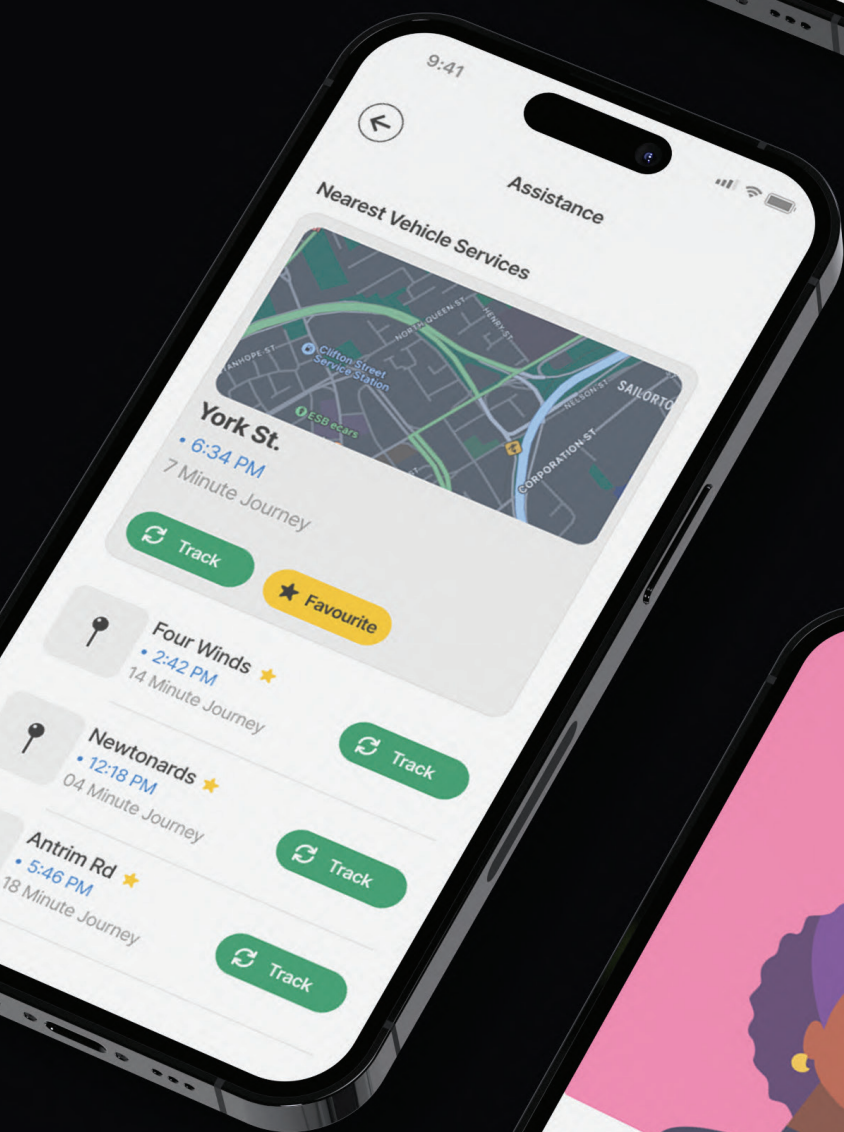
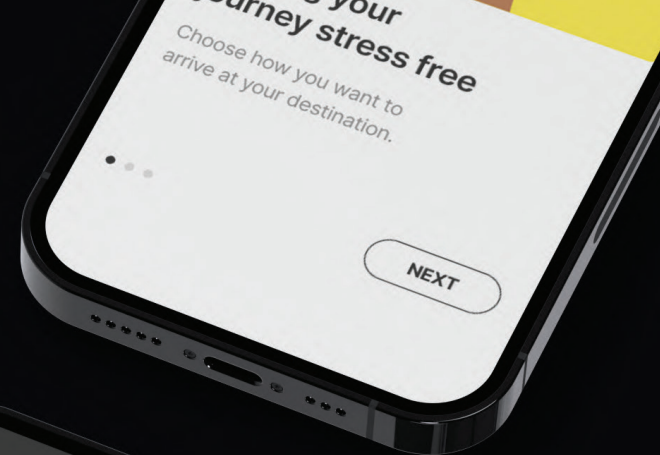
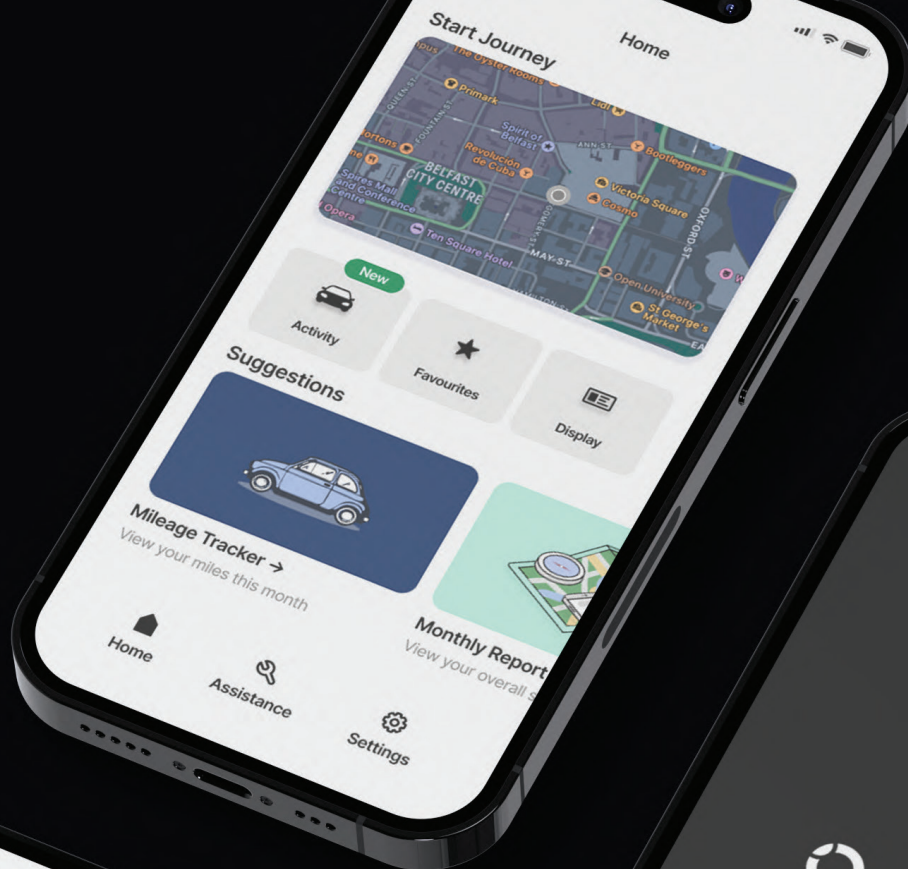




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A huge thank you to my course co-ordinator
Daniel Philpott, my lecturers Dr Kyle Boyd &
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and making me the designer I am today.

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01

Introduction

“Recognising and respecting differences in others, and treating everyone like you want them to treat you, will help make our world a better place for everyone.”

– Kim Peek

CREATE

THE SPACE

YOU NEED

A brief overview of this publication to help you give a better understanding as to what you're about to dive into.

Introduction

This colophon report outlines the ideation & development of a neurodiverse driving application 'Orbit'. The project will be a reliable application for neurodivergent and deficient individuals that will allow users advanced accessibility options and features which coincide with their needs and wants to create the most optimal user interface and experience possible.

This report provides an overview of the project, the strengths and weaknesses behind the work that's been produced as well as the projects business model and how it will benefit the target user group. The report will also highlight the challenges faced during the development stages, the technologies used throughout the process, as well as the target market for the product and finally a conclusion to summarise the report overall.

The problem drivers face on our roads today.

Initial Problem

This particular concept is a neurodiverse driving application designed to provide individuals with neurodiverse conditions the opportunity to learn and practice driving skills in a safe and supportive environment. The application, titled "Orbit", is intended to be used as a simplified maps tool for users who might struggle with driving in general, as well as individuals with **neurodiverse conditions** to improve their driving skills and build confidence on the road.

Orbit is a comprehensive driving application that includes a range of features such as the ability to track your mileage and trips on a monthly basis, as well as equipping users with the ability to also use a head's up display (HUD) to prevent them from needlessly looking at their infotainment systems or mobile device to help keep track of where they're going.

In addition, this idea consists of a simple and easy to navigate information and app layout that users can customise to meet their needs whilst driving. The app also includes a range of support features such as visual aids through colourblind assistance, the ability to change the size of their text, colour schemes to help users manage anxiety and stress whilst driving as well as a command centre which allows the user to quickly and effectively use any third-party apps whilst driving on the road through voice assistance or from simply a touch of a button.

2563

Accidents caused by **distractions** in the vehicle.

63

Different accidents were deemed **fatal**.

Initial user research results found from road deaths & serious injuries due to distractions in the vehicle in the UK, in 2021



The image features four stylized human figures arranged in a 2x2 grid. The top-left figure is a man with a beard, bald head, and orange beard, wearing a purple shirt, against a light blue background. The top-right figure is a woman with green hair in a bun, wearing a light blue sweater with a white collar, against a purple background. The bottom-left figure is a man with a blue cap and yellow face, wearing a blue shirt with a light blue collar, against a red background. The bottom-right figure is a woman with pink hair and glasses, wearing a blue shirt, against a green background. In the center, a white square contains the large black number '02', and below it, a white rectangular box contains the text 'Target Market' in bold black font.

02

Target Market

“The problems are not the person”

– Chris Bonello

The target audience for Orbit includes individuals with neurodiverse conditions such as autism, ADHD, dyslexia, and other learning differences. The app also caters to users who might be colourblind to help them navigate more effectively.

Primarily targeting any age range within this category, it was crucial to make sure that the users flow for all age ranges were catered for, through easy to click buttons, text variations, various colour schemes and specifically used icons to prevent discomfort for each individual user.

It's crucial that this particular idea meets all the users necessary needs and wants as this product can also be useful to all drivers, so being able to implement a suitable user-centred design that can hold the interests of neurodiverse users, this in turn will help be able to identify future problems and issues that this concept might face.

28%

Neurodiverse individuals are in full time or part-time employment

69%

Neurodiverse individuals are unemployed

Initial user research results found from Neurodiversity in Digital Technology Summary Report 2021

Business Model

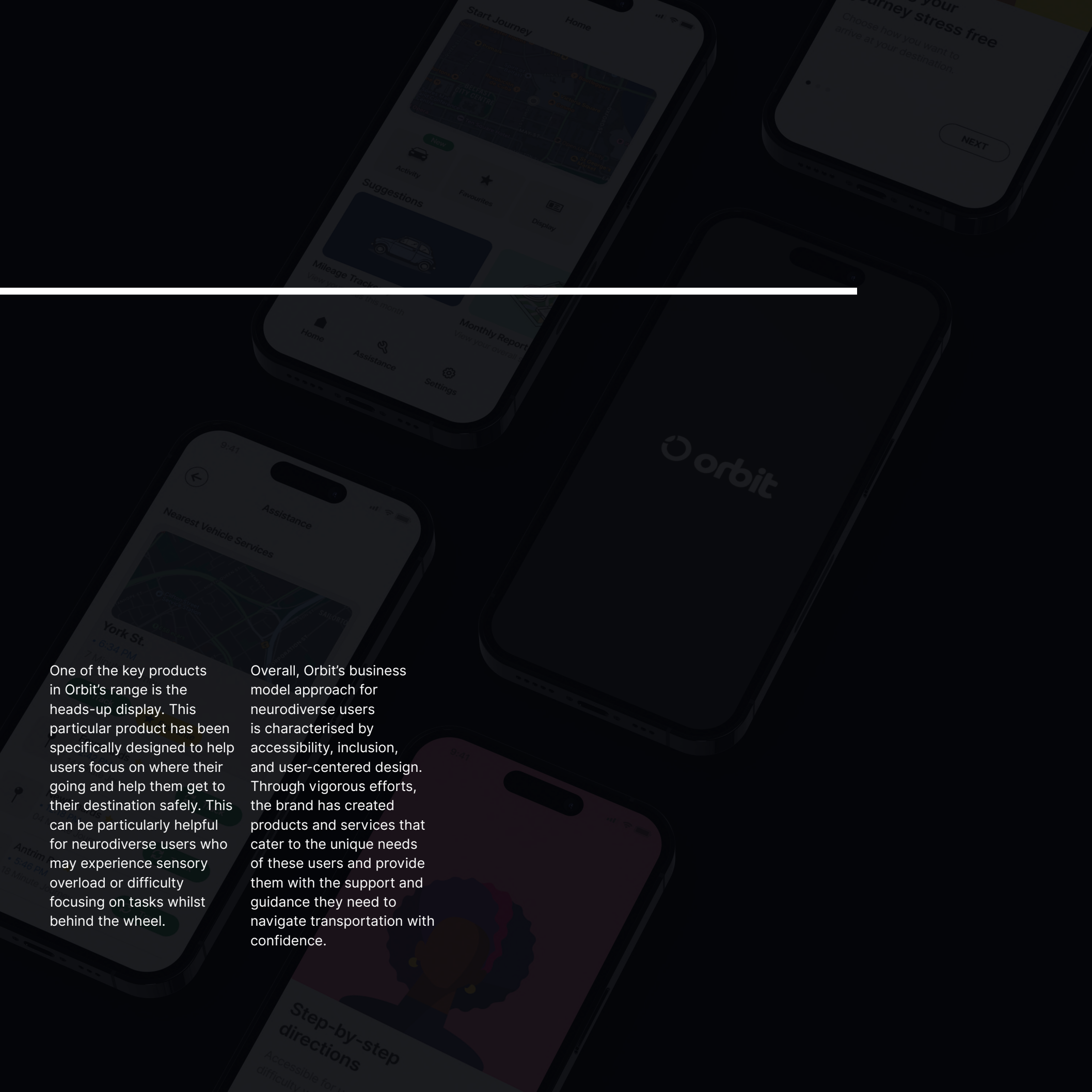
03



Orbit has recognised that neurodiverse individuals may face unique challenges when it comes to navigating transportation, particularly when it involves complex planning and decision-making. To address this issue, the brand has implemented features in the products that cater to the needs of these users. For example, Orbit has created an app that provides step-by-step guidance and assistance in planning journeys, including options for customised routes and heads-up display implementations.

In addition, the business model approach for Orbit primarily focuses on creating a supportive and inclusive environment for neurodiverse users. The brand has gathered adequate and sufficient

research in order to ensure that the products and services are designed with the needs of these users in mind, in doing this, it provides the best possible service to neurodiverse customers.



One of the key products in Orbit's range is the heads-up display. This particular product has been specifically designed to help users focus on where their going and help them get to their destination safely. This can be particularly helpful for neurodiverse users who may experience sensory overload or difficulty focusing on tasks whilst behind the wheel.

Overall, Orbit's business model approach for neurodiverse users is characterised by accessibility, inclusion, and user-centered design. Through vigorous efforts, the brand has created products and services that cater to the unique needs of these users and provide them with the support and guidance they need to navigate transportation with confidence.

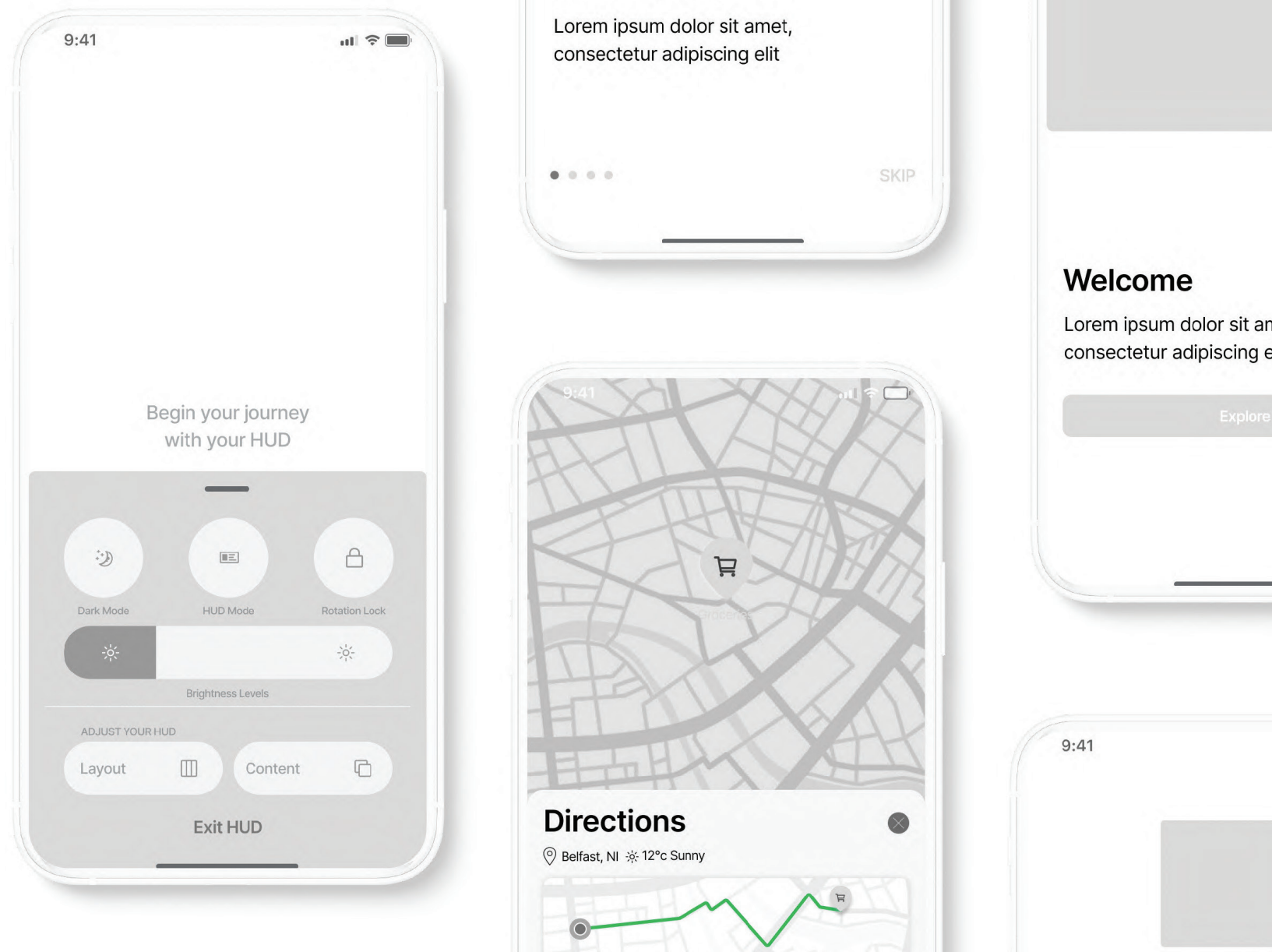
Challenges faced

One of the biggest challenges faced during the development of orbit was finding the right balance between providing comprehensive support and maintaining a simple and intuitive user interface.

Additionally, creating a realistic and immersive driving experience that was accessible to users with different levels of ability was also a significant challenge. With neurodiversity not being an actual illness, it was important to help understand with the user by creating almost a safe space for them whilst making the overall app feel 'normal' to ensure diversity for all users.

Another challenge that was faced within the development was finding the right tone of voice for the branding. There has been a few iterations of the brand and that was definitely a difficult task to overcome as it was essential to ensure that the brand blended in as a 'car aesthetic' with simple and effective colours that wouldn't cause discomfort for the user or affect their driving in any particular way.





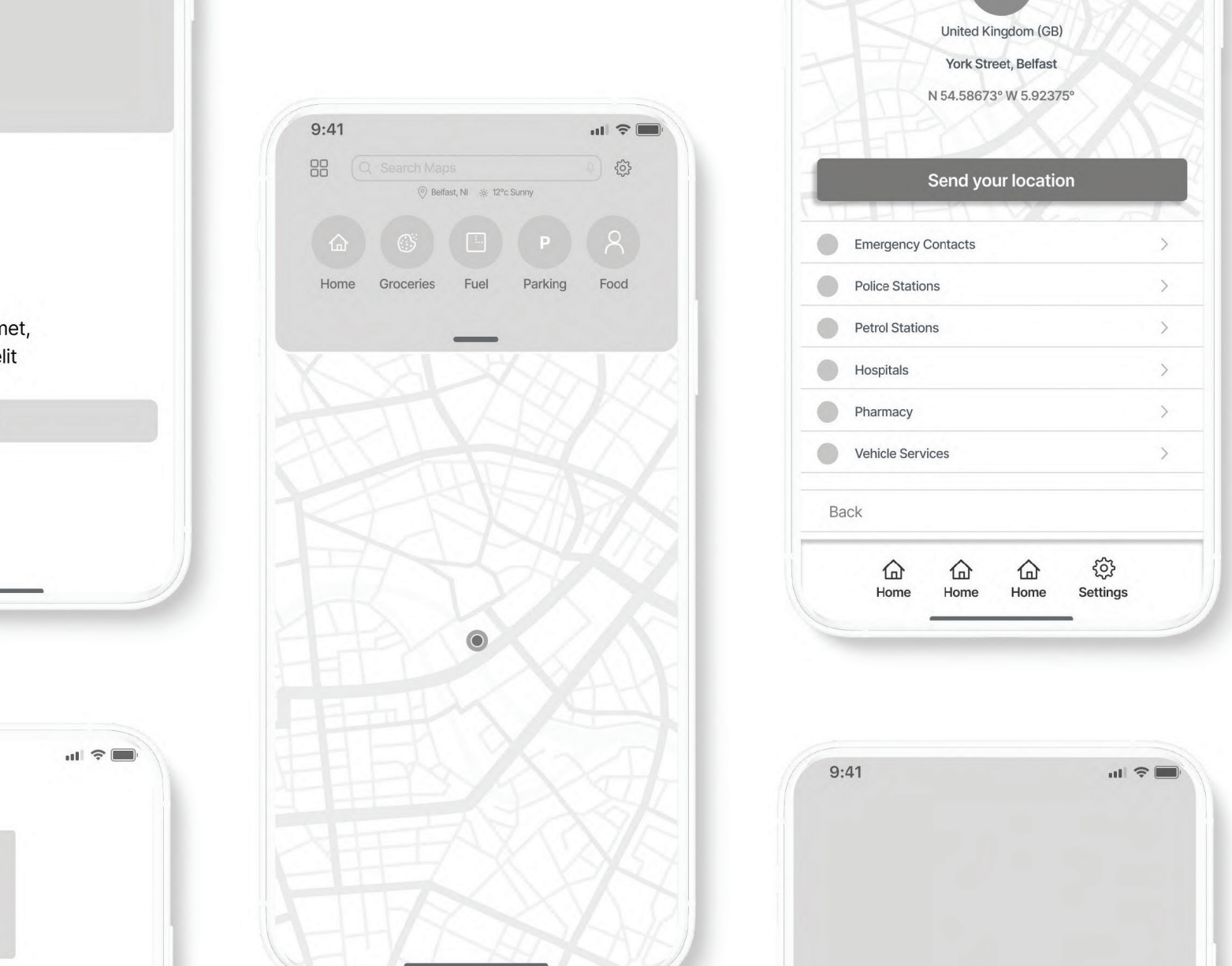
05

Strengths & Weaknesses

Orbit's outlook on supporting neurodiverse users who have difficulty planning journeys in vehicles is a unique and innovative approach. By recognising the needs of this specific group of users and developing products that cater to these unique needs, Orbit has established itself as a niche product that helps individuals who need that extra helping hand to get them through their day.

By focusing the efforts on neurodiverse users, it helps bring the idea towards a positive thinking which creates more opportunity and accessibility for all.

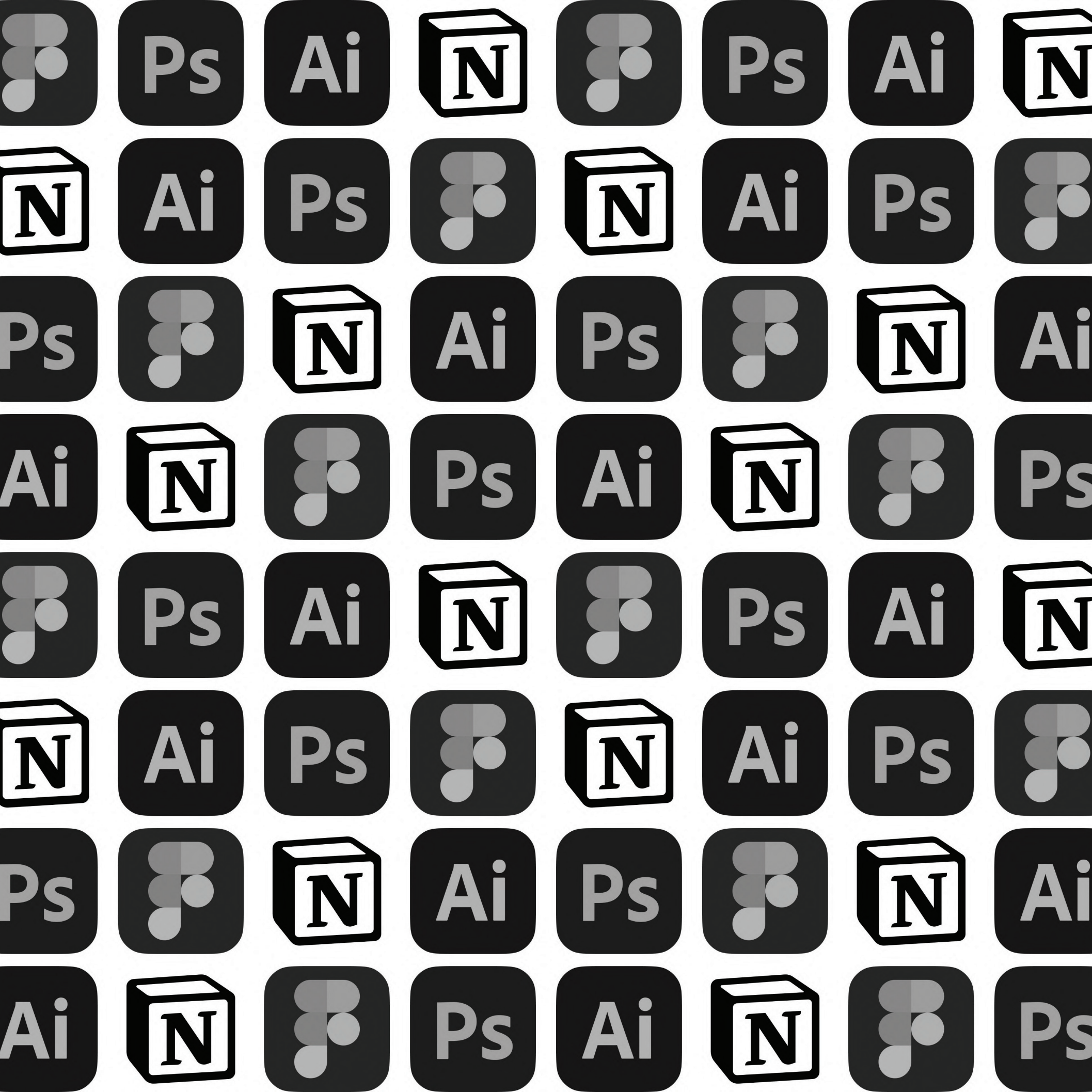
Strengths for the concept include identifying the needs of the potential user group and creating a solution to a problem that provides inclusivity, accessibility and future product innovation for neurodiverse users.



One potential weakness of Orbit's business concept is the narrow focus on a specific group of users. While this focus is important and admirable, it may limit the brand's reach and potential market size for the future. Additionally, the heads-up display and app may not be suitable for all neurodiverse users, as the needs and challenges of this group can vary widely, however it is important to note that this particular concept does tend to tackle as many problems for neurodiverse users as possible. Finally, there may be challenges in effectively marketing and communicating the benefits of Orbit's products to the neurodiverse community, which could impact the brand's overall success.

Overall, Orbit's business concept is a unique and innovative approach to supporting neurodiverse users who have difficulty planning journeys in vehicles.

While there may be some limitations and challenges associated with this approach, the commitment to inclusivity, collaboration, and product innovation make it a need rather than a want in today's society.



06

Design Toolkit

Orbit was developed using a range of technologies, with any new project I would begin using Notion, this helps me keep track of my blog on a weekly basis and helps guide the user and help them understand my workflow better so they can see what steps and processes I went through in order to get to the point where we are with the app, this in theory helps present research in an organised and presentable way.

As well as Notion, I would have primarily used the likes of Figma to structure my workflow through user research, empathy mapping, the flow of the user, wireframing, prototyping and icon creation. Photoshop has also been used for imagery, I was able to manipulate images found online and make them my own within the launch strategy and the promotional website. The branding process was done through Illustrator to manipulate any imagery that needed vectorised from sketching through procreate or simple pencil and paper.

07

Conclusion

In conclusion, Orbit is a brand that has taken a unique approach to supporting neurodiverse users who have difficulty planning journeys in vehicles. Through its product development, Orbit has the potential to make a positive impact on the lives of many neurodiverse individuals who have difficulty driving.

Orbit's approach to supporting neurodiverse users is a testament to the power of inclusive design and community engagement. As society continues to recognise the value of neurodiversity and the importance of accessibility, brands like Orbit will undoubtedly continue to play an important role in creating products that meet the needs of all users and help create a more diverse platform.

Created & written by Ryan Walsh
May 2023