

The Process: Testing on a Track

Step 2: Make sure it works - Safety First!

Once we were able to understand the technical needs of integrating this into the existing Ghost platform, we wanted to add another layer to our user research and prototyping- using a real car.

A unique aspect of testing technology for vehicles is that our interaction design also utilizes the user's sense of inertia (felt in your inner ear and through g-forces being applied to your whole body). Being able to bring users into a world where they can safely test

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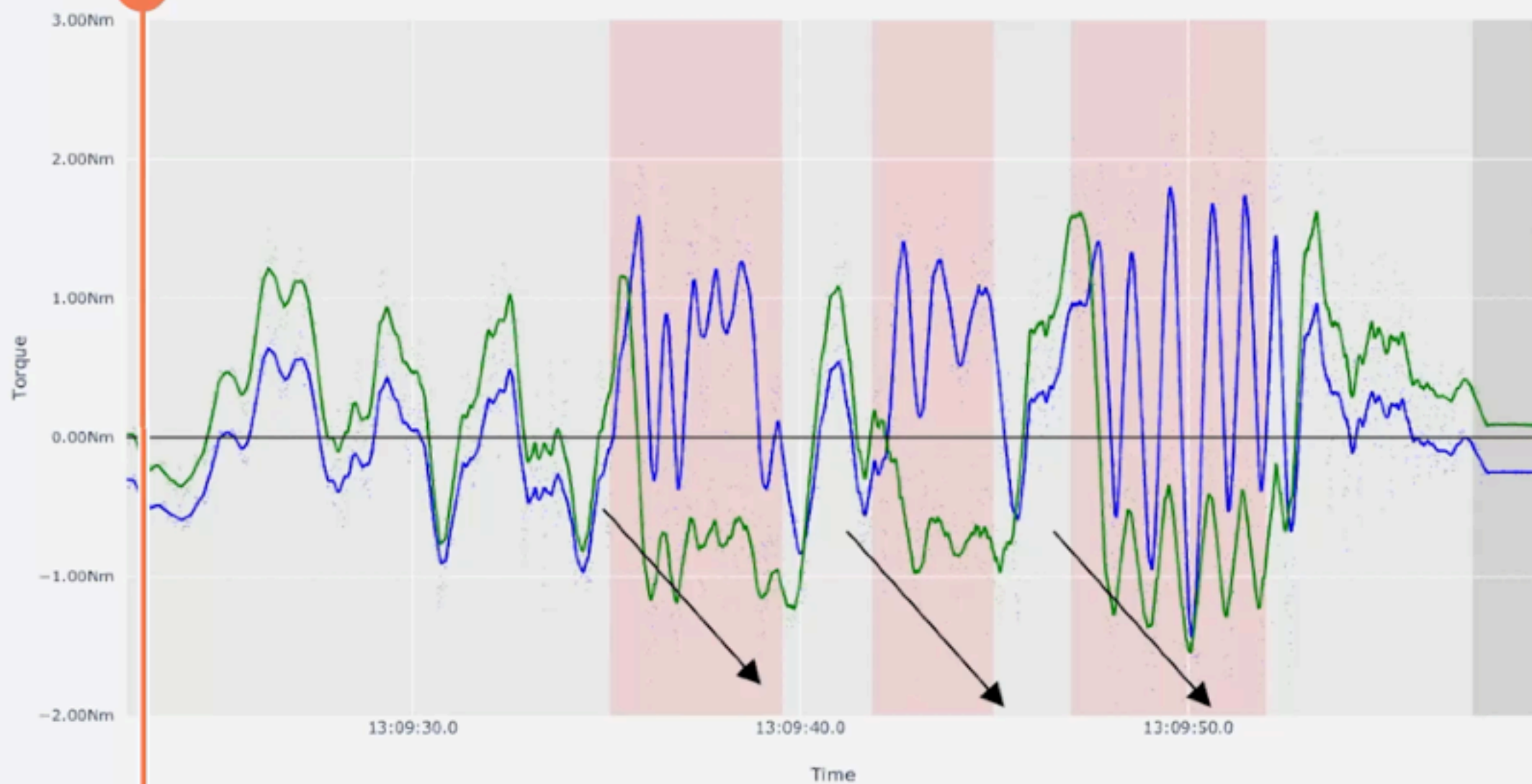


13:09:21:74

Torque Data

— TorqueToEPS — SviTorque

LR-500ms-6nm-1-straight



Appendix: Case Studies | FlowDrive

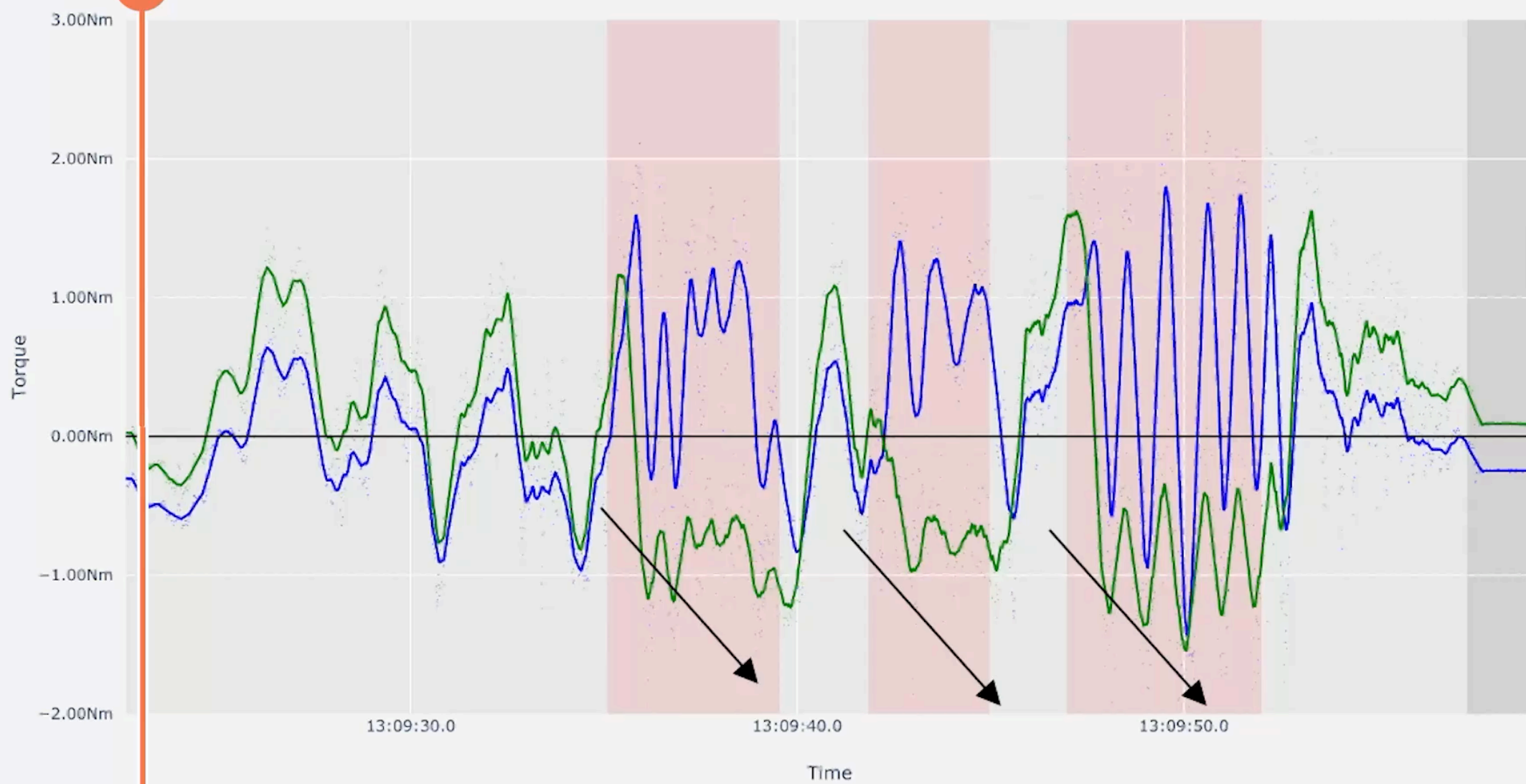


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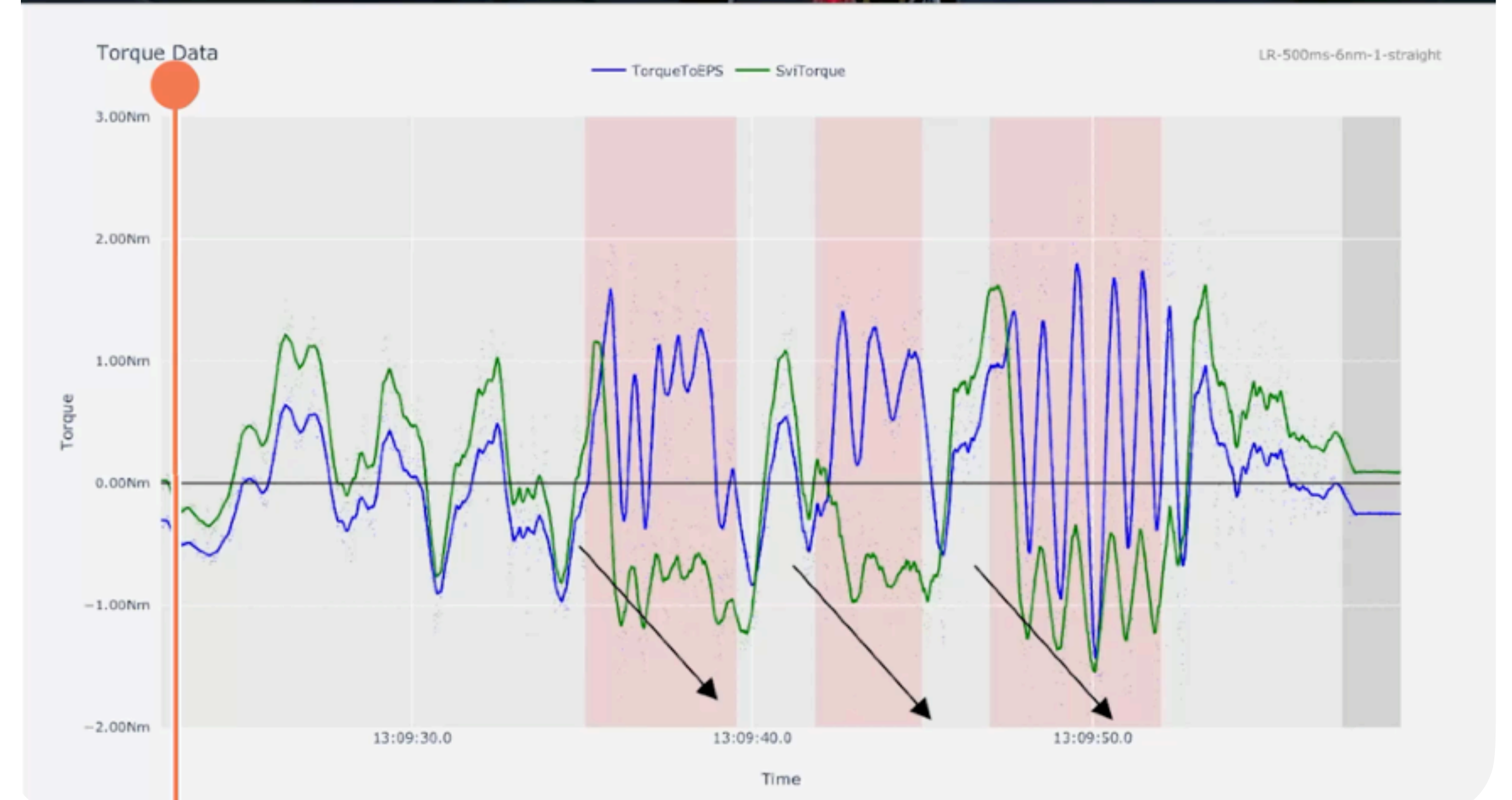


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The Process: In the Real World

Step 3: Refining the Craft of a Handover

Humans are always predicting the next few steps of our experience. We're always using the trajectories of everything that's happening in the world to predict the next few steps of emotion.

Ghost was designed to fit in line with this model and precisely increase its presence as you give up control.

