



Navigating Data Creation Challenges in the Automotive Sector

In one distinctive project, a client from the car-making sector reached out for a data creation task. The goal? Capture 100 people inside a truck cabin as they mimicked diverse driving distractions - from dozing off and snacking to phone interactions. This project posed its unique set of hurdles.

The foremost technical hurdle was obtaining simultaneous recordings of each participant using the client's six cameras. These devices had tendencies to overheat, lag, or malfunction. Further complicating matters was the need for a myriad of external hard drives to store the captured data.

Moreover, using these six cameras along with specialized software, each participant's recording amounted to a whopping 400 GB. This volume posed significant challenges in quality checks, validating each scenario, data storage, and timely delivery to the client.

To navigate these obstacles, we initiated multiple targeted strategies.

We rolled out a systematic checklist for the operator and optimized the record-keeping process in collaboration with the client. We also proposed some data capture process modifications to boost both efficacy and pace.

For seamless data transfer, we tapped into a high-speed broadband linked to an S3 server. This ensured our client could access the day's data every following morning.

With these tailored solutions, we adeptly addressed the project's challenges and successfully catered to our client's demands.