Overview
The purpose of the project was to generate recommendations for redesigns for Ford Motor Company vehicles. These redesigns focused on the instrument panel (dashboard), center console, storage and ambient lighting features of Ford vehicles. In order to generate redesigns, survey data was gathered from millennials to help provide Ford with ideas for future vehicle layouts.

Objectives
The objectives of this project included the generation of a redesigned interior design for Ford vehicles. In addition, survey data had to be collected in order to provide Ford with millennial’s vehicle storage, layout and feature preferences. These surveys would help to design and validate design ideas.

Approach
- Benchmarked car brands to generate baseline ideas for initial surveys.
- Generated initial preference data and gathered results from millennials at Penn State.
- Explored the implementation of innovative technology into Ford vehicles.
- Visited Ford in Dearborn, Michigan which helped to narrow the scope of the project away from technological improvements to general interior layout designs.
- Benchmarked brands based on storage, and overall layout of features.
- Created a second survey based on storage and entertainment features of vehicles.
- From the results of two surveys, the team created interior redesigns using Adobe Photoshop.
- Redesigned features included the steering wheel, center console as well as functional features such as climate controls.
- Created and gathered data with a final survey at the project showcase. This served as a validation toward whether millennials prefer the updated features generated for the redesigned interior.

Outcomes
- Creation of a final redesigned cockpit that included features that millennials desired.
- Generated millennial data for Ford that will help to guide their design ideas for the future.
- Showcased features that are a necessity to vehicle design as well as new ideas for features and layouts.
- Generated data on Ford’s current models versus a redesigned model based on millennial customer wants and needs.