VIRBMOJO

01 DESIGN BRIEF

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.

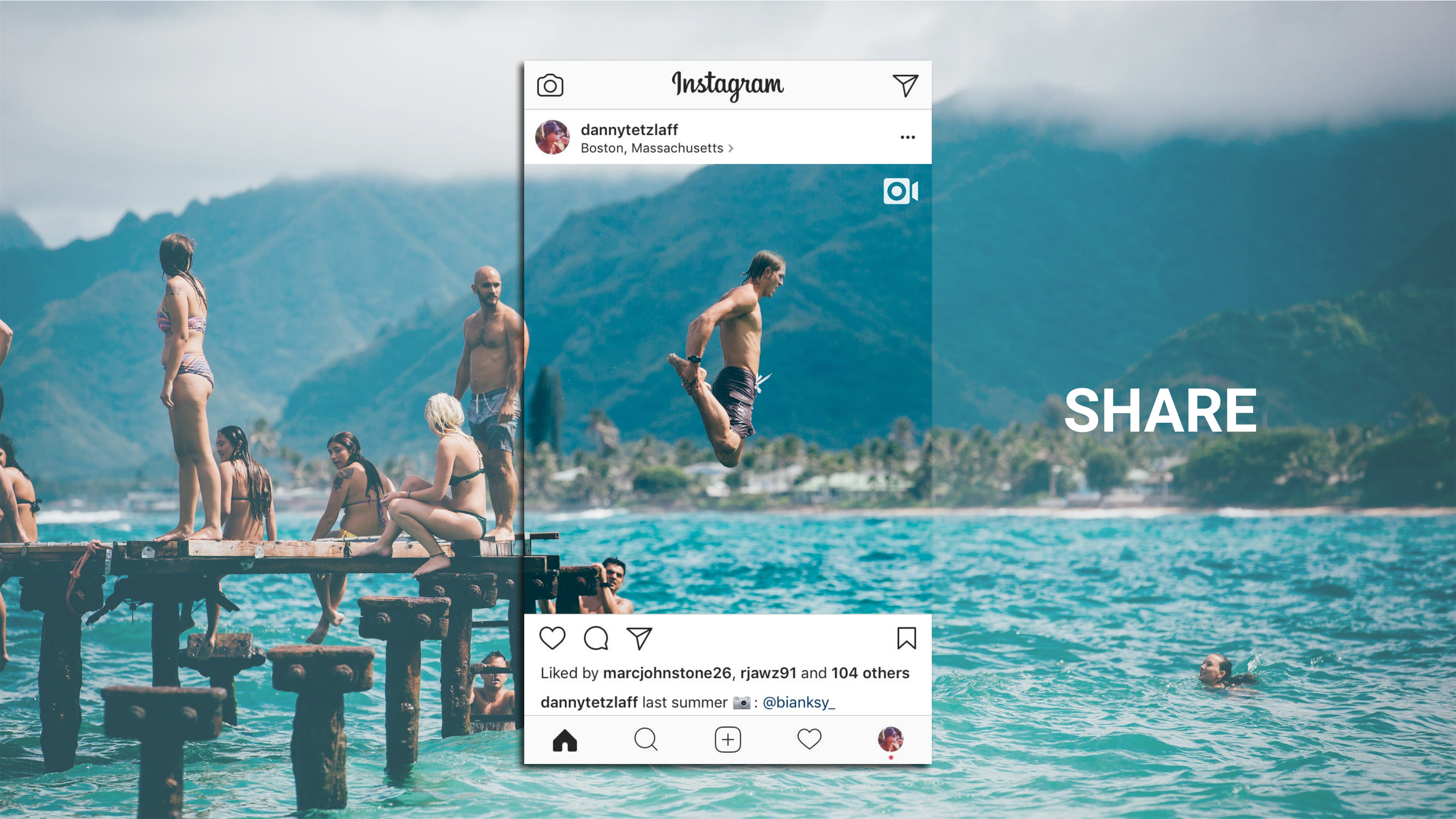
Design the next generation of Garmin action camera.
How does the camera meet the needs of the user?
What differentiates the camera from the competition?

02 USERS

“ACTIVE MILLENNIALS”

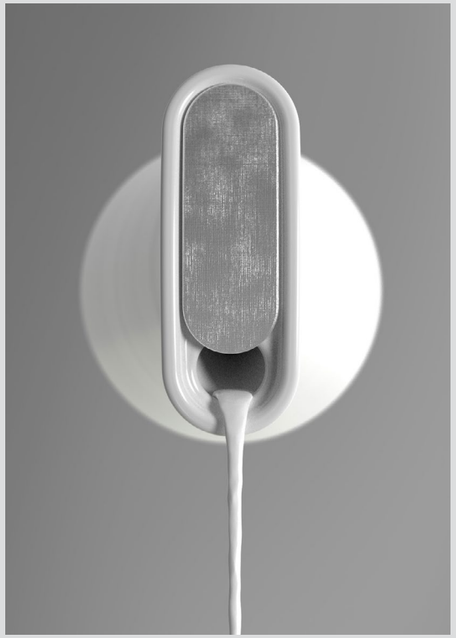
EXPLORE

EXPERIENCE


Instagram
dannytetzlaff
Boston, Massachusetts
Liked by marcjohnstone26, rjawz91 and 104 others
dannytetzlaff last summer : @bianksy_
SHARE

03 PRODUCT INSPIRATION

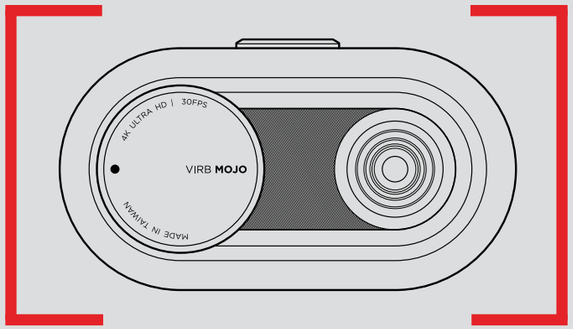
PRODUCT INSPIRATION | FORM



PRODUCT INSPIRATION | DETAILS

PRODUCT INSPIRATION | CMF

VIRB ULTRA 30



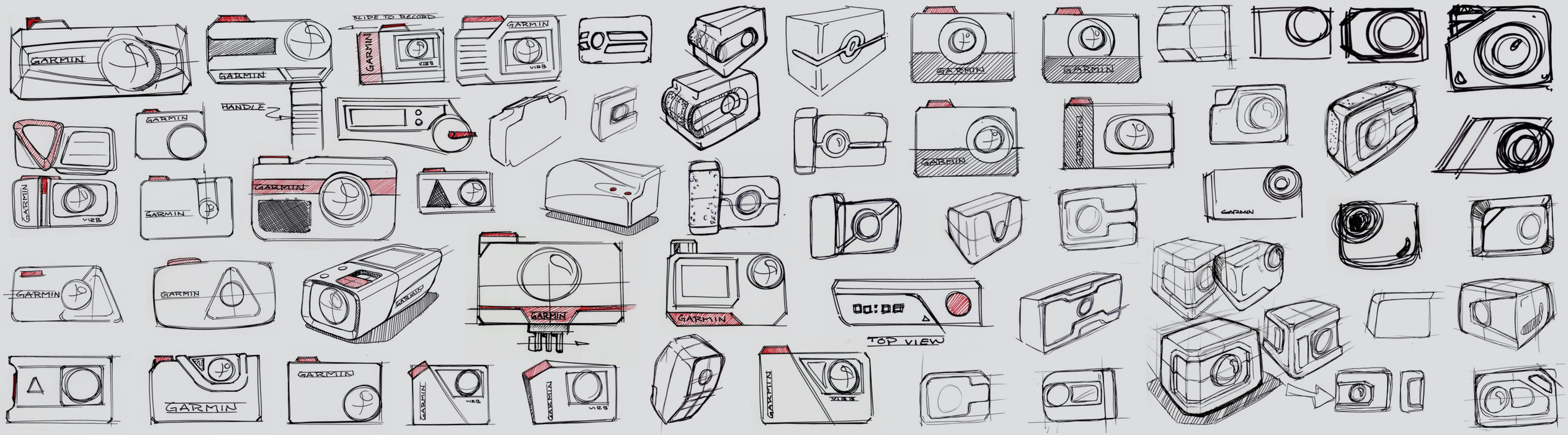
VIRB MOJO

VIRB XE

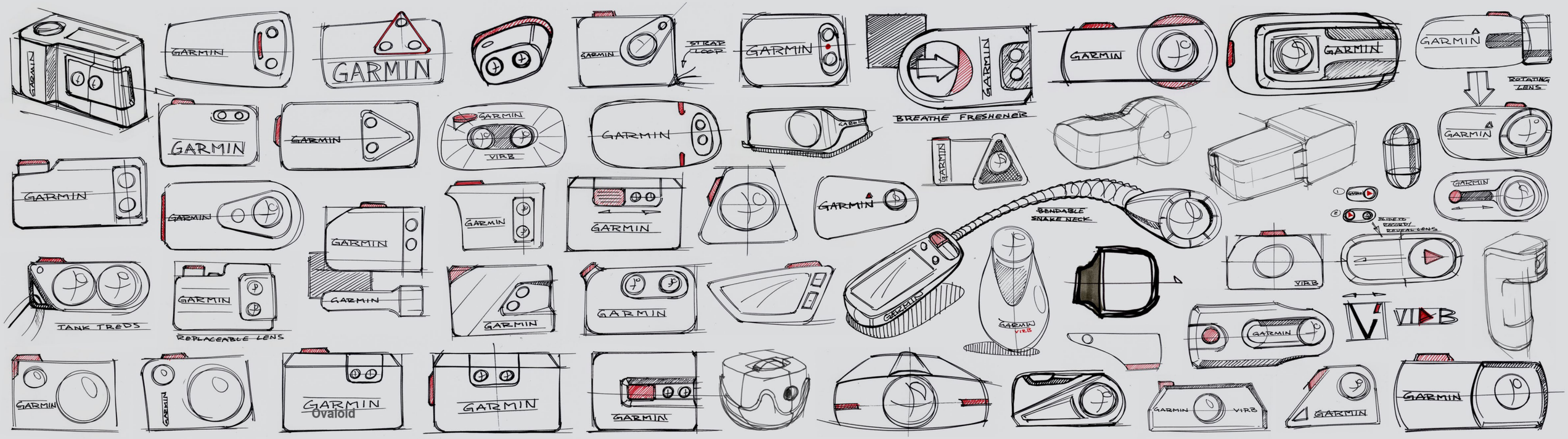
VIRB 360

04 ROUGH SKETCH

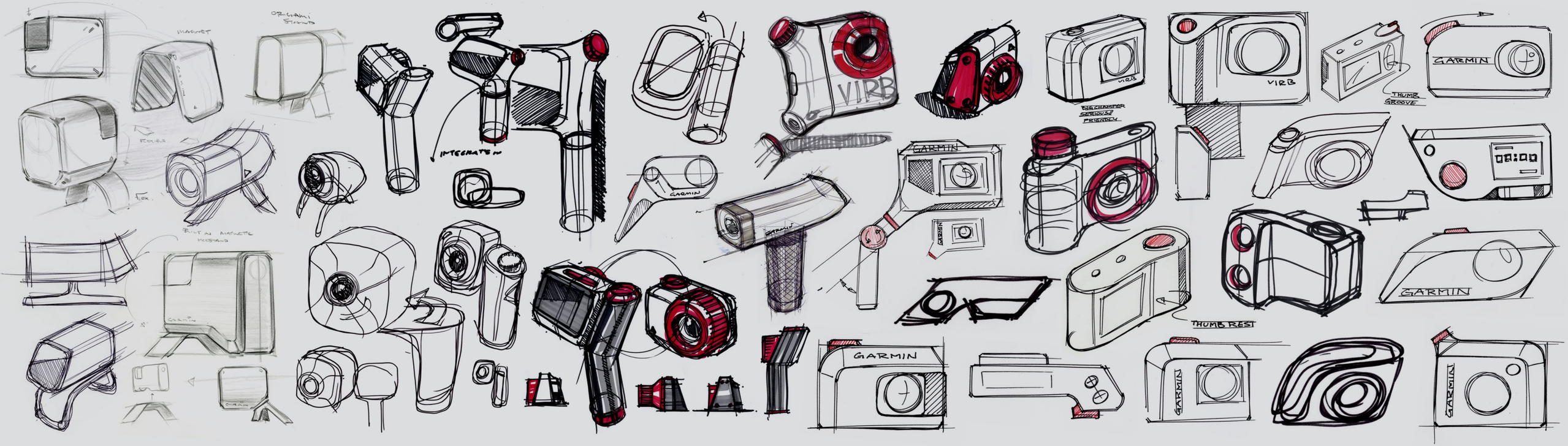
ROUGH SKETCH | RECTILINEAR



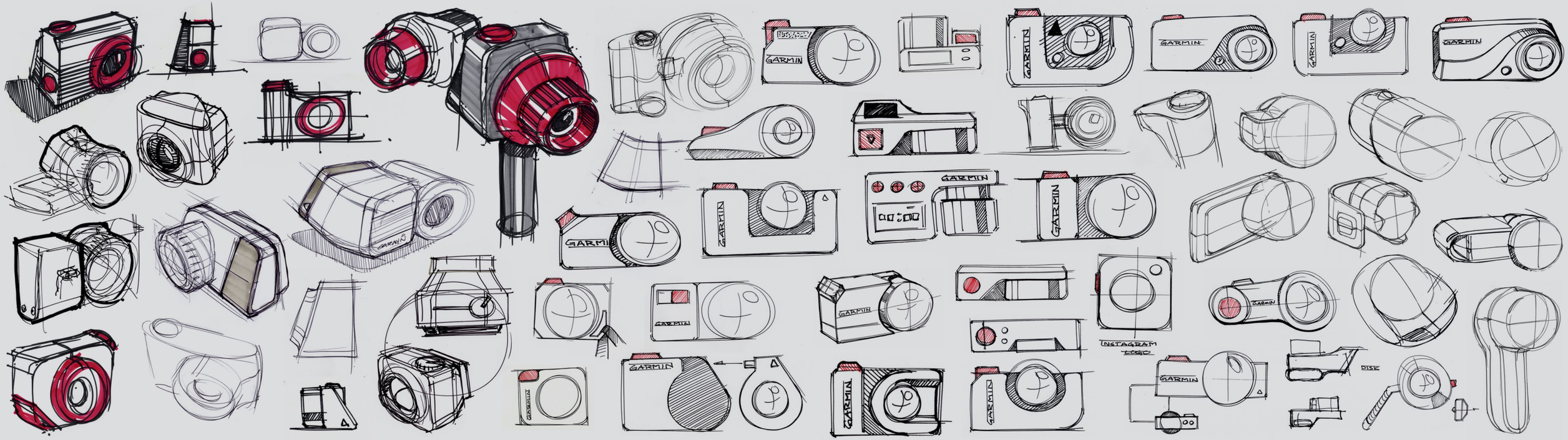
ROUGH SKETCH | DUAL CAM + MISC. FORMS



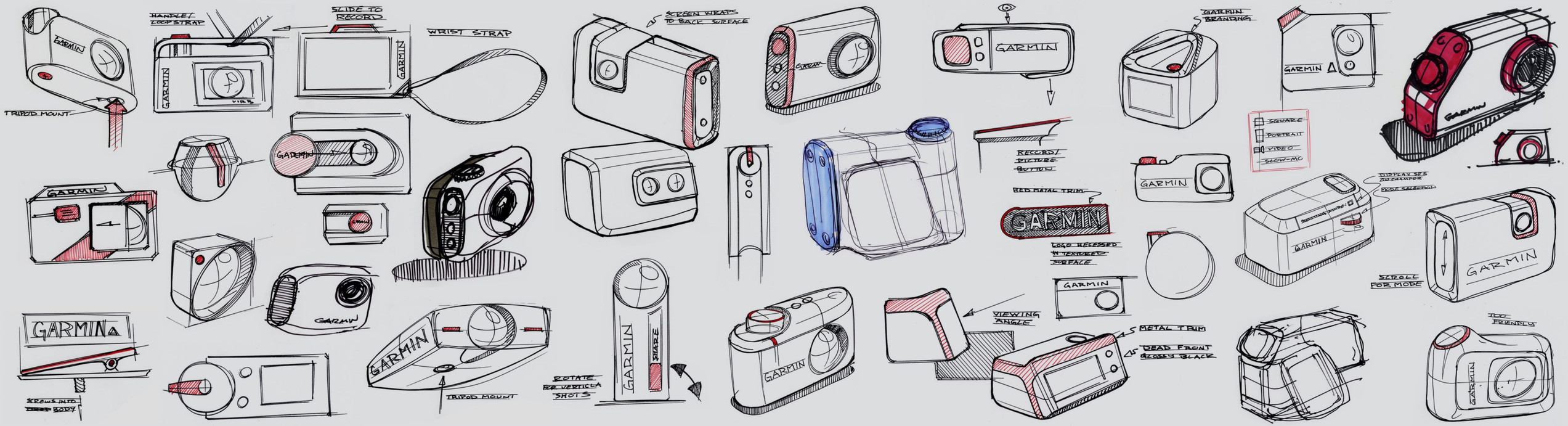
ROUGH SKETCH | INTEGRATED ACCESSORY + HAND GRIP



ROUGH SKETCH | OVERSIZED LENS



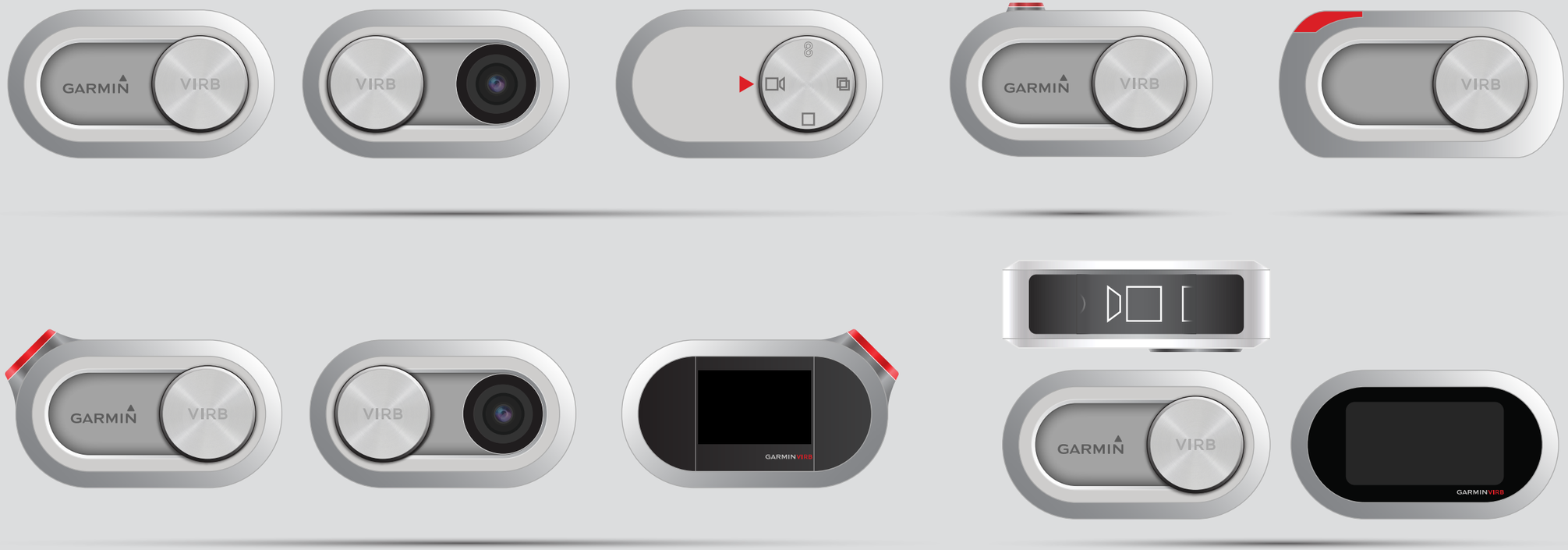
ROUGH SKETCH | DETAILS + MODE SELECTION



ROUGH SKETCH | REVIEW

05 REFINED EXPLORATION

EXPLORATION | PILL SHAPE



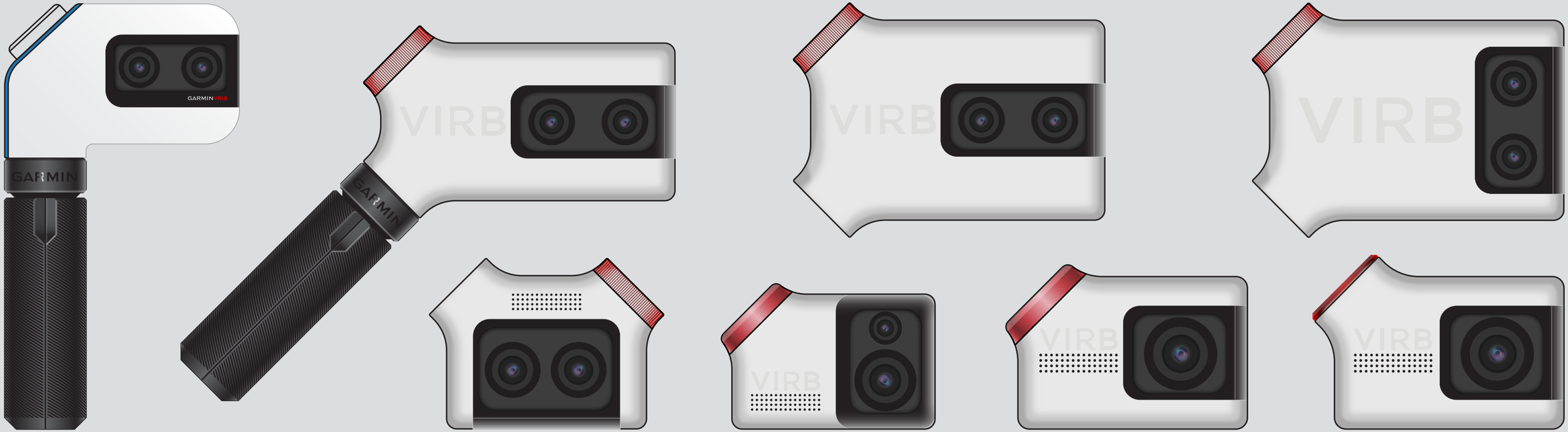
Same Depth
Dif. Angle

Dif. Depth
Same Angle

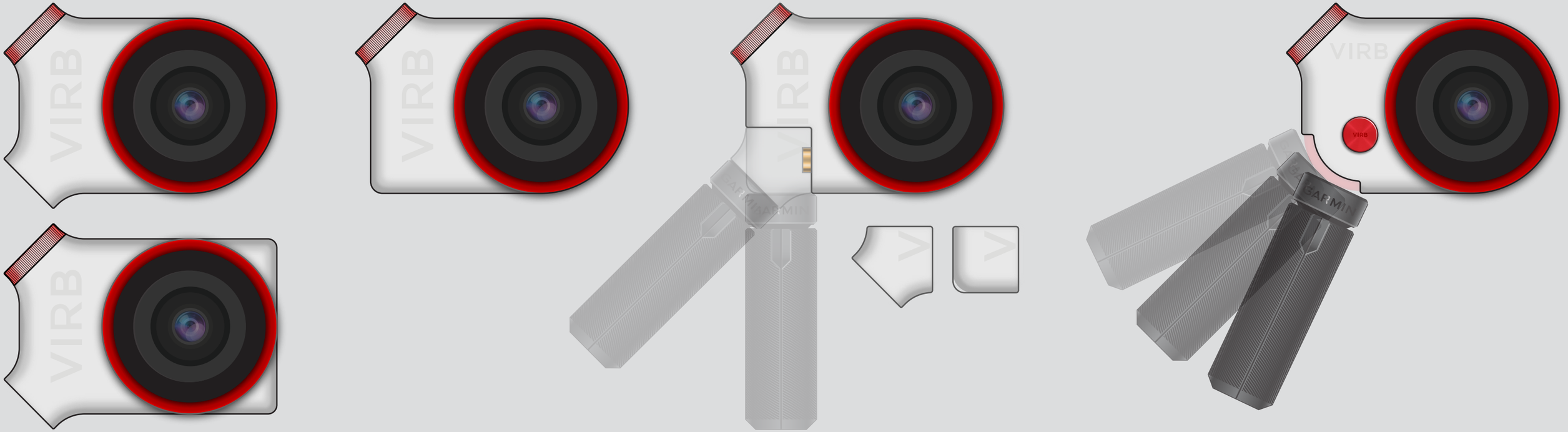
EXPLORATION | RECTILINEAR + CORNER DIAL

EXPLORATION | INTEGRATED HANDLE

EXPLORATION | DUAL CAM + CORNER DIAL + INTEGRATED HANDLE



EXPLORATION | OVERSIZED LENS + CORNER DIAL + INTEGRATED HANDLE



EXPLORATION | MISC.

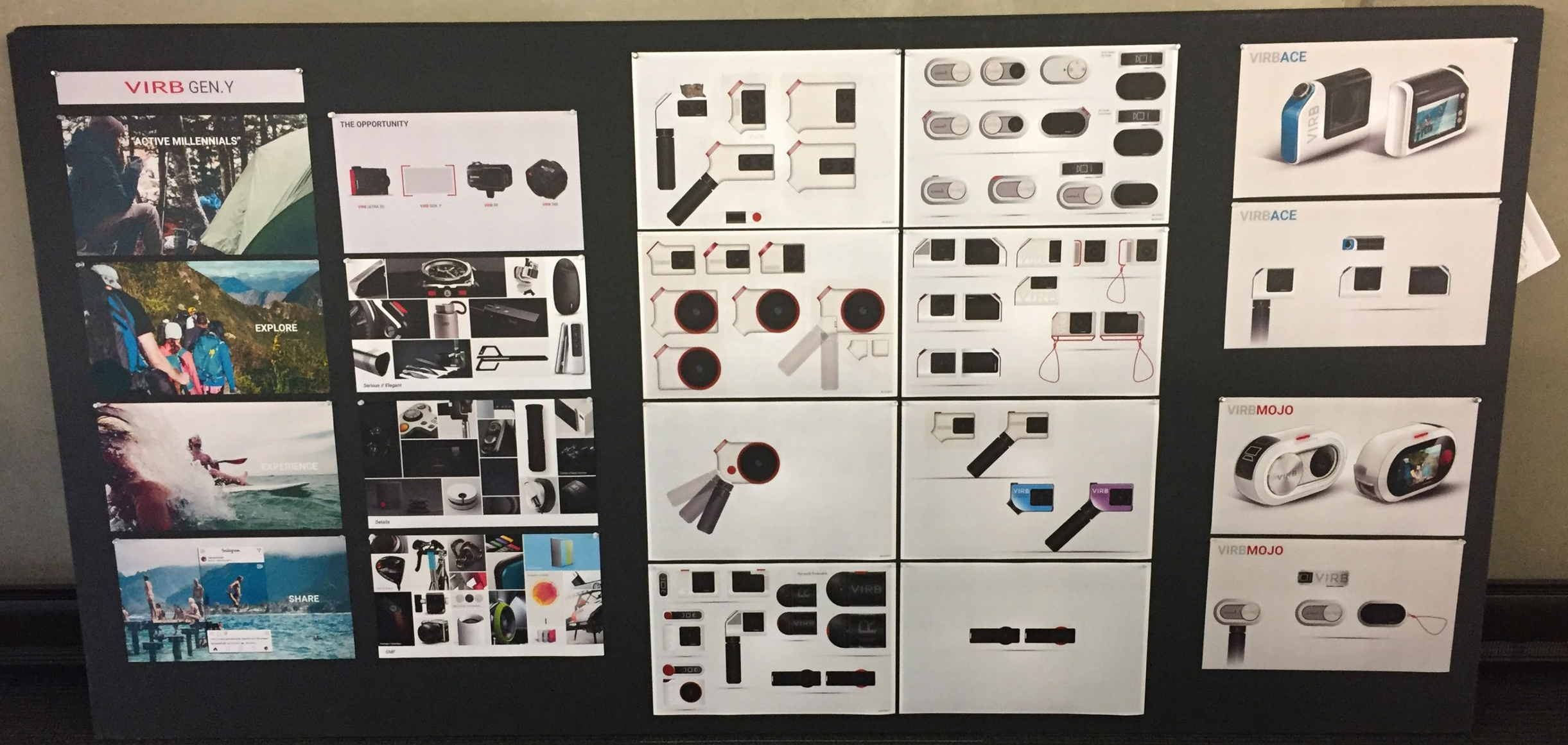
Not easily Pocketable

06 REFINED SKETCH

REFINED SKETCH | CONCEPT 01: MOJO

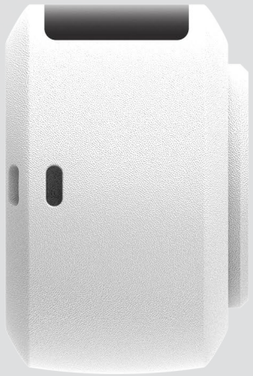
REFINED SKETCH | CONCEPT 02

REFINED SKETCH | REVIEW

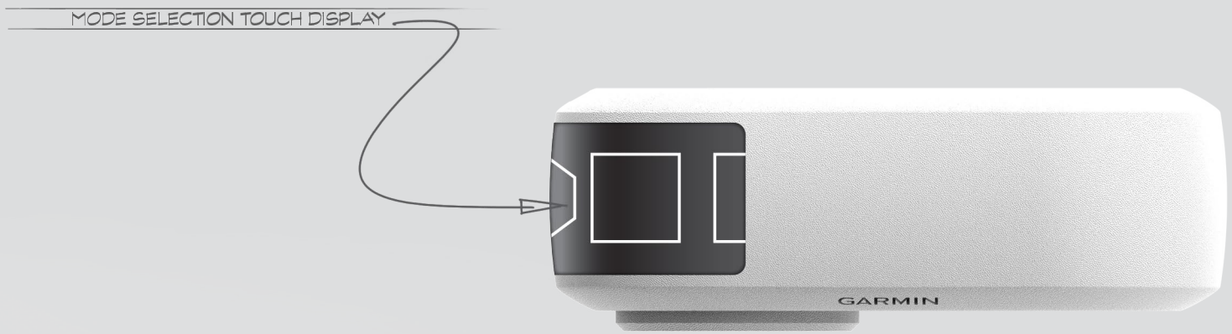


07 ROUGH MODEL

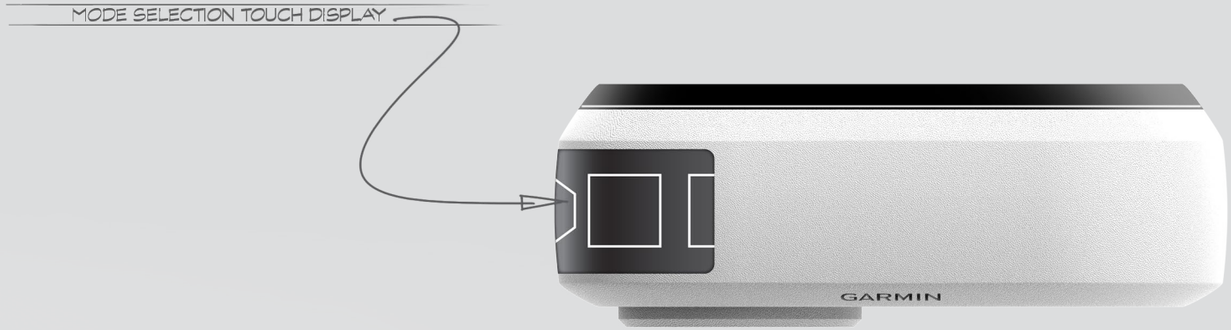
ROUGH MODEL | CONCEPT 01

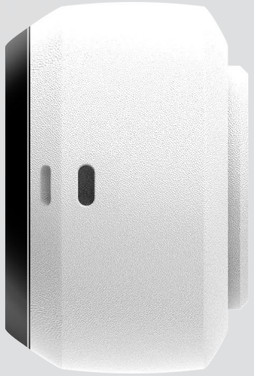


ROUGH MODEL | CONCEPT 02

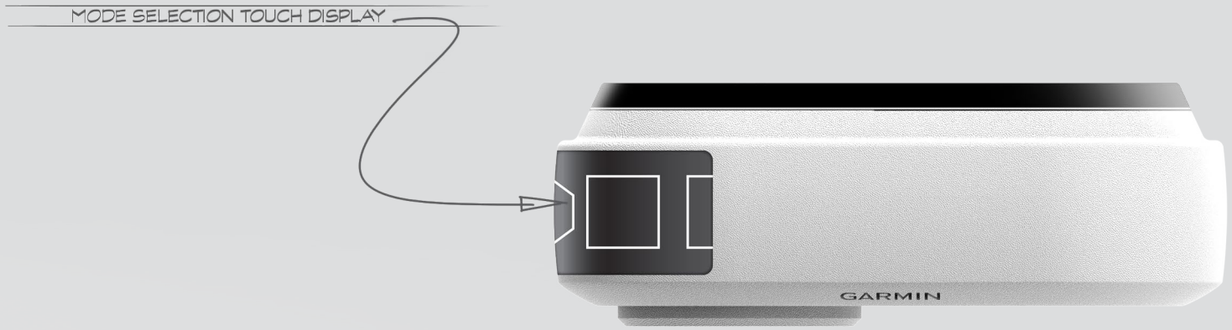


ROUGH MODEL | CONCEPT 03

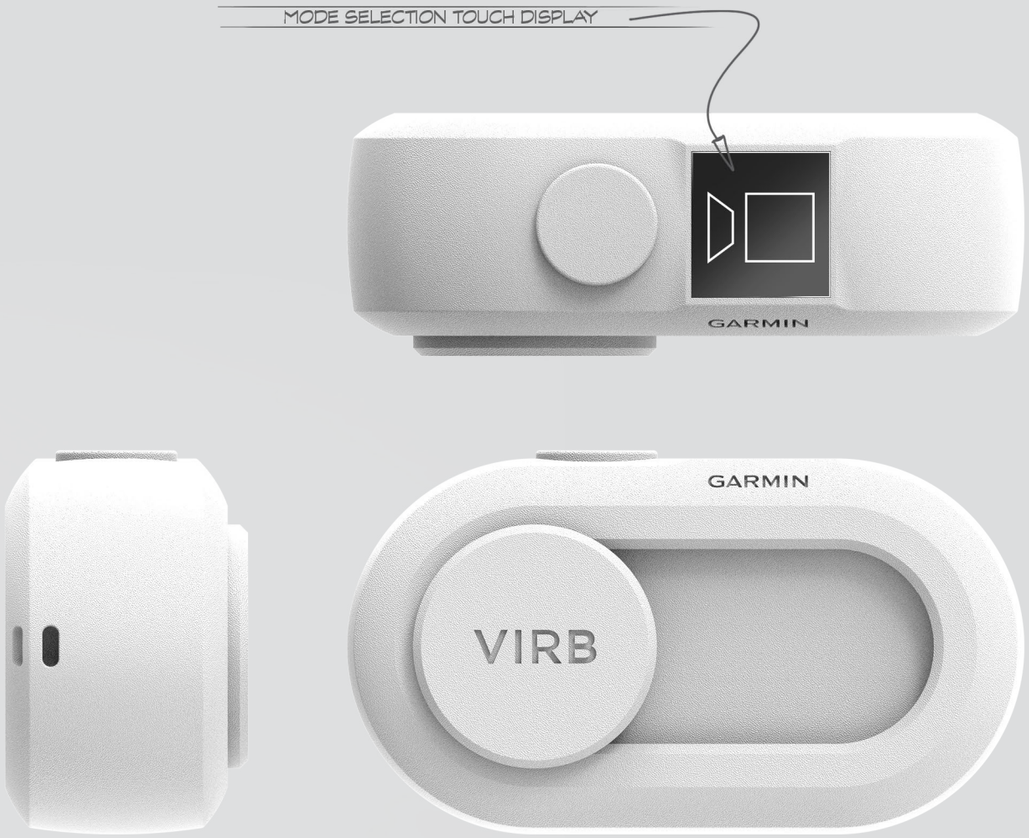




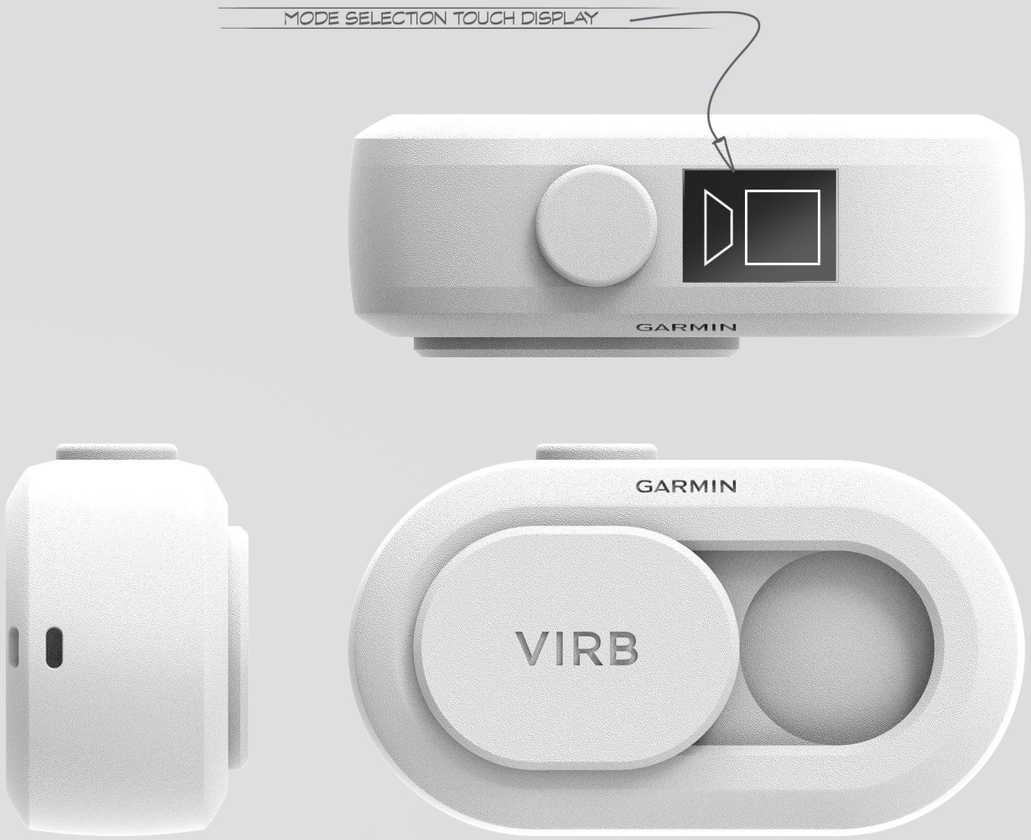
ROUGH MODEL | CONCEPT 04



ROUGH MODEL | CONCEPT 05

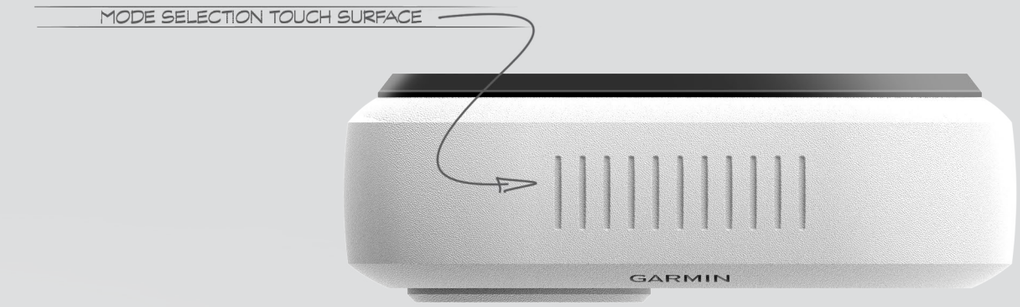


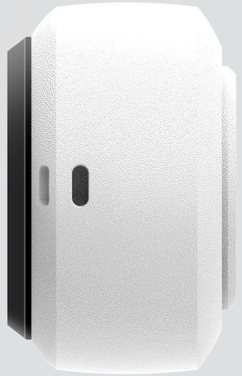
ROUGH MODEL | CONCEPT 06



ROUGH MODEL | CONCEPT 07

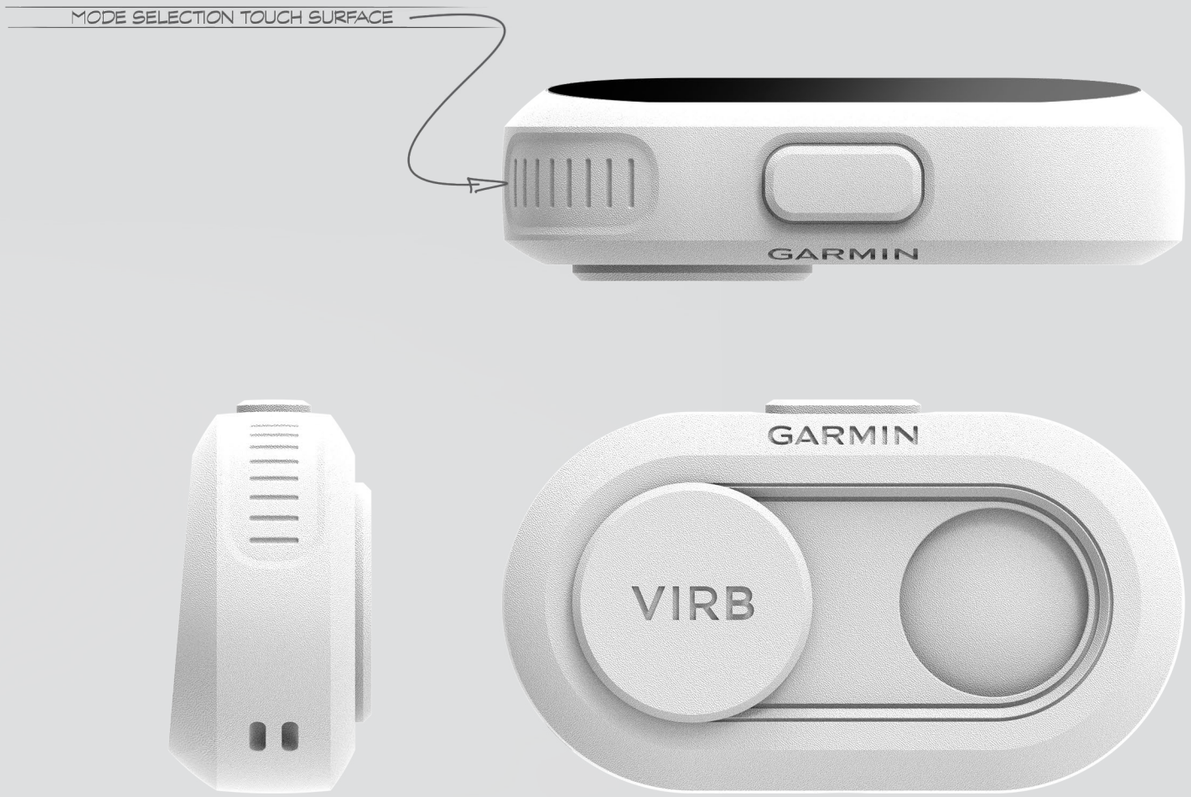
ROUGH MODEL | CONCEPT 08



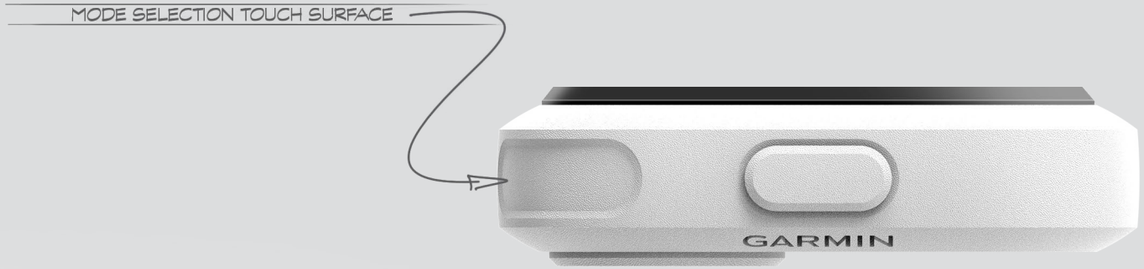


ROUGH MODEL | CONCEPT 09

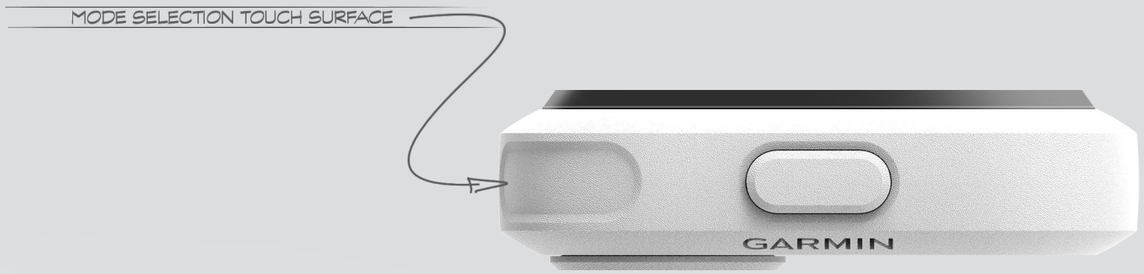
ROUGH MODEL | CONCEPT 10



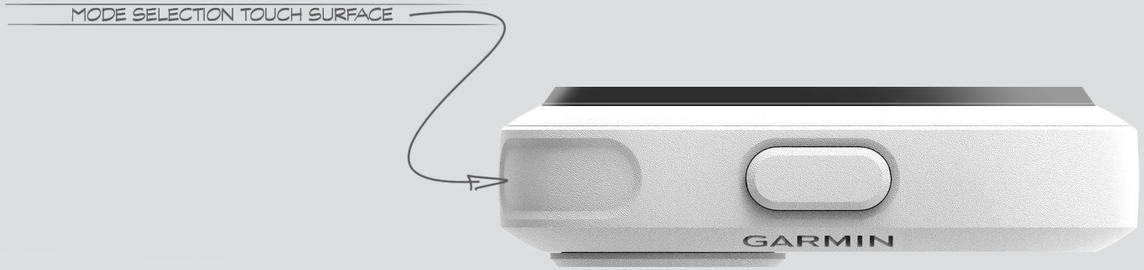
ROUGH MODEL | CONCEPT 11



ROUGH MODEL | CONCEPT 12



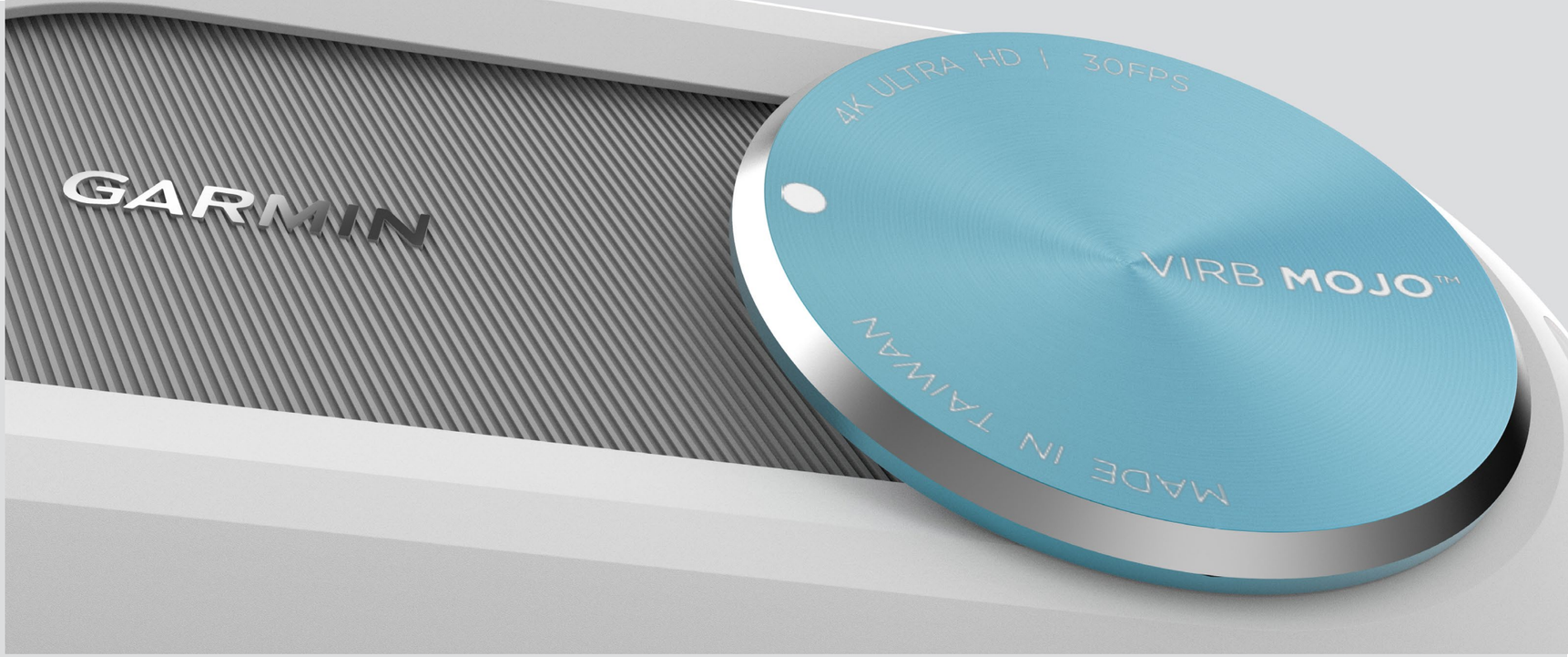
ROUGH MODEL | CONCEPT 13

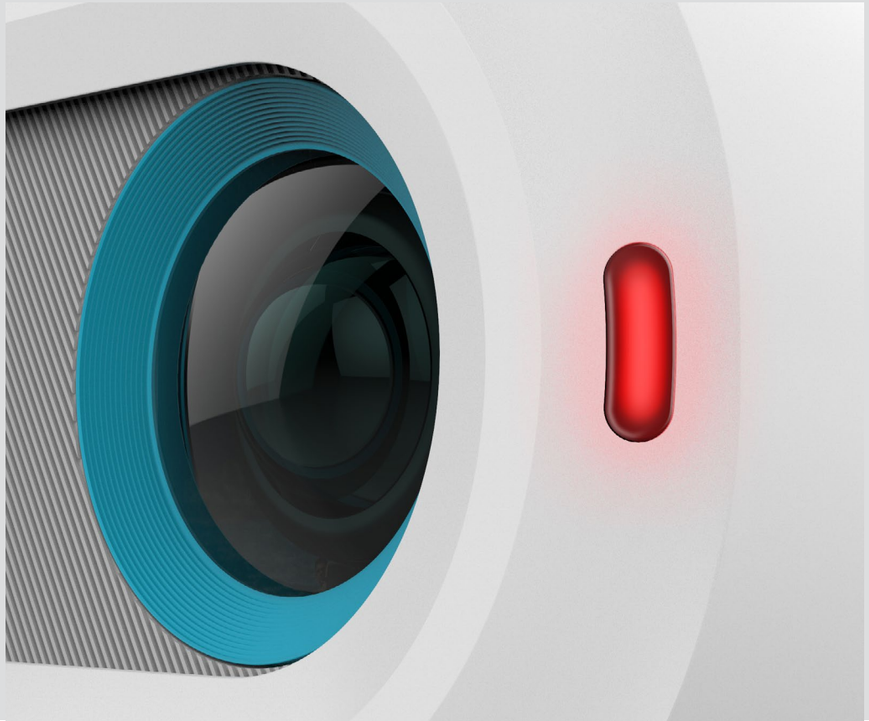


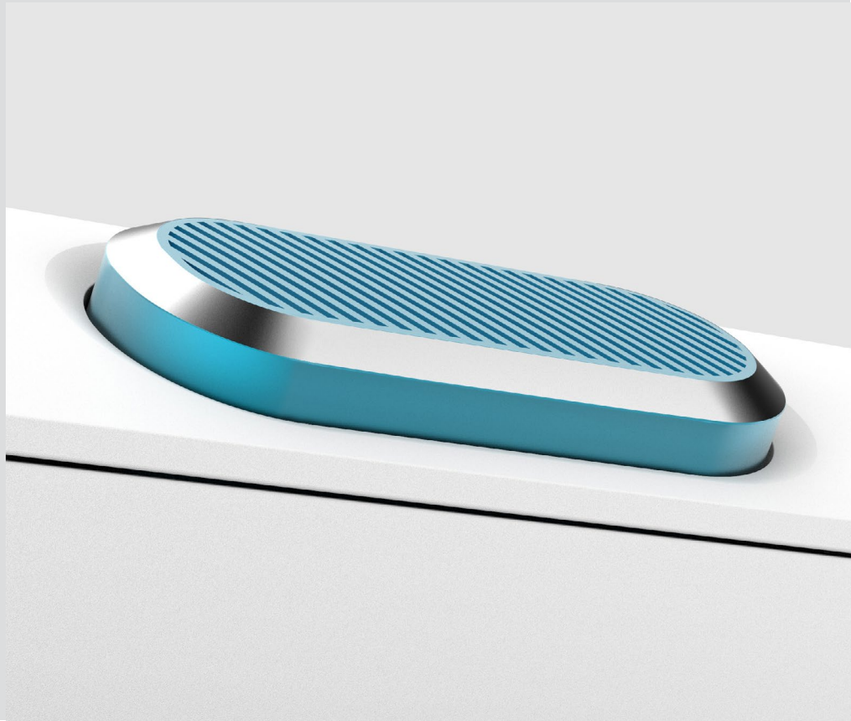
08 REFINED MODEL

4K ULTRA HD | 30FPS
VIRB MOJO™
MADE IN TAIWAN
GARMIN

HDMI


GARMIN
4K ULTRA HD | 30FPS
VIRB MOJO™
MADE IN TAIWAN





4K ULTRA HD | 30FPS
VIRB MOJO™
MADE IN TAIWAN

VIDEO
PHOTO
BURST
BOOMERANG
LIVE
SHARE

GARMIN
MADE IN TAIWAN
4K ULTRA HD / 30FPS
VIRB MOJO