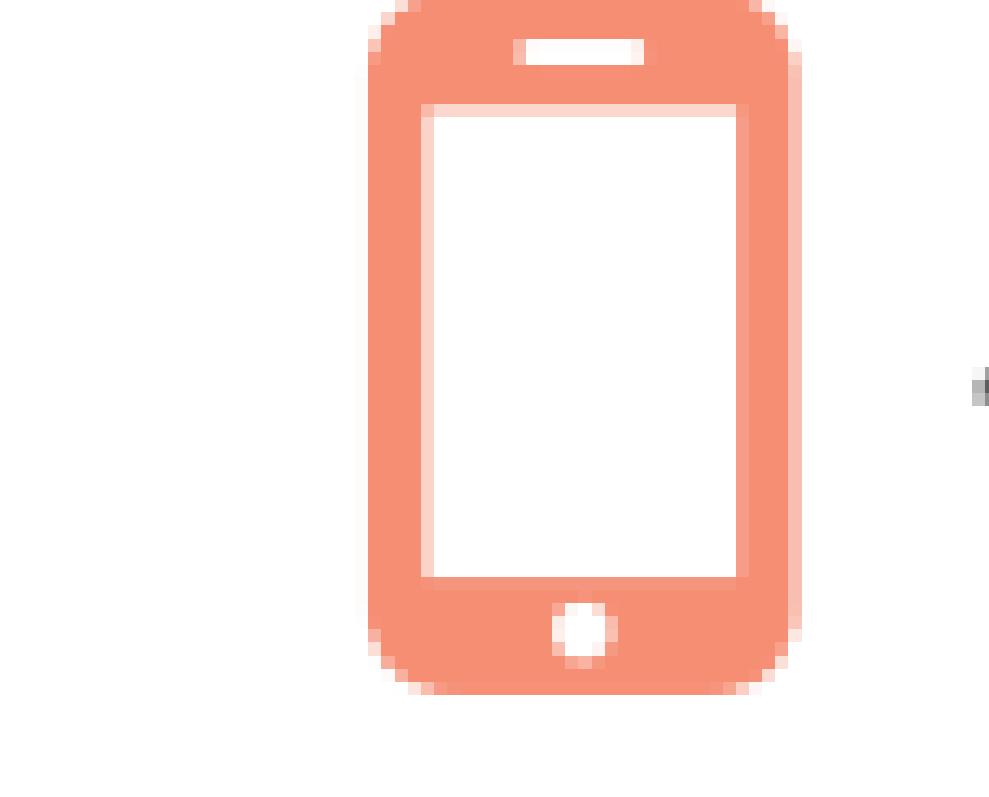


the Creative Inspiration

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The guiding metaphor to define the principles of a self-driving vehicle

The idea of a fluid handover between driver and vehicle started with a seemingly simple gesture—feeling like you are rowing (human driving) in a river with a gentle current (self-driving).

The Ghost system, unlike others of it's time, was designed to work in the “*negative space of driving*” - it works whenever a driver “is not driving”.



FlowDrivc Case Studies Appendix A





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The Process: Innovating through Prototypes

Step 1: Get the Experience Right

My style of creating novel interfaces does not start with a list of product requirements, a product demo is used to set the bar that development is based on.

To achieve this, the team and I assembled a hacky interactive prototype that **created the same feeling we wanted**. By being able to choreograph a complex visual/audio/tactile interaction that cannot be explained verbally, we were able to bring stakeholders and engineers into our world and have a much more rich conversation about how this can be improved.

This also opened up the opportunity to test with potential users of the product and collect data on a diversity of driving styles and demographics.



Tools used

