

Fast Facts & Photos



Most Console Cupholders Carry More “Stuff” Than Cups

We asked a national sample of Millennial and Gen X drivers to show us *what’s in your cupholder?*

The resulting photo-dossier reveals amazing challenges to UX planner ingenuity – challenges that go well beyond whether a cupholder can handle everything from an 8 ounce latte to a 7-Eleven Big Gulp and still leave hand room to operate nearby controls.

In fact, most had far more non-drink items than drinks in their console cupholders – serious re-arrangement of a slew of competing stuff would be necessary to create spill-free access.

In total, our study, *Car Interior Scenes & Secrets*, found around 100 different kinds of items cached in consumer console/cupholder zones ... the predictable, of course (wipes, tissues, cosmetics, a small fortune in coins, pens, mail, phones, cables, chargers, etc, etc), plus precious mementos – a worry doll, a funeral card, seaweed the kids found at the beach and too many others to list – and an incredible array of objects, knickknacks and doodads.

Oh yes, and trash – lots of trash, the debris of everyday life.

And in addition to cupholder clutter, drink/food grime and gunk represent a whole other struggle.

Built-in cupholders have been an essential part of driver life since Chrysler’s breakthrough minivan twins, Dodge Caravan and Plymouth Voyager debuted a generation ago. Giving physicality to evolving socio-cultural dynamics, the cupholder went hand in hand with the rise of *vehicle as habitat*.

Fast forward to 2019 and few drivers under 40 can remember when the vehicle was not a mobile cafeteria, kindergarten, clothes closet or even, yuk, dumpster.

The study updates UX specialists, planners and marketers on the fast-changing needs of American Millennials and Gen Xers as lifestage transitions create new personal priorities and opportunities for automakers.

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The Worry Doll In The Cupholder: More “Stuff” Than Cups In Most Vehicles



Proud new dad Nick eats, drinks and often spills in his Kia Sportage: *“the cupholder is the grossest spot.”* The Kia is “not too neat and clean,” but, he says *“there’s a method to my completely disorganized madness. Everything is strategically placed.”*

He is not alone: 88% in our survey “dine” in their vehicles at some time. It turns out that Nick is a lot better organized than most when it comes to the cupholder zone.

Now in the Smithsonian Automobile Collection, Dodge Caravan brought built-in cupholders to the world.



IMAGE: Smithsonian/The Washington Post



SOURCE: Vization_An Inside View: Car Interior Scenes & Secrets.