

Mobility Solution

# Connected Car Experience



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This app is built for a new generation of electric and connected vehicles. The solution enables a ubiquitous, connected physical and digital experience. It is based on worldwide studies of Top Notch UX. Throughout the project, the focus was on creating an intuitive interaction that would not in any form obstruct the drivers' experience of driving the car. The app is a central element in the communication between the customer and the connected car.



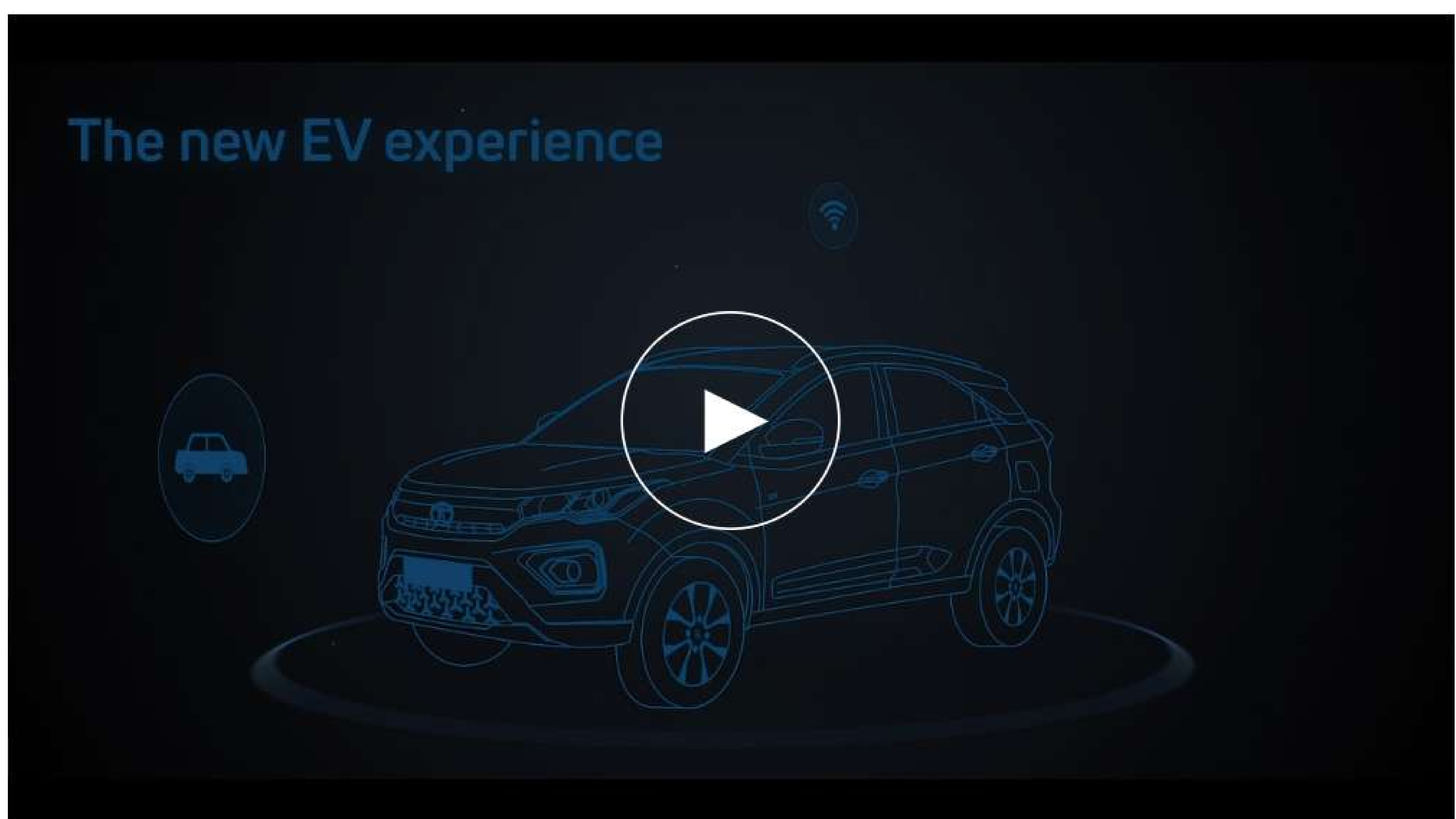
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### Credits

Client:  
Tata Motors Ltd., Mumbai, India

Design:  
YUJ Designs Pvt. Ltd., Pune, India

Project Team:  
Samir Chabukswar (Design)  
Neeraj Patel (Development)



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