

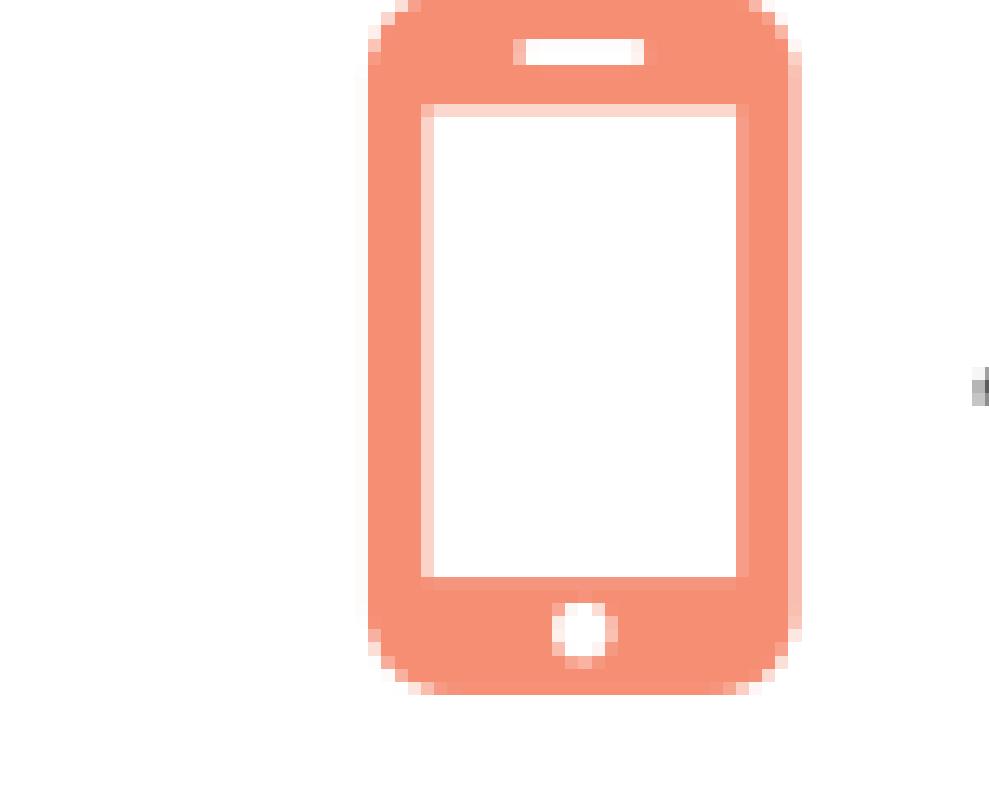


Innovation through Prototyping: A Process



## *Tools used*



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# 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.

# FlowDrivc Case Studies Appendix A





# The Process: Innovating through Prototypes

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# 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 though g-forces being applied to your whole body). Being able to bring users into a world where they can safely test

