

Requirement	Metrics	Rationale
Relevant controls should be within reach of the driver and front passenger	Users must be able to reach controls without having to lean.	In order to allow for minimal distraction while driving, user should not need to shift positions.
Controls should be comfortable to use.	Users will report no feelings of awkwardness or fatigue from trying use the controls. Buttons will push down with a reasonable amount of force.	Users will not want to use a system that is uncomfortable.
System interface should be distributed throughout the vehicle.	Controls will be spread out over the cockpit.	When all the functions are combined into one control, the system becomes too complicated to use, resulting in a steep learning curve.
System will retain the Audi "genes"	Integration of the interface will allow previous Audi drivers feel like they are just in another Audi	Users like consistency. A vehicle brand should be dependable, in-line with its current look, feel, and overall theme.