Project 1

Seamless Handoff: Interaction, Product, Visual, Sound and Haptic Design

As a dual Head of Design / Product Owner, I was able to architect, design research, refine and oversee implementation of the entire stack of Ghost Autonomy's core product interaction: handing over control from a person to an autonomous system.

The solution requires the use of visual, audio and haptic interfaces working in concert to create an intuitive experience for a user.

Ghost is about the *Kami*, spirit that inanimate objects can have a soul.

Our first brand was about diverting attention from car to product experience, and our in-vehicle experience is designed to reinforce this.