Title: **Creating iRobot Design**

**Time Keeper:**

**Company name: AI Smart Drive**

**Product Target Audience**

The target audience for the self-driving vehicles has a very broad spectrum and would be great for stranded seniors, less able persons, people unable to drive regular vehicles, business executives as well as your everyday people who don’t like to drive.

**Process of designing and creating the logo**

The simple and elegant logo design allows for easy recognition and allows the logo to be versatile and memorable. The logo is enduring and future proof and allowing it to still be effective in the future. The colours used are appropriate for technology as technology is seen with a blue lens. A light background was used for easy visibility of the logo and the simplicity of it makes it memorable and appropriate for the intended target audience.