Interviewer So first of all, if you just tell me, if you just describe the system that you've got in your car so maybe what it's called, how it works and how long you've been using it

P8 Well, there's obviously a few systems in the car. So is this the one where it is aware of the speed cameras?

Interviewer Yeah, yeah. And where it so presumably it's it's aware of the speed cameras and then it does something to slow your car down.

P8 It can kind of take over. Yeah. I think it's called er.... speed limit assist. It seems like all the assistance features in my car are called whatever they are and then assist. So lane... lane assist and then whatever.... so I think.... as far as I'm aware, but don't quote me on it.... it's called speed limit assist.... And essentially there's a few different elements to it. So..... erm... there's a visual side of it, so on the.... panel of the car right in front of me, I can see....erm... the speed limit of that road.... just a small kind of non-intrusive erm... visual aid. And there's also an....kind of auditory element as well. So if I'm going over the limit, it can erm... just ping or something... I turned that off because I found that quite annoying. And then the.... kind of more smart technology side of it is that it can actually slow you down erm.... if you are going over the speed limit erm.... and kind of take over your driving, but not in a way that.... you don't have control of the vehicle, you can still override it at any time...

Interviewer Yeah, OK, that's great. How long have you been driving the car with that system in?

P8 It's a year old, er.... so I've only only been driving it for a year.

Interviewer And did you did your previous car have anything similar?

P8 No, no. This was... this was quite an upgrade so....it's the first time....

Interviewer So I'm just going to talk now a little bit about how you use the system. So how often do you drive with the... with the... the speed limit assist system sort of active in your car?

P8 Yeah, I almost always have it on erm.... the only side of it that I've turned off is the... the the noise part of it, but all the other features I've kept on, but I do override them quite frequently. It just depends on where I'm driving.

Interviewer OK, so you're using the system as a general system that you have on all the time. Is that because you, you find it useful? Could you tell me a little bit about sort of the good aspects of it?

P8 Yeah. So erm... usually at the moment, I mean, I've only had the car since kind of COVID times, so I'm not doing too much socialising or driving around to social events. So it's usually just driving to work and driving from work erm... and it is mainly country roads that I drive on. So I know the limit is 60 generally, but there are some spots where it goes 60, 40, 60 in a short period of time. So when I was first getting used to that... that road and the limits on that road, it was really useful to just have that prompt erm.... Now I've been driving there for a year. I don't need it so much, but I find that it is really useful if I drive on roads I'm not used to erm... especially city centre roads. Erm... I find it quite difficult to know what the speed limit is at any time. So I find it useful for that, when I don't know what the limit is.

Interviewer So do you see it as a sort of as a safety feature or a feature to stop you going over the speed limit and getting fines because they're sort of two sides of the same coin, aren't they?

P8 Yeah, I mean, I think ultimately it is.... Both.... er.... I imagine primarily the point of it is a safety.... as a safety feature. But I think it does help me be more aware of my speed. So in turn, kind of subconsciously, I'm thinking about that a lot more. So there is a safety aspect of it. But kind of directly, it does help me not....not to speed...

Interviewer that's sort of your incentive....your biggest incentive to sort of avoid that....

P8 Yes..... I think for me.

Interviewer Are there any situations where you don't find it useful to have it on or you've had experiences or anything where you... sort of disadvantages of the system?

P8 There hasn't really been erm... because it is so easy to override, like I was saying, the only time I think it would be useful to not have it on at all is when I'm driving country roads. Quite often, I need to overtake buses and cyclists and tractors and things, so I need to, at times, just build up my speed quite quickly on a road where I might be going over the speed limit for that short, short duration. Erm... that's the main time when I think it's not needed, but I can override it, so I don't find it inconvenient.

Interviewer So how do you find the the override? You said that you do use that. How often do you find yourself overriding it? And how do you do it?

P8 Probably quite often. Erm... it's something... I'm kind of in tune with the car now, so I don't really notice it slowing me down. But all I need to do is kind of.... gently tap on the accelerator, not even put very much pressure at all. And it seems to acknowledge that I'm trying to make a decision and er.... stops slowing down and I can build up my speed. So it's very, very easy. It's.... like I said, it's not something I think about too much anymore. It's just kind of.... pedal....

Interviewer And what are the situations where you find you are overriding

P8 it is mainly when I need to build up my speed er... on that, on that country road situation, like I was saying erm.... kind of city driving or suburban driving.... I won't usually override it.... I mean, generally it's busy anyway so there's cars directly in front of me so there's not.... the ability to build up speed, but I just don't find I need to build up speed....

Interviewer Yeah. And you've not experienced any disadvantages with it....

P8 No, not that I've been aware of, no...

Interviewer so so generally you're positive about the the system would you say

P8 yes.... Yeah, I think I mean, all the systems that the car has, I think, are really beneficial. I found from having not had them to now having them erm... I wouldn't want to go back to not having any of the ... kind of safety features that they've got....

Interviewer Do you tend to use it sort of in in combination with other systems then if you've got quite a lot of other things that're assist driving in your car...

P8 yes...I mean, it seems to be... whatever package it is....I think it's like a safety package or anything so..... they've got loads of different features. Erm... I do, I use the speed one, erm... it's probably not the main... the main one that I think about. I think the main one is the lane assist... So if I'm kind of slightly out of my lane, it will correct me and make sure I'm.... within the lane. I find that one quite useful erm....So yeah.... the ability to override all these features, though, is really important.

Interviewer Yeah. So just going back to when you got this car because as you said, you didn't have a car with the features in beforehand, so it was quite a big upgrade with this car. Were you looking for these features to be in the car when you were buying a new car?

P8 No, I didn't actually know any of these features existed until I started looking for a new car erm... and I had in mind the car I wanted. But then when I was on the manufacturer's website, I saw these features erm... they weren't included in the one I wanted so I ended up going for another car that did have these features erm.... just because I was made aware of them and I thought they were good value for money for what they are.

Interviewer Right. So that was sort of when you were browsing around looking at cars you saw and.... what.... was it the sort of general safety features that you were looking at? Or was there... were you specifically looking at the speed...

P8 No, it was kind of all over.... there was.... kind of loads of different features it had erm... for me.... I struggle with parking er... and this car has a feature where it can park itself. So that was the main driver for me.... But alongside that, there were all these different other features, which I have in turn, found useful over time.

Interviewer So it did it did influence your purchasing decisions because once you'd found out about the features, you did want to have them in your car. Was it.... did they come as standard or did you have to pay an ad on to have them in yours

P8 It was an add on, yeah.... there's different levels of it....erm...I'm not on the... the top level, I think the top one is kind of a VR.... it projects information onto your windscreen. But it's the one down from that.....

Interviewer So did you go to a dealership and and choose your car at a dealership?

P8 No, because it was during COVID. I looked online and they were offering delivery. So I was able to find a car kind of more affordably than I usually could because they were delivering it from (area name).

Interviewer So did you get any information about these systems when you were buying the car because you won't have gone into a dealership then for them to talk you through it? But did you or did you find you were working out the systems and how to use them yourself?

P8 Yeah, I was finding out by myself, erm... I looked up a lot of YouTube videos erm...specifically on the car that I was purchasing er.... just to see the different features that it had. So that was mainly where my information came from.

Interviewer Yeah. So that's being quite proactive, isn't it? So if you hadn't known about the systems yourself, then there wouldn't have been anything coming from the car people to have directed you to....

P8 No, no and I mean, there's still features now that are off by default on the car or I just don't know how to activate them that I'm only discovering kind of a year later. So I think it just depends on what is...how the car's been set up before it's delivered to you and how you use it

Interviewer were the safety features that you are using, including the speed assist where they sort of what they own when you got the car or did you have to work out how to turn those on?

P8 No, they were all on erm... And then I had to kind of tweak around for turning the... the noise parts of it off....

Interviewer Yeah. So have... so... you bought the car because you wanted these features in the car, have your opinions of any of them changed through having used them for the year?

P8 Not really. I mean, the first time I used the lane assist feature, I got a bit of a fright because it kind of shoves you back into the centre of the lane. I wasn't expecting that. So kind of for the first couple of weeks, I was a little bit frightened or wary of the features erm.... and kind of how much control they had over how much control I have. But now, I've just been driving.... I know what to expect..... so much better now....

Interviewer And do you find that driving with these systems affects how you concentrate on the road or where you can direct your attention when you're driving?

P8 Not really. There are some... some parts of it, like the reverse camera. Erm... recently I had a problem where it stopped working and I found that I've become quite reliant on it. So when I was trying to reverse out of a space, I struggled because I'd just become so used to using the camera that was right there. So I think there is a risk with some of the safety features that if you become too reliant on them that you just.... don't take into account like the speed, the speed erm... limit of the roads, if you're just always relying on the car to slow you down.... So I'm aware... I do try and keep aware of the speed limits and things like that when I'm using that particular feature.

Interviewer So did you find that easy to get fixed when it wasn't working..... because some people have mentioned sort of having these features in your car is another thing that you need to fix if they go wrong so...

P8 Well, it was.... It was OK for me because the car's still under warranty, I could just take it back to a dealership in (city name), and they looked at it and they... they said they fixed it and it's been OK since so....

Interviewer Yeah, so I'm just going to ask you a few about a few different options about how the the system would be set up in a in a car. So do you find it easy to turn it on and off if you want it for particular journeys.

P8 Erm... yes, it is kind of easy. You have to go through a few kind of navigational menus, but once you know where they are, then it's an easy process.

Interviewer Yeah. So one of the one of the options was would be to make it sort of it would be default on. So you would have to erm....you would have to go in and actively turn it off for each journey. And sort of one of the options would be to make that hard for people to do so.... because I think I think people tend to think it's important that they can turn it off. But what would you think about sort of making it more in the way of it's on and you really have to actively try and turn it off?

P8 I think for me, I would be fine with that, erm... I am quite happy with the feature so...that's coming from the perspective of someone who does quite like them so...that would be fine....

Interviewer Yeah, you wouldn't mind that they'd purposefully made it so it was more difficult to turn off.

P8 No, I mean, I don't think so. I think at the forefront the whole point of these is safety, really. So I would accept that.

Interviewer Yeah. And you were.... you mentioned that it did an auditory.... it did an auditory warning and you turned it off. Can you tell me a little bit about sort of how you find having that sort of.... auditory warning,....

P8 I.... yeah, for me, that's the one thing I do find quite distracting.... when I'm driving erm.... and there's a few different features that can have different sounds and pinging. And that's one thing I just..... don't.... really get the benefit from..... erm...so I did turn that part of it off, but I prefer the kind of less intrusive features. So there's like a little flash on the screen with the.... the number of the speed limit on it. So that's the kind of thing I'd prefer.

Interviewer Yeah. So you prefer to be able to see it, but you don't want the auditory thing?

P8 Yeah... I find it kind of jarring when you're driving and there's just pinging going on....

Interviewer Yeah. And another option is like your sort of lane assist it gives you.... maybe not sort of dragging you back in, but it gives you a sort of ....you can feel a vibration in the pedal or something when you go over ....that kind of sort of touch.... Do you find those.... Do you have anything like that and do you find that kind of thing useful?

P8 Yeah, the lane assist is meant to give you a kind of gentle vibration on your steering wheel before it does any movement erm.... But sometimes I find it, it doesn't do that it just go straight to the movement erm...so I don't know if that's just a sensitivity feature. I could probably play around with that and maybe, maybe tweak it slightly. I think a warning or some kind of gentle ... er encouragement before it does anything more drastic would be useful. But then there is a time.... I guess there's a time element isn't there. So ....if you pulled out of a lane, it might not have time to warn you before.... it thinks and you go back. So there's a balance.

Interviewer But for the speed, I suppose you could give you a sort of a vibration warning.

P8 Yeah, that would be good...

Interviewer You don't find that as obtrusive as the auditory.... by the sounds of it.

P8 No, definitely. If I could have the steering wheel vibrate, then that would be good for the speed feature. I don't think I've got that option. I haven't really played around with the settings, but I don't think that does....

Interviewer And do you do you have any allowance round speed limits, like do you set it specifically to the speed limit or....

P8 No, I haven't. There are some controls on the right hand side that I've played around with a couple of times where you can kind of.... stop the speed at a certain... kind of cruise control and there's another one that's limit, I think... but I've used them once and then I haven't really tried them again.

Interviewer So are you happy with the settings that your system has or is there any changes you would.... you would prefer to make to yours?

P8 I think I'm quite happy. I think there's also probably settings that do exist that I've just not investigated fully. So if I had... if I have a problem, I'd probably google it and see if there are other car owners who've had the same problem. And maybe there's a settings feature that they can turn on or do to fix that...

Interviewer So that's where you would go to find information. You would go through the internet rather than like checking with the dealers or anything.

P8 Oh yeah, definitely...I just think it's quicker...

Interviewer Erm... so just in terms of rolling out ISA systems, would you be in favour of sort of them being rolled out and being compulsory and put into all new cars?

P8 I think so, erm... I can't think... I know we were asked the question of who wouldn't....what groups of people wouldn't want them in the car.... And I couldn't really think of anyone...or a reason why they shouldn't be. Erm... so personally yeah... I'd be in support of that.....

Interviewer Yeah. So there's no reason not to have them in everybody's car. Do you think there would be people who wouldn't want it anyway?

P8 Well, I don't know. I guess... it might be from a cost perspective if if it's something that's going to add cost to the vehicle, which undoubtedly it would, erm... then they might rather offset that and not have the feature and get the cost benefits from that. Erm... or maybe it's just people who want to be completely in control and not influenced by the car erm....

Interviewer Yeah. I mean, you you were saying earlier on that that thing of being able to turn it on and off is important to you. Is that sort of to do with driver control?

P8 Oh, definitely, yeah. I think the instant I explained where it.... pulled me quite harshly into the.... back into the lane and that kind of gave me a little bit of a fright.... erm...that's when I kind of questioned all the features erm.... But since then, I know I can regain control quickly, erm... so that's put me at ease. It is very important I think that I....I know I am in...I'm the driver and I need to be aware of my surroundings and.... ultimately it's my.... my driving...

Interviewer And as you say, you're using it with lots of other systems as well. So how.... your experience with one system is likely to influence your experience with the others because you're using them all together, aren't you so...

P8 Yes, I see them as all kind of one package. I don't really think of them too much as their individual features.

Interviewer So if if everybody had this system in their car, do you think it would generally make the roads safer for people.

P8 Definitely, if it was compulsory to have the speed limit assist on.... I can't see a negative situation to that. I mean, it would... I think it would be even more safer if you weren't able to override that, but that gets into the whole side of erm.... driverless cars doesn't it.. and things like that. So for me personally, I think a lot of people still aren't ready to give control over to the car, but it's definitely safer.

Interviewer ...is that turning it off, not being able to turn it off or not being able to override it at all...

P8 not being able to override it at all... I think. Erm... so if you were doing like 50 miles an hour and you came into a 30 mile an hour road, if the car forced you to 30 miles and you weren't at all allowed any kind of choice in that, I think people might have a different view of it....than if they're able to override it...

Interviewer Do you think there would be any situations where that would be problematic if you couldn't override it at all

P8 if you couldn't override it?

Interviewer Yeah, if you couldn't sort of put your foot down and

P8 maybe if there was kind of like boy racers or something er....I don't know, I can't think of a safety scenario.

Interviewer Yeah, I think sometimes people sort of think that they would need the option to be able to speed off if they needed to get away from a hazard....

P8 yeah, like overtaking....

Interviewer Yeah, like if they were overtaking and needed... or if somebody sort of came out in the road and they needed to swerve away or something. And that's what when people are sort of saying why they think they wouldn't want these systems, they tend to come up with scenarios like that where they would need an override. But it doesn't sound like you've ever had to.... Have you ever experienced that or found you've had to do that while you've been using it?

P8 Well, probably, but because I've been able to accelerate, I've not really been aware of it. There are.... like I said, it's a country road, so there's loads of pheasants and things like that that you need to.... you need to kind of swerve a little bit erm.... but I've not had a problem doing that. So if I wasn't able to do that.... then maybe that would be an issue. The main thing that I'm doing is overtaking. But then when I do need to swerve for pheasants, it's not like they're going very fast. So I don't have to speed up and swerve away from them.

Interviewer So you're in favour of a roll-out of these kinds of systems, so what is.... how do you think you could make a roll-out more successful, so it might be something that manufacturers could do or insurers could do or the government could do? Can you think of ways to sort of make people more likely to use the system?

P8 I think definitely just awareness of the system is is quite important. I do remember on YouTube, when I first got the car, I saw Mercedes had like a little blurb about erm... about the feature. I can't remember specifically what feature it was. It was really helpful to watch that and it had kind of diagrams of how it worked and how it kind of scoped the road. Erm... so when I saw that, I thought, that's that's good. That gives me a really good understanding of how it works. Otherwise, I might have been a little bit hesitant about it or I might have questioned it.... so I think awareness is the most important part.

Interviewer So is that sort of through the manufacturers and the dealerships that you would....

P8 I think so. I wouldn't expect it to come from the car insurance company. But then I guess that's just because I don't get a whole lot of dialogue from my car insurance company, so I wouldn't really know what.... how to see things from them.

Interviewer So that's sort of erm... people understanding the system and how it works and how it might be good for them.

P8 Yes, I think definitely people who are maybe less technology savvy or technology comfortable, erm.... I think explaining the system to them would definitely benefit.

Interviewer And what do you think's the best format for giving that kind of information to people? Was it videos that you were watching or...

P8 Videos yeah...I found that really good for me to be able to visualise how it works, erm... I can't think of a better... a better format that would have worked.

Interviewer Do you think if you'd sort of had chance to do a test drive or.... because presumably with it being in COVID, you couldn't do that. But if you had to have that option, would that be helpful for looking at these systems....

P8 Erm... I don't know, because I think 30 minutes or an hour or something wouldn't have been enough to really get a handle of the system. So if it was an extended test drive, possibly. Erm... but I was quite sold when I... when I saw the car, so I was quite confident that that was the one I was going to go for. And the kind of technology side of it, I would just learn, learn as I went. But yeah.... for certain groups of people that would be useful...

Interviewer Yeah, that's the thing. There's so much stuff in the car. So as you say, if you had a test drive, you maybe wouldn't be able to look at everything.... Erm.... do you think there's anything in terms of a sort of public sort of information campaign or anything that might encourage people to be interested in these sorts of systems?

P8 Yeah, I mean, there is loads of campaigns for car related safety.... things isn't there. Erm... mainly I think of the radio when I'm thinking about car safety ads... that's just because we've got the radio on at work all the time. So I tend to... to hear them there most...erm...I know there's one right now about drink driving er.... I also remember quite vividly the safety advert that was about a girl, and it was about the difference of hitting someone at 30 versus 40 or something. And they did like a reverse situation of somebody getting hit by a car..... erm...that's that's kind of more graphic and that's generalised speeding but I think.... there is parts of that you could pick up on and... kind of promote the safety feature of a speed limit assist in that.

Interviewer Yeah, because I suppose it's related to the sort of general speed safety, isn't it?

P8 yeah.... but maybe like frame it in a more positive way than than the kind of death related adverts we used to see.

Interviewer Are there any sort of more incentives to get people to use it around cost or financial incentives?

P8 Erm... there probably is, I think at the moment, er.... with the cost of living being... being what it is. Anything that can be done... so that the costs aren't too much of a stretch or there's not too much of a difference between like a base package where you don't have that features... those features....and the kind of next step up where you do... would be an incentive erm.... But then... I don't know. I think they are features which are costly in the vehicle, so I appreciate most people would probably be OK to pay a little bit more for them....

Interviewer But it is a it is sort of at the moment, it tends to be something you're paying for an add-on. So it is a sort of financial thing for getting people to purchase it. Well, that's that's great. I've covered all of my questions. Was there anything else that you'd thought of around the system while you think that we haven't covered?

P8 No, I think I think we've covered pretty much everything that I can.... I can think of erm...I can't see any negatives for having it.... kind of rolled out.

Interviewer Well, that's that's great. I won't keep you any longer. Thank you very much for talking to me.