



DASHBOARD

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Usability Goals

- Safe to use
- Efficient to use
- Easy to learn
- Easy to remember how to use

User Experience Goals

- Helpful
- Comfort
- Feels safe
- Aesthetically pleasing (looks nice)
- Feel the full functionality of the car



Persona - Taylor McGill

Job title: Sales Manager, AT&T

Demographic: 28 years old, single, lives in California, BSC in economics

Goals and tasks: Taylor wants a futuristic, technologically advanced vehicle - unlike her current vehicle that she feels is outdated. Wants to be able to do as much as possible without needing to add more devices in her car.

Scenarios: After buying a new car with Dashboard in place Taylor now uploads her files from her other devices to the Dashboard system. Taylor then plays her favourite songs without having to connect her old device.



Persona - Bob Lee

Job title: Business Owner - multiple coffee shops



Demographic: 40, father of two, married, lives in Coquitlam, MSC in Business

Goals and tasks: Bob would like to buy a new vehicle for his wife that would be used as transportation for his wife and kids. The vehicle should help him transport the kids to their soccer practice on time. Bob and his wife love to listen to talk radio while they drive.

Scenarios: Bob purchases a vehicle which uses the dashboard features. In the music app, Bob selects the radio option and then selects his favourite station.

Persona - Brian Simon

Job title: Zoo Keeper at the Dublin Zoo

Demographic: 36, married no kids, lives in Dublin

Goals and tasks: On behalf of the Dublin Zoo, Brian is looking for a company vehicle which can be used to pick up raw meat from various butchers for the lions.

Scenarios: Brian purchases a vehicle which uses the dashboard features. He uses the built in navigation system to help him locate butcher shops across Dublin and no longer relies on using his phone, significantly decreasing distractions while driving.



Prototype

<https://invis.io/72GEYM834TN>

Questions