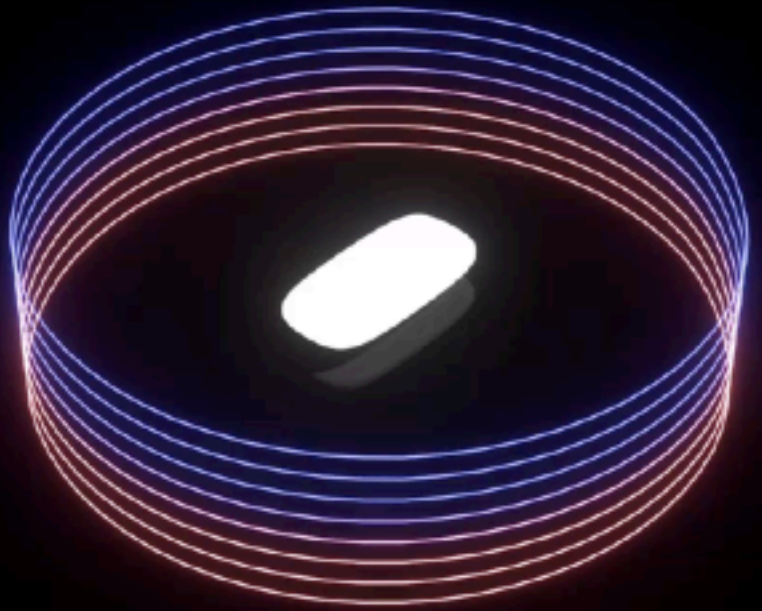
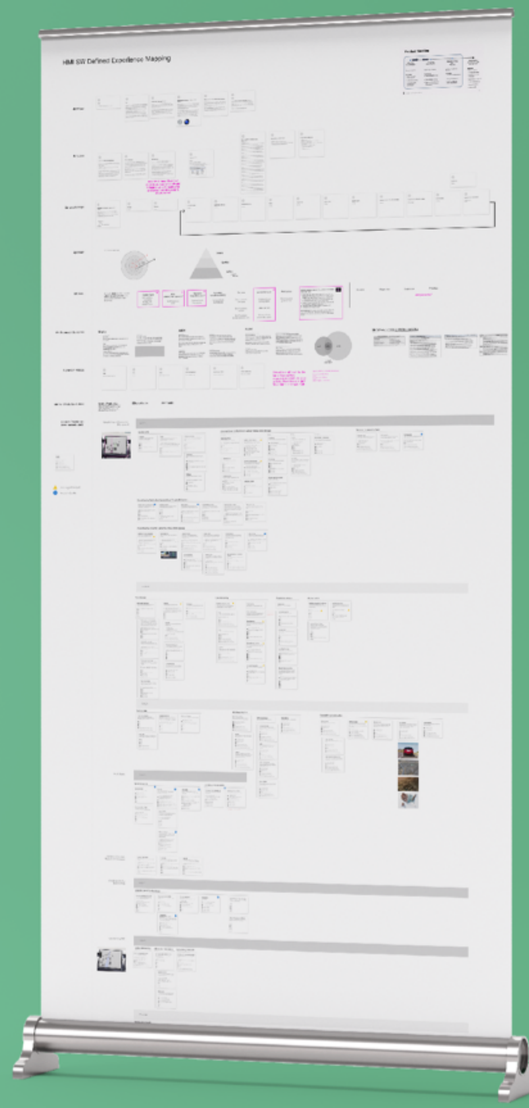
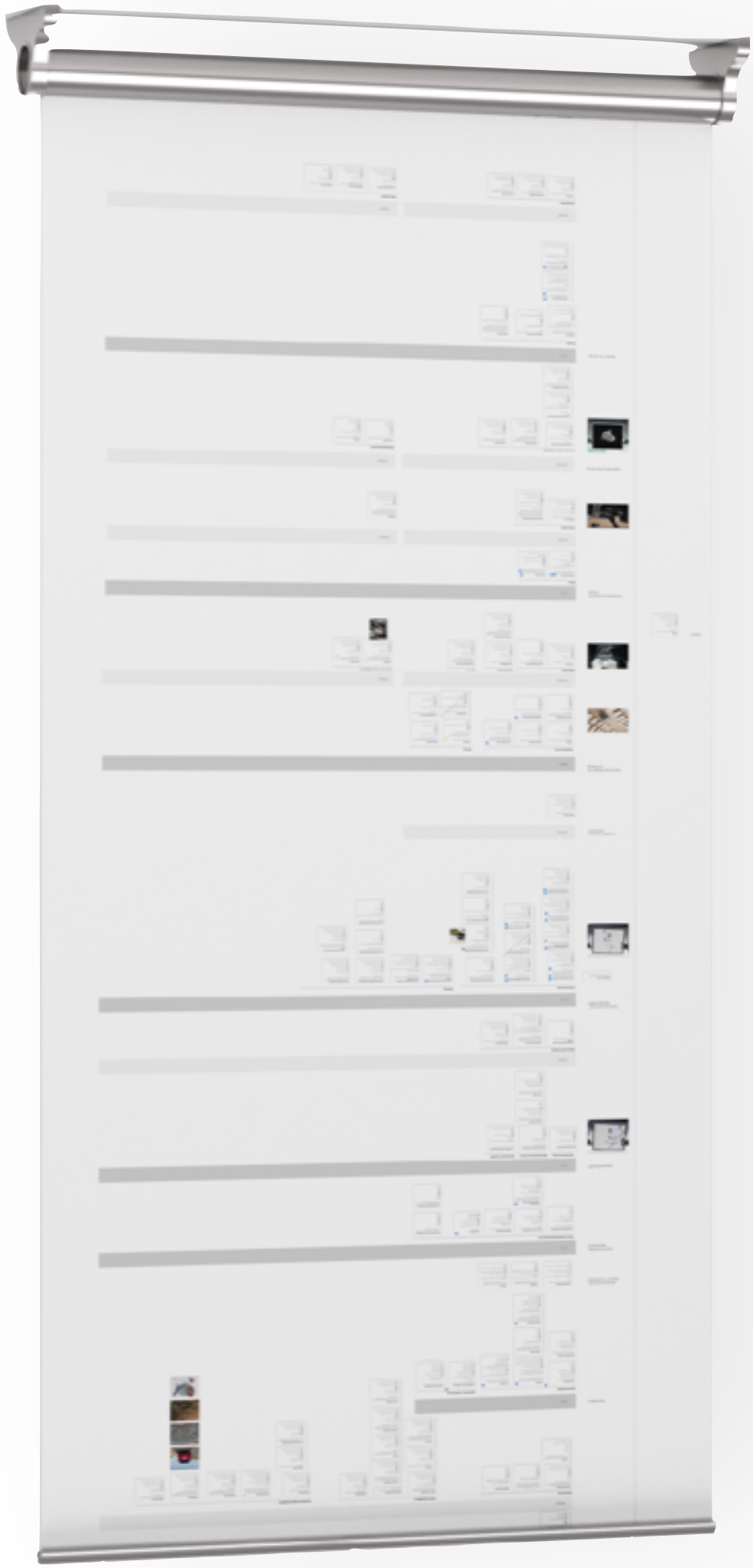
Mario Delgado Elysian *m@mario.design* *+1 415 683 6861*

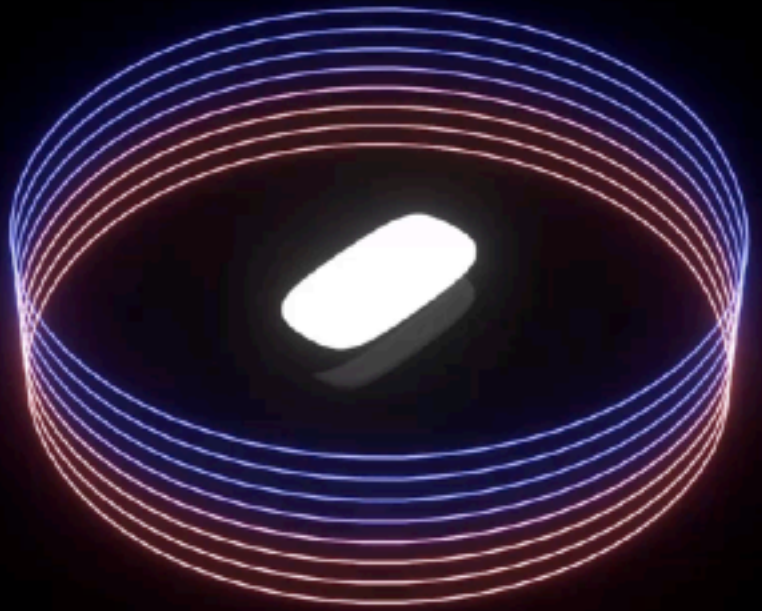


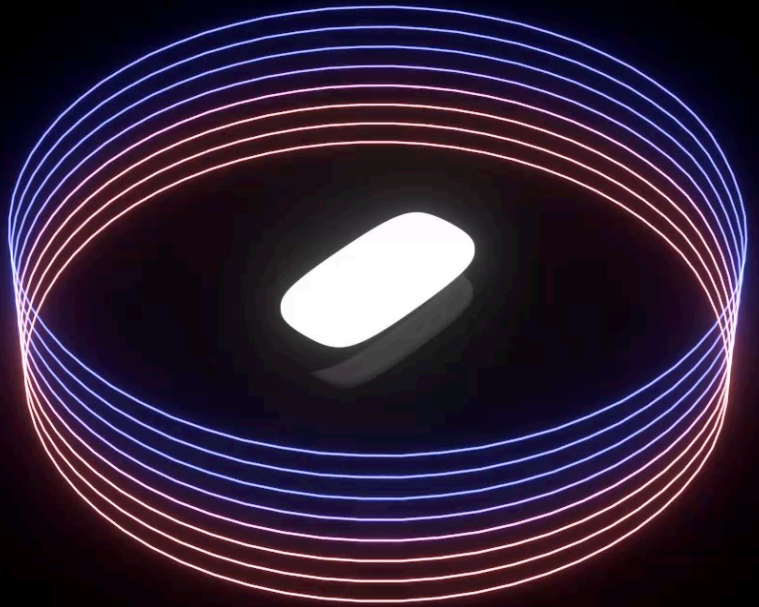

HMI SW Defined Excellence Mapping



Design elevates Ghost's system beyond mere utility, crafting experiences that feel profoundly human. Every expression, movement, and interaction should convey authenticity, creating a seamless blend of emotional depth and technical precision.


Potential lane change
Blinker Light
Blinker Light
Suggestion merge/lane change
Without a route or set navigation Ghost will provide suggestions for direction based on past routes.
• Lane change request message
• Drive path options shown on screen
• User selects drive path
Instructional request - low
Low - Seat/body haptics tapped
Vehicle follows selected drive path
Blinker Light
Blinker Light
Lane Change Complete
Lane change completed





Safety-Critical User Journeys

To create a detailed user journey, I led in-depth team discussions to identify and analyze the many touch points that shape the driving experience.

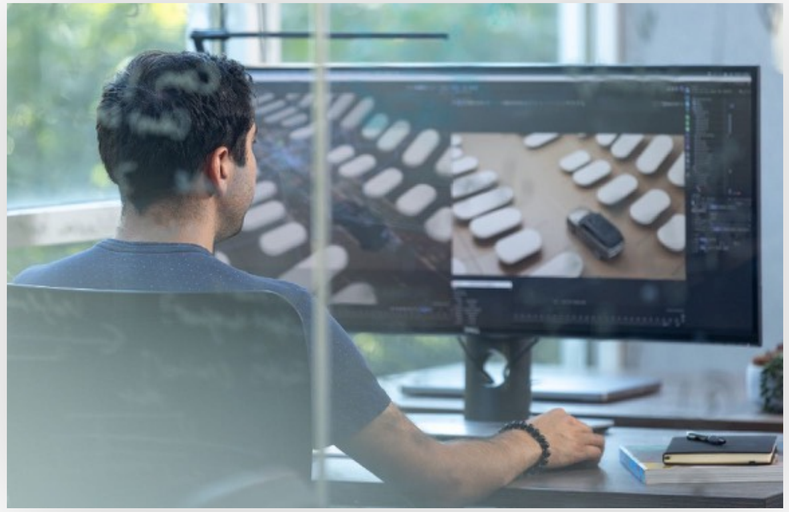
By breaking the journey into stages—such as discovery, engagement, and post-use—we mapped key actions, emotions, and pain points, ensuring a holistic understanding of user needs.

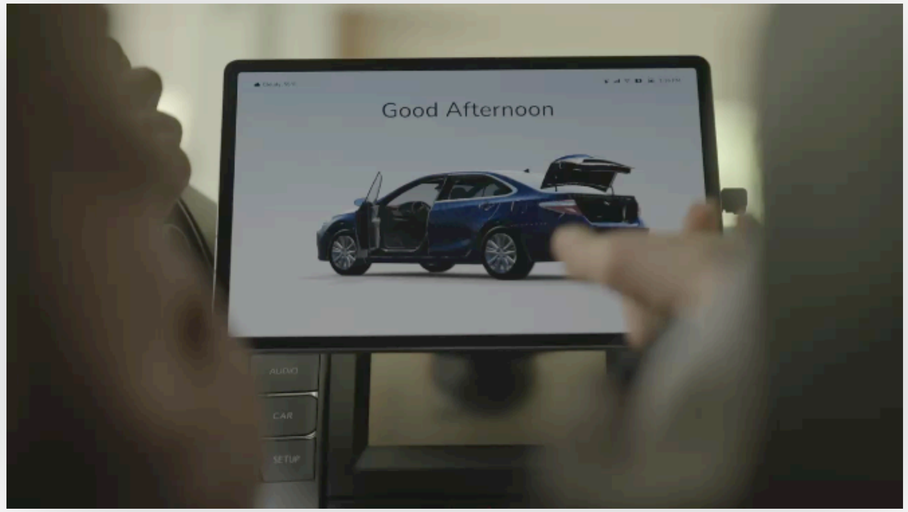
Each touchpoint was aligned with our core values of safety and comfort. We examined how users interact with safety features and how design elements like ergonomic seating or intuitive controls enhance their experience.

This approach ensured actionable insights while fostering a unified commitment to delivering an exceptional driving experience.

A Design Workflow inspired by Hollywood and Video Games

When the team set out to build a **3D-native operating system**, we adopted cutting-edge tools like Cinema 4D, Houdini, and Unity3D to elevate our skills and align with workflows inspired by Hollywood and video games. Learning Unity3D allowed our designer-engineers to collaborate closely with developers, bridging the gap between design and code for faster iteration. This approach enabled us to **release new features weekly**, leveraging **real-time rendering and procedural workflows** to create a seamless, innovative user experience.





Design

Prototyping

Implementation and Experimentation

Mario Delgado Elysian *m@mario.design* *+1 415 683 6861*