

VIRB**MOJO**

## 01 DESIGN BRIEF

## DESIGN BRIEF | OPPORTUNITY

The action camera market is expected to grow 14% annually over the next 4 years. Garmin is continuing to invest in the camera market and find new products to serve our customers needs. With the popularity of social media, more people are looking for ways to share their experiences.

## **DESIGN BRIEF | BRIEF**

Design the next generation of Garmin action camera.  
How does the camera meet the needs of the user?  
What differentiates the camera from the competition?

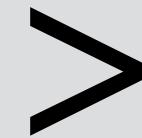
## 02 **USERS**

## BADASS

Action cameras were originally created for extreme sports.



GARMIN®



GoPro®  
Be a HERO. A horizontal color bar consisting of six colored squares: blue, red, yellow, green, purple, and white.

## (SLIGHTLY LESS) **BADASS**

Action cameras have grown by appealing to ordinary consumers.



GARMIN®



GoPro®  
Be a HERO. 

A photograph of a woman in a forest setting. She is wearing a dark blue jacket, light-colored pants, and a maroon knit beanie. She is sitting on the ground, holding a dark blue mug in her hands. In the background, there are several tall evergreen trees. A green tent is partially visible on the right side of the frame. On the ground near the tent, there is a blue sleeping bag and a can of beer with the words "JET D'EAU" on it. The overall atmosphere is outdoor and adventurous.

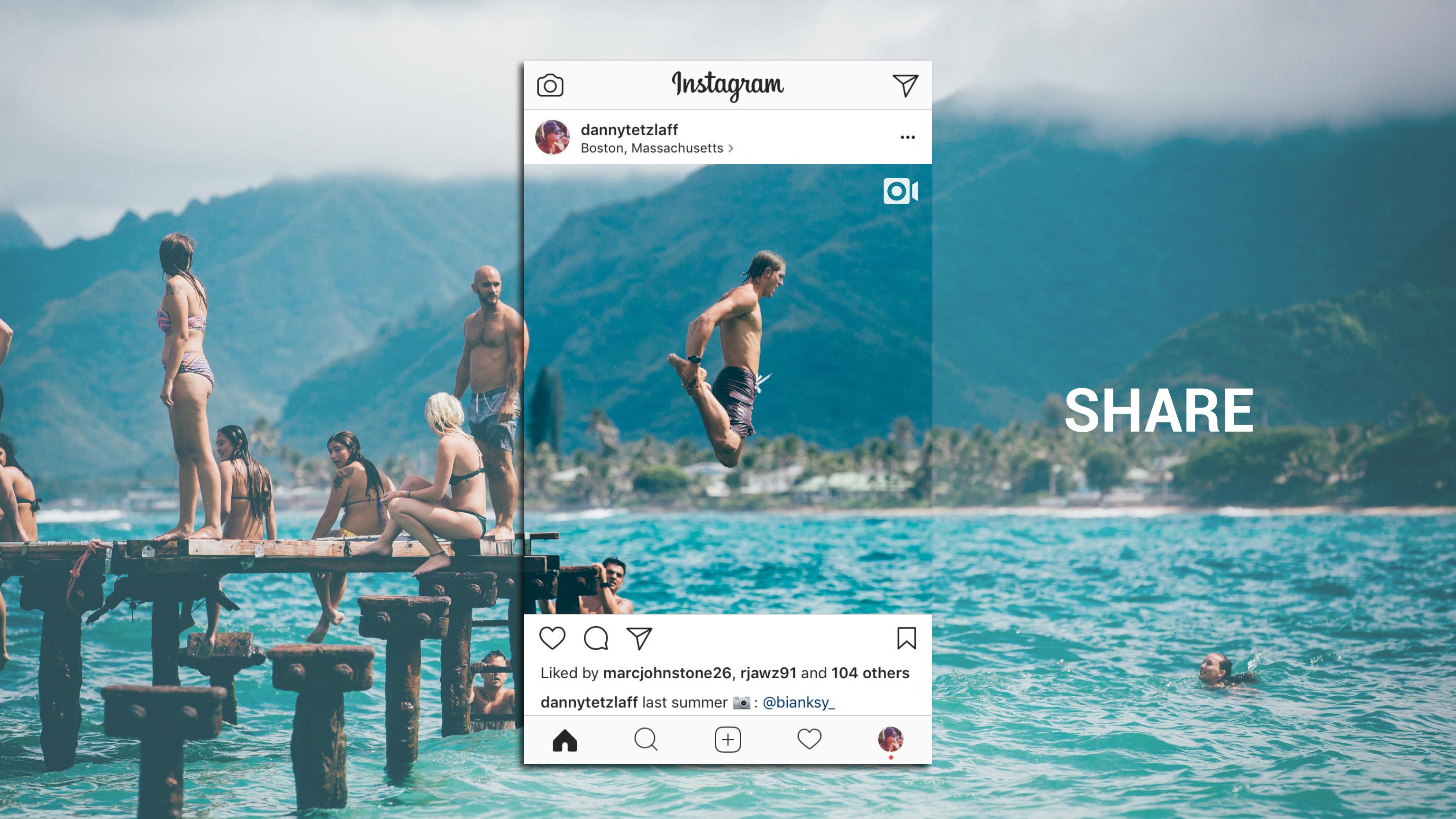
**"ACTIVE MILLENNIALS"**

A group of hikers, seen from behind, walk along a trail through dense green vegetation. They are wearing various outdoor gear, including backpacks and hats. The trail leads towards a vast, rugged mountain range under a clear blue sky.

EXPLORE

A dynamic photograph capturing a man in a white kayak riding a powerful, curling wave. He is shirtless, wearing dark swim trunks, and is leaning back, looking upwards with a sense of awe or exertion. A red kayak paddle is held horizontally, pointing towards the right. In the foreground, a massive, translucent spray of water is frozen in time, its surface glistening with numerous small droplets. The background shows the vast ocean under a clear sky.

EXPERIENCE



SHARE

## USERS | SOCIAL MEDIA PLATFORMS



- 📍 Geo-Tagging
- ⌚ Live
- ⊕ Story Mode



- 📍 Geo-Tagging
- ⌚ Live
- ⊕ Story Mode



- 📍 Geo-Tagging
- ⌚ Live



- 📍 Geo-Tagging
- ⌚ Live

**USERS | TOP 3 BRANDS FOR MILLENNIALS**

1,500 millennials | 20 to 35 yo



SAMSUNG

## 03 PRODUCT INSPIRATION

## PRODUCT INSPIRATION | IMAGE COLLECTION



### VIRB GEN.Y

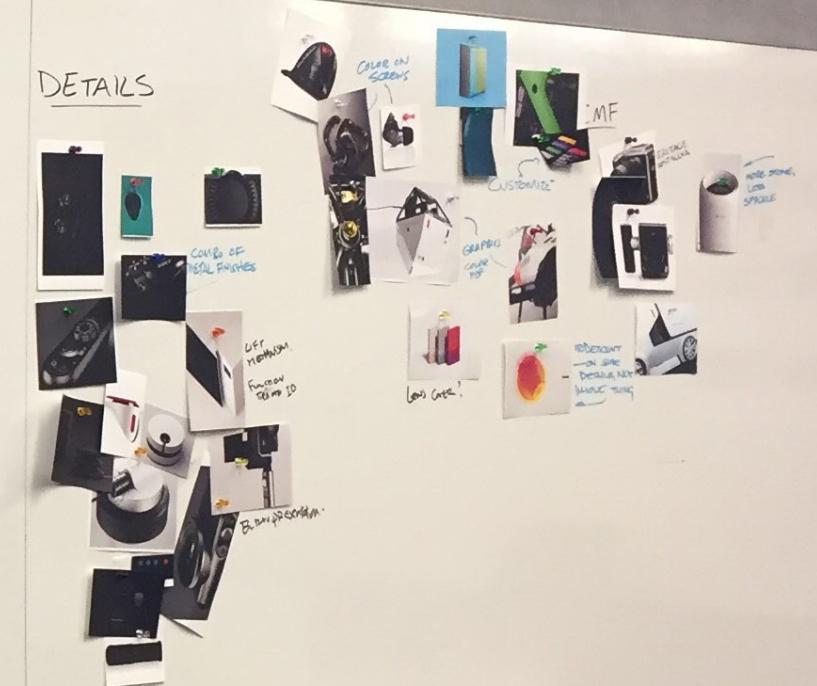
#### THE OPPORTUNITY



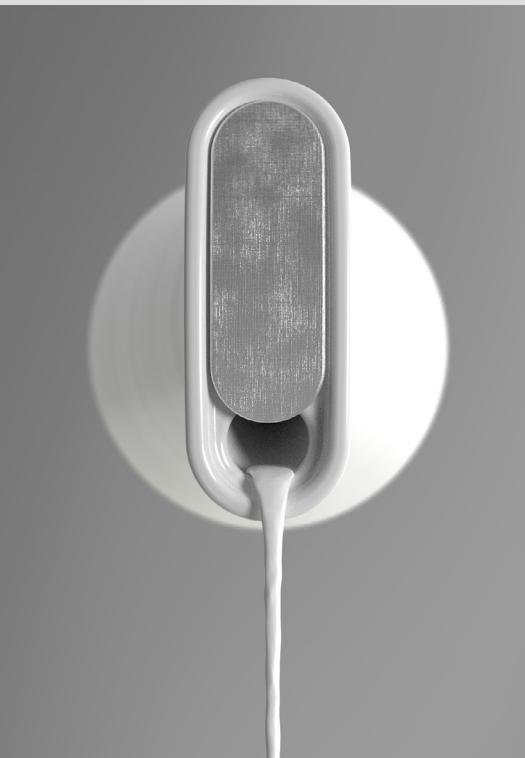
### FORM



### DETAILS



PRODUCT INSPIRATION | FORM



PRODUCT INSPIRATION | [DETAILS](#)



PRODUCT INSPIRATION | CMF

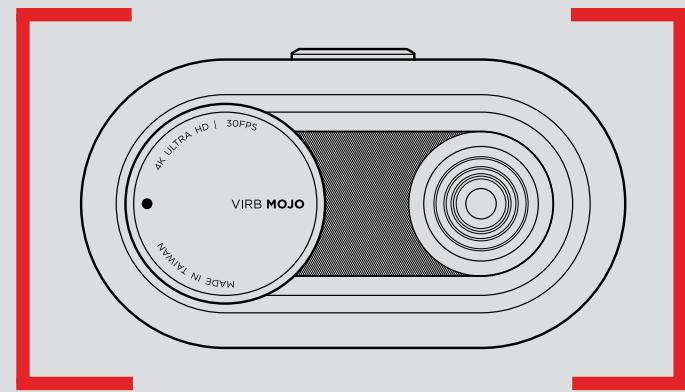


## PRODUCT INSPIRATION | AESTHETIC TARGET

Friendly yet serious.



VIRB **ULTRA 30**



VIRB **MOJO**



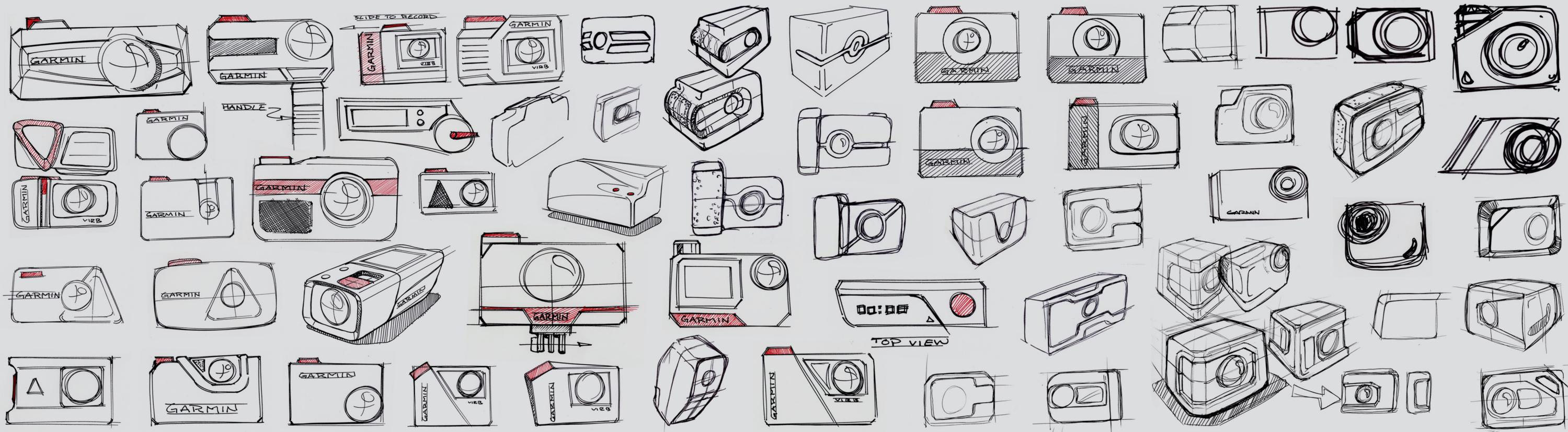
VIRB **XE**



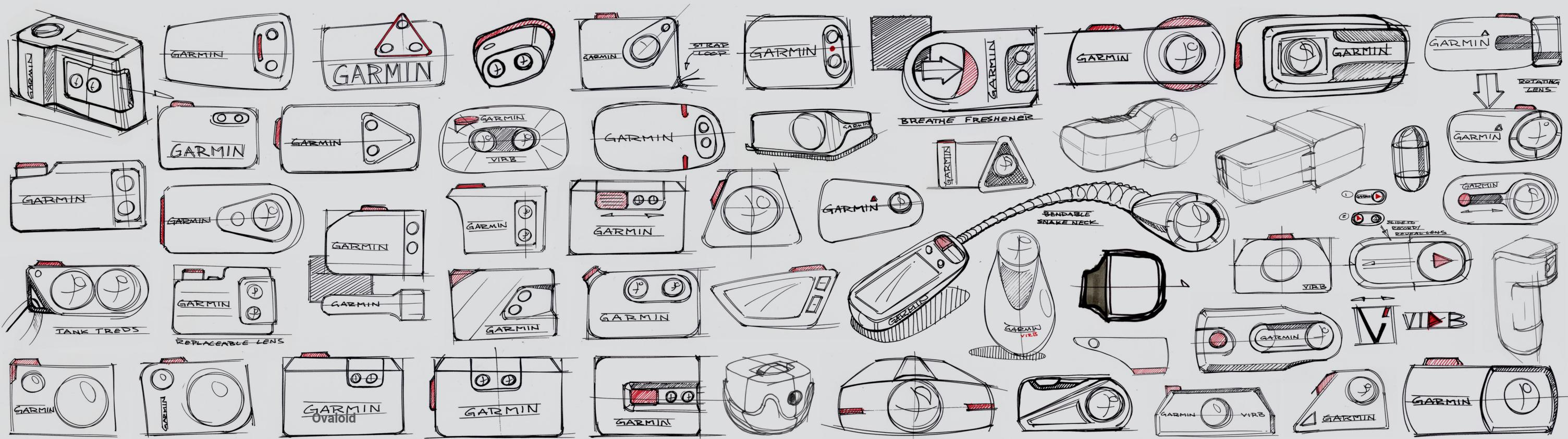
VIRB **360**

## 04 ROUGH SKETCH

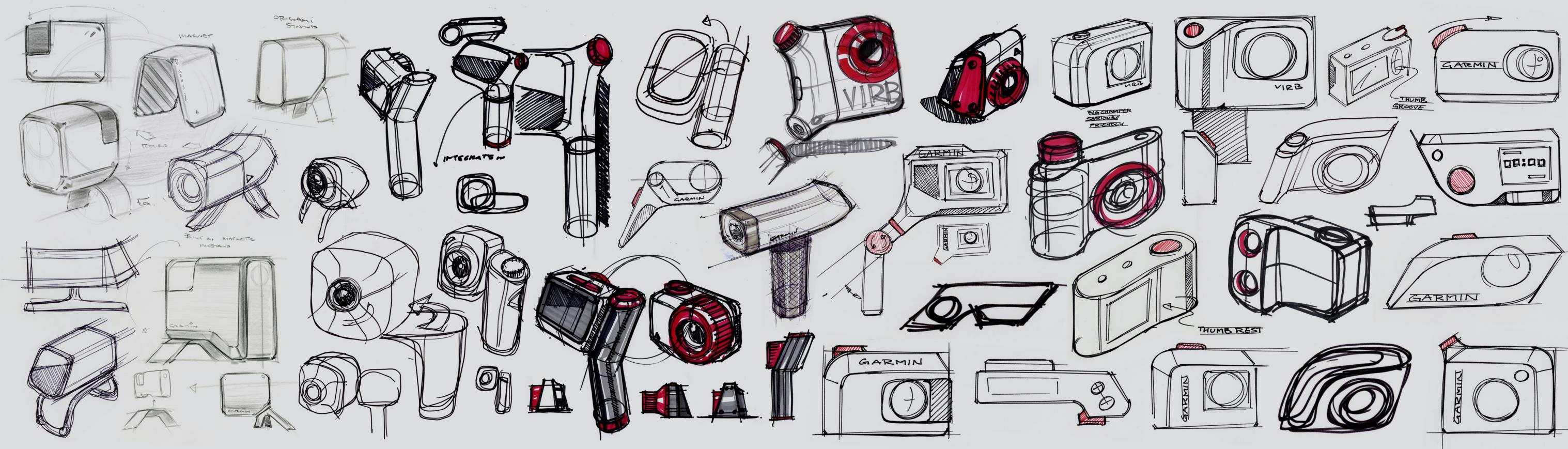
## ROUGH SKETCH | RECTILINEAR



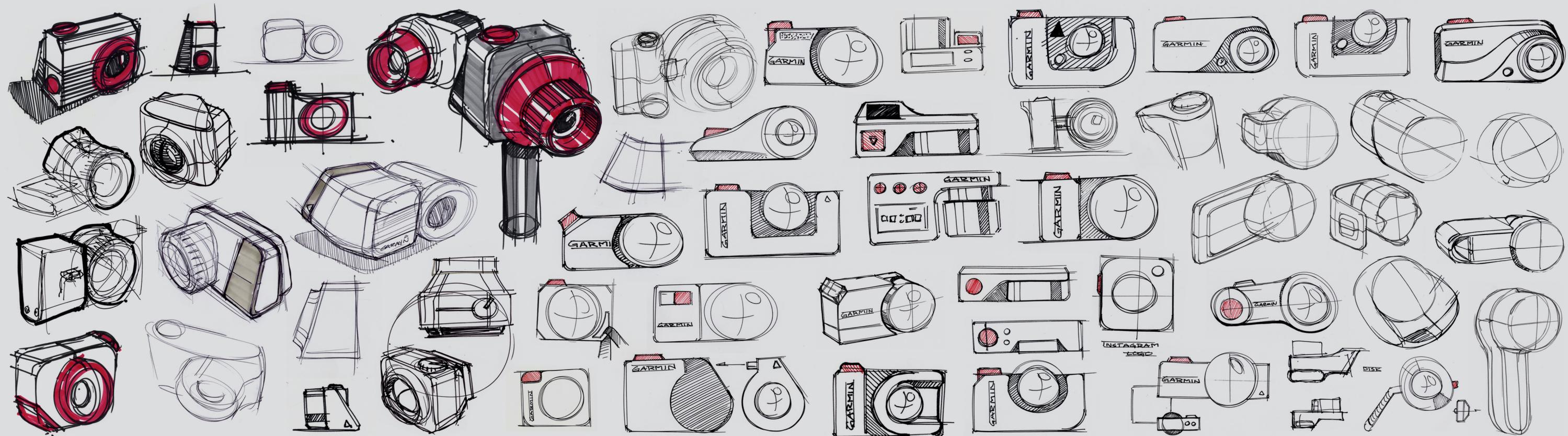
## ROUGH SKETCH | DUAL CAM + MISC. FORMS



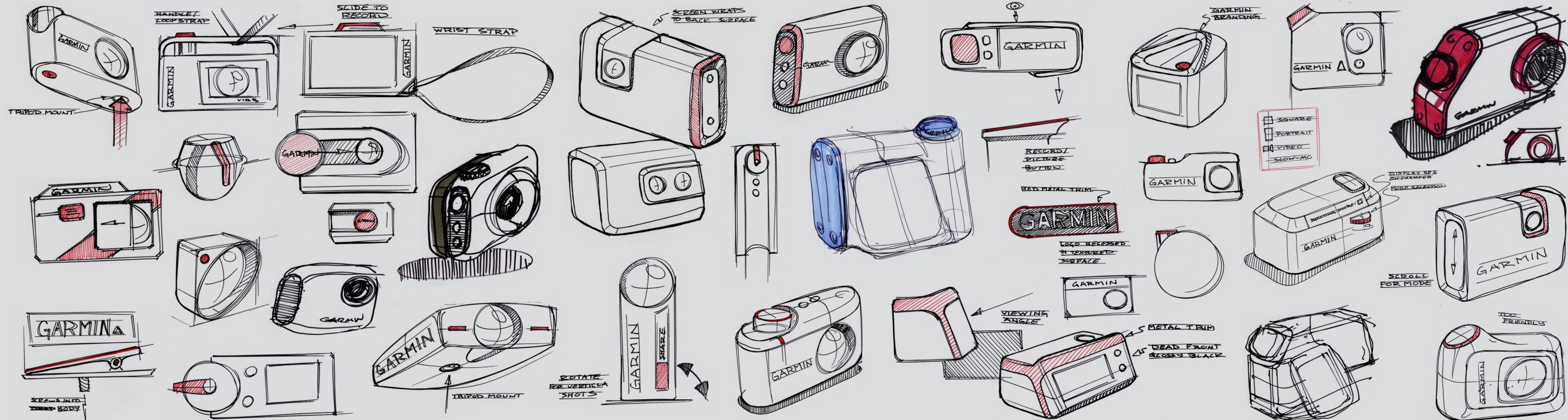
## ROUGH SKETCH | INTEGRATED ACCESSORY + HAND GRIP



ROUGH SKETCH | OVERSIZED LENS



## ROUGH SKETCH | DETAILS + MODE SELECTION

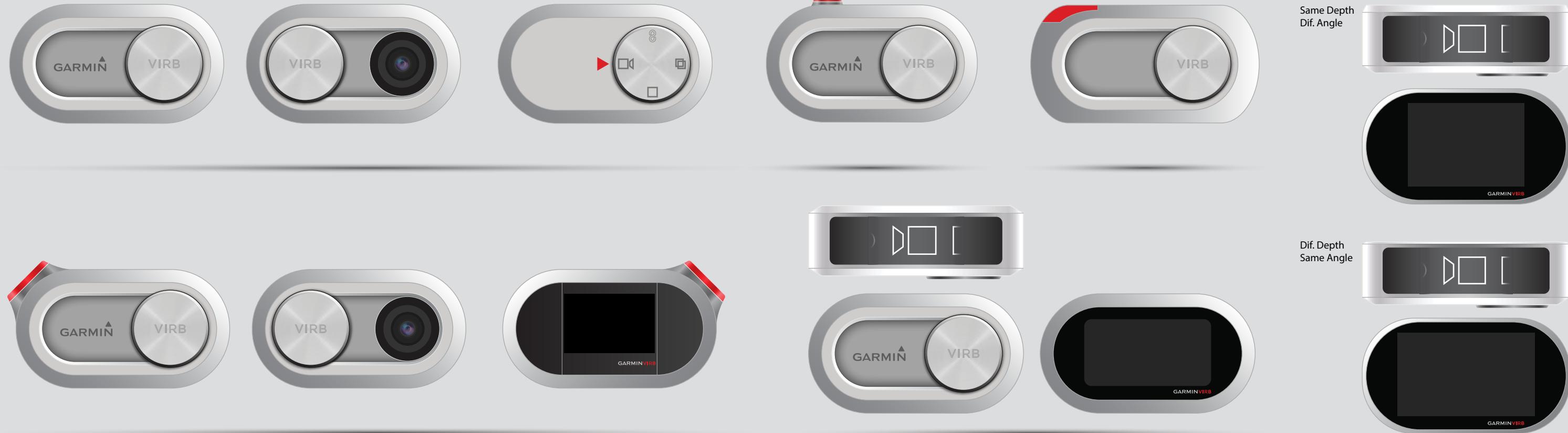


## ROUGH SKETCH | REVIEW



## 05 RFINED EXPLORATION

## EXPLORATION | PILL SHAPE



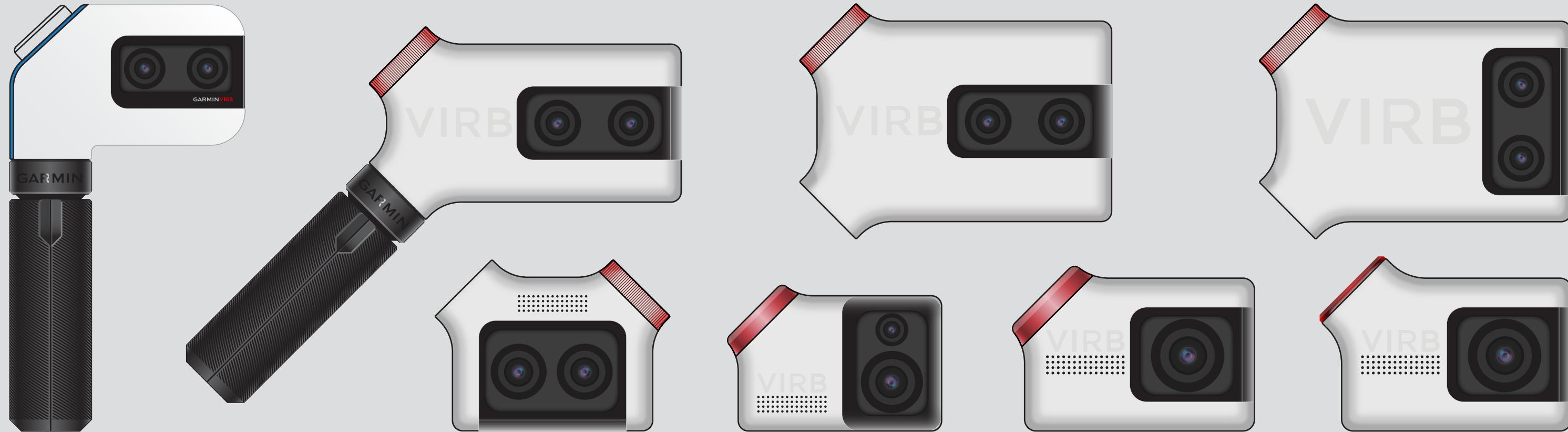
## EXPLORATION | RECTILINEAR + CORNER DIAL



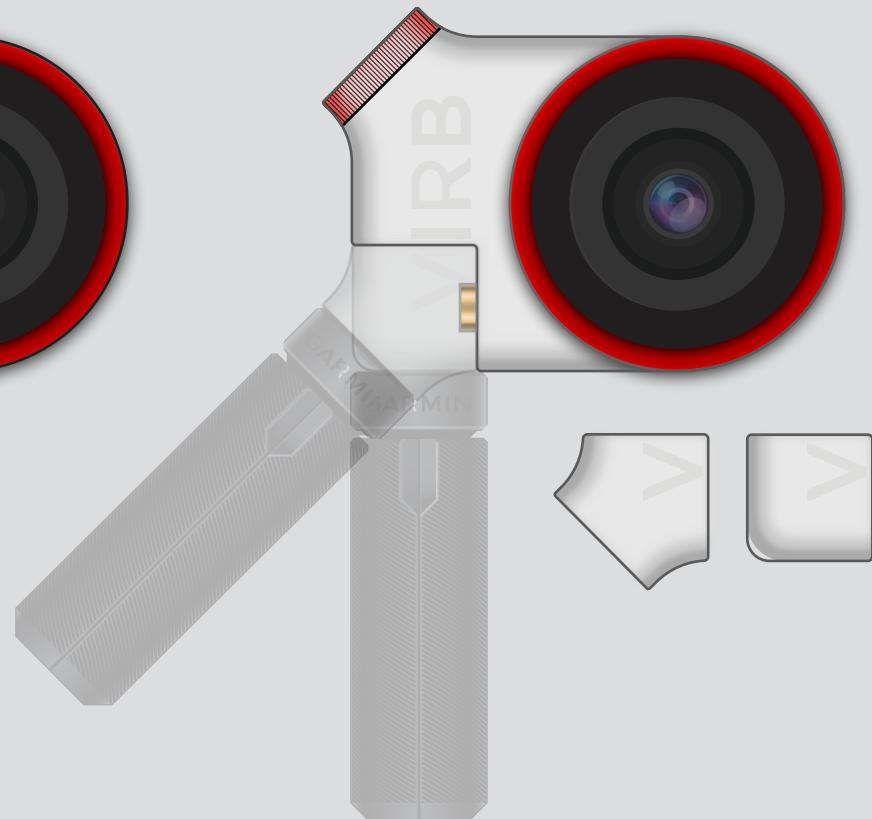
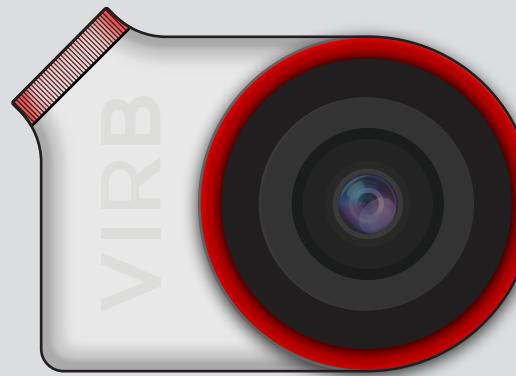
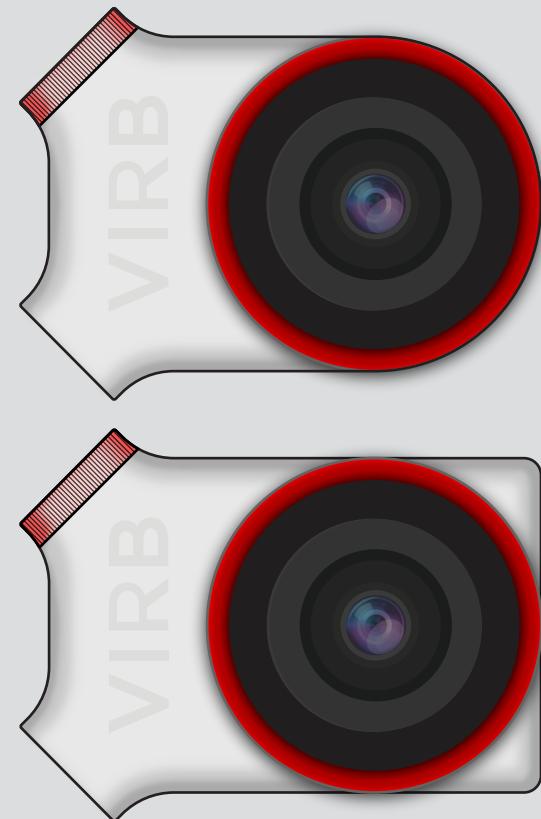
**EXPLORATION | INTEGRATED HANDLE**



**EXPLORATION | DUAL CAM + CORNER DIAL + INTEGRATED HANDLE**



**EXPLORATION | OVERSIZED LENS + CORNER DIAL + INTEGRATED HANDLE**



**EXPLORATION | MISC.**

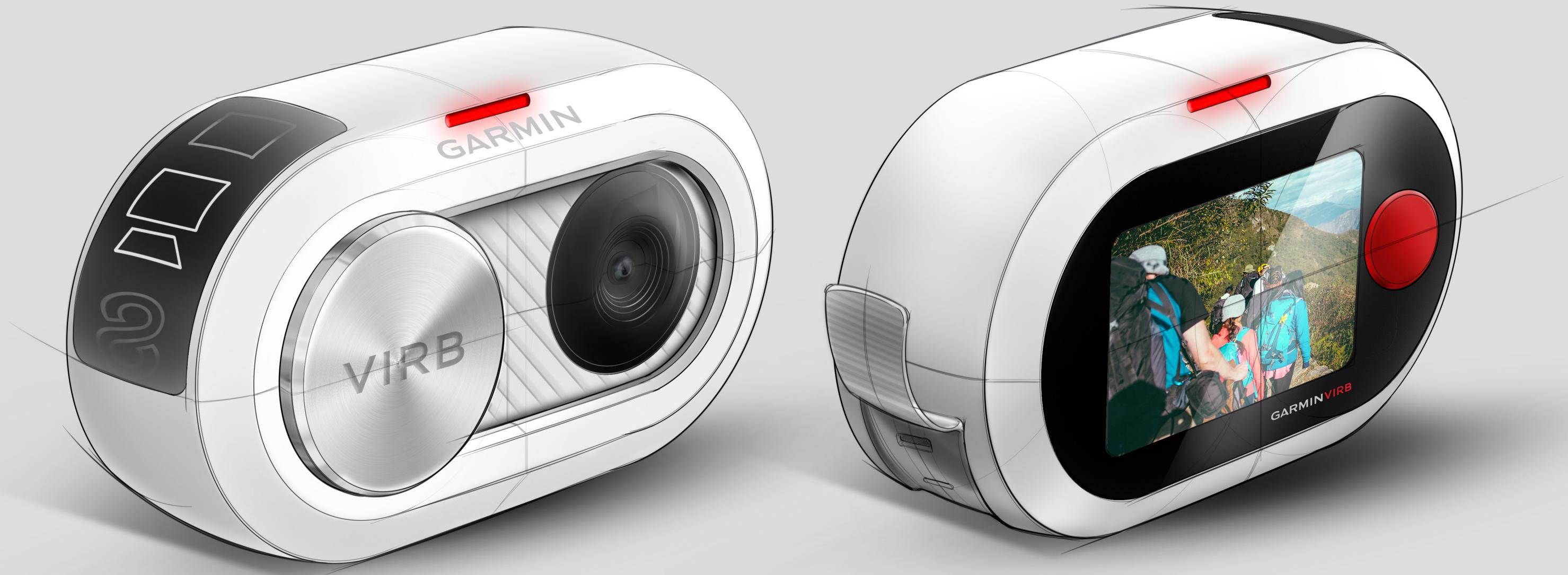


Not easily Pocketable

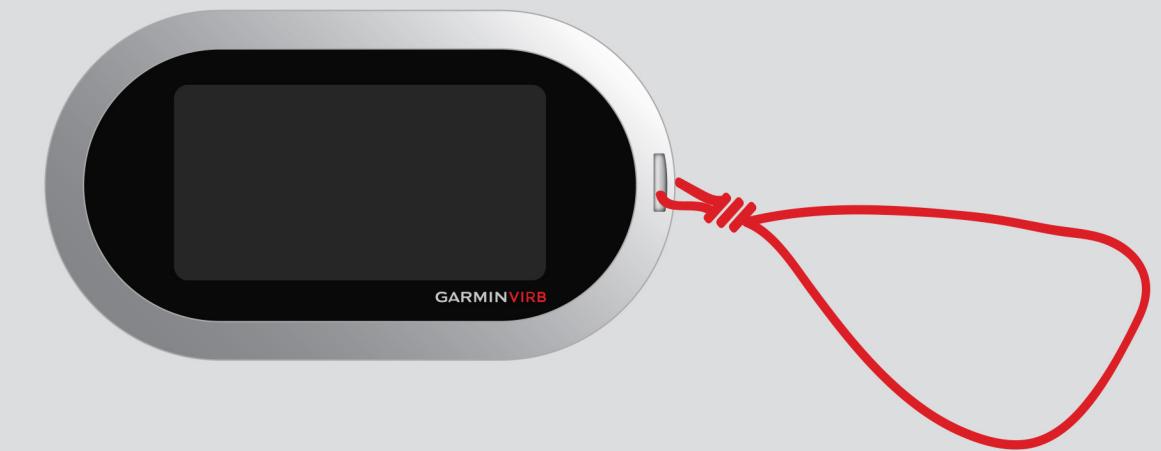


## 06 REFINED SKETCH

REFINED SKETCH | CONCEPT 01: MOJO



REFINED SKETCH | CONCEPT 01: MOJO



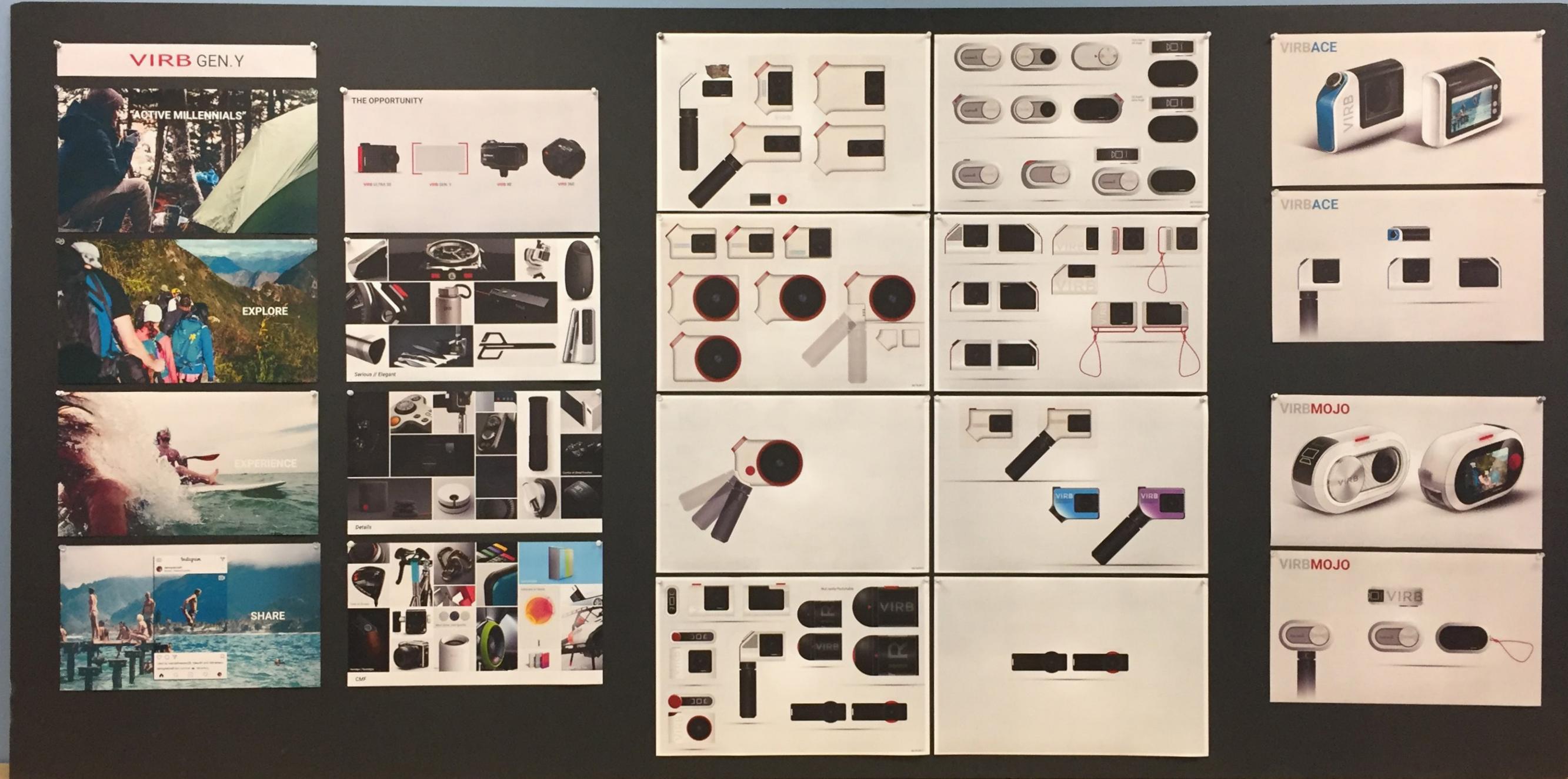
REFINED SKETCH | CONCEPT 02: ACE



REFINED SKETCH | CONCEPT 02: ACE



REFINED SKETCH | REVIEW

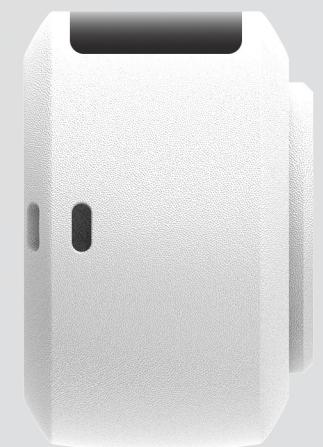


## 07 ROUGH MODEL

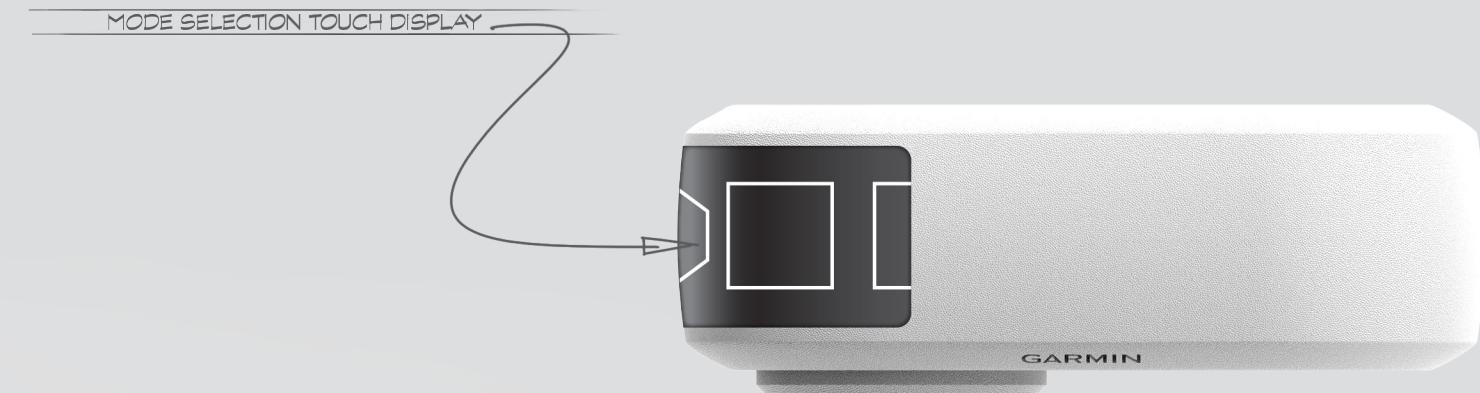
ROUGH MODEL | OVERVIEW



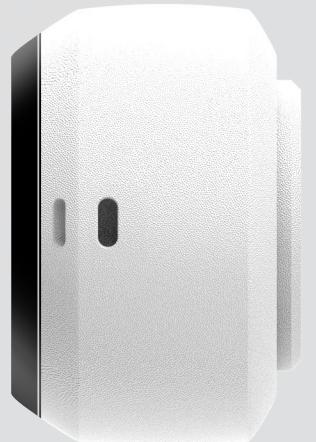
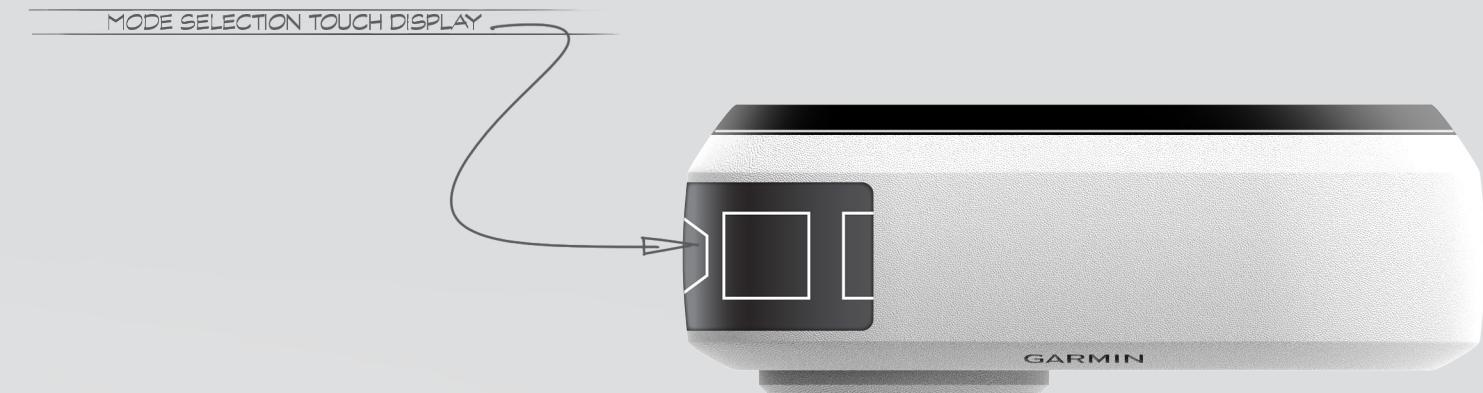
ROUGH MODEL | CONCEPT 01



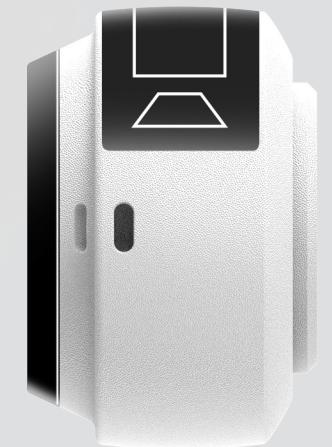
ROUGH MODEL | CONCEPT 02



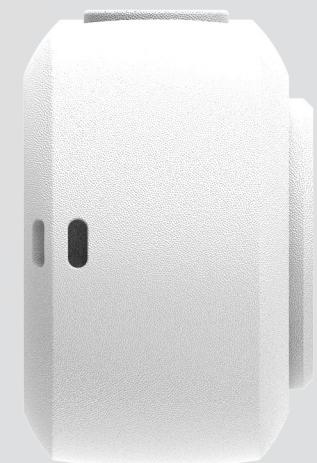
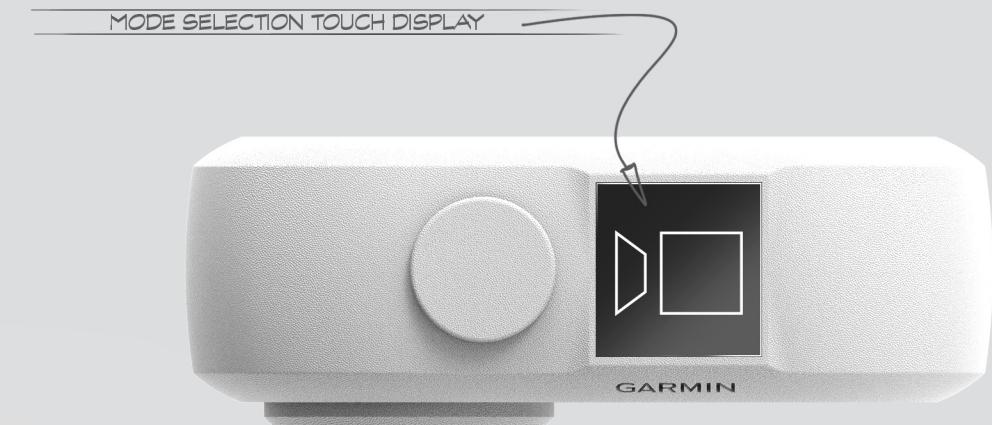
ROUGH MODEL | CONCEPT 03



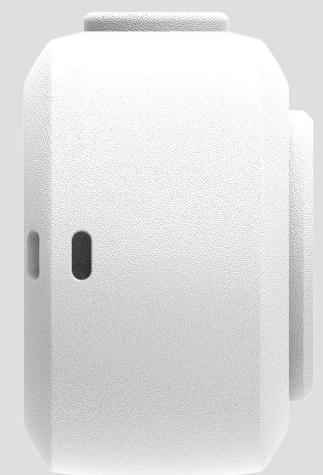
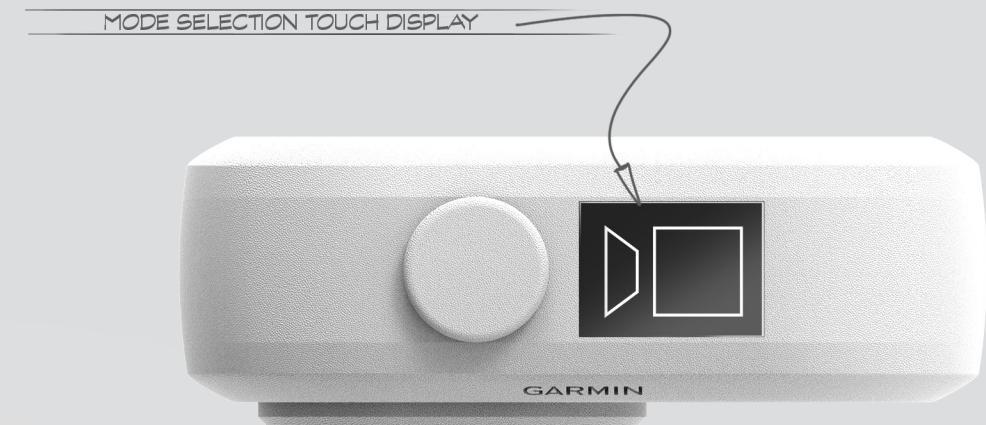
ROUGH MODEL | CONCEPT 04



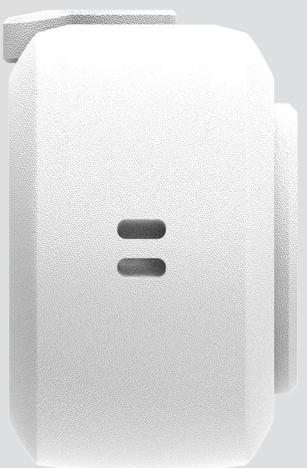
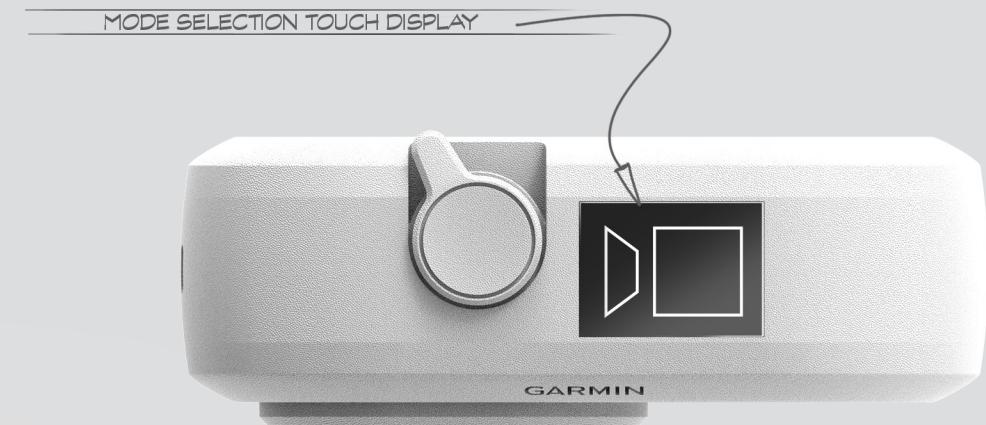
ROUGH MODEL | CONCEPT 05



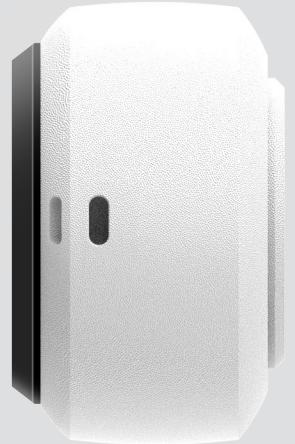
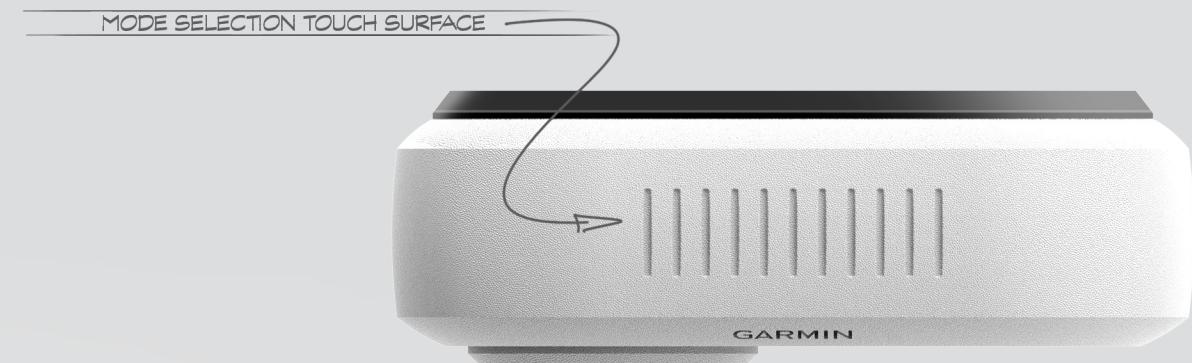
ROUGH MODEL | CONCEPT 06



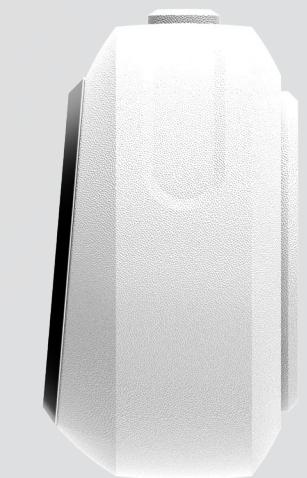
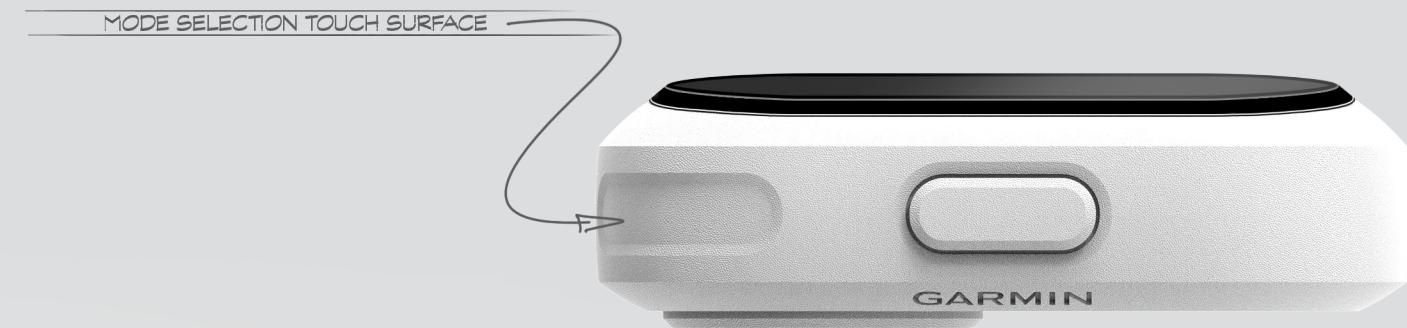
ROUGH MODEL | CONCEPT 07



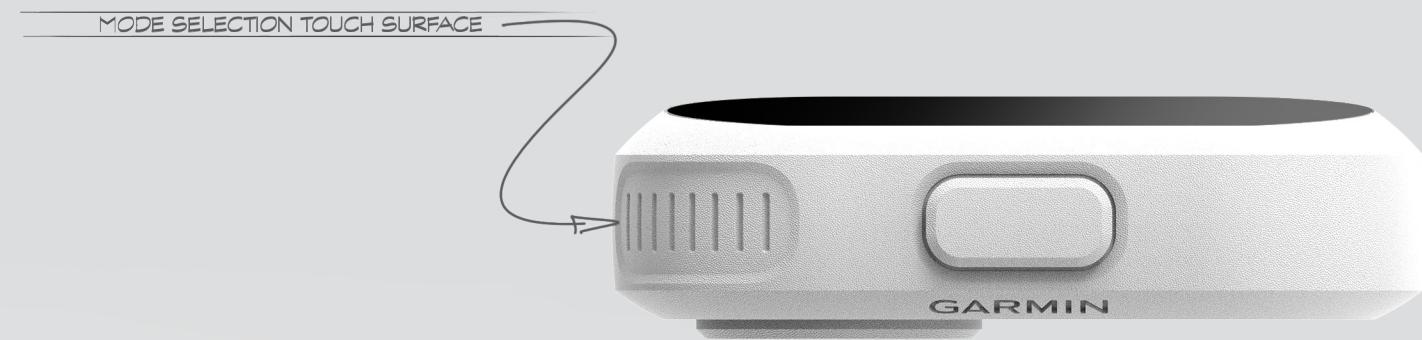
ROUGH MODEL | CONCEPT 08



ROUGH MODEL | CONCEPT 09



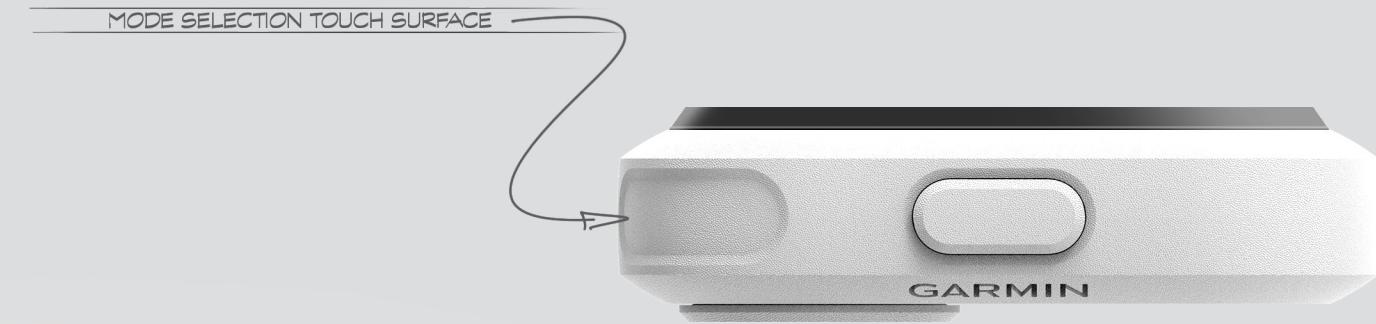
ROUGH MODEL | CONCEPT 10



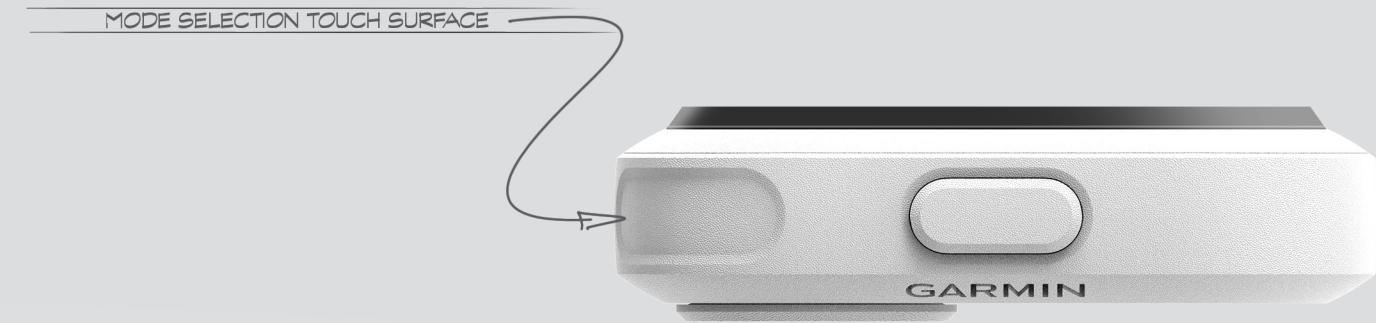
ROUGH MODEL | CONCEPT 11



ROUGH MODEL | CONCEPT 12



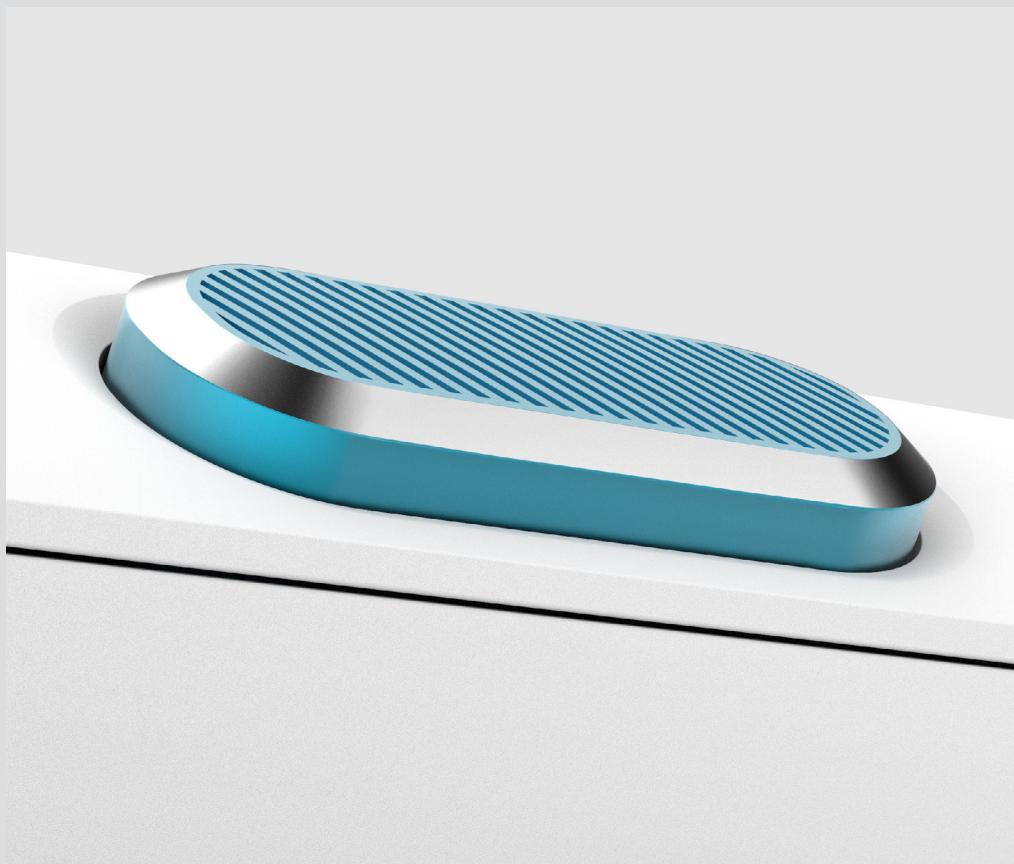
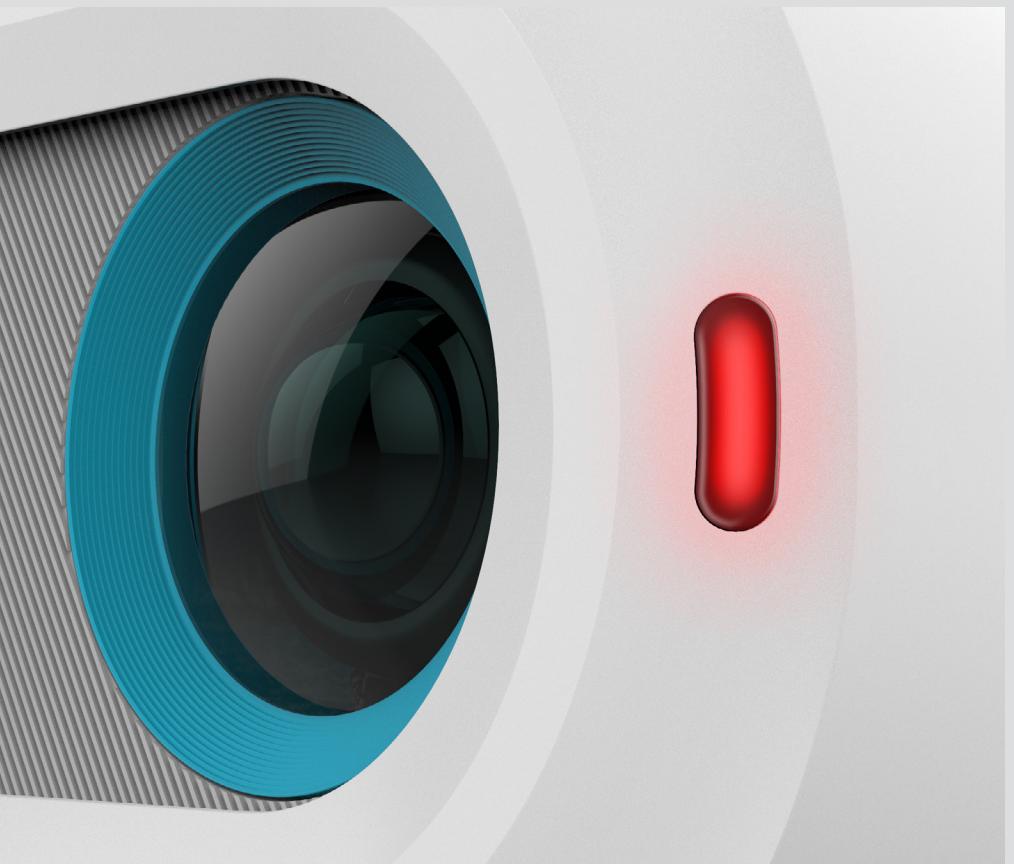
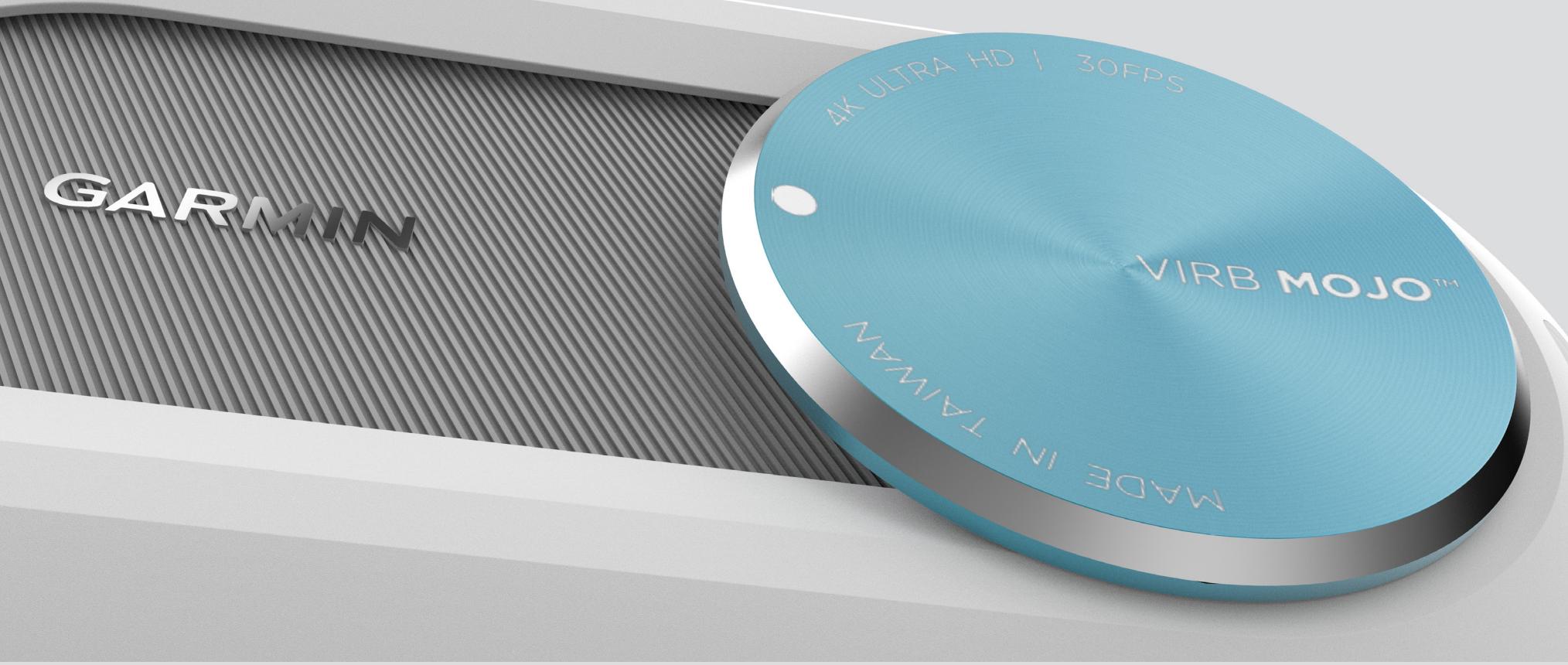
ROUGH MODEL | CONCEPT 13



## 08 REFINED MODEL

REFINED MODEL | [OVERVIEW](#)







VIDEO | PHOTO | BURST | BOOMERANG | LIVE | SHARE



**REFINED MODEL | CHARGING DOCK**

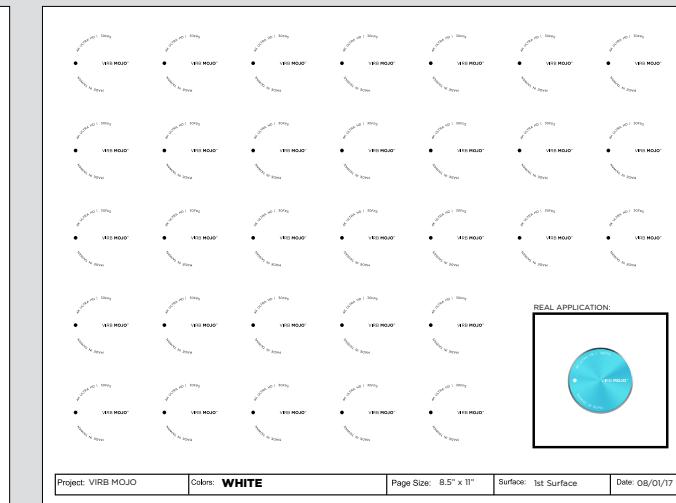
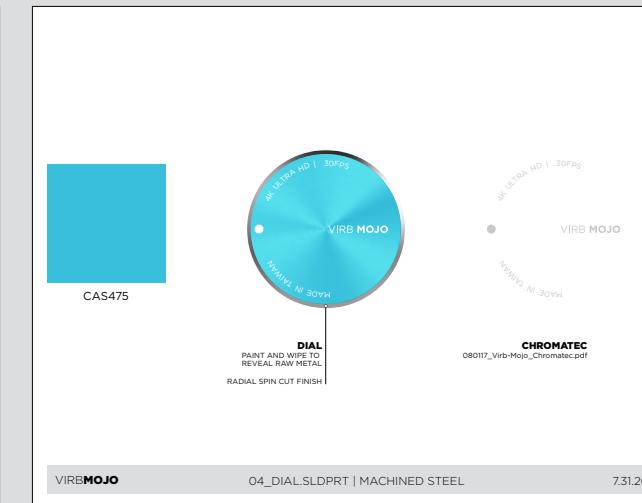
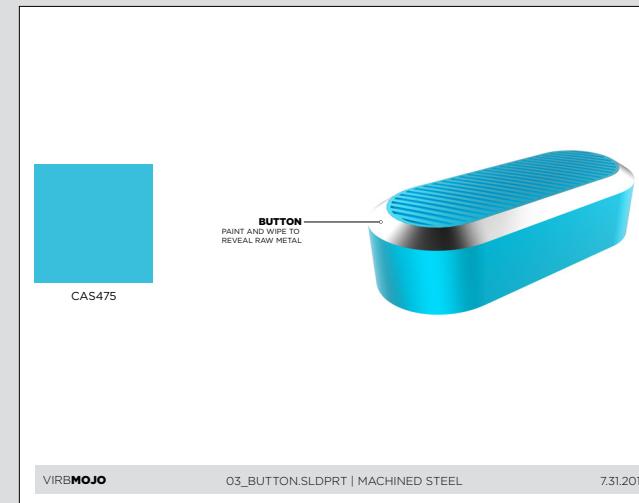
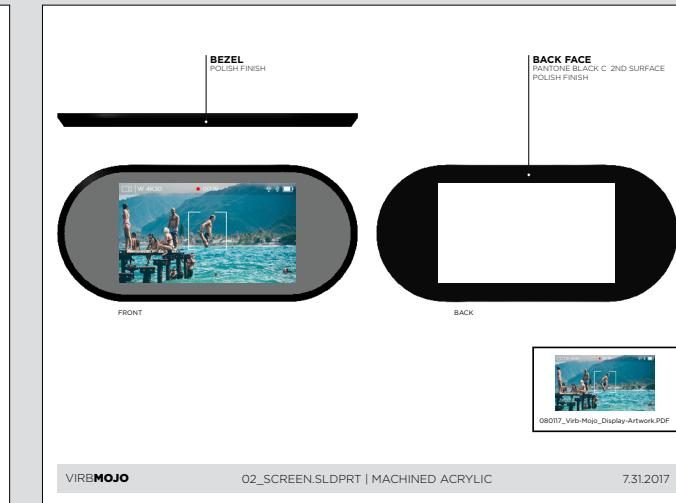
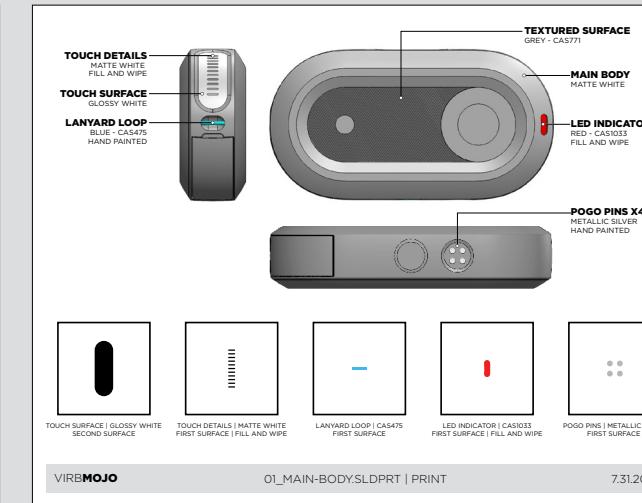
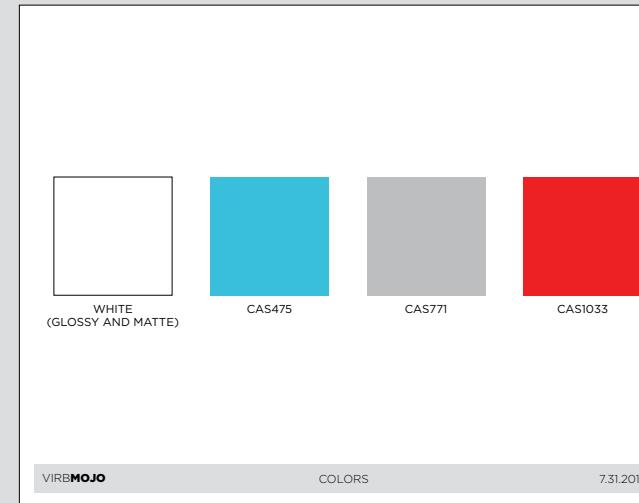
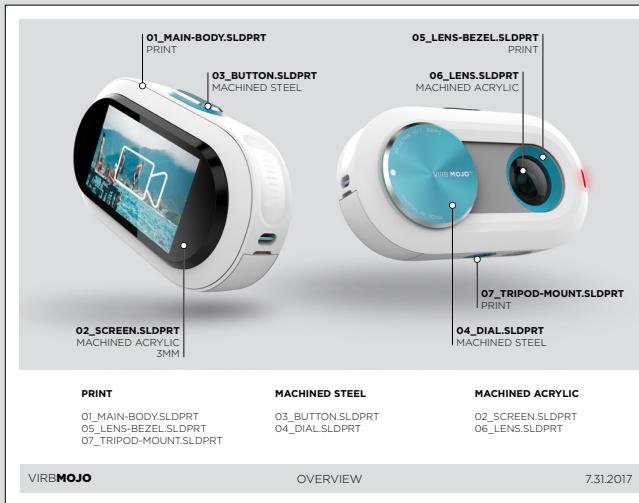




**REFINED MODEL | PACKAGING**



## REFINED MODEL | PROTOTYPE SPEC SHEETS





**EXPLORE.  
EXPERIENCE.  
SHARE.**



# Thank You!

This project was completed during my summer 2017 internship at Garmin. A huge thank you and shout out to my mentor **Brent Barberis** for helping me throughout the process.