

HEURISTICS MATRIX

	Heuristic	Severity	Note
Steering wheel touch screen	Satisfied	3	Super awkward looking. User has to take eyes off the road. Seems dangerous.
	Learnability	3	Featuritis - why do you need all that on your steering wheel?
Gesture control	Efficiency	2	Why take hands off wheel ? Could work better for a passenger. Overall seems less efficient than touch screen
Steering wheel gear shifter	Efficiency	2	Seems llike a huge waste of prime real estate
Face recognition	Efficiency	Cool	Nice feature, useful but could be misused
Health & Fitness	Learnability	2	Why? People already have an app for that.
Smart Agenda		2	Why? People already have an app for that.
My Communication	Learnability	2	Why? People already have an app for that.
Entertainment		1	Sort of cool but why make someone learn a whole new interface?
		1	
Byton Life - connected devices and more		1	has huge potential but currently does not take full advantage of it's power
Full width digital screen		Cool	
Alexa		Cool	
KEY TAKEAWAY: Byton currently suffers from featuritis and is trying to pack it's interface with all the features people currently use. But there's already apps for that. My first thought is that it's a platform waiting for a suitable interface.			
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Severity key: 0-4, 4 is most severe		3	
Efficiency		2	
Learnability, Memorability		1	
Satisfied	Cool		