Overview
In order to innovate in the areas of design and functionality of automotive dashboards and center consoles, the PSU Ford Motor Company Console Design Team 1 conducted research involving the surveying of millennials. Once data was collected, the design of possible prototypes relating to improving the interior ambiance, for the Ford Explorer, were made. The team implemented several design innovations in storage, technology, aesthetics, versatility and usability based upon the preference data collected from millennials.

Objectives
- Propose possible innovations for the dashboard and center console of the Ford Explorer
- Back all changes or modifications with data from surveys
- Innovations should be feasible and fit within current design constraints
- Enhance the quality of the Ford Explorer dashboard in terms of versatility, aesthetics, storage, usability, and technology

Approach
- Each team member individually designed their ideal center console
- Team discussed the problem and divided the design into 5 categories
- Survey 1 conducted to gain a baseline of understanding millennial preferences
- Research conducted by each team member in their respective category
- First iteration of center console design sketched
- Survey 2 conducted to gauge specific features and what millennials want
- Final design was split into 3 levels to allow for feasibility and practicality
- Final design was created based on millennial data preferences and research

Outcomes
Innovative modern design based on millennial preference data:
- Steering wheel with feature controls
- User defined multipurpose windshield display
- Center console touch screen with phone docking area below
- Multi-level glove box storage with shelves and dividers
- Adjustable center console storage bin with electricity dock and aux port
- Center console adjustable/open space with individual square rods that move and adjust to hold user-defined shapes or objects