DASHBOARD

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The Problem

- Driver's can not fully access the entire capabilities of the vehicle while driving
- An interface which minimizes distraction while maximizing functionality is required
- Problem needs to be addressed as distracted driving can lead to injury

Target Users

- Anyone with a driver's license (16+)
- Due to the price of the vehicle, the typical user is likely a young professional, family or retiree

Solution

Design an interface that is:

- Intuitive
- Non-distracting
- Useful
- Relevant
- Pleasurable
- Sleek
- Functional