

UNINTENDED CONSEQUENCES OF AUTOMOTIVE STYLING

IPSOS QM SOLUTIONS



CASE STUDY:

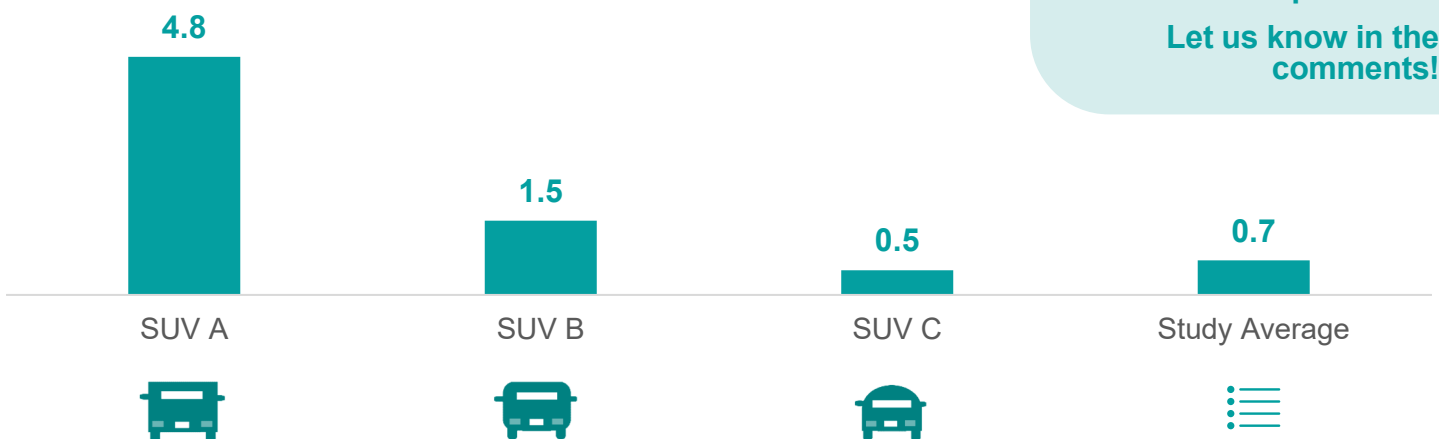
How an OEM's design choices can affect the user experience

The Ipsos Quality Measurement team conducts several competitive quality benchmark studies globally, where vehicles from multiple automotive brands are surveyed to receive industry-wide quality KPIs. This data is shared among all study participants, enabling them to analyze and compare their vehicles' problems in magnitude and specificity with the rest of the industry.

In a recent US benchmarking study, we identified an interesting relationship between roof styling and consumer complaints regarding water runoff (i.e., excess water spillage). Respondents who own SUVs with a roof style like SUV A (see below) reported water runoff problems at a higher rate than respondents with SUV B, who in turn had a higher rate of problems compared to SUV C. It appears that flatter roof designs can create more complaints due to water (or snow) accumulation on the roof which falls into the vehicle compartment when opening the door, thereby annoying consumers.

The finding intrigued us; water runoff problems are not generally a main consideration in the vehicle purchasing process when compared to exterior styling, but it clearly irritated owners of SUV A months after they purchased the vehicle. However, that doesn't necessarily mean the manufacturer's choice in roof design was shortsighted. Instead, it poses an important question regarding vehicle satisfaction that competitive benchmarking studies can assess using consumer feedback: what are the tradeoffs between style and customer satisfaction?

Water Runoff From Roof Problems Among Compact SUVs Problems Per 100 Vehicles



Which roof shape corresponds to your vehicle? Would you sacrifice style for a better user experience?

Let us know in the comments!

Certain dates and details have been slightly modified to preserve confidentiality