Options
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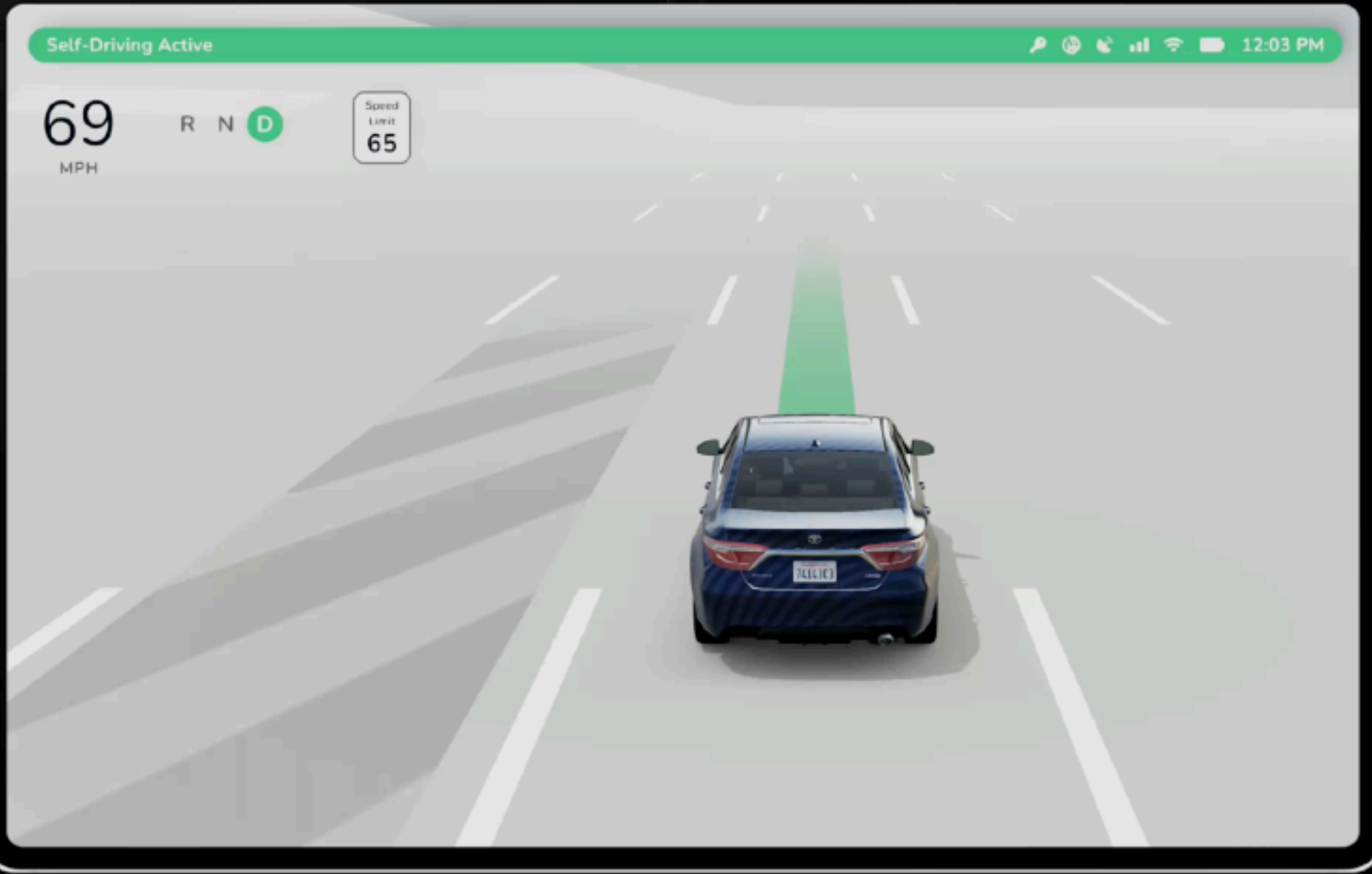
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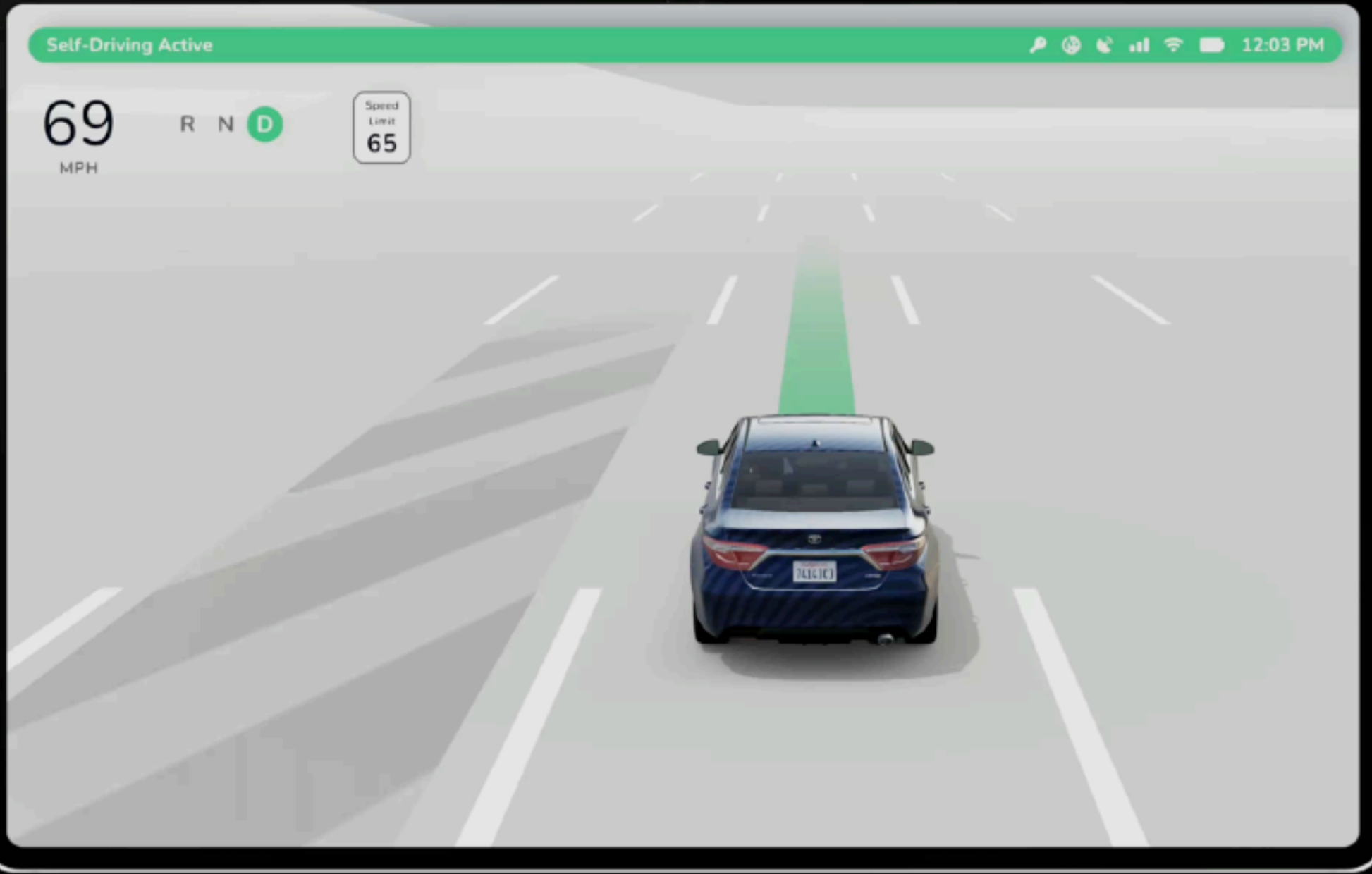
12:03 PM
69
MPH
R N D
Speed Limit
65

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.

Ghost wants you to see how far it can see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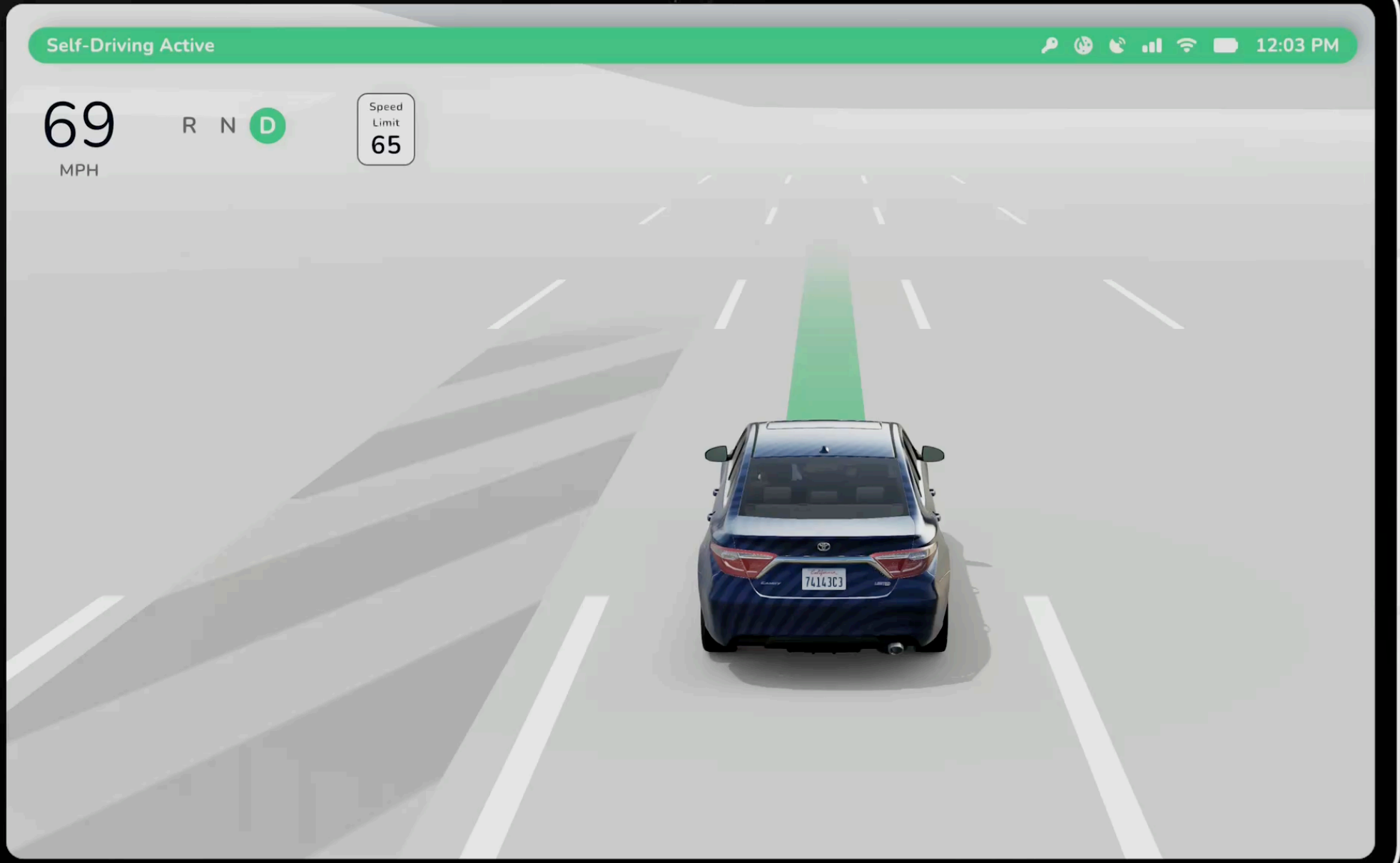
Self-Driving Active
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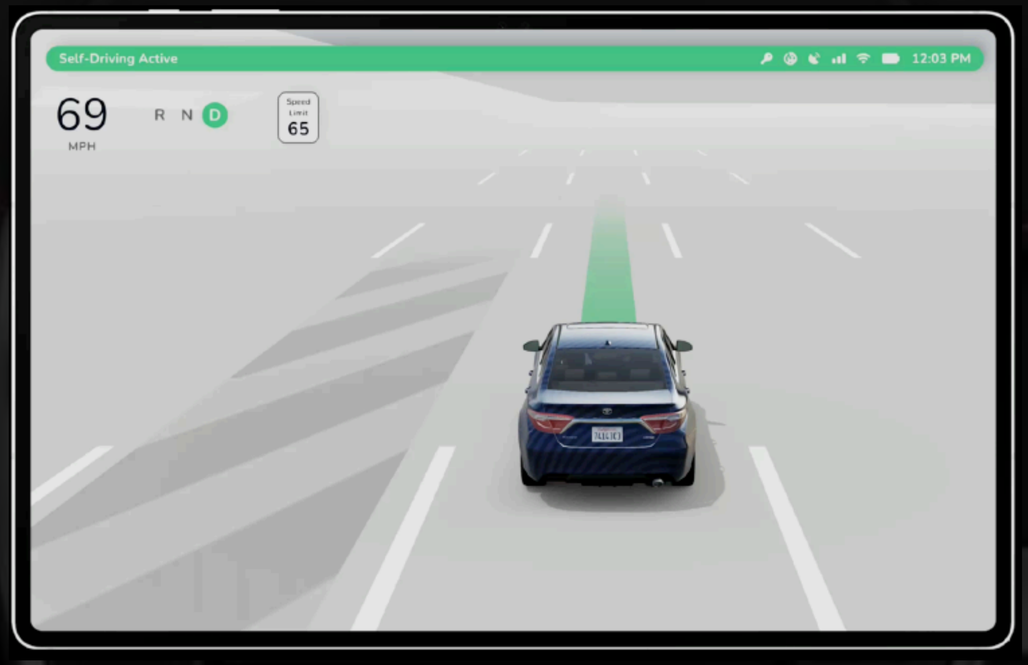
Speed Limit 65

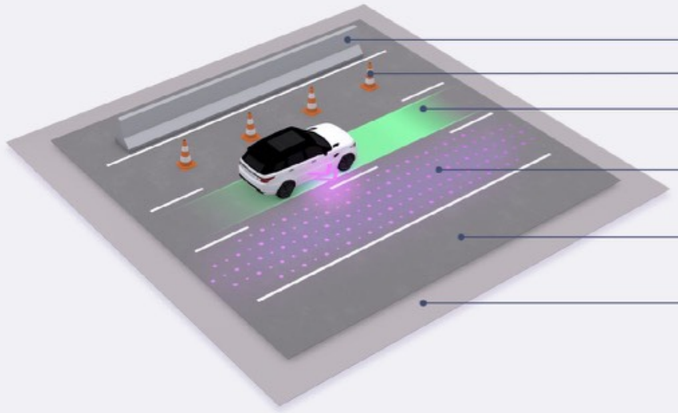
Ghost wants you to see how far it can see

If you think of a trustworthy character trait, knowledge, detail and consistency all loop up into a feeling of trust through transparency. We intentionally chose to show information like terrain data (hills, valleys, mountains) to allow you user to see that Ghost receives and processes information kilometers away to help inform its behavior. It's a thoughtfulness on a level beyond the bounds of existing autonomous vehicles.



Bringing Invisible Data into the Digital Twin

A huge positive about a fully 3D environment was the ability to design overlays that shows what the car is sensing, show it's understanding of the world through detail, and explain how it will make actions. We did this through creating "sensing dots" and a dynamic drive path that showed information in space and time simultaneously.

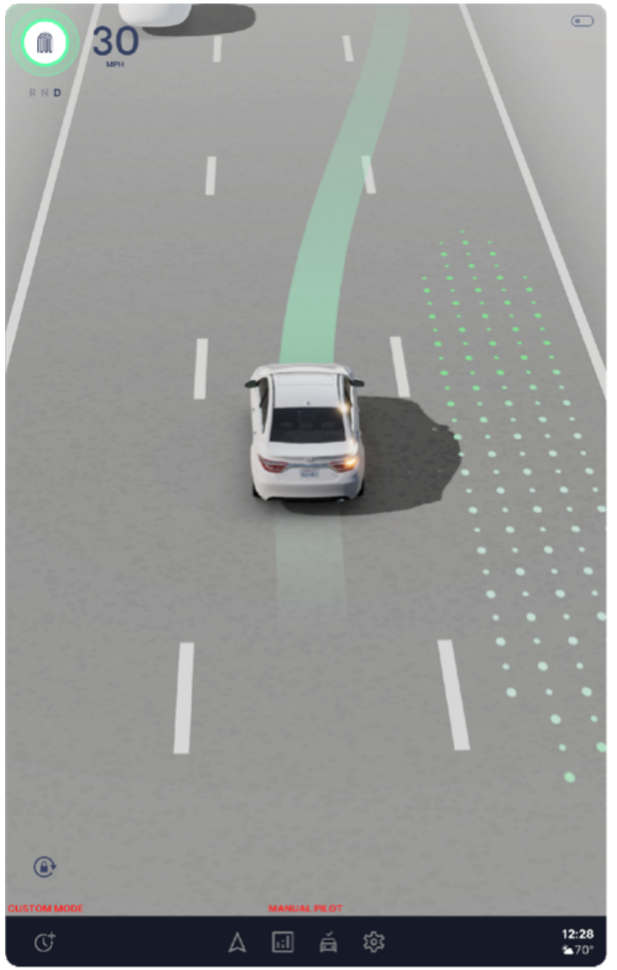


Phase 1

- Barriers
- Construction
- Drive path
- Side sensing + Lane change
- Drivable surface • Positive space
- Non-drivable surface • Negative space

Phase 2

- Particle system • 3D + Brand design system
- Traffic light • Highway ramp
- Weather
- Obstacle predictions



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