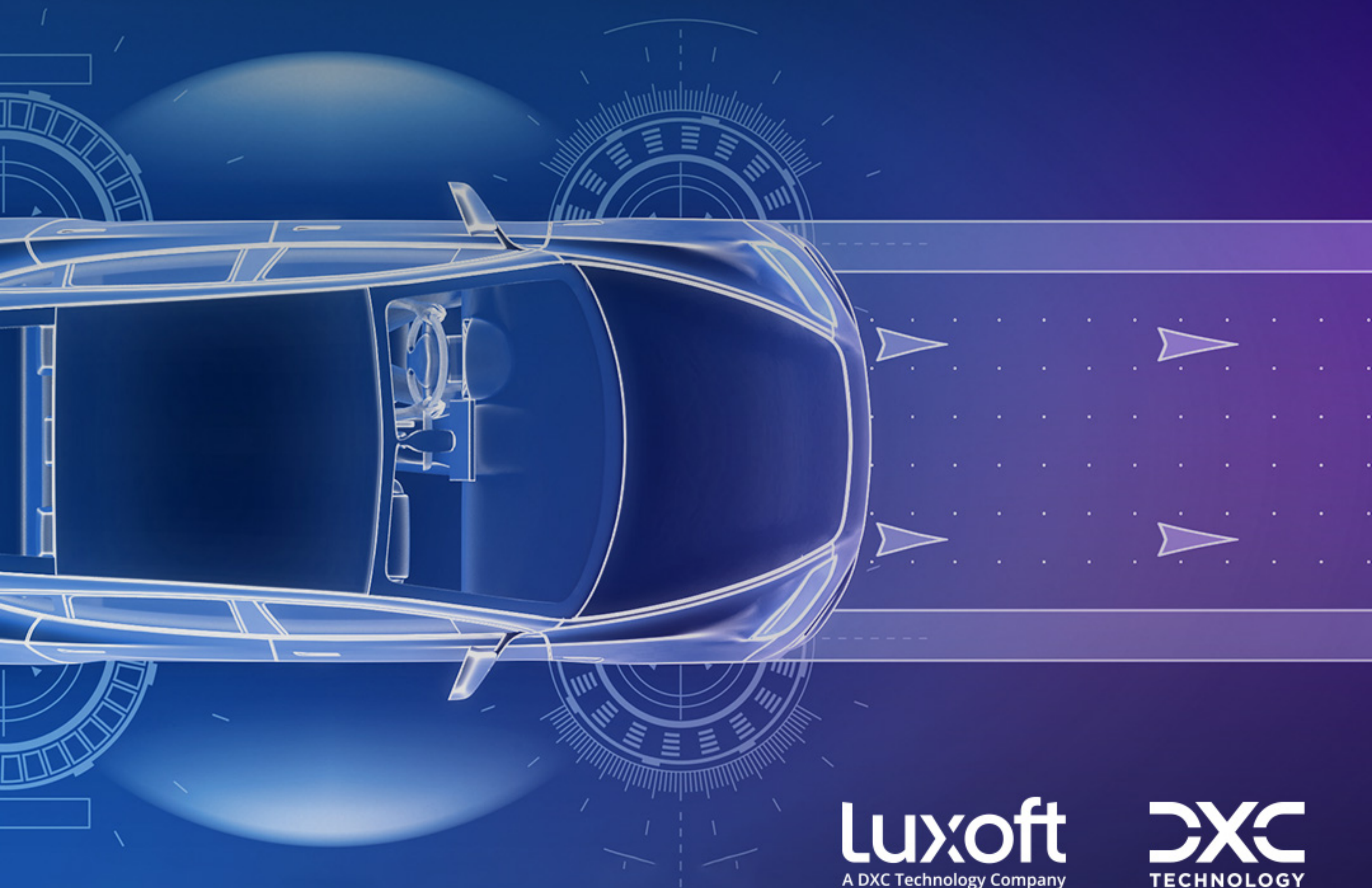


ADAS

Advanced driver assistance systems



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Today, with the latest technology, ADAS can assist drivers with a variety of driving tasks, prevent vehicle accidents caused by human error and improve overall driving safety.

But there are still problems in the user experience while using the ADAS. Our goal is to really understand the user and to develop intuitive solutions for the safer use of ADAS in traffic.



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We use world-class UX capabilities and years of experience in car HMI to simplify interactions and design user-centric solutions for intuitive and innovative driving experiences.

Let's look at some examples ...



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Problem 1

With the increasing amount of unfamiliar functions in cars, it's challenging for a driver to choose functions which serve them best.

Moreover, the features can overwhelm the user and even distract the driver. As a result, users often turn functions off or simply don't use them.

Solution 1

We're committed to developing user-centric solutions to enhance the user experience of ADAS. Helping drivers have a better understanding of ADAS while sharing information related to the subject is part of our mission.

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Problem 2

When it comes to ADAS, users find many functions and symbols quite challenging to deal with while driving.

Most car manufacturers use their own graphic symbols instead of the standard symbols from ISO. This can confuse drivers and create misunderstandings.



Solution 2

We help provide intuitive UI and UX solutions to reduce confusion and misunderstanding of HMI interfaces.

This also helps build zero accidents and a more intelligent mobility for the future.



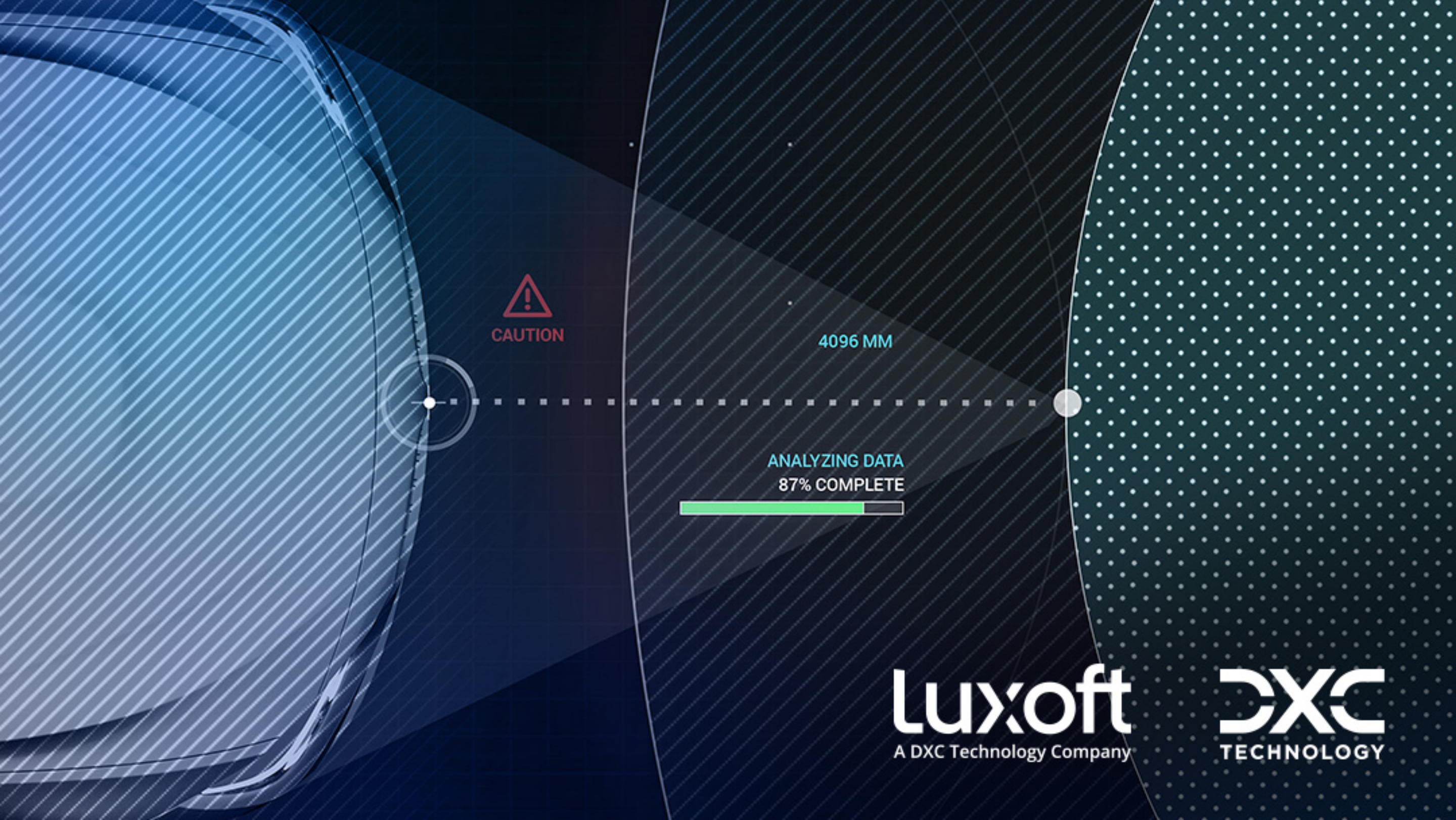
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Problem 3

Some users are not aware of the limitations of ADAS. Overestimations may threaten their driving safety.

For example, Blind Spot Detection (BSD) systems can't reliably detect small or fast moving objects such as motorcycles. Additionally, BSD systems can temporarily malfunction in humid environments.



Solution 3

We're committed to providing users with feedback on the limitations of the system through excellent UI and UX design.



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Our innovative solutions are already
playing a key role in the evolution of mobility.

By constantly evaluating the needs of the automotive
market, we'll remain a steadfast partner in mobility's
fast changing future.



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Stay tuned

In the next post, we'll discuss the challenges and possibilities of ADAS and autonomy.

Have you ever experienced pains or gains with modern ADAS in vehicles?

Let us know in the comments



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