

3.2.2 Physical Opportunities

Opportunities	
Haptics in Seats and Door	Haptics can be distributed not only in the steering wheel and center console, but also in the seat and door.
Lighting	Lighting Cues for feedback
Adaptable Buttons	Buttons that raise and lower or change in shape depending on controller state and media interface.
Non-Traditional Locations	Areas in the Mini that are not traditionally used for storage can be utilized for storage locations. During benchmarking, potential space was found under the front seats, behind the steering wheel, on the ceiling, in the glove box area, and at the base of the center stack.

Table 7. Physical Opportunities

3.2.3 Physical Assumptions about 2020

Assumptions	
Driver Demographic	Because Audi owners can be significantly younger than the average owner in Europe, a target age group will not be weighed as heavily in design but will still be considered.

Table 8. Physical Assumptions