

UNIVERSITI TEKNOLOGI MARA

**INDICATOR, SYMBOL AND
ACRONYM IN
AUTOMOTIVE INTERIOR:
THE UNDERSTANDING OF
DESIGN AND INTERACTION
WITH DRIVERS**

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Thesis submitted in fulfilment
of the requirements for the degree of
Master of Art and Design

Faculty of Art and Design

December 2014

CONFIRMATION BY PANEL OF EXAMINERS

I certify that a Panel of Examiners has met on 21st October 2014 to conduct the final examination of Mohd Taufik Bin Zulkefli on his Master of Art and Design thesis entitled “Indicator, Symbol and Acronym in Automotive Interior: The Understanding of Design and Interaction with Drivers” in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The Panel of Examiners recommends that the student be awarded the relevant degree. The panel of Examiners was as follows:

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Indicator, symbol or typefaces are a way of interaction or communication between drivers and cars. Located mostly on the instrument cluster, it will indicate usage of some features or function such as handbrake, lamps and doors. It also function as an alert to the driver on the malfunction of some components or car current condition for them to gives attention, check or replace such as ABS system, fuel level and battery conditions. Therefore the research objective tend to look into the effectiveness of those indicator, symbol and acronym, the driver understanding of those, and also to educate the important of those indicator, symbol and acronym to the driver. The quantitative approached were employed to gained data from the participant. The introducing of new features inside cars is also contributed to the existence of new sign and symbol on instrument cluster. However many drivers didn't realize the important use of this indicator and symbol. In fact, the indicator and symbol not only represent the function of some features in the car but also as an early reminder for them about condition of their cars. Many drivers tend to ignore the important of sign and symbol even though it's indicates a situation such as buckle up seat belt, door not closed properly and fuel empty. Many drivers also didn't know meaning behind those sign and symbol because they aren't referring to the owner's manual provided especially when buying new cars. For some drivers who understand those indicator and symbol, they were confusing when some symbol is different in some model of cars but represents a same meaning. This research investigates on the interaction between drivers and the indicator and symbol on the instrument cluster and the problem encountered while driving. It was focused on the knowledge, a possibility of confusion that may occur among drivers when some indicator or symbol having a different design but indicates a same meaning and also a possibility of distraction when too many symbol especially new symbol appear on the instrument cluster. Results in this research prove that this kind of things can cause unwanted things such as road accident and emotional stress to the driver in the long term. Regarding to this research result, it may give a benefit to the automotive manufacturer to revise a usage of indicator and symbol that can be more user friendly and also raise awareness among drivers the importance of those indicator and symbol to assist them while driving.

ACKNOWLEDGEMENTS

With the wishful thanking “Alhamdulillah”, I have completed writing of this thesis as a submission requirement to attain a master’s degree in Art & Design by research. I would like to express my special thanks for my beloved family especially my father Zulkefli B. Salleh and my mom Norhayati Bt. Adnan, my lovely wife Noor ‘Izzati Ahmad Shafiai, thanks dear for your support and sacrifice and my pride and joy Khalif Irfan, papa always love you my son for inspired myself to finished this research.

A deep felt thank you for my supervisor Associate Professor Dr. Mohamad Hariri B. Abdullah for continuous support and not be weary giving me an advice to complete this research. Also, a lot of thank you for my 2nd supervisor Dr. Shahriman B. Zainal Abidin, Tuan Hj. Muhammad Fauzi Zainuddin and Dr. Azahari Hashim who also encourage me to further this master’s degree programme and complete the research.

Also, a special thanks to all my friends and colleague, Zaidi Yusoff, Hasnul Azwan Azizan, Rashidy Samsudin, Rozman Nasir, Dhiauddin, Asrol Hasan, Nizar Nazrin, Badwin , Rosaliana, Nurazlina Jamaluddin, Mior Razali and all the people that have given a cooperation and support along my research. Not to forget, thanks to my entire student at Industrial Design Department, Faculty of Art & Design UiTM Kedah. Finally, a special gratitude and thank you to all the persons involved in contributing to completion of this thesis.