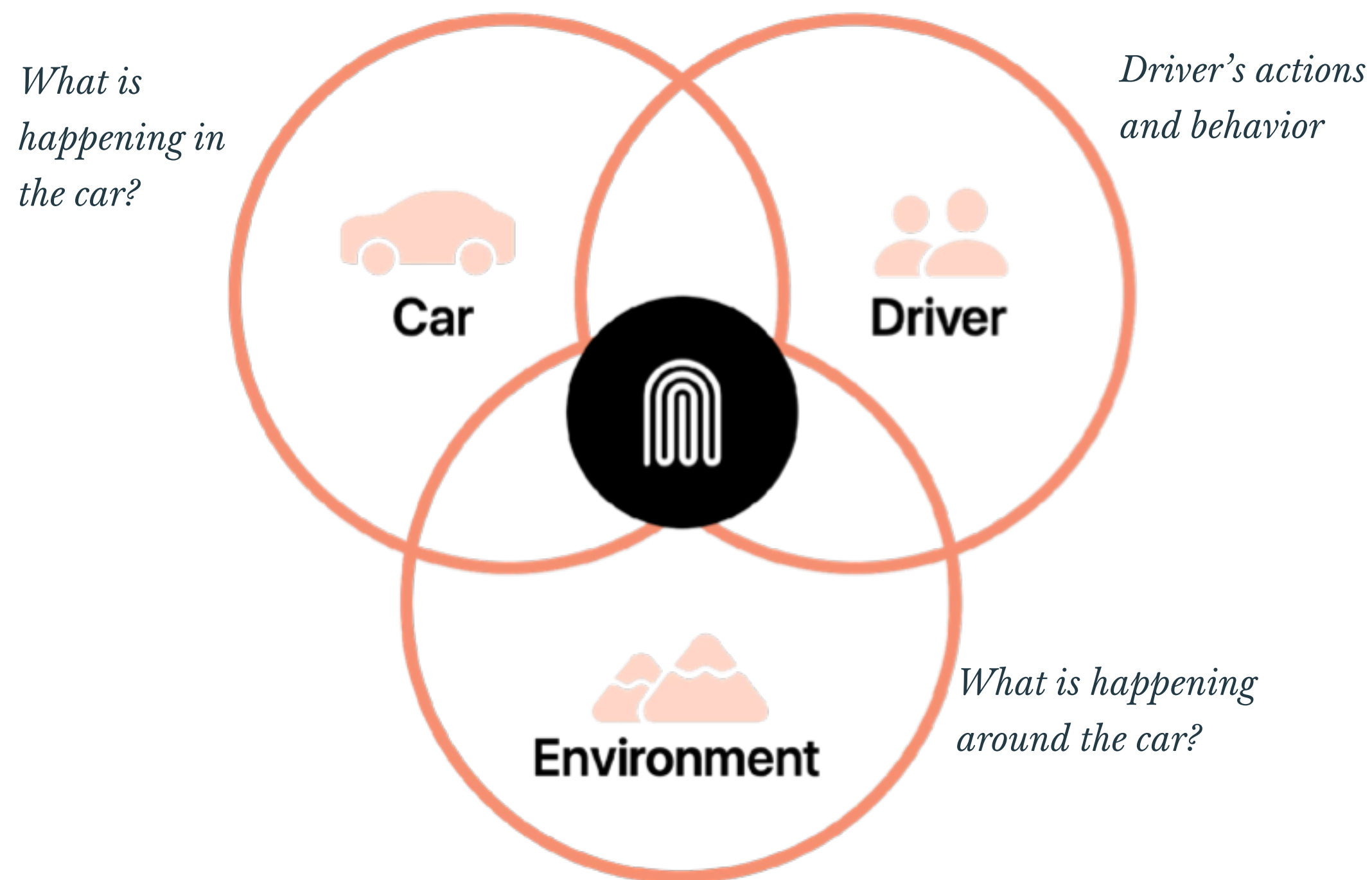# Intro — How did Ghost work?

The foundations of the intelligence…

In order for a system to be intelligent it had to be aware of the situation **at any time.** Ghost **continuously evaluated data** from sensors and derived data across the three areas below to create an **experience of "understanding the driver's intentions".**

What is happening in the car?

Driver's actions and behavior

What is happening around the car?

The Design Challenges

Brand & Creative Design

- How do you build a brand around a product that is not visible?
- How do you make the brand feel differentiated and fit the company values without feeling like another auto product?

Hardware Design

- How do you design a product that blends in with existing car maker design?

Software Product Research & Design

- How do you create interfaces without introducing completely new paradigms?
- What is the most intuitive and safe interface for a driver?
- How can you introduce a product and convince a user to trust it?

My Leadership – How I lead when charting a New Course

1

Air Traffic Controller

As a leader in small fast moving startups, **knowing the technical aspects and the brand language** to help translate between team members- the leader is responsible for helping distill "magic" into a technology solution.

2

Hire for Speed

Finding talented team members that have a mix of technical and design skills amplifies your own multi-disciplinary presence and speeds up development. Building a culture of trust allows them to execute without micromanagement.

3

Make it Real

Encourage creating the most real experience possible - **showing prototypes** of ideas instead of a wireframe excites the company, improve morale when the implementation path is nebulous and gets c-suite buy-in.

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