



Nissan Generative AI Experience Guidelines

Prepared by Nissan Customer Experience



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Intro

About the guidelines

We created the following guidelines based on our work on Generative AI projects, expert knowledge and collaborating with markets. Based on learnings and the value we want to bring to markets and users, we outlined core principles and elements we believe are key to delivering successful **Gen AI experiences**.

We outlined how to bring them to life through **insights, design guidelines**, and **best practices**.

By bringing a consistent and unified approach to Generative AI design, we aim to create products that are effective, clear and responsible, while maintaining the Nissan brand feel.



Intro

What does this document cover?

As Nissan will create more generative AI products and features, we created guidelines that focus mostly on **text-based outputs**. These can be assistants, summarisers, virtual agents, or any other type of feature that generates text (although some aspect of the guidelines will still apply for other types of Gen AI.)

There are **two categories of products** where these guidelines will apply: **Nissan website** and **colleague-facing products** (DriveCE, copilots, etc).

Each Generative AI feature will have its own challenges and considerations, but we create the following guidelines as a starting point to design better experiences.

Summary



Principles guide our gen AI 'why's', while expressions guides how experiences come to life in a Nissan way.

Principles

Empower Users

Designing products that supports users with decision-making.

Augment Journeys

Improve existing journeys rather than creating additional steps.

Be Pragmatic and Efficient

Getting just the right information to users, not more.

Be Open and Transparent

Being open about data usage, sources and failing gracefully.

Expressions

User Experience Elements

- Introducing users to Gen AI
 - Minimalist UX
- Native Experiences
- Actionable Next Steps

Tone of Voice

- Ethical
- Responsible
- Transparent
- Conversational
 - Concise
 - Pragmatic
- Empowering
- Encouraging

Communications and Copy

- Setting Expectations
 - Disclaimers
- User-based comms.
 - Output copy
- Owning up to mistakes and limitations

User Interface Elements

- AI brand and iconography
- Load and generate answers
 - Collect feedback
- Disclaimers and handovers



Generative AI design

Principles

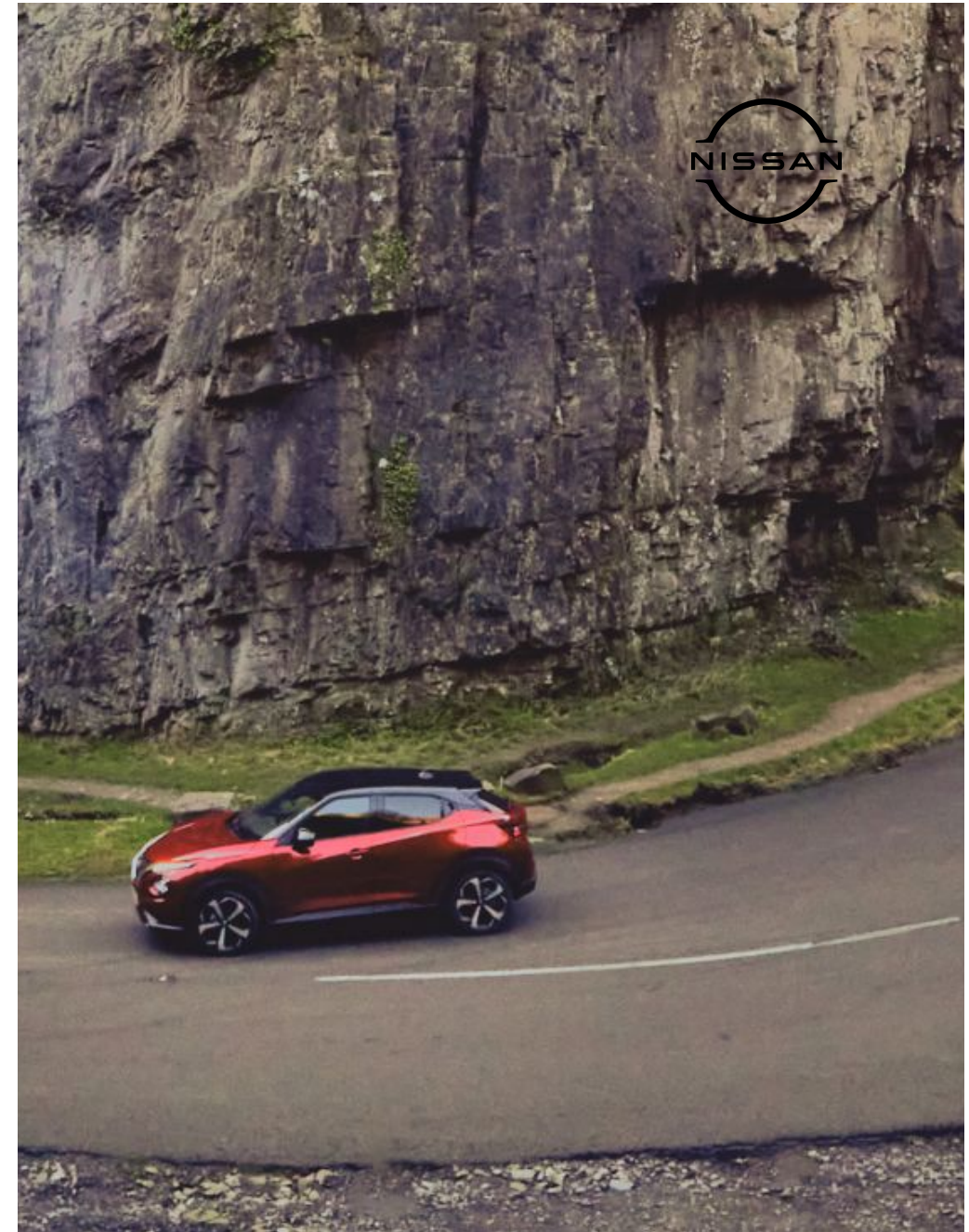
Guiding our Generative AI experiences

What are principles?

Through working on Generative AI projects and collaborating with markets, we outlined **core principles** we want our Gen AI experiences to deliver to users.

We provided insights, general guidelines, and best practices to illustrate how to implement these principles.

By bringing consistency and a unified approach to Generative AI experience design, we aim to create experiences that are effective and safe while making them Nissan-y and exciting.

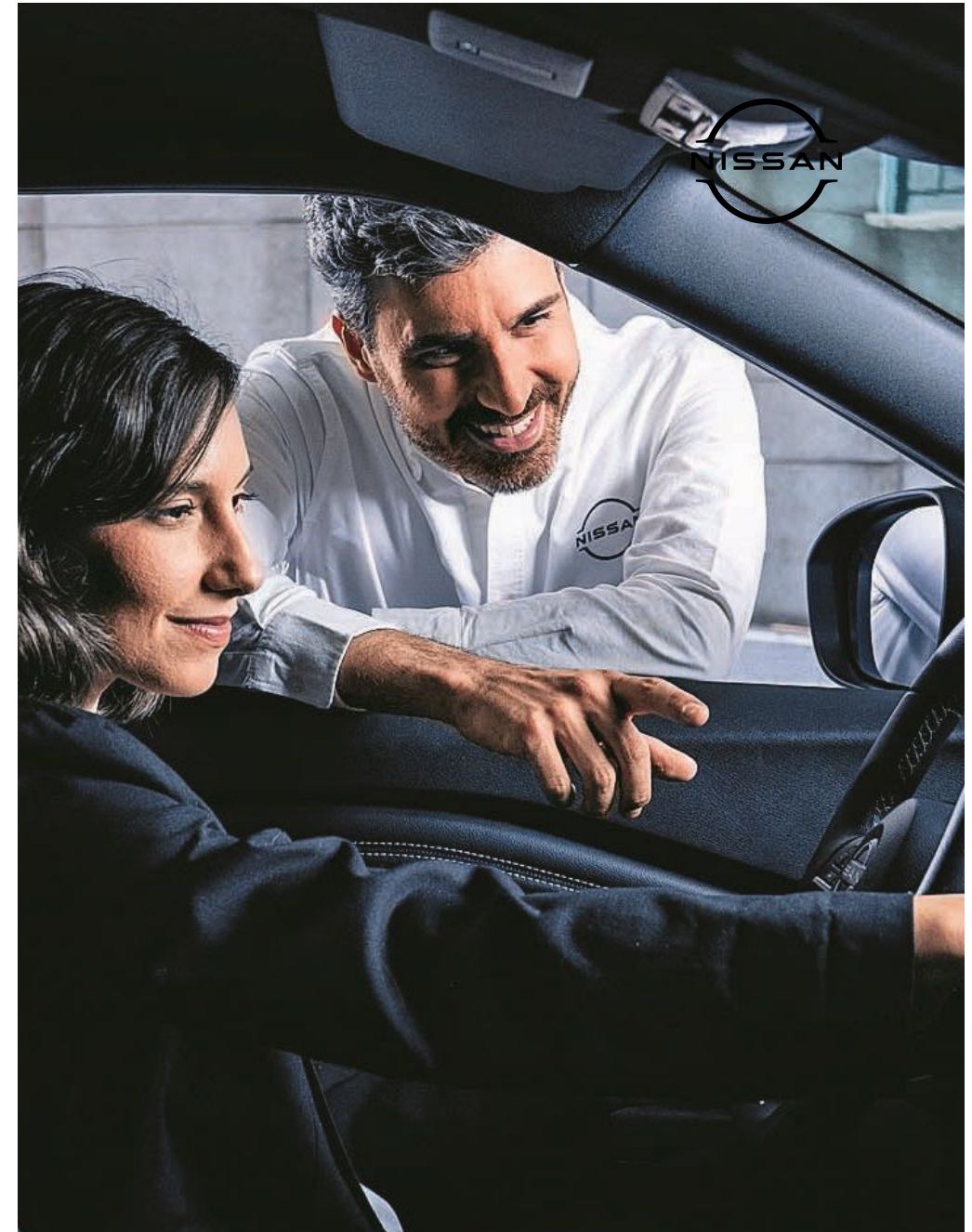


Principle #1

Empower Users

The car-buying journey involves numerous decisions and Gen AI should serve as a trusted guide, helping customers feel confident at every stage. AI experiences should provide relevant support without overwhelming users, ensuring they stay in control of their journey.

- Assist users with decision-making
- Present the right information at the right time
- Allow users to control when and how they interact with AI
- Reduce manual or repetitive tasks

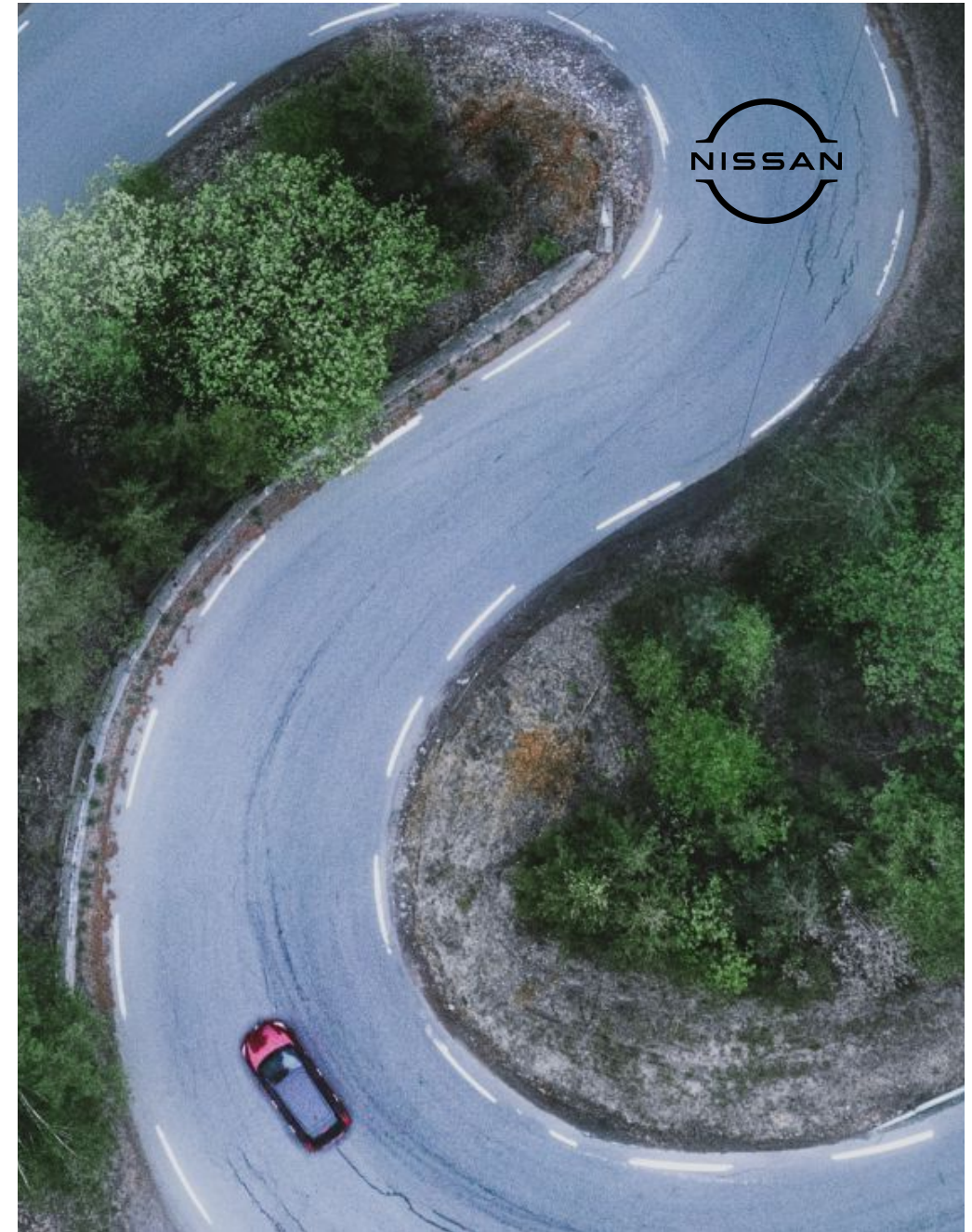


Principle #2

Augment Existing Journeys

Car-buying is already a complex and nuanced experience. Gen AI should enhance existing workflows and interactions rather than introduce unnecessary complications.

- Improve existing products and workflows
- Make current steps more engaging and intuitive
- Simplify decision-making processes
- Guide users seamlessly to the next step with confidence

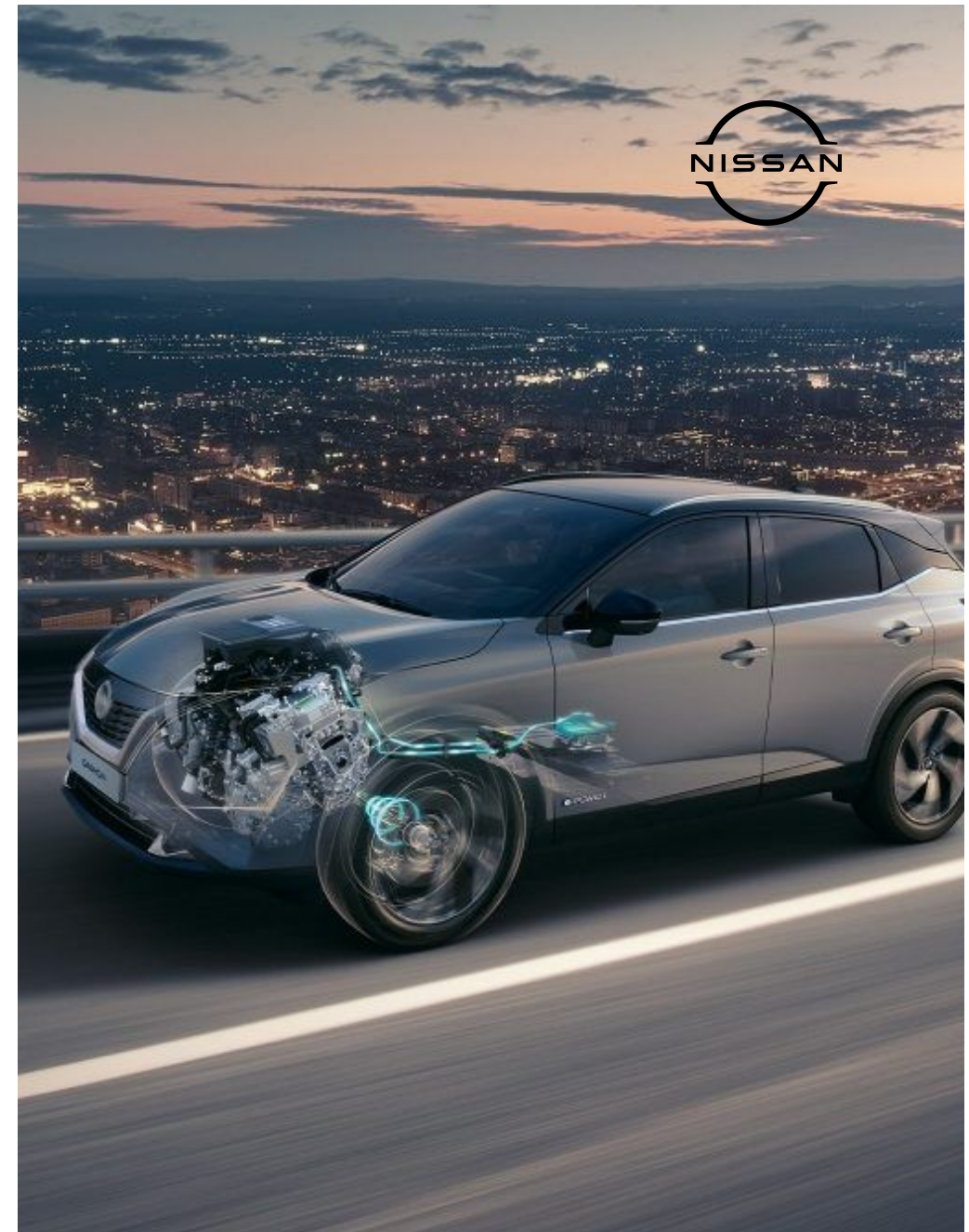


Principle #3

Be Pragmatic and Efficient

Gen AI should prioritise clarity and efficiency, minimising confusion and ensuring users get the insights they need without wasting time. Experiences should be direct, relevant, and easy to understand.

- Deliver clear, concise, and digestible outputs
- Tailor responses to users' immediate needs
- Streamline decision-making and simplify complex experiences
- Avoid overwhelming users with excessive details or technical jargon

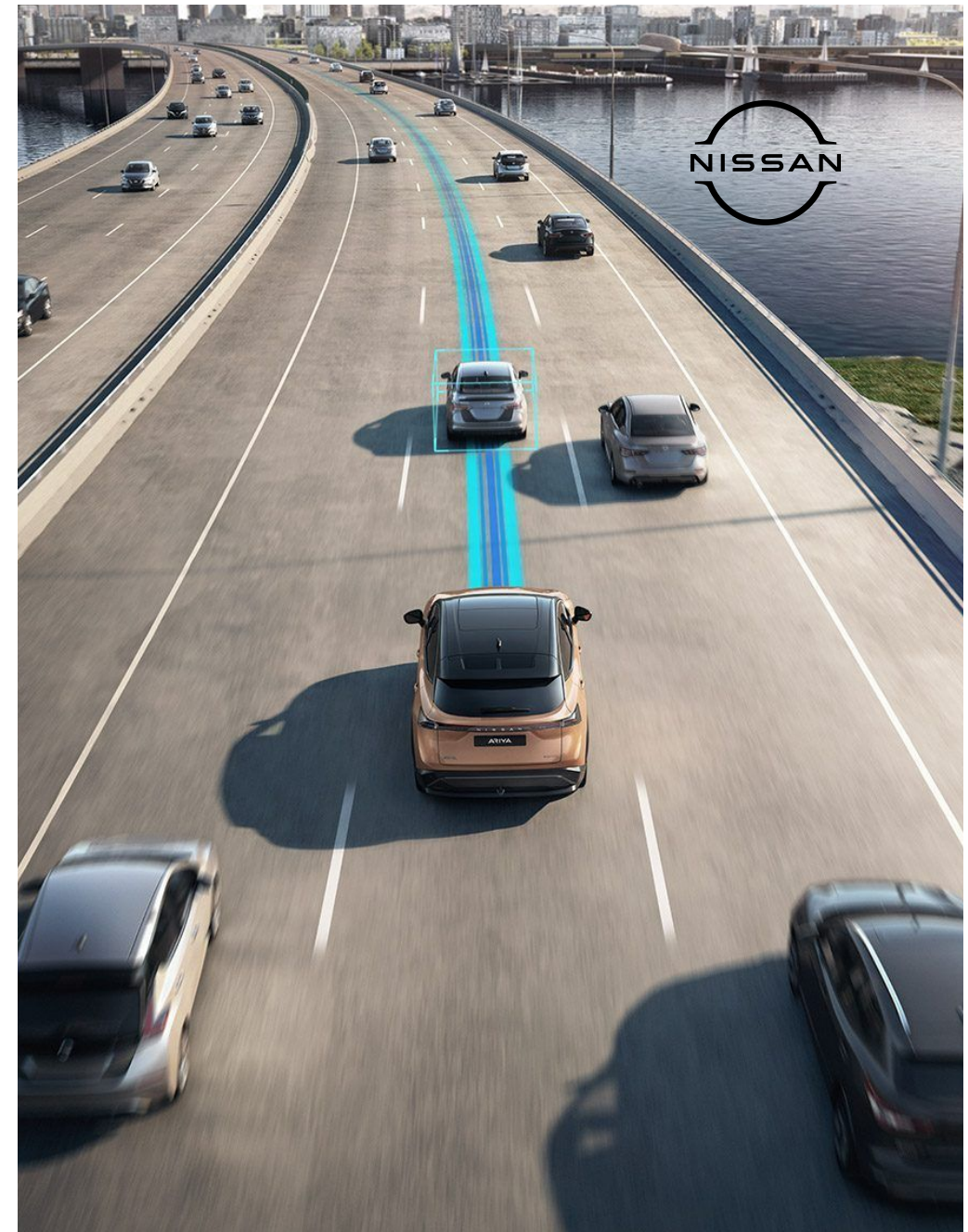


Principle #4

Be Open and Transparent

As a new technology, Gen AI must earn user trust through transparency. Clear communication about data usage, capabilities, and limitations ensures users feel secure and confident when engaging with generative AI.

- Ensure users understand what data is used and stored
- Clearly indicate when interactions involve AI
- Reduce potential reputational risks through transparency
- Encourage user trust and openness in adopting new technology





Generative AI design

2. Expressions

Designing Gen-AI Experiences



Expressions Overview



Principles

Empower Users

Augment Journeys

Be Pragmatic and Efficient

Be Open and Transparent

Expressions

**User Experience
Elements**

- Introducing Gen AI
 - Minimalist UX
- Native Experiences
- Actionable Next Steps

Tone of Voice

- Ethical
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 - Concise
 - Pragmatic
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**Communications
and Copy**

- Setting Expectations
 - Disclaimers
- User-based comms.
 - Output copy
- Owning up to mistakes and limitations

**User Interface
Elements**

- AI brand and iconography
- Load and generate answers
 - Collect feedback
- Disclaimers and handovers



User Experience Elements

UX elements that shape Generative AI experiences



Intro

About UX Elements

Going one step further, we identified elements that are part of Generative AI experiences. These take into account **experience elements before, during and after users are interacting with AI.**

As every Gen AI feature has different requirements, there are no specific guidelines on how to design these elements, but by outlining them, we can inspire to make the UX clear, effective and useful.

1. Introducing users to Gen-AI

As a new technology, users might not be familiar with Generative AI tools such as ChatGPT. This makes a clear and well-designed onboarding process essential. By providing users with the right information and guidance upfront, we can help them feel confident, empowered, and equipped to maximise their experience with generative AI features.

In order to interact with gen AI features, it's important that users understand:

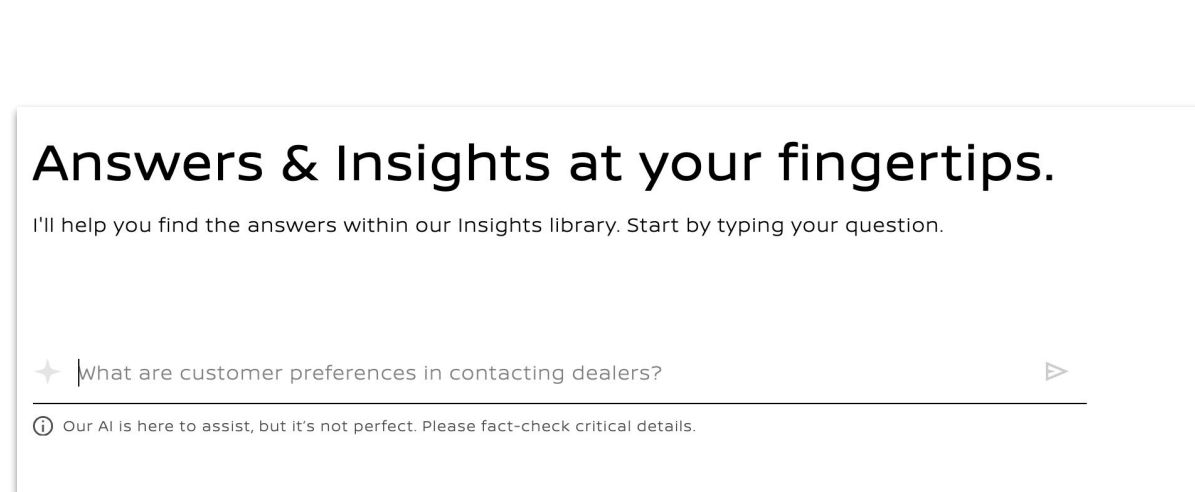
- What type of output they will get (chat, long text, image, etc)
- What to input in order to get the intended output
- What is the source of information for generating outputs
- Product limitations (topics, functionality, etc)
- Product's potential to produce inaccurate information
- Examples of inputs



Introducing users to Gen-AI

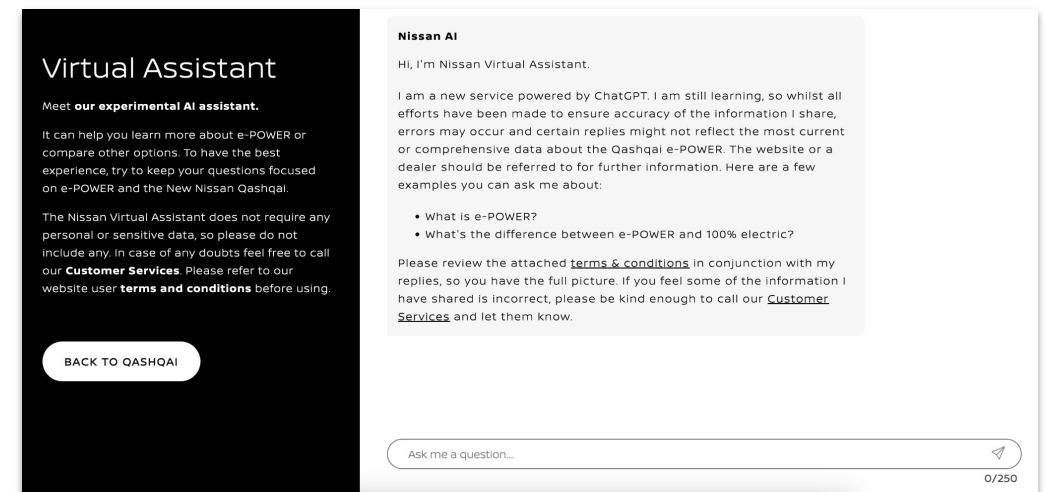


Below are a few examples of how we onboarded users to generative AI features.



Drive CE - On Drive CE, we tell users (Nissan colleagues) that all information and answers generated from from within our insights library.

Where users type in their answers we also have a few examples that rotate to give users inspiration on what they can ask.



Nissan Virtual Assistant - Gives users directions on how to use the tool, like keeping questions focused around specific topics.

The tool also provides a few examples about what users can ask, as well as what information should be input (personal and sensitive data)

2. Minimalist UX

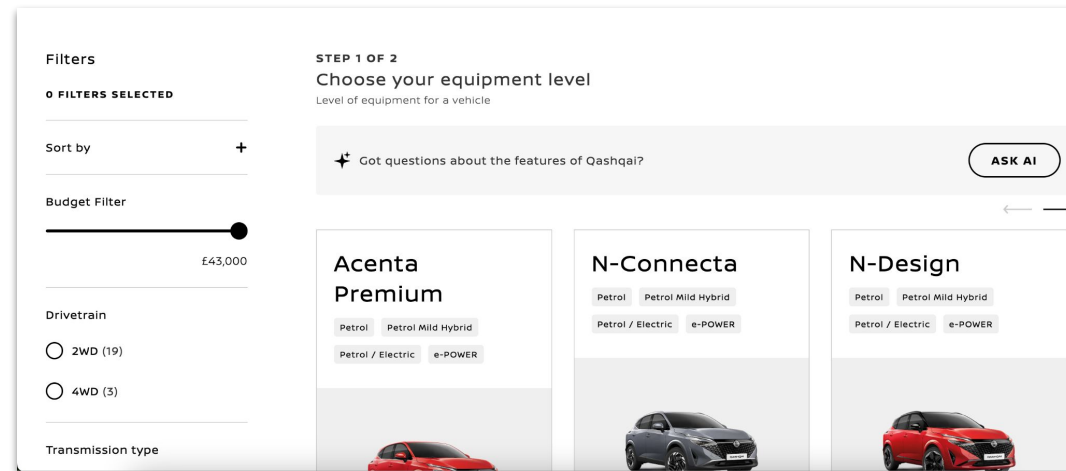
As we're developing new technology, it's essential to prioritise simplicity to avoid overwhelming users. Generative AI products should be designed with minimalism in mind, making it easy for users to adopt these tools into their workflow. A straightforward, intuitive experience ensures that users can quickly understand and maximise the value of the product. As adoption evolves and increases, we can create more complex experiences.

Generative AI-powered products should:

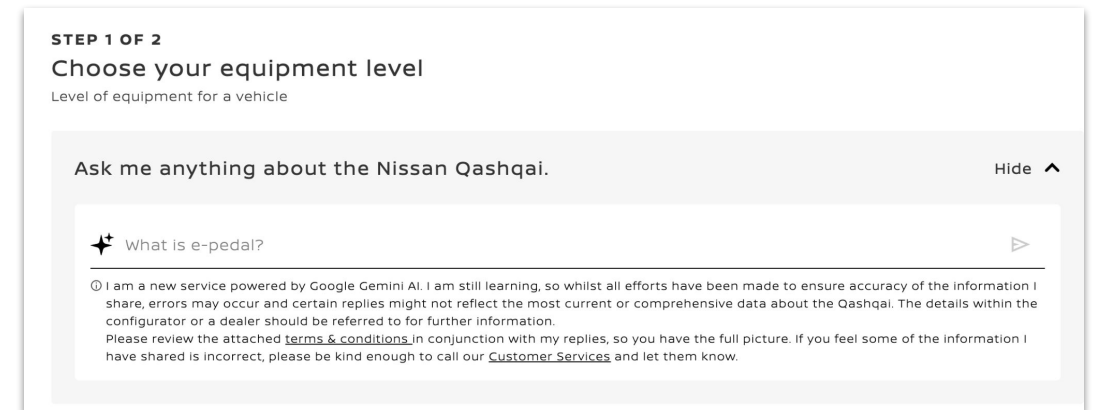
- Require minimal effort to get an output (Q&A, chat, etc)
- Generate outputs that are short, concise and precise
- Maintains simplicity that helps people move forward in their journey
- Simplify tasks, steps and decision-making
- Have minimalistic interface design
- Show only what users need to see



Minimalist UX Examples



Verson Explorer - In order to not interrupt the existing journey, we created a minimal CTA to get users' attention if they want to interact with Gen-AI.



Cont. - When clicked on, the generative AI expands just enough to give users the right information to be able to use the tool. Users can quickly get an answer by typing any question (quick to get outputs).

3. Native Experiences

As Generative AI is a hot topic, it's tempting to add AI-powered features to existing products. While experimentation is valuable, it's important to avoid making experiences unnecessarily complex or overwhelming for users.

When designing Generative AI-powered experiences, the integration should feel seamless and intuitive—like a natural extension of the existing product. AI assistance should appear in-context, providing value exactly when and where users need it.

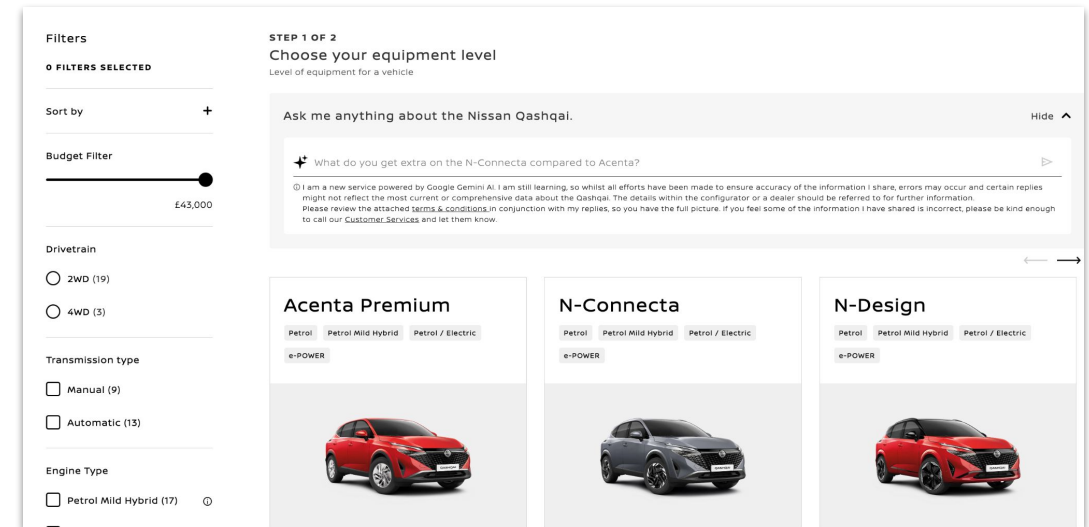
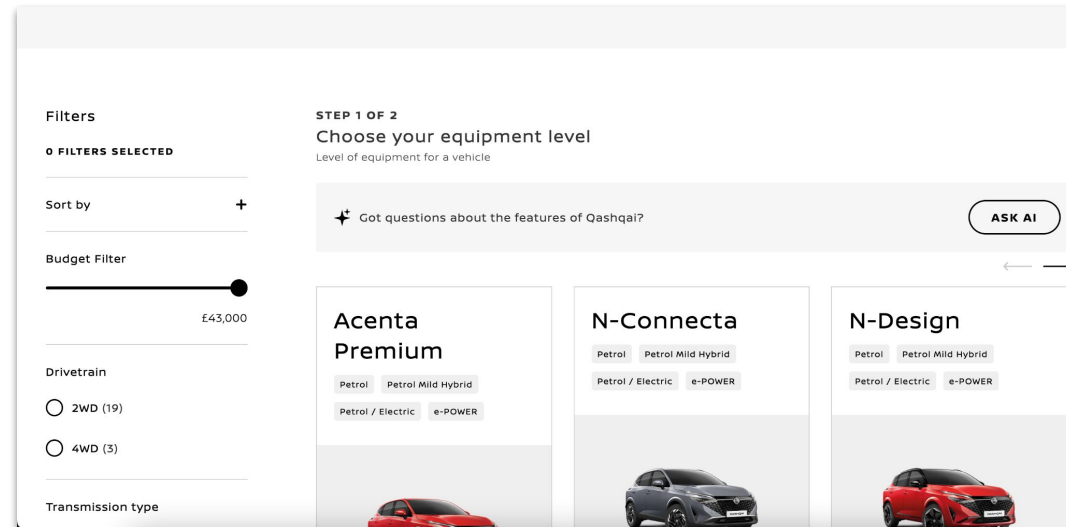
The goal is for the AI to feel like an invisible partner, enhancing the current experience rather than standing apart as a separate feature. By focusing on context and usability, we can ensure that AI feels purposeful, intuitive, and truly helpful.

Gen AI products should:

- Feel like it's part of and fit within the existing experience and workflow
- Shouldn't compete for users' attention with other features
- Always help people move to the next step in their journey
- Enhance existing experiences by making it more exciting and personalised



Native Experiences Examples



Version Explorer - In order to not compete with other features and buttons on the page, we create a minimal CTA for Version Explorer.

The feature then expands to make it part of the car-selection experience, functioning as a supporting feature on the page. The design and layout were designed to not compete with other elements of the page, but make it feel like it's always been a part of the page.

4. Actionable Next Steps

Users often experience frustration when they encounter dead-ends—whether it's a chatbot that fails to provide a useful answer or an experience that doesn't offer clear paths to continue their journey. When designing Generative AI experiences, we should focus on keeping users moving forward. AI systems should be equipped with fallback mechanisms to provide alternative options. Instead of leaving users stuck, offer clear next steps, such as rephrasing their input, exploring related topics, or suggesting other ways to achieve their goals.

A well-designed AI experience should act as a guide, not a roadblock. This means anticipating where users might hit a dead-end and proactively designing solutions to help them navigate past it. By creating pathways to progress, we can reduce frustration and build trust in the technology, ensuring a smoother and more satisfying user experience.

Generative AI experiences should:

- Always help people move to the next step
- Suggested follow up questions
- Offer human support when AI can't help
- Provide links where users can find more information



Actionable next steps



Referenced sources

[Nissan C Space Nissan Knowledge Hub report 250823](#) - Pages - [38](#), [17](#), [20](#)

Published: 2023-09-27

[24 08 report Version Explorer and Configurator](#) - Pages - [32](#), [5](#), [4](#)

Published: 2024-09-01

[22 01 Nissan Homepage reloaded](#) - Page - [23](#)

Published: 2022-01-28

[C Space Nissan Version Explorer Report 190224](#) - Page - [24](#)

Published: 2024-02-29

Drive CE - Linking sources to the information provided gives users a chance to double check the answer and find any additional information they might be after, continuing their journey forwards

Virtual Assistant

Meet **our experimental AI assistant**.

It can help you learn more about e-POWER or compare other options. To have the best experience, try to keep your questions focused on e-POWER and the New Nissan Qashqai.

The Nissan Virtual Assistant does not require any personal or sensitive data, so please do not include any. In case of any doubts feel free to call our **Customer Services**. Please refer to our website user **terms and conditions** before using.

[BACK TO QASHQAI](#)

Can you send me a link to e-power on the qashqai?

Nissan AI

You can find more information about e-POWER on the Qashqai by visiting the [Qashqai e-POWER Car Configurator](#).

Do you have any specific driving habits or preferences that you'd like to share to help me provide more tailored information for you?



Nissan QASHQAI
with e-POWER

[CONFIGURE NOW](#)

[BOOK A TEST DRIVE](#)

Ask me a question...

49/250

e-POWER Virtual Assistant- In order to help customers on their journey, once questions are answered on the virtual assistant we provide options to move forward, such as linking to more information, configurator or to book a test drive



Tone of Voice

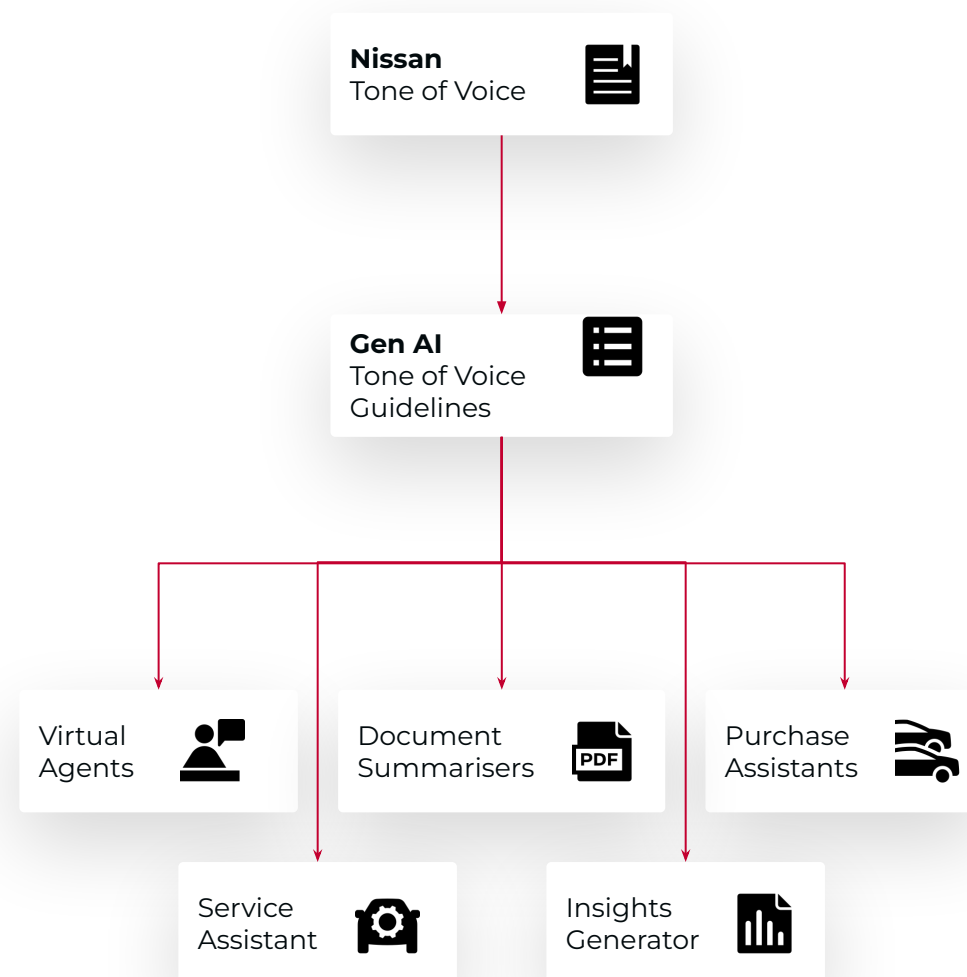
Ensuring Generative AI outputs sound like Nissan



The Nissan Gen AI Tone of Voice

Our objective is **to bring the Nissan tone-of-voice to Generative AI products**. Not all solutions will have a text or voice output, but we want to ensure that every content created by Generative AI - emails, virtual agents, website content, etc. it's done in the Nissan way and feels part of the brand experience.

Gen AI tone of voice guidelines were developed based on Nissan's tone-of-voice principles to help create consistency across all experiences.



Generative AI Tone of Voice



To keep the brand voice consistent, we have developed **a set of pre-defined rules for the Large Language Model (LLM)**. These rules will help ensure that the answers formulated by Gen AI are consistent with the brand personality and style yet adapted to facilitate customer journeys.

This set of rules act as a bigger instructional prompt to the LLM, giving it the context on the tone of voice for the answers it will generate.

We are..

Transparent

Ethical

Empowering

Encouraging

Concise

Conversational

Pragmatic

Responsible

Tone of Voice



Ethical

We're ethical when dealing with users. We're transparent and we state the intentions of the Gen AI, whether through disclaimers or messaging, depending on the context. We don't insist on gathering PII (Personal Identifiable Information) if it is not required at a specific stage of the customer journey.

Do

"Ask me about the features and specifications of the Nissan X-Trail segment."

"I'm not authorised to request or store your personal information, and our chat may be recorded for training purposes. Please avoid sharing any sensitive information."

"Go ahead and ask your Nissan X-Trail questions now."

Don't

"I'm afraid I cannot proceed to provide the car segment details unless you provide me with your details."

Responsible

Gen AI should take responsibility for the errors and act respectfully towards users. The tone of voice should adapt according to the users' feedback and reactions such as a user clicking the thumbs down button as a feedback. In such a scenario, the AI can provide alternatives/connect to a human agent, who can provide timely assistance.

Do

"Apologies, I don't have the answer to the question at the moment, and I'd not provide any irrelevant information. I'd rather connect you with one of our human agents who can assist you further. Please hold on while I make the connection."

Don't

"We do not want the Gen AI to hallucinate and provide any random/irrelevant answer to the user."

Tone of Voice



Empowering

Gen AI should adapt its tone to the user's mindset so that they feel reassured and empowered. Our tone sounds welcoming, warm, and natural, putting the user at ease.

For instance, the customer-facing Gen AI on the Version Explorer should assist users while still making them feel fully empowered and in full control of the situation.

Colleague-facing Gen AI, like on Drive CE, should provide concise and informative answers that empower employees.

Do

"Your Nissan AI Assistant is here to help you 24/7. Whether you need information on car specifications, features, troubleshooting tips, or more, I've got you covered. Ask your queries anytime and I'm happy to help."

Don't

"The AI assistant is available for support services, all day Monday- Sunday."

Encouraging

The tone of voice should be positive and exciting for users, while providing guidance. Avoid negative statements and expressions throughout the user journey. At no time should Gen AI sound intimidating or discouraging. A negative tone diminishes user confidence and impacts reliance on Gen AI's capabilities.

Do

"Hi, I am a Nissan AI Assistant. I'm here to help you chose the version that best fits your needs. You may ask questions such as, what is X-Trail's towing capacity, which version supports ProPilot, describe the entertainment options for the Xtronic model, or more."

Don't

"Hello, I am an AI chatbot. I am not fully trained so I might not be able to help you with everything. Please don't expect much from me."

Tone of Voice



Concise

Avoid using technical jargon unless absolutely necessary. Use familiar expressions and sound human-like while generating responses. Prioritising customer needs makes users feel confident and understood during their conversations with AI.

Do

User: "What are the features of Nissan X-Trail?"

Nissan AI: "The Nissan X-Trail prioritises both driver and passenger comfort and functionality with features such as a spacious interior design and advanced safety features, including airbag systems, stability control, and driver assistance systems."

Don't

User: "What are the features of Nissan X-Trail?"

Nissan AI: "The Nissan X-Trail automotive segment is engineered with an emphasis on ergonomic optimization for both driver and passenger, integrating an expansive volumetric architecture coupled with an array of cutting-edge vehicular safety protocols. These include, but are not limited to, multi-stage airbag deployment mechanisms, dynamic stability control systems, and sophisticated driver assistance technologies leveraging sensor fusion for predictive intervention."

Pragmatic

The goal is to be clear and efficient, addressing the issue at hand in a way that is both direct and functional. If the AI is not able to resolve any of the customer queries, it should not end conversations abruptly. Instead, leave users with a directional message containing either links to similar information or contact information/form-fill/redirect to a web-page, augmenting journeys instead of disrupting them.

Do

"I tried finding some relevant information for you, but couldn't retrieve anything helpful at the moment. Try checking the following links for similar details:

[Link 1: Qashqai specifications](#)

[Link 2: Common troubleshooting tips](#)

[Link 3: Car maintenance guide](#)

Feel free to explore these, and let me know if you need further assistance!"

Don't

"Oops! We're facing some technical hiccups. Please try again in a bit."

Tone of Voice



Transparent

Communicate clearly to the users when they are interacting with Gen AI to set the right expectations. Always begin conversations with a clear introduction and purpose of the AI assistant. Mention limitations, if any. Genuine and transparent communication builds customer trust.

Do

"Hi, I'm your Nissan AI assistant, and I'm here to help you with your queries related to the Nissan X-Trail. I've a fair understanding of the performance, design, and functionalities of the Nissan X-Trail models. Ask me and I'll try answering it."

Don't

"Hi, I am an assistant to answer all your queries."

Conversational

Keep conversations fluid and intuitive. Ensure the Gen AI understands a wide array of phrases in order to get the context. The conversation flow should be structured and simple to avoid overwhelming users with complicated responses. The tone of voice should sound human-like and not robotic. For instance, having conversational phrases in-between help users connect better. Easy communication and hassle-free information gathering leaves a positive impact on users.

Do

Drive CE Gen AI: *"I'll help you find the answers within our Insights library. Start by typing your question."*

User: *"What are customer preferences in contacting dealers?"*

Drive CE Gen AI: *"Here's what I found (...)"*

Drive CE Gen AI: *"If you have any more specific questions about customer preferences or related topics, feel free to ask!"*

Drive CE Gen AI: *"Was this answer useful?"*



Implementing the Tone of Voice

- 1) Set the TOV in the Gen AI tool.
- 2) The TOV should be as descriptive as possible. We have a predefined TOV for brand consistency and optimal results.
Check Rules of Tone of Voice for Gen AI.
- 3) Cultural/demographic factors need to be considered while optimising the TOV for the regional markets.
- 4) Feed the model with examples of **Do's and Don'ts/What we say and What we don't say** as measures of Brand Tone of Voice.
- 5) Depending on the use case of Gen AI, the model should be trained on the word limit, information density, and number of sentences per response to be generated. **In terms of voice, active voice takes precedence over passive voice. Active voice sentences are simple to understand and convey messages clearly.**
- 6) The model should be trained not to use culturally inappropriate phrases/words or words having negative connotations.
- 7) The model should be able to **gauge user intent and the context of the conversation** to avoid any mess ups.
- 8) Train, test, and optimise the language usage and tone of voice implementation for optimal results. The tool should also take **user feedback into consideration for response generation.**



Copy and communications

How we talk about Gen AI features and structure AI-generated copy

Writing for and with Generative AI

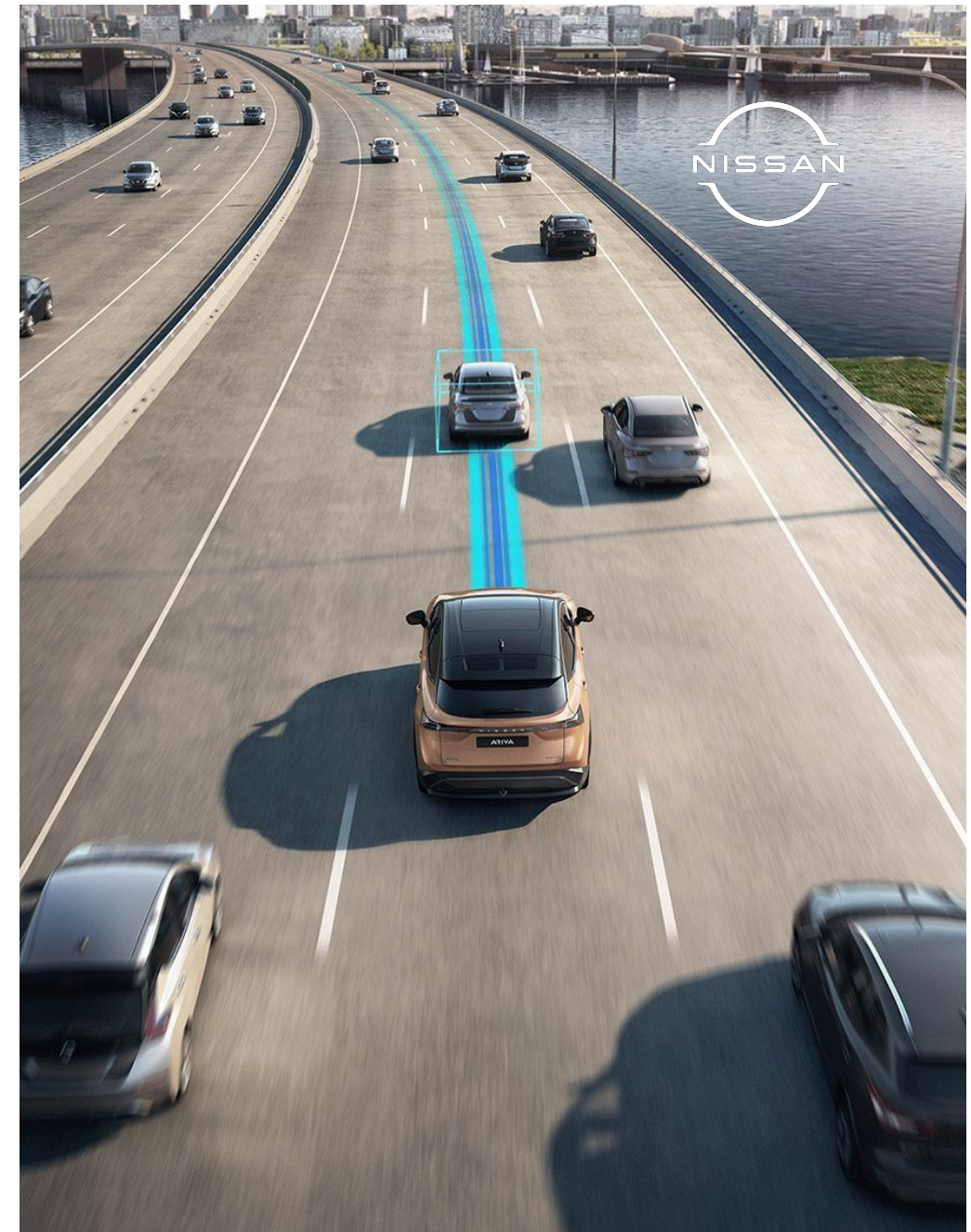
Given the "black box" nature of Generative AI, we need to be clear and open throughout the whole experience, from expectations to the content delivered by AI.

Clear communication

To prevent user disappointment, it's important to clearly communicate the capabilities of Generative AI and manage expectations around its accuracy.

Legal compliance

We need to ensure that Nissan is protected by communicating clearly and displaying any disclaimers necessary for users to know ahead of interacting with Gen AI.



Setting Expectations

Setting expectations before users interact with Generative AI ensures they understand what the product does, the nature of the outputs, and how their inputs shape the results. This not only helps users get the most value from AI-generated content but also builds trust by clarifying the data sources and limitations.

The information users should be made aware of varies depending on the product. Below are a few examples that might apply to your product:

Users should be clear on:

- What the product does
- What they can input
- What types of outputs will be generated
- Length and how content will be structured
- What information and data is used to generate outputs

We can achieve this using the following copy elements:

- Onboarding / tour
- Prompt suggestions and examples
- Answer examples
- Clear directions and instructions
- Wayfinding

Virtual Assistant

Meet **our experimental AI assistant**.

It can help you learn more about e-POWER or compare other options. To have the best experience, try to keep your questions focused on e-POWER and the New Nissan Qashqai.

The Nissan Virtual Assistant does not require any personal or sensitive data, so please do not include any. In case of any doubts feel free to call our **Customer Services**. Please refer to our website user **terms and conditions** before using.

BACK TO QASHQAI



Nissan AI

Hi, I'm Nissan Virtual Assistant.

I am a new service powered by ChatGPT. I am still learning, so whilst all efforts have been made to ensure accuracy of the information I share, errors may occur and certain replies might not reflect the most current or comprehensive data about the Qashqai e-POWER. The website or a dealer should be referred to for further information. Here are a few examples you can ask me about:

- What is e-POWER?
- What's the difference between e-POWER and 100% electric?

Please review the attached [terms & conditions](#) in conjunction with my replies, so you have the full picture. If you feel some of the information I have shared is incorrect, please be kind enough to call our [Customer Services](#) and let them know.

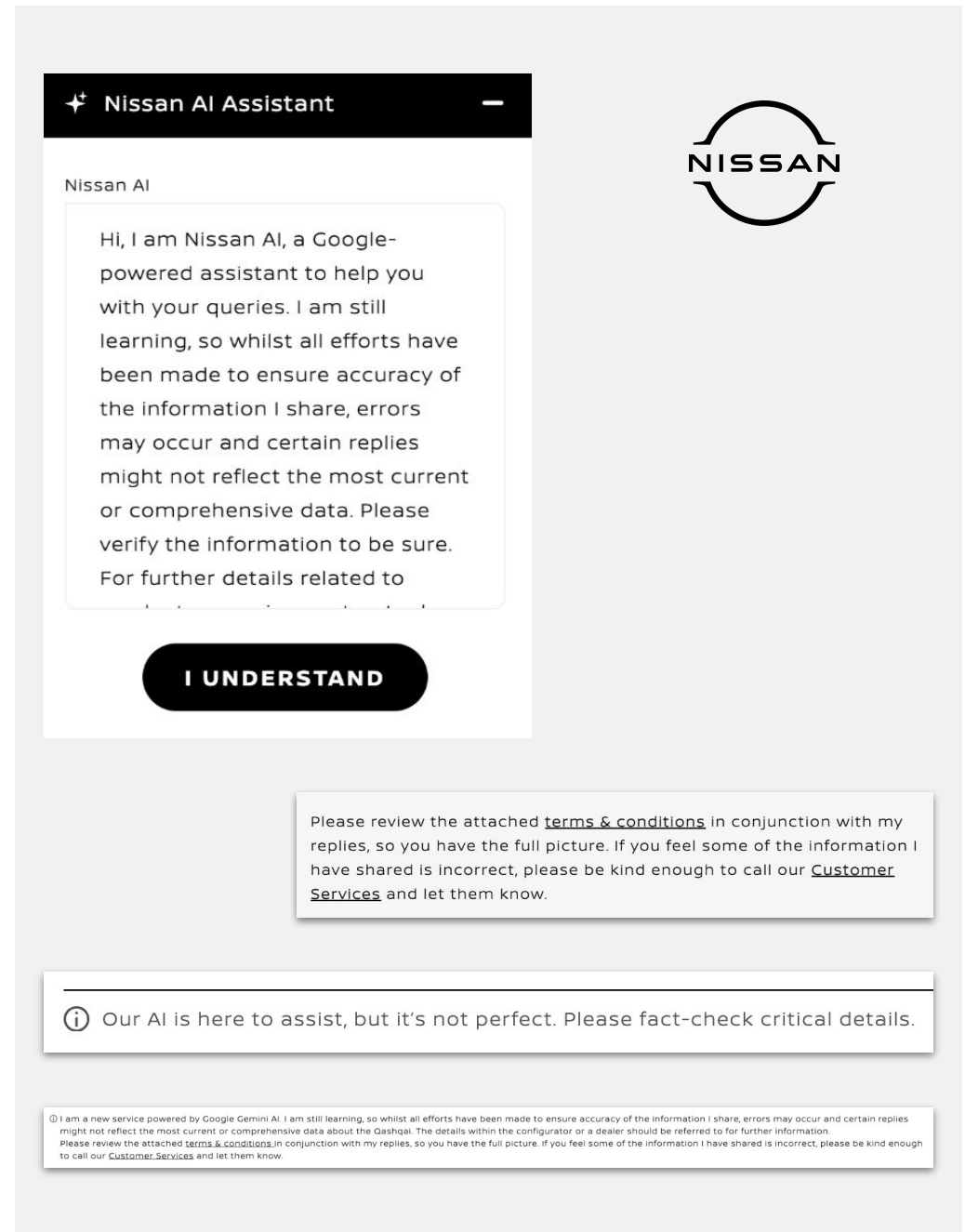
Disclaimers

In order to protect users and Nissan, there are specific elements that we should let users know about ahead of using generative AI features.

As every product and market is different, bring in your local legal team into the design process as soon as possible in order to define what disclaimers should cover.

Disclaimers could cover the following:

- Inform users that Gen AI can make mistakes
- Ask users to double check or fact-check the information before using it
- Information generated by Gen AI doesn't make Nissan liable or is legally binding
- Notifying when users are interacting with Generative AI (and not a human)
- It doesn't require (or will never ask for) sensitive or personal data
- Review terms and conditions



User-based Communications

Generative AI products can be used for two types of users: Customers and Nissan colleagues. When designing and creating Generative AI experiences, we should consider who the users are and how we introduce AI features.

Copy should be written and presented in different ways to accommodate different types of users.

Customer-facing products - We should be more careful and soft in how we present Gen AI products. The introduction of AI features can be made more emotional and exciting.

Colleague-facing products - We should be more factual and to-the-point as our colleagues need information as quickly as possible in order to serve customers.

We can also be more direct and blunt when presenting Gen AI features, i.e. "please double check information before using them as Generative AI isn't always right".



Version Explorer (Customer-facing)

"Are you interested in the Qashqai but have unanswered questions? Start by telling me what you need the Qashqai for"

DriveCE (Colleague-facing)

"Answers & Insights at your fingertips. I'll help you find the answers within our Insights library. Start by typing your question."

Generating Output Copy

When generating copy, Generative AI should create only enough information to help users with decision-making.



The goal is to be concise and to-the-point, making sure to not detract customers from their journey or adding more confusions.

Ideally the text generated should be formatted using short paragraphs, bullet points and highlighting key information.

When creating text, we recommend:

- Follow UX and content design best practices
- Present concise and bite-size information
- Limit the number of characters to be used (depending on context)
- Highlight key information or sections
- Make use of bullet points and short paragraphs
- Present sources whenever possible



 what version has the best engine 

Ⓢ I am a new service powered by Google Gemini AI. I am still learning, so whilst all efforts have been made to ensure accuracy of the information I share, errors may occur and certain replies might not reflect the most current or comprehensive data about the Qashqai. The details within the configurator or a dealer should be referred to for further information.

Please review the attached [terms & conditions](#) in conjunction with my replies, so you have the full picture. If you feel some of the information I have shared is incorrect, please be kind enough to call our [Customer Services](#) and let them know.

what version has the best engine

The *most efficient* version of the Nissan Qashqai is the **190 e-POWER Automatic 2WD**, achieving a combined fuel consumption of **54.3 MPG** under WLTP (*Worldwide Harmonised Light Vehicles Test Procedure*) standards. **e-POWER** combines a unique electrified vehicle technology with the convenience of petrol refueling, delivering a smooth and responsive driving experience, similar to an electric vehicle, without the need for external charging. If you have any other questions about the Nissan Qashqai, feel free to type your question above, and I'll be happy to assist you!

Here's what I found

what are the key stats around booking test drives?

The key statistics around booking test drives highlight customer preferences and behaviors that can enhance the overall experience. Here are some important insights:

1. Personalization: A significant 75% of customers expressed a preference for a bespoke test drive experience, indicating that they value the ability to tailor aspects such as time, location, and vehicle choice.
2. Booking Methods: 74% of customers believe that leaving their details in an online form will lead to a quick response from dealers to schedule a test drive. This reflects a strong desire for convenience in the booking process.
3. Contact Preferences: More than half of the customers, specifically 58%, feel that contacting a dealer directly for a test drive is beneficial as it allows for real-time communication without feeling pressured.

Addressing Mistakes and Limitations

As we build and deploy more Generative AI products, we need to accept that it will fail and, when we do, we need to fail gracefully.

Accept that Generative AI will make mistakes or not live up to customers expectations. Customers are more likely to accept alternatives when we are transparent about our errors.

Gen AI needs to:

- Own up to our mistakes or errors when they happen
- Acknowledge product limitations
- Reassure users that Generative AI products are constantly evolving
- Apologise and provide options or alternatives
- Offer to interact with a human whenever possible
- Gather feedback



Nissan AI

Hi, I'm Nissan Virtual Assistant.

I am a new service powered by ChatGPT. I am still learning, so whilst all efforts have been made to ensure accuracy of the information I share, errors may occur and certain replies might not reflect the most current or comprehensive data about the Qashqai e-POWER. The website or a dealer should be referred to for further information. Here are a few examples you can ask me about:

For the latest pricing information, please check the details shown on this page. Keep in mind that prices may change based on your selections while configuring your car on the next step.

If you have any other questions about the Qashqai, feel free to type your question above, and I'll be happy to assist you!

Unfortunately, I cannot provide information about the X-Trail e-Power. However, I would be happy to share details about the Nissan Qashqai. The Nissan Qashqai is available in multiple trim levels, but its overall dimensions remain consistent across all grades. The overall length is 4,425mm, the overall width (excluding mirrors) is 1,835mm, and the overall width with mirrors is 2,084mm. However, the front and rear track widths may vary slightly depending on the specific grade level.

If you have any other questions about the Qashqai, feel free to ask, and I'll be happy to assist you!



User Interface Elements



Gen AI User Interface Elements

As Nissan integrates more Generative AI features, it's essential to create a consistent visual language that helps users quickly identify AI-generated content and interactions.

A clear and intuitive UI builds trust, enhances usability, and ensures a seamless experience across all AI touchpoints. By incorporating standardised design elements—such as the AI star icon, labeling, and thoughtfully crafted CTAs—users can easily recognise and engage with AI features, reinforcing positive brand association

Presenting Gen AI

There are specific visual elements to identify Gen AI features and content. Using these elements help to build brand consistency and positive user associations with AI features. As Nissan uses more generative AI, the idea is that customers get excited and look forward to interacting with AI.

Stars

The AI stars are used to identify any generative AI feature or content. Similar icons are used across industries and users associate it with AI. When used in a CTA, animation can be used to get users' attention.

Labeling Gen AI Content

When content is generated by Generative AI, a minimalistic version of the stars should be added near the text.

Buttons and CTAs

When inviting users to interact with text Gen AI features, use 'Ask AI' to clarify its usage from the start. On CTAs, ask a question that speaks to the customer insight and need to get users' attention - i.e. "want to learn more about the Qashqai?"

Find out more about Nissan's gen AI design system on Drive CE:

<https://wds.drivetheexperience.com/3e76f0987/v/0/p/05b358-generative-ai>



Field text

0/100 characters



Need help with research insights? **ASK AI** X

ASK AI

ASK AI

ASK AI

Generating Answers and Loading Iconography

Instant results can sometimes feel “too fast to be real,” making users question accuracy. Presenting load icons and adding a slight delay before showing results creates the perception that the system is working, which aligns with user expectations and builds trust.

Timing

Even if Gen AI can create the right answer right away, create a sense that it is taking the time to properly assess the query by adding seconds to display outputs.

Chat interfaces

Use the 3 dots animation to represent a virtual agent thinking, looking up for information, and typing an answer.

Non-chat interfaces

Use the loading spinning wheel to represent collecting information and generating an output. Describe the action to communicate to user what it is doing, like “looking up information” or “gathering insights”.



You

Does the Qashqai Accenta
come with Google maps/
sat navigation?

AI Assistant



Searching for the information



Gathering Insights

Collect Feedback

Because Generative AI can answer the same questions in an infinite number of ways, it's important to get direct feedback on whether the users found the information relevant or irrelevant.

When collecting feedback we are able to make improvements to the model in order to increase accuracy. By giving feedback, users feel like they are directly impacting the product and performance.

Thumbs up/down

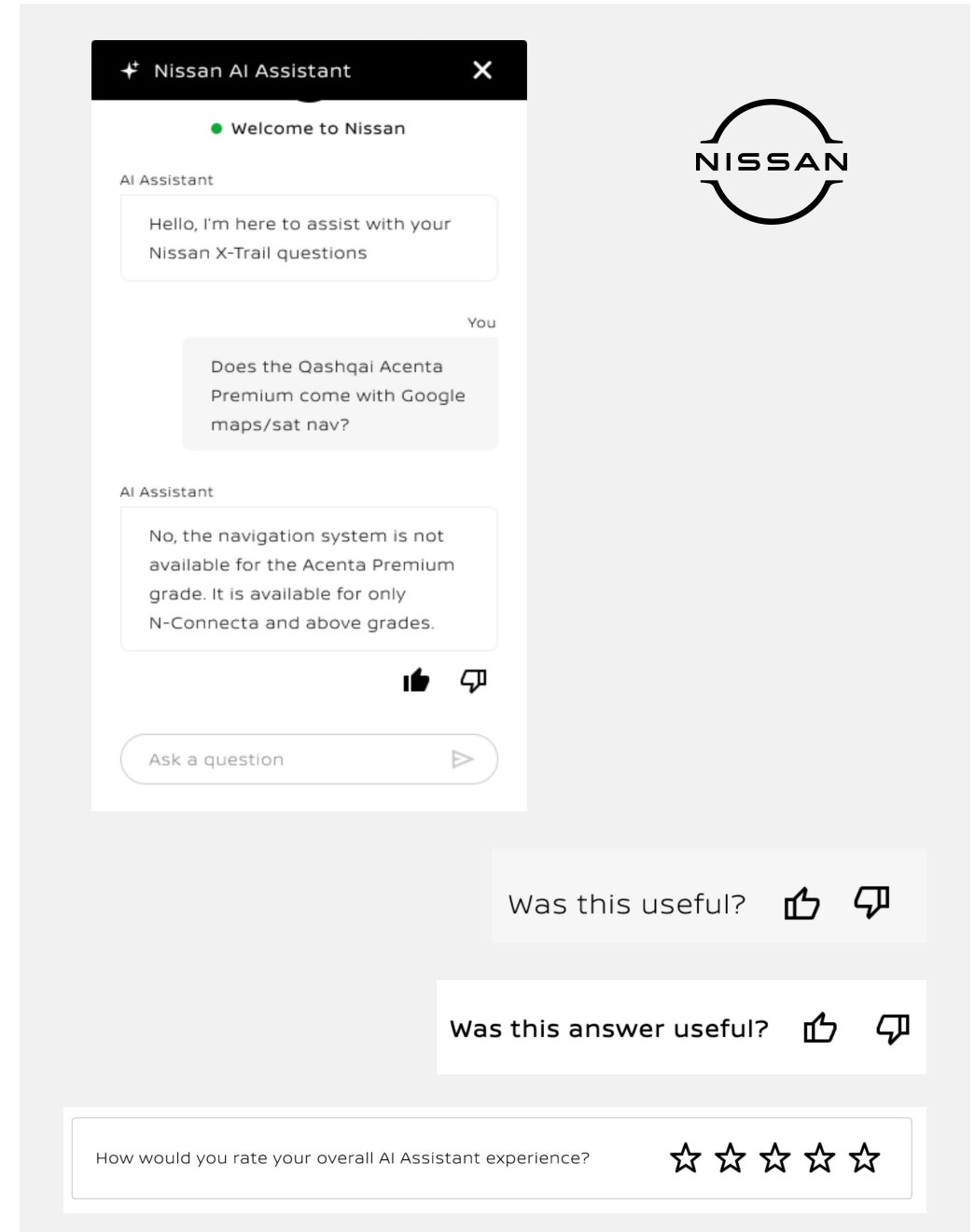
After outputs, create thumbs up/down icons so users can give direct feedback on specific outputs.

Understand why negative

If users respond with 'thumbs down', display an open-form suggestion so they can give direct feedback on why the output wasn't up to expectations, so we can improve our model.

Rating experience

After interacting with Gen AI experiences, collect ratings (out of 5 stars) to track the quality of our products, models, and improvements made, if any.



The image shows a mobile app interface for the Nissan AI Assistant. At the top right is the Nissan logo. The chat window has a title bar "Nissan AI Assistant" with a close button. The conversation starts with a green dot and the text "Welcome to Nissan". The AI Assistant's first message is "Hello, I'm here to assist with your Nissan X-Trail questions". The user's response is "Does the Qashqai Acenta Premium come with Google maps/sat nav?". The AI Assistant's second message is "No, the navigation system is not available for the Acenta Premium grade. It is available for only N-Connecta and above grades." Below the AI's response are thumbs up and thumbs down icons. At the bottom of the chat is a text input field "Ask a question" with a send button. To the right of the chat are two feedback prompts: "Was this useful?" and "Was this answer useful?", each with thumbs up and thumbs down icons. At the very bottom is a rating prompt: "How would you rate your overall AI Assistant experience?" followed by five star icons.

Nissan AI Assistant

Welcome to Nissan

AI Assistant

Hello, I'm here to assist with your Nissan X-Trail questions

You

Does the Qashqai Acenta Premium come with Google maps/sat nav?

AI Assistant

No, the navigation system is not available for the Acenta Premium grade. It is available for only N-Connecta and above grades.

Was this useful?

Was this answer useful?

How would you rate your overall AI Assistant experience?

Disclaimers, Notes and Handovers

Displaying disclaimer is essential in order to help users understand how to use the information provided and to notify when they are interacting with Generative AI or a human. In some cases, displaying disclaimers are also a legal requirement.

Information icon ⓘ

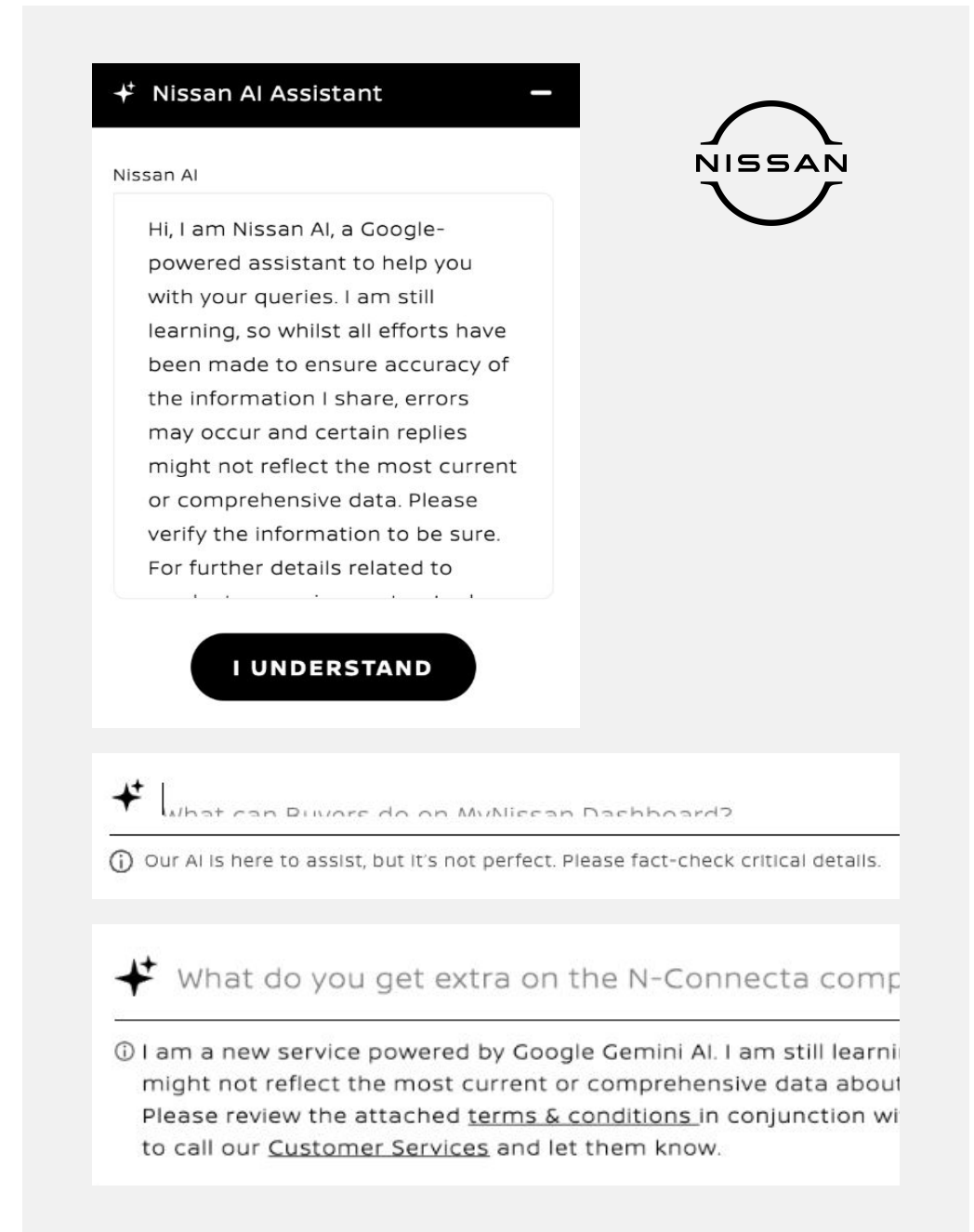
Displaying the icon ⓘ next to important information before users interact with Generative AI

Accepting T&Cs

If users need to agree to terms and condition, add an 'I understand' button in order for them to access Generative AI experiences

Handover

In chat interfaces, clearly signal when users are transferred from interacting with Generative AI to a human agent and vice-versa





Examples

Live and upcoming Nissan
generative AI experiences



1. Drive CE AI assistant



Gen AI can be used to digest all of the knowledge in Drive CE and allow users to interrogate the repository using natural language:

Search: Allow users to search using natural language to extract the information they are looking for. Natural language will allow for a more targeted response from the AI eg,

Current - “Test Drive”

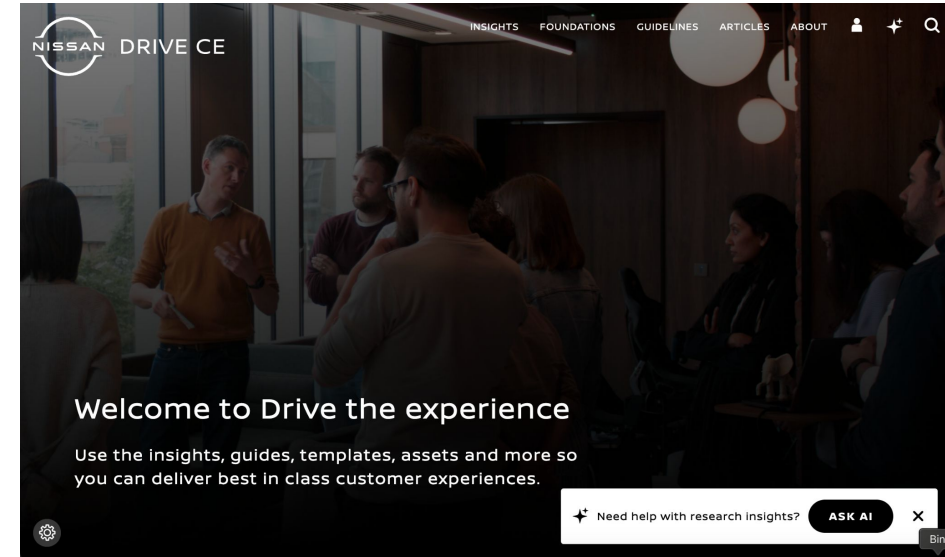
With Gen AI search - “What are the best practices for the test drive booking form?”

Gen AI Summary:

The AI model will provide a summary of insights which could be an aggregation of knowledge from a number of articles or documents. The aim is to reduce the time required to read detailed documents and, instead, have the work done by AI and get it to produce a more digestible summary.

Referenced sources:

At the end of the summary, a list of the articles that were used to generate the response will be shown so that the user can deep-dive into a particular one if they wish to do so. A ‘relevance score’ will be shown next to each referenced article to notify users of its relevance to the question.



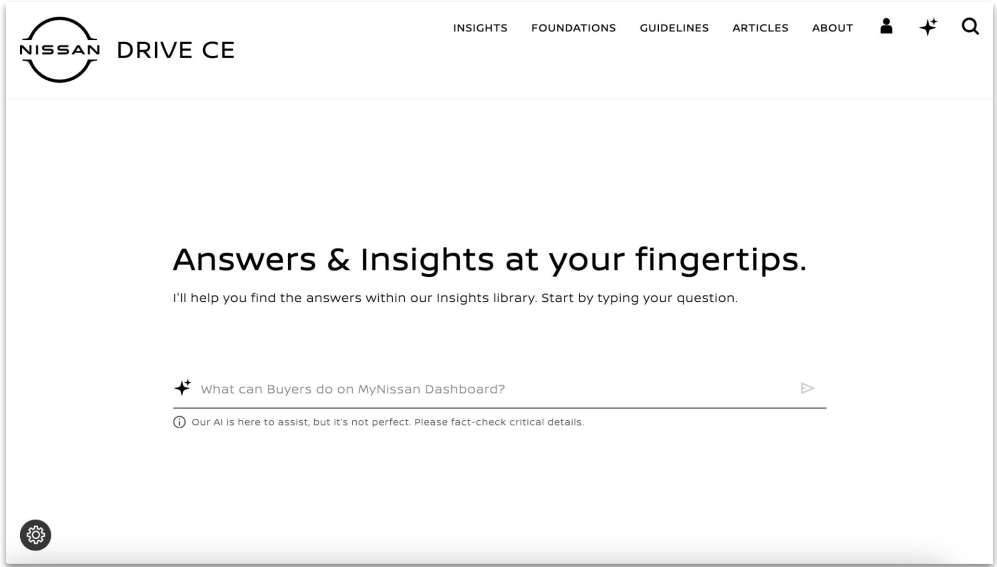
Suggested further questions:

After providing a summary of insights based on the original question, Gen AI can be used to suggest further questions that the user could ask in relation to the topic, to help them deep-dive more on the topic, or rephrase questions to get a more focussed response.

Translations:

In order to improve the ease-of-use as well as the potential overall usage of the tool, Gen AI could be used to provide summaries in the native language of the user, rather than relying on just English as it does now.

1. Drive CE AI assistant



Answers & Insights at your fingertips.

I'll help you find the answers within our Insights library. Start by typing your question.

What are customers' preferences when contacting dealerships?

Here's what I found

What are customers' preferences when contacting dealerships?

Customers have various preferences when it comes to contacting dealerships, particularly for different scenarios such as requesting quotes or booking test drives. Here are some key insights:

1. Requesting a Quote for a New Vehicle: When it comes to getting in touch with a dealer for a quote, customers show a preference for direct communication. Specifically, 28% prefer calling the dealer directly, while 25% prefer emailing. Additionally, 22% prefer showing up in person to discuss their needs.
2. Test Drive Requests: For requesting a test drive, 34% of customers prefer to call the dealer directly, indicating a desire for a more conversational approach. 30% prefer showing up in person, while 20% prefer leaving their contact details in a form for the dealer to contact them.
3. General Contact Preferences: Many customers prefer to contact dealers directly for urgent matters, allowing them to get immediate answers. However, they also appreciate the option to leave their details for non-urgent inquiries, although there are concerns about high-pressure sales tactics and unwanted follow-ups.
4. Onboarding and Learning About Features: When learning about new vehicle features, customers tend to prefer emailing the dealer directly, likely due to existing relationships with specific dealers.

Overall, customers value quick responses and personalized interactions, while also expressing concerns about the frequency of marketing communications. If you have any more specific questions about customer preferences or related topics, feel free to ask!

Referenced sources

[Dealer contact preferences report DCE - Pages - 12, 30, 20, 4, 28, 16, 37, 40, 44, 22, 24, 13, 21, 17, 25, 26, 19, 23](#)

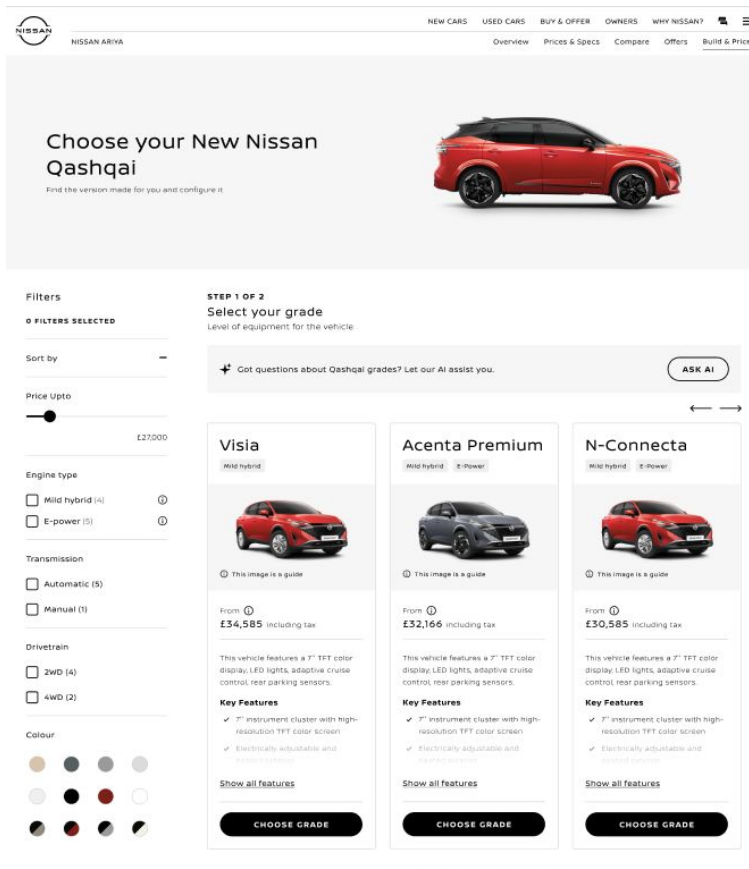
Published: 2023-10-01

[22 02 Ideal Account Creation process - Page - 20](#)

Published: 2021-12-20

Was this answer useful?

2. Version Explorer AI Assistant



Objective: Nissan Qashqai and Nissan X-Trail are one of the most popular Nissan vehicles with several grades and engine types. These grades offer various features and specifications, making it challenging for customers to identify the best vehicle for their needs.

Gen AI Solution: By utilising Generative AI, we provide a solution that allows users to ask specific questions about models and engines, and to compare different models, to determine the most suitable vehicle.

Strategic placement facilitating customer journey

- Inline placement of the Gen AI Assistant is strategically minimal and non-interrupting
- Provides an opportunity to customers to learn more about the vehicles that propels their journey strategically.

Short-form content generation

- The UX has been designed to support customers, providing them with the list of questions to choose from.
- The answers are usually descriptive yet short and concise, with clear options to read more - read less.
- The tone of voice is conversational, professional, and encouraging.

UX design elements add-on to the Gen AI solution

- The UX design elements such as “Ask AI” button act as a clear call to action for the customer encouraging them to ask questions.
- “Was this useful” as a feedback mechanism helps users feel in full control of their journeys.

2. Version Explorer AI Assistant



STEP 1 OF 2

Select your grade

Level of equipment for the vehicle

Ask me anything about the Nissan Qashqai.

Hide

★ |Does the Qashqai Acenta Premium have Google Maps/sat nav?

Frequently asked questions

Does the Qashqai Acenta Premium have Google Maps/sat nav?

What are the differences between Xtronic and e-Power?

Does e-Power offer any benefits over electric vehicles?

How does e-Power differ from electric?

Is the Nissan Qashqai available as a hybrid?

This image is a guide

From £34,585 including tax

This image is a guide

From £32,166 including tax

This image is a guide

From £30,585 including tax

STEP 1 OF 2

Select your grade

Level of equipment for the vehicle

Ask me anything about the Nissan Qashqai.

Hide

★ What are the differences between Xtronic and e-Power?

Generative AI can make mistakes. Double-check details. [Learn More](#)

Here's what I found

What are the differences between Xtronic and e-Power?

The Nissan Qashqai Xtronic and e-POWER are two different powertrain options available in the Nissan Qashqai. The Xtronic is a continuously variable transmission (CVT) that provides a smooth and efficient driving experience. The e-POWER is a system that combines a gasoline engine with an electric motor to provide both power and efficiency.

Here is a more detailed explanation of how each system works...

Read More

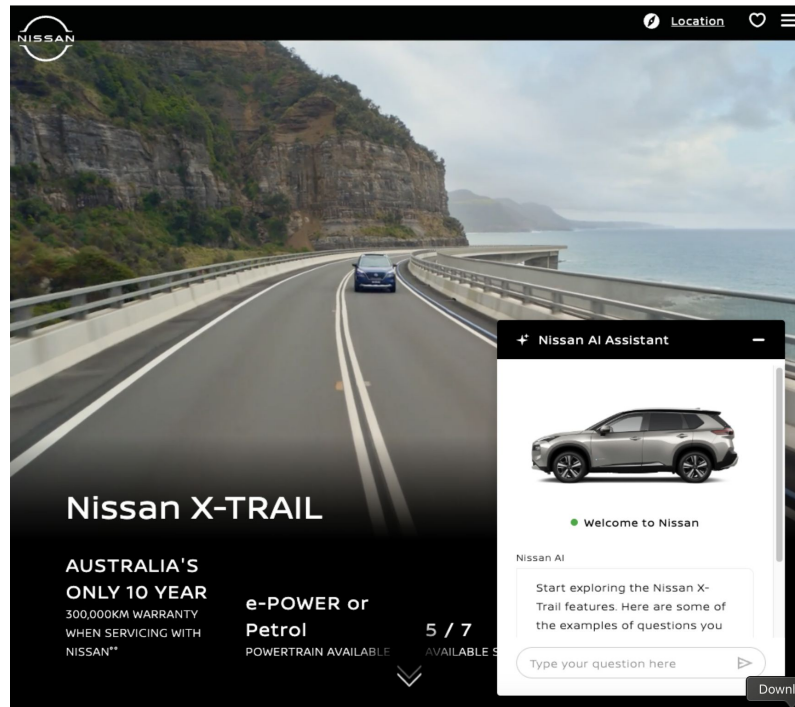
Previous Questions

What are the differences between Xtronic and e-Power?

Does e-Power offer any benefits over electric vehicles?

Show More

3. NMA VLP+ Car Expert



Objective: Our objective is to use Generative AI for chatbot that can answer customer questions about specific models and engines, and compare different models, to help them find the best vehicle for their needs.

Gen AI Solution: Our Nissan AI chatbot provides timely customer support, guiding users through the initial exploration stages. The chatbot allows users to ask specific questions, helping them with answers so they feel supported and empowered.

Pop-up Chatbot Assistant

- The Nissan AI Assistant/Chatbot is positioned at the right bottom corner of the homepage. This is the most convenient and preferred position for a chatbot as per the UX principles of design.
- The conversation begins with a disclaimer that states that the Gen AI isn't flawless, setting the right expectations for the user.

Content generation and tone of voice

- The answers are short and to the point.
- The tone of voice is transparent and ethical. The use of disclaimers about the flaws of AI and data compliance make it evident.


3. NMA VLP+ Car Expert




GOT QUESTIONS ABOUT NISSAN X-TRAIL?

Ask Nissan's AI Assistant.

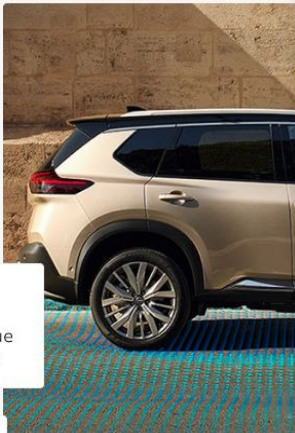
Try asking Nissan Virtual Assistant, our experimental AI about the X-Trail—Interior, Exterior, specs, Tech, and more!

**YOU**

What are the unique features of X-Trail?

**AI ASSISTANCE**

Premium Seating, 12.3-inch digital display, Climate Control, ProPILOT Assist, 360-degree camera



Nissan AI Assistant

You

Engine options

AI Assistant

Here are the engine options for Qashqai versions

- **DIG-T 140 Mild Hybrid:** Acenta Premium, N-Connecta
- **DIG-T 158 Mild Hybrid:** Acenta Premium, N-Connecta, Tekna, N-Design
- **190 e-POWER:** Acenta Premium, N-Connecta, Tekna, N-Design

Does the Qashqai Acenta

Nissan AI Assistant

Nissan AI

Hi, I am Nissan AI, a Google-powered assistant to help you with your queries. I am still learning, so whilst all efforts have been made to ensure accuracy of the information I share, errors may occur and certain replies might not reflect the most current or comprehensive data. Please verify the information to be sure. For further details related to

I UNDERSTAND

at is the seat capacity of rail

The Nissan X-TRAIL offers both 5-seat and 7-seat configurations. The 7-seat option is available on the 2.5L ST, ST-L and N-TREK 4x4 models. The 5-seat configuration is available on all trims, including the e-POWER models.

Type your question here



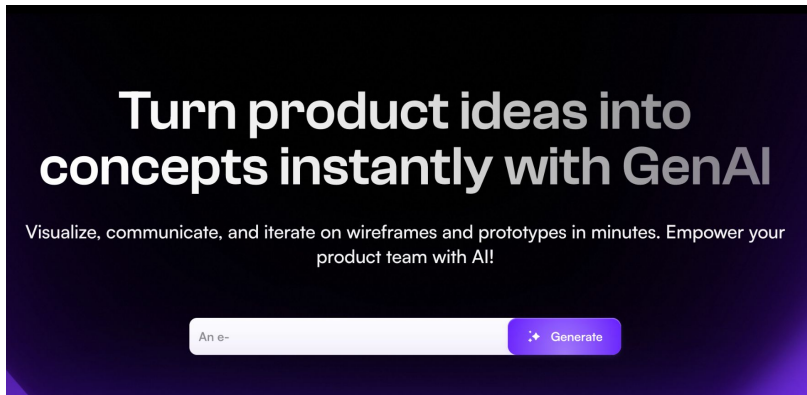


Appendix

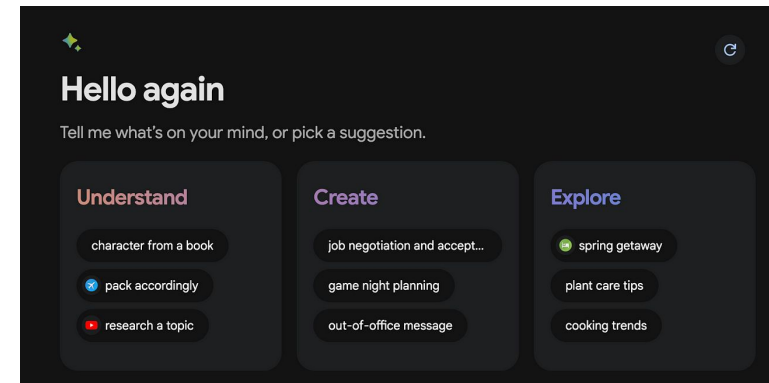
Similar Gen AI expressions
examples from other industries.



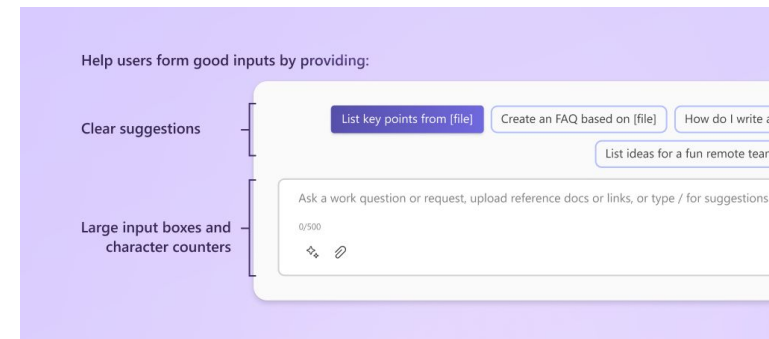
Introducing Gen AI to Users



Uizard

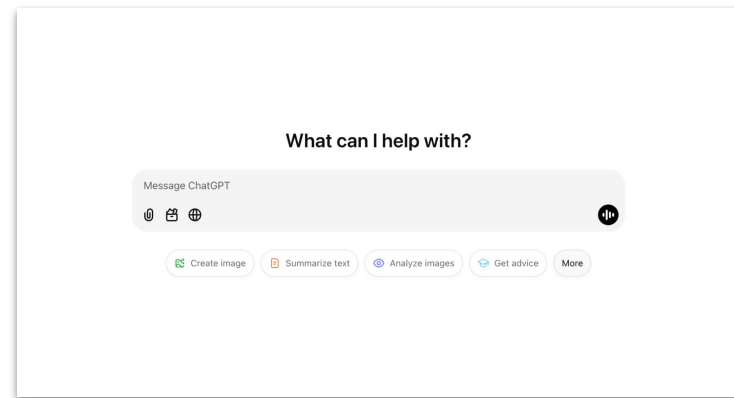


Gemini

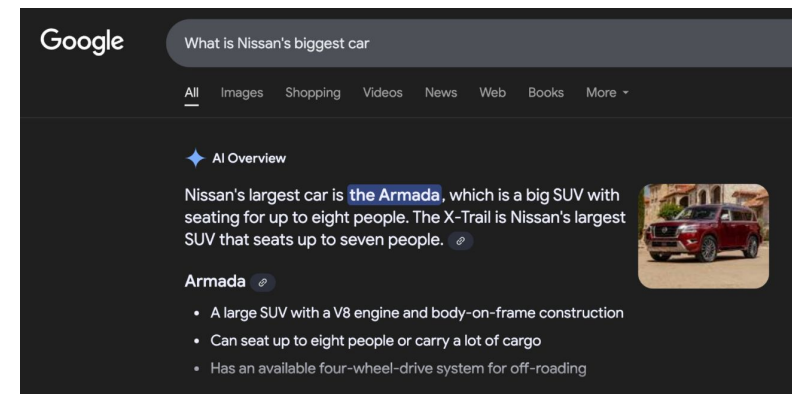


Microsoft

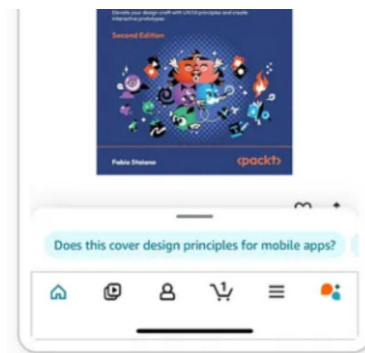
Minimalist UX



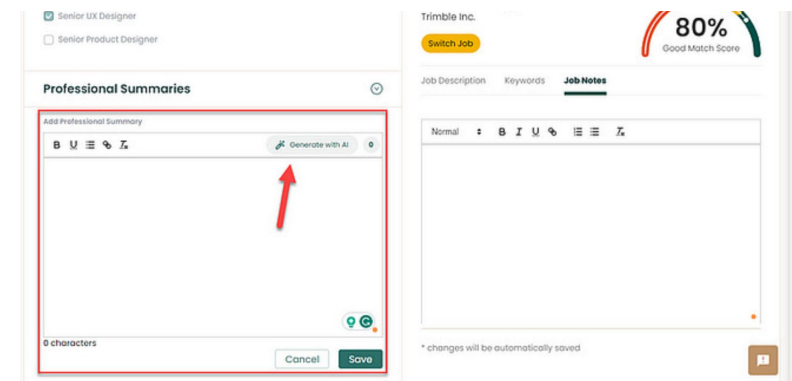
Chat GPT



Google Search



Amazon

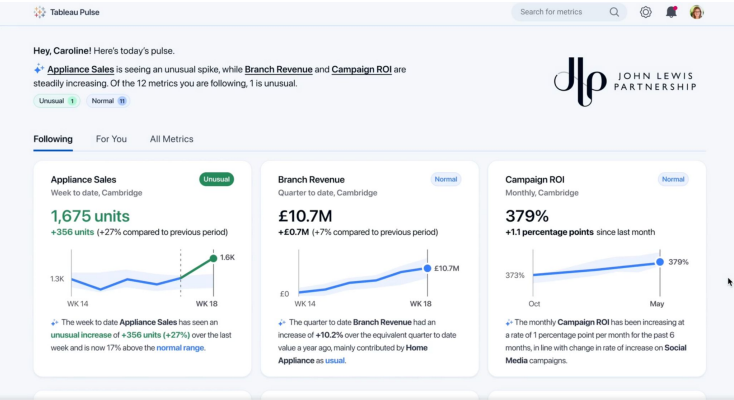


Teal

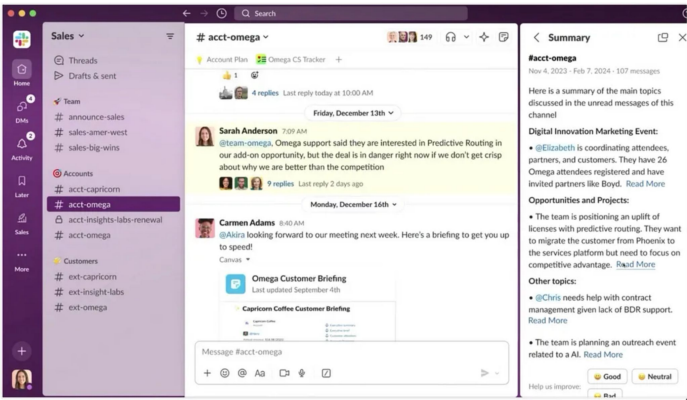
Native Experiences Examples



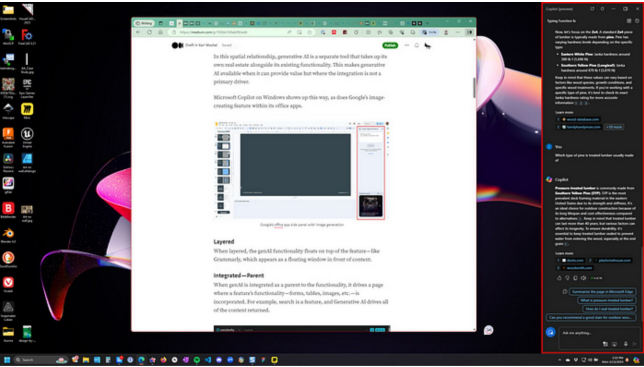
A brief description summarizing the content of the subsection



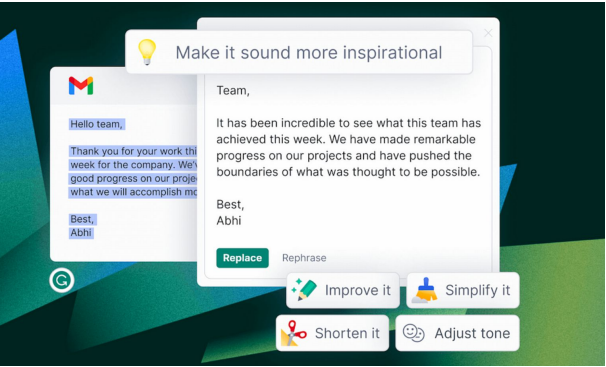
Tableau



Slack

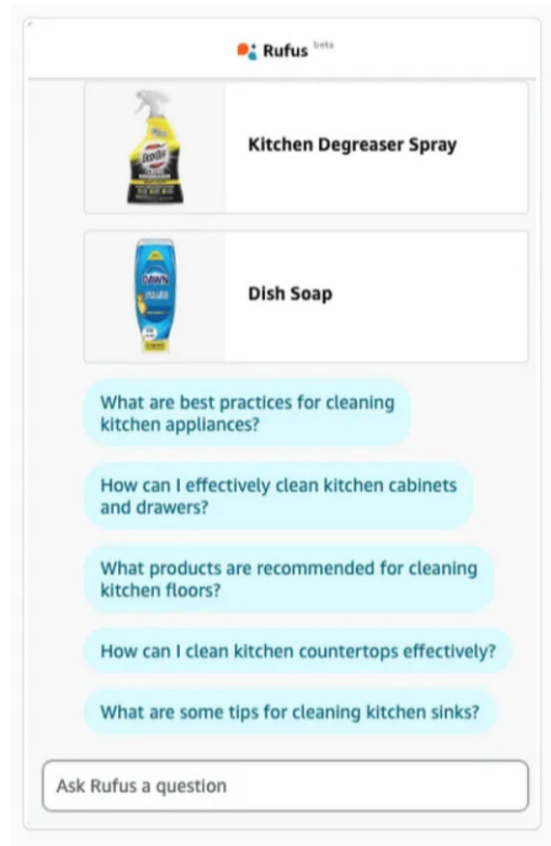


Microsoft Copilot

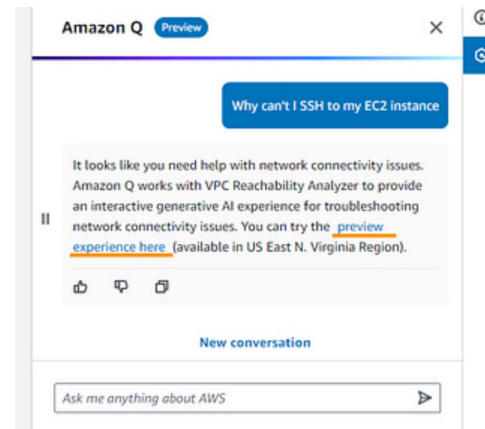


Google Gmail

Continuing Journeys Examples



Amazon



Amazon

