Interviewer So first of all, if you could just tell me a little bit, just describe the system you've got in your car, what its name is and how it how it works and how long you've been using it.

P1 Yeah. So I think it's called like speed assistance as far as I'm aware. And it's kind of....built into kind of like the sort of adaptive cruise control as well. So it uses like a camera to kind of record like, you know, it picks up speed limits from signs and it also kind of uses the GPS as well to kind of.. for those. So I suppose one of the main times I might use is it is if I'm in an average speed check zone to kind of protect me from, you know, exceeding the speed limit and kind of getting fines, that kind of thing. And then...if I'm kind of in.... I don't know... Relatively heavy traffic I'll use it with...with the kind of adaptive cruise control and just kind of let it let it...sort of do its thing as well.

Interviewer So is that that's it forms part of a system then, doesn't it? There's other things. So.... is the adaptive cruise control. Can you just tell me a little bit about what that does that it's a part of?

P1 Yeah. So that kind of you can kind of just turn it on and then it'll basically brake and accelerate kind of like, you know, if there's a vehicle in front of you it'll kind of slow down....and it will just kind of maintain a speed.... you can....erm.... I mean, if you haven't got that on, I've always kind of got the speed limit kind of displayed and it will told me as well if I've kind of exceeded it..... So.

Interviewer So is there so the intelligent speed assistance is part of the cruise control. So is it... the only time you use it....Is that when you've got the cruise control on.... the whole system?

P1 Yeah.

Interviewer So when that's on, then it will slow you down and keep you to the speed limit and also control your distance from other cars.

P1 Yeah

Interviewer And how long have you had that ....a car with that system? How long have you been driving with it?

P1 I've had that since.... It's about a year now, but I must admit my previous vehicle did have something similar as well so....

Interviewer So you've got a bit of experience of using it. Erm...so that goes on to the next question, which was how you use the system. So as you've said you, you would use it in speed check areas to make sure that you don't go over fines and then it would be part of a general way of driving in heavy traffic.

P1 Yeah.

Interviewer So do you.... you say that you use it to stop you exceeding the speed limit. Is that more of a sort of financial thing of not wanting to get tickets or do you see it as a safety feature? How do you see it?

P1 I have to admit, yeah, it's more of a kind of a financial kind of thing. I mean, I probably would kind of think more along the lines of safety, but just the fact that there are so many now, you know, kind of feels a bit of a cash cow so....

Interviewer yeah. And does it have a feature where you can.... because obviously you're turning it on or having it on as the cruise control....does it have the feature where if you need to, you can override the system and you have anything where you can press down the accelerator?

P1 Yeah, you can do that. And you can also kind of make manual adjustments as well to the speed limit that it's set. So you can kind of increase that in like sort of one mile an hour increments as well.

Interviewer And do you find..... have you done that? Do you use that feature?

P1 Yeah. So I.... if I'm in like an average speed check zone because I'm kind of aware of the way that they kind of work and because of what everybody else does. Otherwise, you know, you've got people driving right up behind you close. I'd probably set it... say it was like a fifty I'd set it to like fifty two or something.

Interviewer So you're giving yourself that little margin around it. And do you find that you do override it very often while you're using it?

P1 Um, yeah. In that kind of sense, not so much in the sense of kind of pressing the accelerator. Not, not so much....

Interviewer Right....So you you adjust it, but once it's working, you find it's working. Have you ever had any situations, what you've had to override it?

P1 Um....I'm trying to think. I think only when there's kind of been like an error... like I've kind of been driving along before and it's kind of like, you know, I'm in like a 70 mile an hour speed limit and it suddenly flashed off, it's like 50 or something, you know? And then I've kind of manually pressed down on it because, you know, I'm worried about causing an accident or something. It's not something that's happened very often but....

Interviewer Yeah. So in general, do you find it is quite accurate and works quite well?

P1 Yeah, pretty much.

Interviewer Yeah, that's good. So what are there..... well, you've said that there are situations where you're more likely to to use it. Are there situations where you definitely don't have it on?

P1 Erm...Yeah, probably in..... If it's just kind of a normal traffic situation and it's kind of like a local road, you know, it's like a 30 mile an hour speed limit.... that kind of thing. I just. Although the vehicle kind of, will kind of monitor for pedestrians and things, I kind of feel I need to kind of be concentrating more, I guess so I kind of just.... sort of focus myself.

Interviewer Do you find it has any impact on on how you focus when you're driving? Does it erm...do you focus less when you've got the system or...

P1 I think to an extent. Yeah, definitely. Because you're kind of, you know, letting it just kind of get on and do its thing to an extent so yeah....

Interviewer So what do you think.... if you were describing it to somebody, what what would you say were the good things, the advantages of having....

P1 So the advantages are..... It's going to kind of, you know, to an extent, sort of protect your driving licence and avoid paying the fines. Kind of as well.... You know..... Making sure that you're.... I mean, in terms of safety like that, you know, you're driving at a speed that's kind of appropriate for kind of the condition, you know...., the actual kind of type road or.... the sort of conditions erm.... yeah.

Interviewer And what would you say, any problems that you've experienced or disadvantages or any bad features that you think of with it?

P1 You can sort of, you know, tend to get people all sort of tailgating you because, you know,.... and..... And sometimes it can kind of.... If you go like from a 70 into a 50... it's sort of you know... will brake quite quickly, whereas other people might kind of gradually ease their speed off so again there's that little bit of a risk that the person behind might, you know.... And then the only other thing is like...when I've kind of had these errors sometimes, you know, it's picked up a road sign incorrectly or it's got the wrong data on the GPS.

Interviewer Yeah. Does that affect your use of the system like when it has errors and things? Does it put you off at all?

P1 Not really, because it is such an infrequent thing. I just kind of, you know, sort of let it go but...

Interviewer yeah, but that's interesting what you were saying about needing to be aware of the other cars. So if your car's sort of driving with the system, so it's driving perfectly, but not everybody else on the road might be

P1 Yeah...Then you've kind of got that concern about whether, you know, the person behind's leaving enough sort of braking distance and things and.....

Interviewer Yeah, yeah. So in general, would you say that your attitude to the system is a positive one then....it sounds like it is.

P1 Yeah, yeah, definitely.

Interviewer Right. So just sort of going back to when you were buying your car now. And also, I think you said your previous car also had a similar system. But when you were first buying a car with this kind of system in it, did it impact...were you looking for that to be in your car? Did it make you feel better about the car or was it just a system that was...included...

P1 Yeah, no. It definitely kind of did kind of make me feel better about it. I mean, it wasn't kind of like a standard...., I think having some aspects of the system was standard like er.... I think like an ability to.... I mean, this is like one aspect of it I've never used where you can actually let it.... You know,.... stop you from exceeding the speed limit you know while you're just driving..I've only kind of used it in combination with the cruise control .... But yeah, it kind of makes me feel that it's more technologically advanced and safer.

Interviewer so is that something that's important to you when you're looking at cars, you like to have these extra safety features?

P1 Yeah, yeah, definitely. And I mean, it was kind of like part of a package of like other things, other sort of monitoring systems like blind spot monitoring and all these other things. So....

Interviewer Yeah. So did you have to pay extra to have that as a..... you were saying it wasn't standard, necessarily... Did you pay for an extra package to have that...

P1 so my previous vehicle I did...but when I bought this one.....it was when we were in the pandemic and there was a lot of shortage of new vehicles, but I did kind of tailor my kind of search only for vehicles that kind of have this so yeah....

Interviewer So it was something that you were something that you knew about already and that you were looking out for.

P1 Yeah.

Interviewer When you first bought a car with it in, did you... were you looking out for it then or did you know about it then? Or did they when you were buying the car, did they give you information that made it seem appealing?

P1 I think. Yeah. It wasn't something I was really aware of. It was kind of something I found out... when I was kind of browsing the manufacturer's kind of website and looking at the specifications, that kind of thing.

Interviewer And did you find it easy to find that information? Because I had to look through some manufacturers things and it was quite difficult to dig out all of the features that some of the cars had.

P1 Yeah, erm... Not massively easy until you kind of get to like a section on kind of like safety, like if you can kind of find that safety section, I think you can kind of generally find it but otherwise, it's not.... I think, a few years like maybe a few years ago when it was really, really new.... they made a big point of pointing it out to you... but now that it's on a lot of vehicles, I think it's kind of buried a bit more in the...sort of....you know, the specifications...

Interviewer Yeah. So do you think there's anything that sort of car dealers and manufacturers could do to make it easier for people to understand the system and....

P1 Yeah, I think like maybe in terms of like all kind of manufacturers signing up to something so that, you know, like you have energy ratings, you kind of have something similar for vehicles and then you can kind of see at a glance like a star rating or something.....with some information about what systems are on the vehicles so....

Interviewer because it sounds from what you've been saying that you kind of have to know yourself already and be going looking for these features...

P1 Yeah definitely....

Interviewer So somebody who maybe doesn't know about them might find it more difficult to find the stuff.... and have....so you went looking for it in the first place. So what expectations did you have of the system? What what motivated motivated you to want to have that in your car?

P1 Erm.... I think some of it is kind of convenience erm.... and definitely kind of that extra layer of safety as well.....and then.... Erm...Yeah. Kind of not wanting to kind of get caught out, obviously more and more speed cameras and more and more average speed zones, so not wanting to get caught out.

Interviewer And have any of your opinions changed towards the system while you've been using it?

P1 Erm... no, not really. I mean, it sort of started as a positive and it's just sort of remained there really....

Interviewer So the next question is just to how you feel about potential different options for the system. So as you were saying, yours is part of your cruise control. So in some cars, it would be a system sort of independent of that. So it's just for the the speed. So if you go over the speed limit, it will gently brake you....back down to the speed limit. And then there's sort of options for it being turned on default. So it would be on for every journey and then you would have to go and manually turn it off. So that's erm... that's one option. There's other things like it could give you an alarm or it can give you sort of feedback on the pedal. So it'll make a sort of vibration if you've gone over the speed limit. Are there any like what do you think about it being a sort of mandatory, first of all, so it's just automatically on in all cars?

P1 Not too keen because I kind of feel it sort of taken a bit of control away from you as a driver and. Yeah, it just feels a bit too enforced, I guess.

Interviewer Yeah, so that's interesting because as you were saying you, you sort of select particular journeys where you're going to be using it. So that gives you the control as a driver. So it sounds like ...that's something that's important.

P1 Yeah. Yeah, definitely.

Interviewer Yeah. So do you find it.... Is it quite easy as a system to turn it on and turn it off?

P1 Yeah. So I've just got like a steering wheel. I've kind of got like a button just to kind of activate it. So.... and when I do turn it on, it's quite clever as well with the adaptive cruise control...so I can turn it on and it will automatically set itself to the current speed limit. So I don't sort of have to, you know, make any adjustments or anything. So say I'm driving along at 30 and I turn it on and the speed limit is 50.... It will set itself to 50 and then it...yeah

Interviewer so that sounds quite convenient as well.....you're not having to do a lot of fiddling. But you like the control of choosing.

P1 Yeah.

Interviewer So if it was if it was a system that was sort of geared to trying to get people to use it by sort of it being automatically turned on and quite difficult to turn off, how would that change how you feel about the system and whether you would use it?

P1 Yeah, no, that removal of choice and just that...kind of yeah, that sort of loss of control to an extent. Yeah. I wouldn't like it.

Interviewer Yeah....And does it.... So you were saying it.... Does it flash up a warning if you go over the speed limit as well?

P1 Yeah, it does. Yeah, and it kind of like, I mean, you can have different levels. I mean, you can just have like the speed limit symbol will kind of flash or you can have like.... you can turn on.... So it gives you a sound as well.

Interviewer And do you do.... do you have it with the sound?

P1 Not with the sound no... I just have like the.... the symbol, like the the actual kind of speed limit itself will kind of flash....but I've got.... I've got a heads up display as well, so it's quite sort of prominent in your field of view.

Interviewer And did you did you sort of make a decision not to have the sound because you don't like...that....

P1 Yeah, because I think it would just, you know, otherwise it would just go off all the time so....(laughs)

Interviewer So do you think that would that would be sort of annoying, would it, if you had that....

P1 Yeah

Interviewer So if erm...the sort of idea of having a vibrating pedal. Have you ever heard of that as a sort of just an extra sort of feedback?

P1 I haven't no. I mean, I've got something similar ish in that if I kind of go...., you know, if I'm.... if I move into another lane without indicating I'll get steering wheel vibration and similar if it kind of feels like I'm drifting out of my line. But again, they're not that frequent occurrences, whereas I think otherwise, you know, you could have that...that vibration going off all the time and again. It's probably then going to become annoying so....

Interviewer Yeah, it's striking a fine balance, isn't it, between the car doing things for you, but not annoying you. Erm... so just in terms of because the the idea is these cars will become.... the systems will become more..... more common and more cars will be using them. I mean, in the EU, they're making it compulsory. So what do you think about it being compulsory? If it was compulsory over here to have an ISA system in cars?

P1 You know, I don't think it's I wouldn't say it's a bad thing. I can see it definitely could like, you know, improve safety. You know, maybe get people to drive better as well, maybe think a bit more about their driving. But again, it kind of depends on. How it's kind of implemented, what ...like other things we were discussing to what extent the things sort of go to.....

Interviewer Yeah. So how do you think it would be implemented most successfully? What would be the best way of putting it in to make people safer?

P1 So I think definitely the kind of, you know, so it's using that database...it's using cameras. You've always got the..., you know, you've got a prominent sort of view or display of it. And that it's more kind of built into more of an autonomous kind of set up.... that obviously, I can see myself and other people using more as technology improves.....because I think then it becomes like more of a relaxing kind of experience rather than an aggravation.

Interviewer Would it.... would it make you feel differently knowing that everybody else on the road also was using the same system? Because, as you said, you are sort of adapting to other people not having it in their car?

P1 Yeah, definitely. So yeah, also that would kind of, you know, I'd hope that, you know, vehicles would that...that they'd be keeping their distance a bit more. Yeah, you wouldn't have to sort of be so concerned about what other people are doing.

Interviewer So you say, do you see it as a sort of general move towards more automated driving...

P1 Yeah, definitely.

Interviewer And which ....how... how would you see the system working in...., you know, we were saying about the options of whether, you know, it's turned on all the time or the person turns it on, what do you think would be the best system for... if it was being nationally rolled out?

P1 So I think the person turning it on. But some, I suppose, I kind of want like a bit of a hybrid. So you've got some aspects of it that are on all the time. So you know, it is monitoring... it is giving you a visual sort of display and everything. But if you want it to take more action, then you have to sort of turn it on.

Interviewer Okay, so so it would be sort of a system that was the advisory system would be automatic, but the control system would be driver choice.

P1 Yeah.

Interviewer Yes, great. Do you think there's any particular types of drivers that would be quite resistant to using the system, do you think there would be resistance...

P1 Yeah, I think definitely kind of like younger people I think .... especially kind of younger males that have kind of, you know, boy racers, as we might kind of call them. I don't think they would like it at all... I think any kind of like..... Males with big egos probably wouldn't like it. So, yeah, I would definitely kind of say, younger or newer drivers.

Interviewer And do you think there's any way that they could make it more acceptable to those groups? Or do you think that's just a resistant group that would be very difficult.

P1 Yeah, that's a really difficult one, because I think at that age as well, I mean especially like, you know, that they kind of want to be driving themselves, you know, because they....so yeah that's quite a tough one.

Interviewer do you think there's any incentives or anything that could be offered that would make the..... just sort of in general. But obviously, you might have these resistant groups. Do you think there's anything that manufacturers or the government or insurance or anything could do to make it more attractive to people?

P1 I think definitely kind of like insurance discounts...erm... may be kind of. .....Maybe even like fuel discounts, you know, with certain retailers, something like that. ....Maybe differences to kind of road tax.... I think it's got to kind of be financial...

Interviewer And that's interesting as well because you paid extra to have this in your car as well didn't you...so.... the sort of...encouraging people to use it through financial incentives. It almost sounds like at the point of purchase, there's a financial disincentive to....

P1 yeah...yeah

Interviewer At the moment, yeah. With it being optional. And is there any information that you think would be useful to encourage people to use it, whether it.... sort of at the point of purchasing a car or public information campaigns? Is there anything that you think that you could sort of..... tell people to encourage them to use the system.

P1 Erm...you know, I think kind of like pointing out the benefits quite clearly to people. You know exactly what... what it can kind of help with, you know, pointing out, you know, and being honest and transparent as well and saying, you know, this can also help you with your driving licence and avoiding fines, you know, because I think then.... People see it impacting them more personally, whereas, you know, you know, most people kind of think I'm never going to have an accident, you know, until it happens. So I think you need to kind of get into people's mindsets by the most likely events happening before looking at other things.

Interviewer Yeah, yeah. That's interesting what you say, because I think that's right, some people just think they're not going to have an accident. So if you sort of stress the safety aspect. That might be less incentivising than pointing out the savings that you might make.

P1 Yeah.

Interviewer So the last question is just about whether you've got an advisory systems in your car, but you have because you've got the...the light that flashes up. Did you have anything like that before you had the ISA system like a warning thing that told you when you were going over the speed limit? Or did you go straight to the ISA system?

P1 Erm.... I think I did actually, I think like....so 2 cars previous, I think it just had something I think literally all it did was have, you know, it was showing me the current speed limit and it would yeah, you'd just get a message kind of come up, which again, you could turn on or off like having a message that was displayed every time you exceeded the speed limit. So that was literally all it would kind of do so.....

Interviewer did you find it useful to have that, as a sort of.... just reminder or....

P1 erm... more more useful in terms of just reminding you what the current speed limit was than kind of....you know, having that kind of flashing up every time you kind of exceeded.... I don't know... that I'd turn that side of things on..... just would have had the speed limit displayed so...

Interviewer And if that erm.... did sort of have the warning system feed into your attitudes towards the ISA system at all because it's sort of a precursor to using that system isn't it.....

P1 Yeah, I think just in terms of the technology, probably did you know the fact that... it's kind of using a camera to kind of record the road signs, that kind of thing. So that's probably just how it sort of fed in

Interviewer So it sounds like....do you quite like technology in your car.

P1 Yeah. Yeah definitely.

Interviewer are you quite motivated to..... Because it sounds like you sort of found out the system and then you went looking for it. What do you think should be the approach to encouraging it in somebody who's maybe not as technologically interested?

P1 Erm.... I think it needs to kind of be shown. I think some manufacturers do do it quite well. When you go through brochures, they can sort of use graphics and sometimes videos to kind of demonstrate how they kind of work.....but I think that's what's kind of needed for people that aren't aware of how they work. They actually kind of need to.... see it....an example of it in use....or a very simple kind of explanation so.....

Interviewer Yeah, So visual things would be good.

P1 Yeah,

Interviewer OK, well, that's great. That's all my questions. Was there anything else that you think about the system that we haven't covered or anything like that?

P1 No, I don't think so.