Not at all aware
- b. Somewhat aware
- c. Very aware

8.2b [PN: Show in “PRIVATE” mode] Is this technology equipped on the vehicle you currently own?

- a. Yes
- b. No
- c. Not Sure

8.3 How would you rate your overall interest in driving a vehicle that has this type of driver assistance technology?

“System provides continual steering to keep vehicle centered in its lane.”

- a. Not at all interested
- b. Not very interested
- c. Somewhat interested
- d. Very interested
- e. Extremely interested

8.4 How would you rate your likelihood to purchase a new vehicle that is equipped with the described safety feature?

“System provides continual steering to keep vehicle centered in its lane.”

- a. Much less likely to purchase
- b. Somewhat less likely to purchase
- c. Neither more nor less likely to purchase
- d. Somewhat more likely to purchase
- e. Much more likely to purchase

8.5 Still thinking about the safety feature description below:

“System provides continual steering to keep vehicle centered in its lane.”

Let’s do our final naming activity for the day. First, if you could come up with a name that best fits the description of this driver assistance technology what might you call it? Then, please tell me a bit about why you came up with that name. What associations or perceptions inspired you to come up with that name?

End of Day 1 Topics

Thanks! That’s all for today. I am very appreciative of the time you spent answering these questions. New questions will be posted tomorrow.

Until then, be sure to come back later today to review responses from other participants and share your thoughts about their answers. Please indicate why you agree with some responses and why do you disagree with others by commenting on the posts.

Also answer any follow-up questions I might have for you before tomorrow’s activities or add more ideas to some of your responses and respond to ideas of other participants.

Thanks again, [INSERT MODERATOR NAME]

Day 2 Questions

Welcome Back!

Welcome back, and thank you again for your time.

As a refresher from yesterday, we have been discussing our perspectives on different safety features and coming up with names for each. Today we will review 3 more safety features and continue our naming exercises for each, then we will look at 4 other driver assistance technologies that already have established names in the industry and get your perspectives on those as well!

Just as with yesterday, I encourage you to read through your fellow participants' responses and converse with each other. Be open-minded to the ideas of others. It is very important that you be candid and honest in pointing out where you see strong names and descriptions that are compelling and resonate with you. It is just as important to point out names and descriptions you find weak or unclear, but always be respectful in your critique.

[PN: DAY 2 Topics will be in "UNINFLUENCED" mode]

Topic 9: Perceptions of Driver Assistance Technologies: Adaptive Cruise Control

9.1 [PN: Program in "PRIVATE" mode] Let's jump right in with our first safety feature of the day! As we did yesterday, please first fully read the safety feature description below:

"System automatically adjusts the vehicle's speed to keep a pre-set distance from the vehicle in front of it."

As far as you know, does this technology have a name? If yes, write what you think that name is and then tell me if you think that it is a good name for the technology described, or do you think there could be a better name to describe this technology.

9.2 Before today, how aware were you that the safety feature described is available on many new vehicle models?

- a. Not at all aware
- b. Somewhat aware
- c. Very aware

9.2b [PN: Show in "PRIVATE" mode] Is this technology equipped on the vehicle you currently own?

- a. Yes
- b. No

c. Not Sure

9.3 How would you rate your overall interest in driving a vehicle that has this type of driver assistance technology?

“System automatically adjusts the vehicle’s speed to keep a pre-set distance from the vehicle in front of it.”

- a. Not at all interested
- b. Not very interested
- c. Somewhat interested
- d. Very interested
- e. Extremely interested

9.4 How would you rate your likelihood to purchase a new vehicle that is equipped with the described safety feature?

“System automatically adjusts the vehicle’s speed to keep a pre-set distance from the vehicle in front of it.”

- a. Much less likely to purchase
- b. Somewhat less likely to purchase
- c. Neither more nor less likely to purchase
- d. Somewhat more likely to purchase
- e. Much more likely to purchase

9.5 Still thinking about the safety feature description below:

“System automatically adjusts the vehicle’s speed to keep a pre-set distance from the vehicle in front of it.”

Let’s do the same naming activity again. First, if you could come up with a name that best fits the description of this driver assistance technology what might you call it? Then, please tell me a bit about why you came up with that name. What associations or perceptions, inspired you to come up with that name?

Topic 10: Perceptions of Driver Assistance Technologies: Cross Traffic Assist

10.1 [PN: Program in “PRIVATE” mode] This is the last safety feature description we will be doing the naming exercise with today:

“System monitors cross traffic at an intersection/road junction. If the system detects a hazardous situation, it prompts the driver to brake

and may automatically engage brakes if situation becomes dangerous.”

As far as you know, does this technology have a name? If yes, write what you think that name is and then tell me if you think that it is a good name for the technology described, or do you think there could be a better name to describe this technology.

10.2 Before today, how aware were you that the safety feature described is available on several new vehicle models?

- a. Not at all aware
- b. Somewhat aware
- c. Very aware

10.2b [PN: Show in “PRIVATE” mode] Is this technology equipped on the vehicle you currently own?

- a. Yes
- b. No
- c. Not Sure

10.3 How would you rate your overall interest in driving a vehicle that has this type of driver assistance technology?

“System monitors cross traffic at an intersection/road junction. If the system detects a hazardous situation, it prompts the driver to brake and may automatically engage brakes if situation becomes dangerous.”

- a. Not at all interested
- b. Not very interested
- c. Somewhat interested
- d. Very interested
- e. Extremely interested

10.4 How would you rate your likelihood to purchase a new vehicle that is equipped with the described safety feature?

“System monitors cross traffic at an intersection/road junction. If the system detects a hazardous situation, it prompts the driver to brake and may automatically engage brakes if situation becomes dangerous.”

- a. Much less likely to purchase

- b. Somewhat less likely to purchase
- c. Neither more nor less likely to purchase
- d. Somewhat more likely to purchase
- e. Much more likely to purchase

10.5 Still thinking about the safety feature description below:

“System monitors cross traffic at an intersection/road junction. If the system detects a hazardous situation, it prompts the driver to brake and may automatically engage brakes if situation becomes dangerous.”

Let’s do our final naming activity! First, if you could come up with a name that best fits the description of this driver assistance technology what might you call it? Then, please tell me a bit about why you came up with that name. What associations or perceptions, inspired you to come up with that name?

NOTE: TOPICS 11-15 – Participants will be assessing this section slightly differently since the names to be reviewed are NOT subject to change

Topic 11: Review of Established Nomenclature: Forward Collision Warning

11.1 Now that we have brainstormed some creative and descriptive names for several driver assistance technologies, I would like us to take a look at four more features with names and descriptions that are widely used.

The first is ‘Forward Collision Warning’ and its description:

“System detects if a forward collision is imminent and provides a warning to the driver of the impending crash.”

Have you ever heard of ‘Forward Collision Warning’?

- a. Yes
- b. No

11.2 When you think about this name and description is there anything that is unclear or you don’t understand about this technology?

“System detects if a forward collision is imminent and provides a warning to the driver of the impending crash.”

11.3 Given this description:

“System detects if a forward collision is imminent and provides a warning to the driver of the impending crash.”

How well do you feel this name ‘Forward Collision Warning’ fits with what this feature does? The name fits...

- a. Not at all well
- b. Not very well
- c. Well
- d. Very well
- e. Perfectly well

11.3b [PN: Show in “PRIVATE” mode] Is this technology equipped on the vehicle you currently own?

- a. Yes
- b. No
- c. Not Sure

11.4 Before today, how aware were you that ‘Forward Collision Warning’ technology is available on many new vehicle models?

“System detects if a forward collision is imminent and provides a warning to the driver of the impending crash.”

- a. Not at all aware
- b. Somewhat aware
- c. Very aware

11.5 How would you rate your overall interest in driving a vehicle that has ‘Forward Collision Warning’ technology?

“System detects if a forward collision is imminent and provides a warning to the driver of the impending crash.”

- a. Not at all interested
- b. Not very interested
- c. Somewhat interested
- d. Very interested
- e. Extremely interested

11.6 How would you rate your likelihood to purchase a new vehicle that is equipped with ‘Forward Collision Warning’ technology?

“System detects if a forward collision is imminent and provides a warning to the driver of the impending crash.”

- a. Much less likely to purchase
- b. Somewhat less likely to purchase
- c. Neither more nor less likely to purchase
- d. Somewhat more likely to purchase
- e. Much more likely to purchase

Topic 12: Review of Established Nomenclature: Lane Departure Warning

12.1 Let's look at another safety feature name and description 'Lane Departure Warning':

"System detects if the vehicle crosses lane markings and warns the driver."

Have you ever heard of 'Lane Departure Warning'?

- a. Yes
- b. No

12.2 When you think about this name and description is there anything that is unclear or you don't understand about this technology?

"System detects if the vehicle crosses lane markings and warns the driver."

12.3 Given this description:

"System detects if the vehicle crosses lane markings and warns the driver."

How well do you feel this name 'Lane Departure Warning' fits with what this feature does? The name fits...

- a. Not at all well
- b. Not very well
- c. Well
- d. Very well
- e. Perfectly well

12.3b [PN: Show in "PRIVATE" mode] Is this technology equipped on the vehicle you currently own?

- a. Yes
- b. No
- c. Not Sure

12.4 Before today, how aware were you that 'Lane Departure Warning' technology is available on many new vehicle models?

"System detects if the vehicle crosses lane markings and warns the driver."

- a. Not at all aware
- b. Somewhat aware
- c. Very aware

12.5 How would you rate your overall interest in driving a vehicle that has 'Lane Departure Warning' technology?

"System detects if the vehicle crosses lane markings and warns the driver."

- a. Not at all interested
- b. Not very interested
- c. Somewhat interested
- d. Very interested
- e. Extremely interested

12.6 How would you rate your likelihood to purchase a new vehicle that is equipped with 'Lane Departure Warning' technology?

"System detects if the vehicle crosses lane markings and warns the driver."

- a. Much less likely to purchase
- b. Somewhat less likely to purchase
- c. Neither more nor less likely to purchase
- d. Somewhat more likely to purchase
- e. Much more likely to purchase

Topic 13: Review of Established Nomenclature: Crash Imminent Braking

13.1 Let's look at the next safety feature 'Crash Imminent Braking,' and its description:

"System automatically applies the brakes to slow or stop the car, avoiding a front-end crash into another vehicle or reducing its severity."

Have you ever heard of 'Crash Imminent Braking'?

- a. Yes
- b. No

13.2 When you think about this name and description is there anything that is unclear or you don't understand about this technology?

“System automatically applies the brakes to slow or stop the car, avoiding a front-end crash into another vehicle or reducing its severity.”

13.3 Given this description:

“System automatically applies the brakes to slow or stop the car, avoiding a front-end crash into another vehicle or reducing its severity.”

How well do you feel this name 'Crash Imminent Braking' fits with what this feature does? The name fits...

- a. Not at all well
- b. Not very well
- c. Well
- d. Very well
- e. Perfectly well

13.3b [PN: Show in "PRIVATE" mode] Is this technology equipped on the vehicle you currently own?

- a. Yes
- b. No
- c. Not Sure

13.4 Before today, how aware were you that 'Crash Imminent Braking' technology is available on many new vehicle models?

“System automatically applies the brakes to slow or stop the car, avoiding a front-end crash into another vehicle or reducing its severity.”

- a. Not at all aware
- b. Somewhat aware
- c. Very aware

13.5 How would you rate your overall interest in driving a vehicle that has 'Crash Imminent Braking' technology?

“System automatically applies the brakes to slow or stop the car, avoiding a front-end crash into another vehicle or reducing its severity.”

- a. Not at all interested
- b. Not very interested
- c. Somewhat interested
- d. Very interested
- e. Extremely interested

13.6 How would you rate your likelihood to purchase a new vehicle that is equipped with ‘Crash Imminent Braking’ technology?

“System automatically applies the brakes to slow or stop the car, avoiding a front-end crash into another vehicle or reducing its severity.”

- a. Much less likely to purchase
- b. Somewhat less likely to purchase
- c. Neither more nor less likely to purchase
- d. Somewhat more likely to purchase
- e. Much more likely to purchase

Topic 14: Review of Established Nomenclature: Dynamic Brake Support

14.1 Looking at the name ‘Dynamic Brake Support’ and the description:

“System supplements the driver’s braking if the driver does not brake hard enough to avoid a front-end crash into another vehicle.”

Have you ever heard of ‘Dynamic Brake Support’?

- c. Yes
- d. No

14.2 When you think about this name and description is there anything that is unclear or you don’t understand about this technology?

“System supplements the driver’s braking if the driver does not brake hard enough to avoid a front-end crash into another vehicle.”

14.3 Given this description:

“System supplements the driver’s braking if the driver does not brake hard enough to avoid a front-end crash into another vehicle.”

- How well do you feel this name 'Dynamic Brake Support' fits with what this feature does? The name fits...
- f. Not at all well
 - g. Not very well
 - h. Well
 - i. Very well
 - j. Perfectly well
- 14.3b [PN: Show in "PRIVATE" mode] Is this technology equipped on the vehicle you currently own?
- d. Yes
 - e. No
 - f. Not Sure
- 14.4 Before today, how aware were you that 'Dynamic Brake Support' technology is available on many new vehicle models?
- "System supplements the driver's braking if the driver does not brake hard enough to avoid a front-end crash into another vehicle."**
- d. Not at all aware
 - e. Somewhat aware
 - f. Very aware
- 14.5 How would you rate your overall interest in driving a vehicle that has 'Dynamic Brake Support' technology?
- "System supplements the driver's braking if the driver does not brake hard enough to avoid a front-end crash into another vehicle."**
- f. Not at all interested
 - g. Not very interested
 - h. Somewhat interested
 - i. Very interested
 - j. Extremely interested
- 14.6 How would you rate your likelihood to purchase a new vehicle that is equipped with 'Dynamic Brake Support' technology?
- "System supplements the driver's braking if the driver does not brake hard enough to avoid a front-end crash into another vehicle."**
- f. Much less likely to purchase
 - g. Somewhat less likely to purchase

- h. Neither more nor less likely to purchase
- i. Somewhat more likely to purchase
- j. Much more likely to purchase

Topic 15: Review of Established Nomenclature: Automatic Emergency Braking

- 15.1 Finally let's look at the last safety feature 'Automatic Emergency Braking,' which is a combination of 'Crash Imminent Braking' and Dynamic Brake Support':

"System supplements the driver's braking in the event the driver does not brake hard enough and, if the driver fails to brake, it slows or stops the vehicle avoiding a front-end crash into another vehicle or reducing its severity."

Have you ever heard of 'Automatic Emergency Braking'?

- e. Yes
- f. No

- 15.2 When you think about this name and description is there anything that is unclear or you don't understand about this technology?

"System supplements the driver's braking in the event the driver does not brake hard enough and, if the driver fails to brake, it slows or stops the vehicle avoiding a front-end crash into another vehicle or reducing its severity."

- 15.3 Given this description:

"System supplements the driver's braking in the event the driver does not brake hard enough and, if the driver fails to brake, it slows or stops the vehicle avoiding a front-end crash into another vehicle or reducing its severity."

How well do you feel this name 'Automatic Emergency Braking' fits with what this feature does? The name fits...

- k. Not at all well
- l. Not very well
- m. Well
- n. Very well
- o. Perfectly well

15.3b [PN: Show in "PRIVATE" mode] Is this technology equipped on the vehicle you currently own?

- g. Yes
- h. No
- i. Not Sure

15.4 Before today, how aware were you that 'Automatic Emergency Braking' technology is available on many new vehicle models?

"System supplements the driver's braking in the event the driver does not brake hard enough and, if the driver fails to brake, it slows or stops the vehicle avoiding a front-end crash into another vehicle or reducing its severity."

- g. Not at all aware
- h. Somewhat aware
- i. Very aware

15.5 How would you rate your overall interest in driving a vehicle that has 'Automatic Emergency Braking' technology?

"System supplements the driver's braking in the event the driver does not brake hard enough and, if the driver fails to brake, it slows or stops the vehicle avoiding a front-end crash into another vehicle or reducing its severity."

- k. Not at all interested
- l. Not very interested
- m. Somewhat interested
- n. Very interested
- o. Extremely interested

15.6 How would you rate your likelihood to purchase a new vehicle that is equipped with 'Automatic Emergency Braking' technology?

"System supplements the driver's braking in the event the driver does not brake hard enough and, if the driver fails to brake, it slows or stops the vehicle avoiding a front-end crash into another vehicle or reducing its severity."

- k. Much less likely to purchase
- l. Somewhat less likely to purchase
- m. Neither more nor less likely to purchase
- n. Somewhat more likely to purchase
- o. Much more likely to purchase

END OF DAY 2 TOPICS

That's all for today. Our final activity and questions will be posted tomorrow.

Until then, please plan to come back to the Forum a couple more times today to answer any follow up questions I might have for you and to read what others have posted as it will be useful to see other ideas before tomorrow's activities. You can also comment on each other's posts by clicking on the reply button under the post.

Thanks again for your thoughtful responses!

[INSERT MODERATOR NAME]

Day 3 Questions

Welcome Back!

Hello, welcome to our third day where we will be taking a little bit of a break!

As a reminder today I will not have any new questions for you, instead I would like you to go back through the discussion we have had so far and read through some of the thoughts and ideas others have had – add your thoughts and comments where you have them and respond to any follow up questions I may have for you.

Be open-minded to the ideas of others. Again, it is very important that you be candid and honest in pointing out where you see strong names and descriptions that are compelling and resonate with you. It is just as important to point out names and descriptions you find weak or unclear, but always be respectful in your critique.

Thank you all for the insights you have shared with me so far. We will pick back up with our regular discussion tomorrow with some new questions.

I really appreciate all the great responses!

[INSERT MODERATOR NAME]

Day 4 Questions

Welcome Back!

Hello, welcome to our fourth day with our final activity and set of questions. I really appreciate the thoughtful responses and discussion you all have been having over the last couple days.

For our final topics we will pick out the names you think are best from the list of names we generated for several of the safety features over the last few days!

Thanks again for all your great responses! Let's get started with Topic 16.

NOTE: DAY 4 – Participants will be asked to select their top name choice for each safety feature, and then on the same screen explain why they chose that name. The question is setup this way to allow respondents to see the name they selected at the same time as they provide reasoning around their choice.

[PN: DAY 4 topics will be in “UNINFLUENCED” mode]

Topic 16: Top Naming Conventions: Blind Spot Detection

16.1 As we saw over the last couple of days there are many different ways we might go about naming all the different driver assistance technologies. Now I'd like to look back at 9 of the safety features we reviewed over the last few days, and have you pick from the lists of names everyone generated for the best name that fits this technology.

As a refresher here is the first description we discussed back on Day 1:

“System detects if there is a vehicle in the side blind spots and provides a warning to the driver.”

Please select from the list below the option you think is MOST appropriate to fit the description of this technology. Then, in the text box tell me a little about why you believe that name fits this technology best.

- [TBD: PARTICIPANT GENERATED NAMES]
- IF NOT CAPTURED BY PARTICIPANTS*
- Blind Spot Warning
 - Bind Spot Monitoring
 - Blind Spot Detection
 - Blind Spot Assist
 - Side Blind-Zone Alert
 - Blind Spot Information System

[MANDATORY TEXT BOX]

- 16.2 Let's do the same exercise again, except this time I'd like you to look at the list below and choose the name you think is the **SECOND MOST** appropriate to fit the technology described.

Topic 17: Top Naming Conventions: Rear Cross Traffic Alert

- 17.1 Now let's look at the second safety feature, as a refresher here is the description we discussed back on Day 1:

"System warns of objects behind and to the rear sides of the vehicle when backing up."

Please select from the list below the option you think is **MOST** appropriate to fit the description of this technology. Then, in the text box tell me a little about why you believe that name fits this technology best.

- [TBD: PARTICIPANT GENERATED NAMES]
IF NOT CAPTURED BY PARTICIPANTS
- Rear Cross Traffic Alert
- Rear Collision Warning

- 17.2 Looking again at the list below, please choose the name you think is the **SECOND MOST** appropriate to fit the technology described.

Topic 18: Top Naming Conventions: Rear Automatic Braking

- 18.1 Now let's look at the next safety feature, as a refresher here is the description we discussed back on Day 1:

"System detects a potential rear collision and automatically engages the brakes if a crash is imminent."

Please select from the list below the option you think is **MOST** appropriate to fit the description of this technology. Then, in the text box tell me a little about why you believe that name fits this technology best.

- [TBD: PARTICIPANT GENERATED NAMES]
IF NOT CAPTURED BY PARTICIPANTS
- Rear Automatic Braking
- Automatic Reverse Braking
- Backup Collision Intervention

- 18.2 Looking again at the list below, please choose the name you think is the **SECOND MOST** appropriate to fit the technology described.

Topic 19: Top Naming Conventions: Lane Keeping Assist

19.1 Let's look at the next safety feature, as a refresher here is the description we discussed back on Day 1:

“System moves vehicle back into its lane if the driver unintentionally drifts over lane markings.”

Please select from the list below the option you think is MOST appropriate to fit the description of this technology. Then, in the text box tell me a little about why you believe that name fits this technology best.

- [TBD: PARTICIPANT GENERATED NAMES]
IF NOT CAPTURED BY PARTICIPANTS
- Lane Keeping Assist
- Lane Keeping Support

19.2 Looking again at the list below, please choose the name you think is the SECOND MOST appropriate to fit the technology described.

Topic 20: Top Naming Conventions: Pedestrian Automatic Emergency Braking

20.1 Let's look at the next safety feature, as a refresher here is the description we discussed back on Day 1:

“System detects pedestrians crossing in front of the vehicle and warns driver, applying the brakes automatically if collision is imminent.”

Please select from the list below the option you think is MOST appropriate to fit the description of this technology. Then, in the text box tell me a little about why you believe that name fits this technology best.

- [TBD: PARTICIPANT GENERATED NAMES]
IF NOT CAPTURED BY PARTICIPANTS
- Pedestrian Automatic Emergency Braking
- Front Pedestrian Braking
- Advanced Pre-Collision System with Pedestrian Detection

20.2 Looking again at the list below, please choose the name you think is the SECOND MOST appropriate to fit the technology described.

Topic 21: Top Naming Conventions: Side Collision Prevention

21.1 Let's review the next safety feature we discussed on Day 1, as a refresher here is the description:

“System detects if a vehicle beside yours starts to veer too close and will move you away from a potential side collision.”

Please select from the list below the option you think is MOST appropriate to fit the description of this technology. Then, in the text box tell me a little about why you believe that name fits this technology best.

- [TBD: PARTICIPANT GENERATED NAMES]

IF NOT CAPTURED BY PARTICIPANTS

- Side Collision Prevention
- Side Collision Avoidance
- Blind Spot Intervention [INTERNAL NOTE NOT VIEWED BY PARTICIPANTS: Trademarked by Nissan]

21.2 Looking again at the list below, please choose the name you think is the SECOND MOST appropriate to fit the technology described.

Topic 22: Top Naming Conventions: Lane Centering

22.1 Let's look at the last safety feature we discussed on Day 1, as a refresher here is the description:

“System provides continual steering to keep vehicle centered in its lane.”

Please select from the list below the option you think is MOST appropriate to fit the description of this technology. Then, in the text box tell me a little about why you believe that name fits this technology best.

- [TBD: PARTICIPANT GENERATED NAMES]

IF NOT CAPTURED BY PARTICIPANTS

- Lane Centering
- Lane Centering Steering
- Lane Steering Assist
- Active Steering
- Lane Centering Assist

22.2 Looking again at the list below, please choose the name you think is the SECOND MOST appropriate to fit the technology described.

Topic 23: Top Naming Conventions: Adaptive Cruise Control

23.1 Let's look at the first safety feature we discussed yesterday, as a refresher here is the description:

“System automatically adjusts the vehicle’s speed to keep a pre-set distance from the vehicle in front of it.”

Please select from the list below the option you think is MOST appropriate to fit the description of this technology. Then, in the text box tell me a little about why you believe that name fits this technology best.

- [TBD: PARTICIPANT GENERATED NAMES]

IF NOT CAPTURED BY PARTICIPANTS

- Adaptive Cruise Control
- Active Cruise Control
- Intelligent Cruise Control
- Radar Cruise Control

23.2 Looking again at the list below, please choose the name you think is the SECOND MOST appropriate to fit the technology described.

Topic 24: Top Naming Conventions: Cross Traffic Assist

24.1 Here is the last safety feature we generated names for and our last activity set for the day, as a refresher below is the description we discussed yesterday:

“System monitors cross traffic at an intersection/road junction. If the system detects a hazardous situation, it prompts the driver to brake and may automatically engage brakes if situation becomes dangerous.”

Please select from the list below the option you think is MOST appropriate to fit the description of this technology. Then, in the text box tell me a little about why you believe that name fits this technology best.

- [TBD: PARTICIPANT GENERATED NAMES]

IF NOT CAPTURED BY PARTICIPANTS

- Cross Traffic Assist
- Intersection Assist

24.2 Looking again at the list below, please choose the name you think is the SECOND MOST appropriate to fit the technology described.

Topic 25: Final Thoughts & Wrap-up

25.1 We have had a lot of really great conversation around these different names and descriptions over the last 3 days, I would like to thank you again for all of our great thoughts and feedback! For our last topic of the day I just have two final wrap-up questions for you.

First, has the use of the types of driver assistance technologies we've been discussing had an impact on you personally? If yes, can you please share a couple of sentences about that experience?

25.2 For our last question I would like to ask you a similar question as our first day together. Now that you have had a chance to review and discuss some of these driver assistance technologies, do you feel they are helpful additions to vehicle safety? Then please tell me in a brief paragraph why you feel that way.

- a. Not helpful additions at all
- b. Not very helpful additions
- c. Somewhat helpful additions
- d. Very helpful additions
- e. Absolutely helpful, necessary additions

END OF DAY 4 TOPICS

This brings us to the end of our discussion. Thank you so much for your thoughtful participation these past few days.

Please plan to come back to the Forum a couple more times today to answer any follow up questions I might have for you and to read what others have posted. You can also comment on each other's posts by clicking on the reply button under the post.

Thanks again for your engagement and thoughtful answers to my questions!
[INSERT MODERATOR NAME]