High Quality Feel
New SYLPHY – items with high quality feel
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- Steering wheel grip/touch feel
- Display graphic
- Pull cup grip
- Interior decoration
- Switch operation feel
- Navigation/Audio performance
- HDLNG to B Pillar Fit & Finish
- Interior illumination
- Scenario illumination

- New SYLPHY – items with high quality feel
Function & form design based on human sensitivity study

- High quality feel that exceeds expectations, based on human perception characteristics paired with vehicle functionality

**Level 1**
- Theme

**Level 2**
- Value for customer
  - Clarify the appeal point for Customer's sensitivity

**Level 3**
- Alternative characteristics
  - Evaluation standardization

**Level 4**
- Engineering parameter
  - Engineering standardization
# Vehicle with high quality feel

- Covering the entire journey, from approaching the vehicle to getting out

## Approaching/Viewing exterior
- **Scene**: Look at the car
- **Item**: Fashionably designed fascia

## Loading and Unloading
- **Scene**: Open the Trunk
- **Item**: Attractive trunk/boot trim

## Getting in and out
- **Scene**: Open the door
- **Item**: Easy-to-grip door handles

## Function Operation
- **Scene**: Air-conditioner temperature control
- **Item**: Solid feel of switches

## Driving
- **Scene**: Grasp the STRG wheel
- **Item**: Improved grip/ tactile quality

## Spending time
- **Scene**: Looking around the inside
- **Item**: High perceived quality evoking decor
Approach of high quality feel design

**Step 1** Functional analysis of customer sensibilities

- **Easy to grip**
  - Easy to insert
  - Easy to hang
  - Easy to hold

- **Fit the hand shape**
  - Opening shape for hand
  - Space for four fingers

- **Non-slip**
  - Non-slip shape
  - Non-slip material

- **Fit the finger shape**
  - Cross-section shape
  - Non-touch to the nail

**Step 2** Implement each function in engineering design

- Pull-cup dimension
- Wear property
- Deformation value

- **excellent grip feeling**
- **Non-slip**

**Step 3** To make as shape

- Pull cup grip

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Approach of high quality feel design

**Step 1** Functional analysis of customer sensibilities

- **The steering touch feel to adjust to a hand**
  - Grip feel
  - Touch feel

  - **Grip feel**
    - Rim cross-section shape
  - **Touch feel of surface**
    - Smooth feel
    - Moist feel

**Step 2** Implement each function in engineering design

- **Section shape**
  - Grip feel
  - Touch feel

  - Roughness

**Step 3** To make as shape

- **Grip feel**
- **Touch feel**

Approach of high quality feel design