

URL: <https://stvp.stanford.edu/clips/build-towards-the-future-user>

From the very beginning, automobiles have been optimized around the driver, observes Lyft chief strategy officer Raj Kapoor. But what happens when they're driverless, and optimized around the passenger instead? He discussed how innovation will boil down to creating value for these imagined future users.



## Transcript

- We are moving towards transportation network future.. We're already there and it's happening quickly.. But to do that you need to have vehicles.. And those vehicles are gonna come in all sorts of different shapes and sizes.. Scooters, bikes, anything with a potential electric drive train that'll be there.. You're gonna need both that are gonna be there.. The opportunities for innovation are massive in both areas.. So let's just take for a second, vehicles.. Again, I'm not the expert as much as Ford is.. But when I think about and when we talk to our customers in the future about..

First, if you look at vehicles, they've been optimized around the driver.. Now you can optimize the vehicle around the passengers.. And so what we're gonna think about is, when we're getting into our lifts, is what is my cabin experience? That's what's gonna matter the most, not necessarily the styling on the exterior of the car or necessarily the brand of the car that's gonna make a difference.. It's gonna be, what is that cabin about? Same thing when you go on an airplane journey you care about the seat, 180 degrees, do I get the little fluffy pillows? How is the food, et cetera? So, and you can think about all of the different activities that this opens up when you are a passenger and there is no driver.. Whether it's sleep lift, I need to get my work done left, I need to entertain lift, social lift.. All of those things can have different configurations.. And now imagine every single one of those cabins has 5G connectivity and the experience that you can have inside those.. So I think there's plenty of room for innovation on both sides, and innovation results in creating value.. - Couldn't agree with you more.. - Great example of something that the auto industry is looking at is when we're looking at the box..

Absolutely correct if you don't have that driver the designers are going crazy like, oh my gosh, right? We're talking about having incredibly comfortable interior spaces that their creativity is going through the roof..