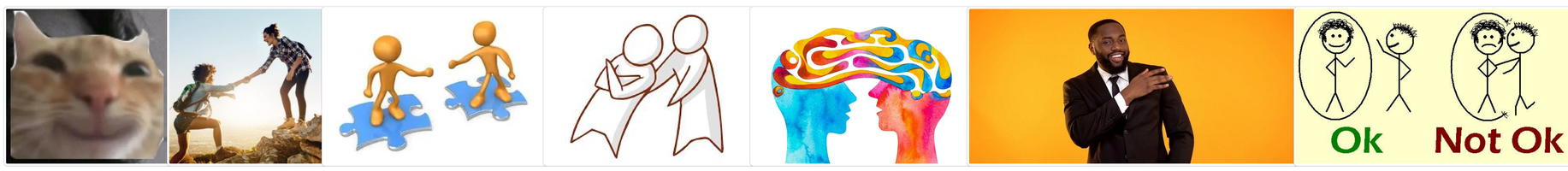
new design moodboard

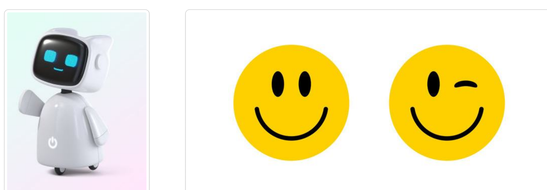
Product overhaul

Moodboard for different aspects, setting the narrative for them

feeling:

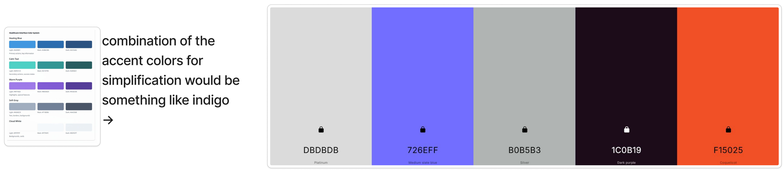


Look:



Material Texture:

Colors:



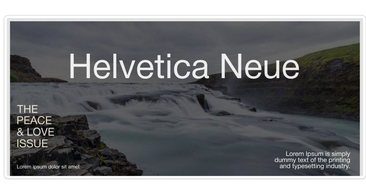
combination of the accent colors for simplification would be something like indigo →

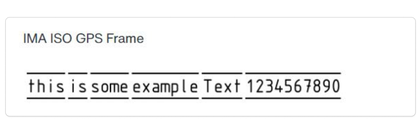
these all seem saturated and warm while also holding their distance
the indigo tone is meant to encompass safety, while the reddish one is for alert

DBDBDB 726EFF B0B5B3 1C0B19 F15025

Typo:

I assume some sans serif or modern would work out pretty well
Sans serifs are usually perceived friendly and trustworthy according to several webpages

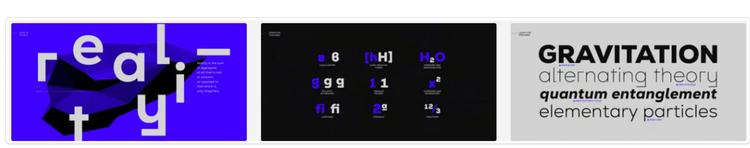




Ima ISO GPS FRAME

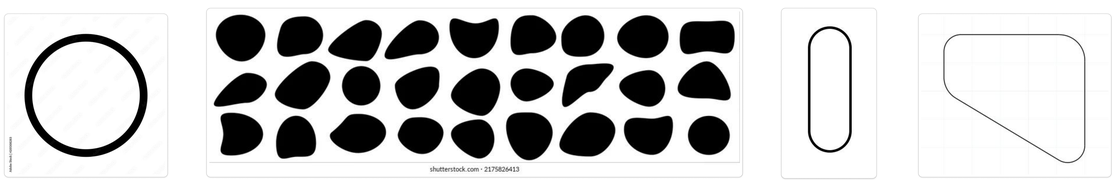
ROWLAND

Heading Now

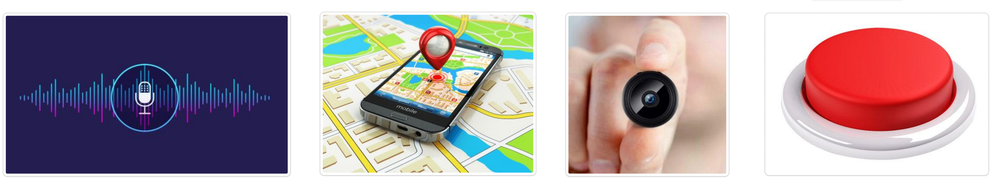


NEXA

Patterns Shapes Graphics:

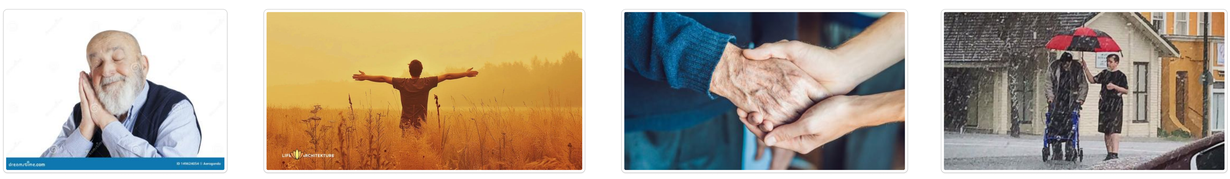


Functionality:



Inspiration:

Emotions:

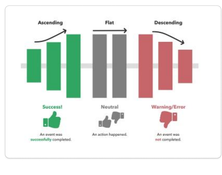


Branding style:

Interaction (haptic):

The only interactive element is a momentary button input for emergencies

sharp feel for input certainty

resistance has to be enough for the input to not be accidential

Hapitc feedback system for communication and button