



Viva Presentation

The Problem





Every death and serious injury on the road is a preventable tragedy and yet, on average, five people die every day on the road in the UK and 84 are seriously injured. These are some extremely worrying statistics for drivers on the road.

An estimated 15% of the UK's population is neurodivergent. This is nearly 1 in 7 people, so driving can become a difficult feat to overcome. Every year approximately 1.5 million young people take their driving test. 50,000 of these learner drivers will have a disability and 4 in 5 of those disabilities will be hidden.

2563

Accidents caused by
distractions in the vehicle.

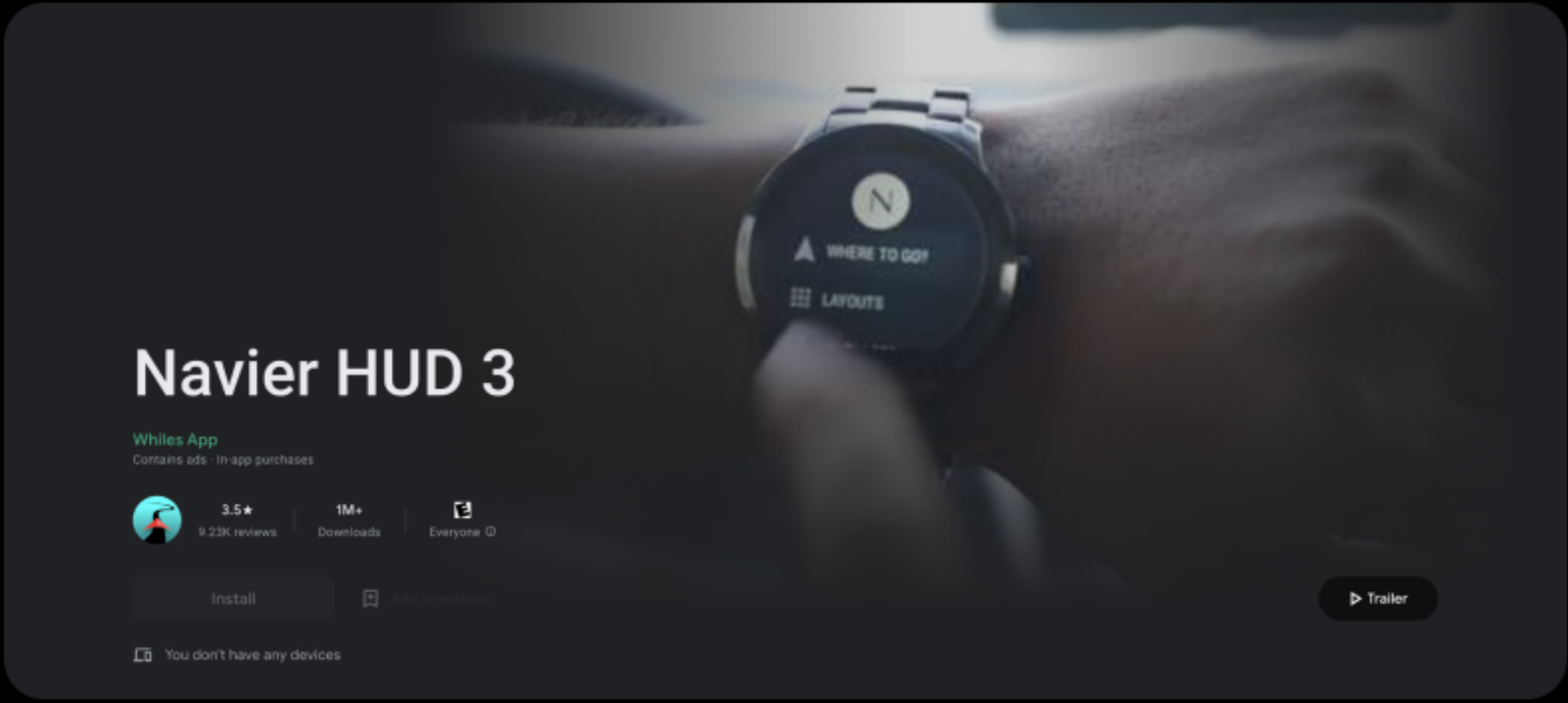
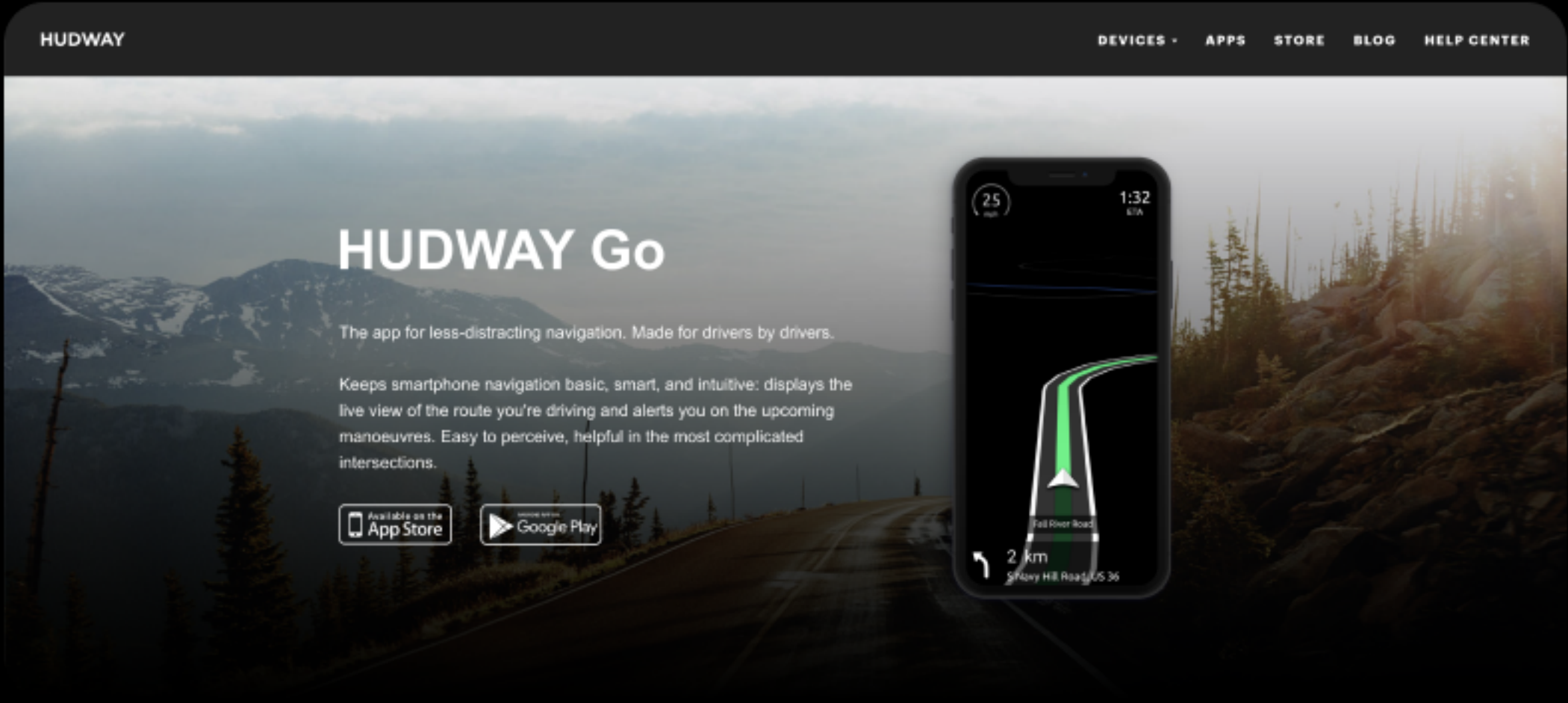
63

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



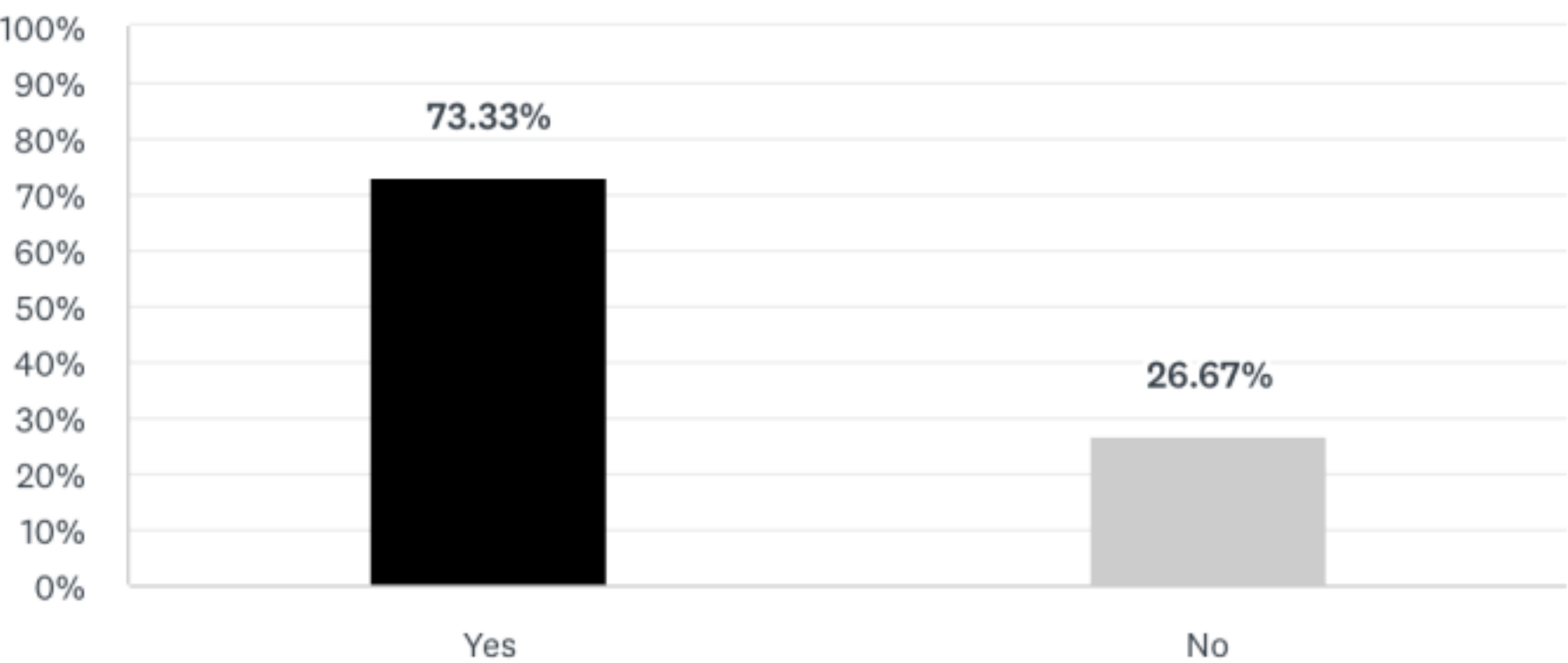
Competitors



Initial User Research

Do you struggle to read directions?

Answered: 30 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	73.33%	22
No	26.67%	8
TOTAL		30



Neurodiverse individuals are in full time or part-time employmenet



Neurodiverse individuals are in full time or part-time employmenet



Target User Group





James W.

Age: 23
Education: University Student
Occupation: Software Developer
Driving Experience: 3 Years

Motivations:

James' motivations include getting out of the office, traveling to different areas as it helps motivate him through stressful work situations, he finds different environments to be "therapeutic".

Goals:

James is a new and upcoming software engineer who has a keen eye for fixing bugs. He would like to become a senior engineer in the next 5 years.



Nina Darragh

Age: 25
Education: University Student
Occupation: Customer Service Agent
Driving Experience: 4+ Years

Motivations:

Likes to travel, Nina's true passion is through reading, hoping to become an English Teacher, however this is a hard feat to overcome with being dyslexic.

Goals:

Nina likes to discover new books to read, find unique stories and own a book collection that she has collected over the years.

Frustrations:

- Neurodiverse
- Struggles with dyslexia
- Finds it hard to navigate
- Keeping track of book launches

UX Needs:

- Be able to seamlessly use apps with simple text
- Colourblind assistance features
- The ability to track and save preferences

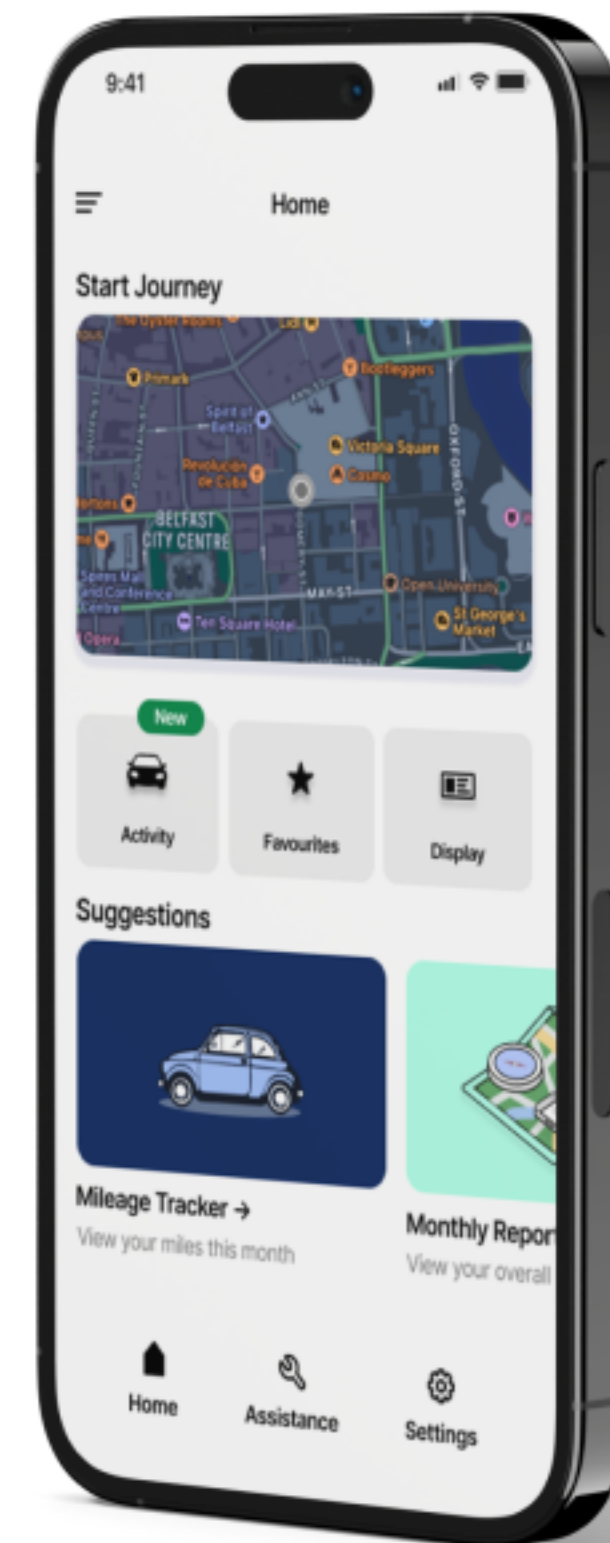


The Solution



Solution

Orbit will be a 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.



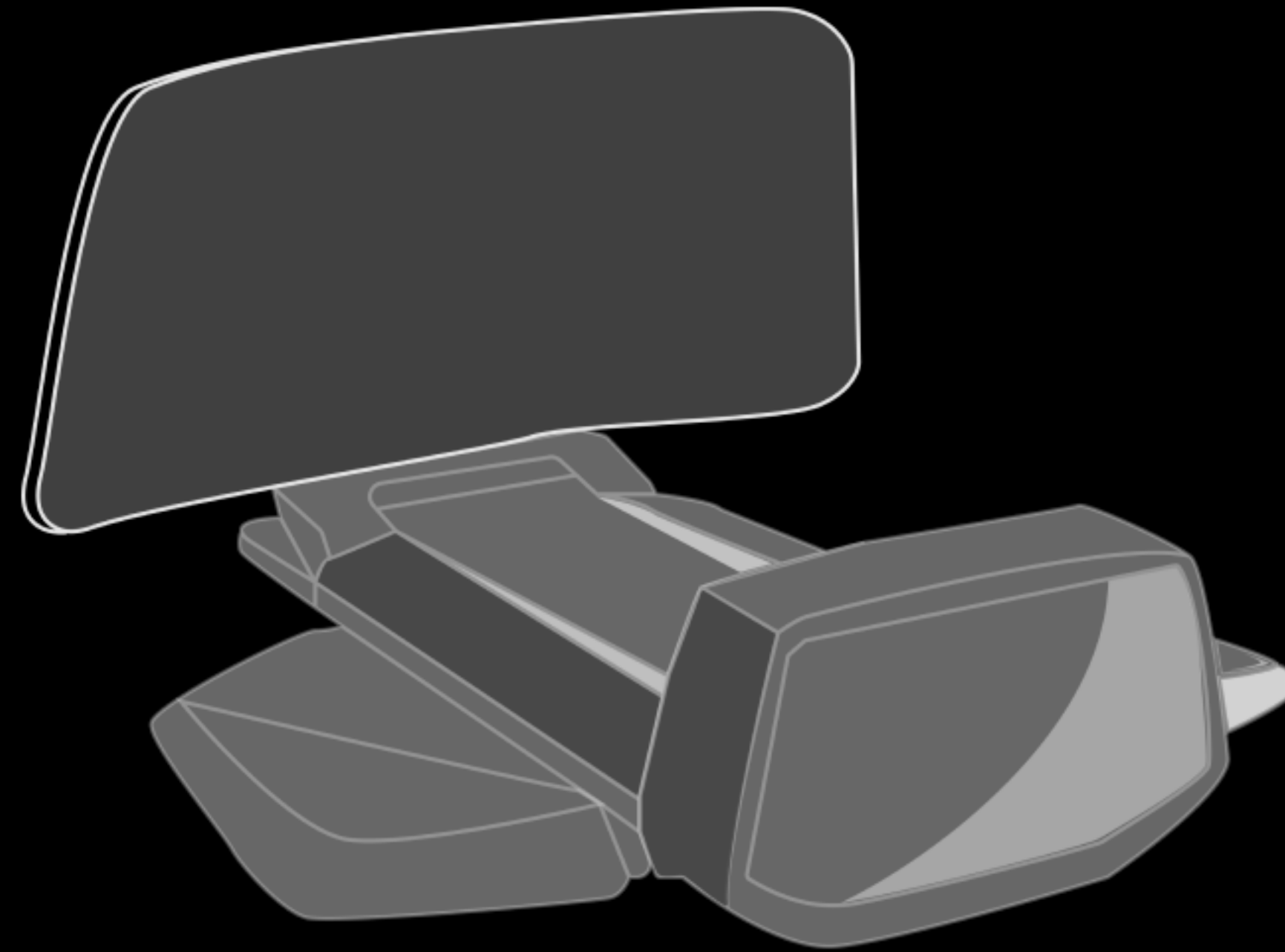
Features



Features

Heads-up Display

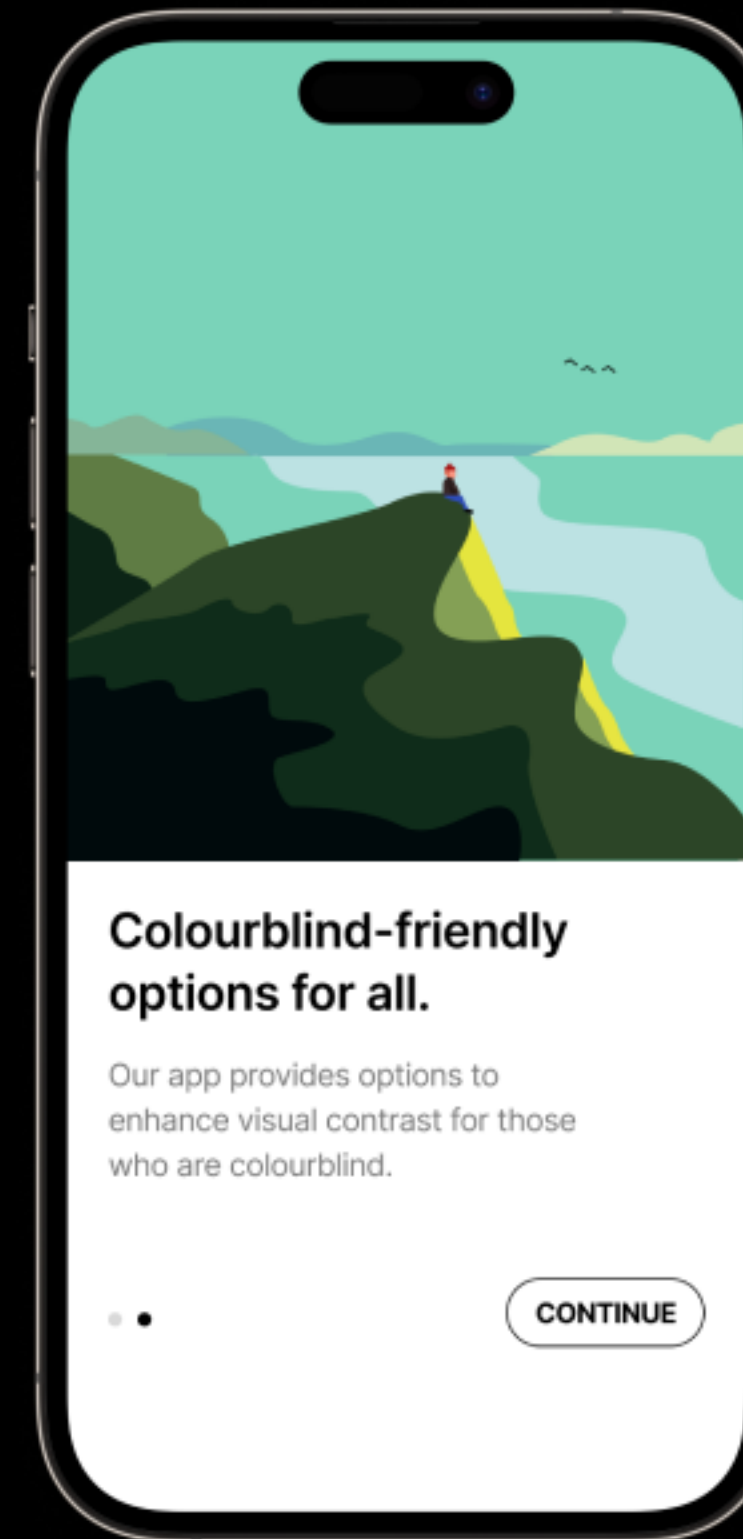
The main selling point would be to provide a heads-up display for both neurodivergent and deficient individuals whilst driving, allowing them to reach their destination without unnecessary stresses or discomfort through distractions in the vehicle such as mobile devices or infotainment systems.



Features

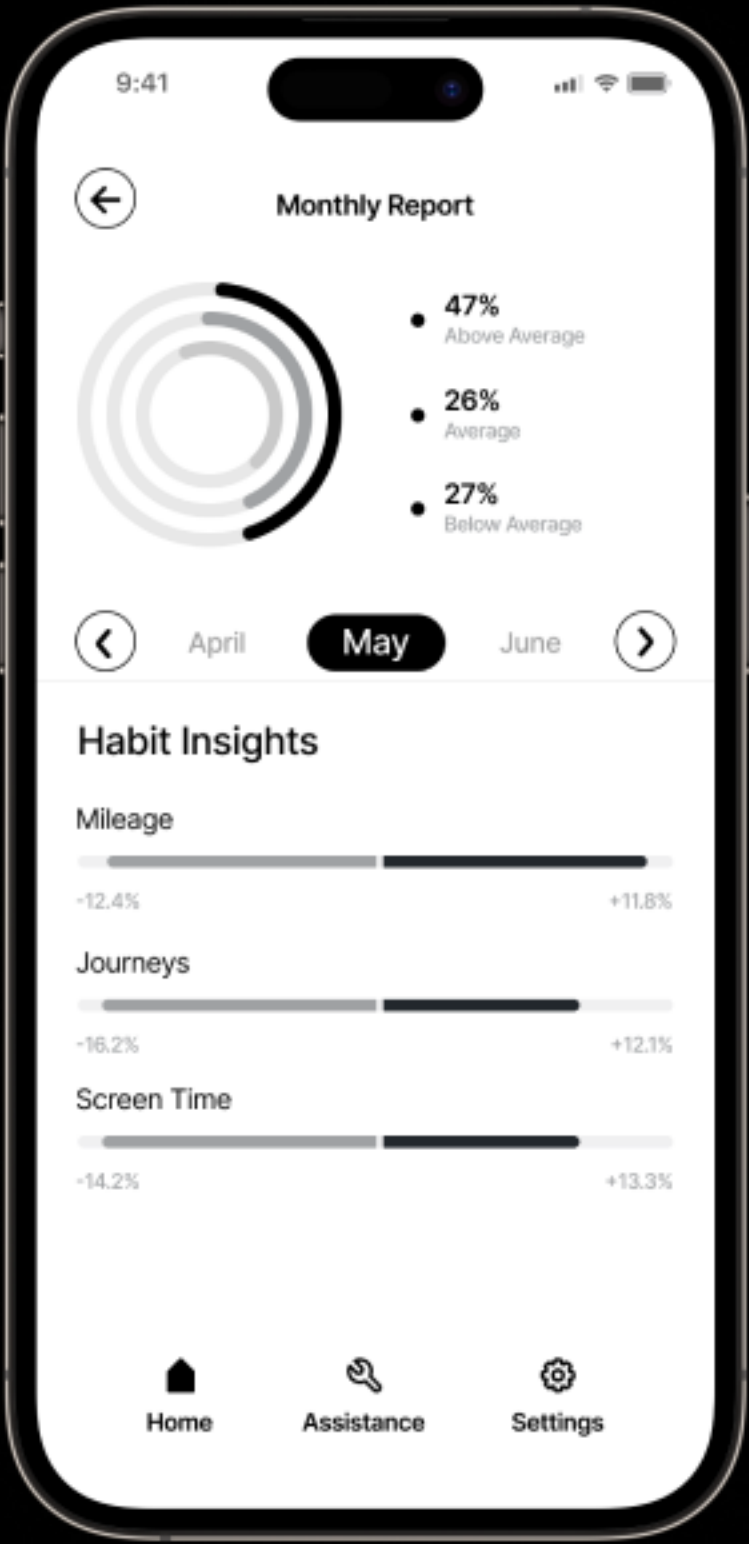
Colourblind Assistance

The app will provide options to enhance visual contrast for those who are colourblind, catering those who suffer from the likes of Achromatopsia, Tritanopia & Protanopia.



Monthly Reports

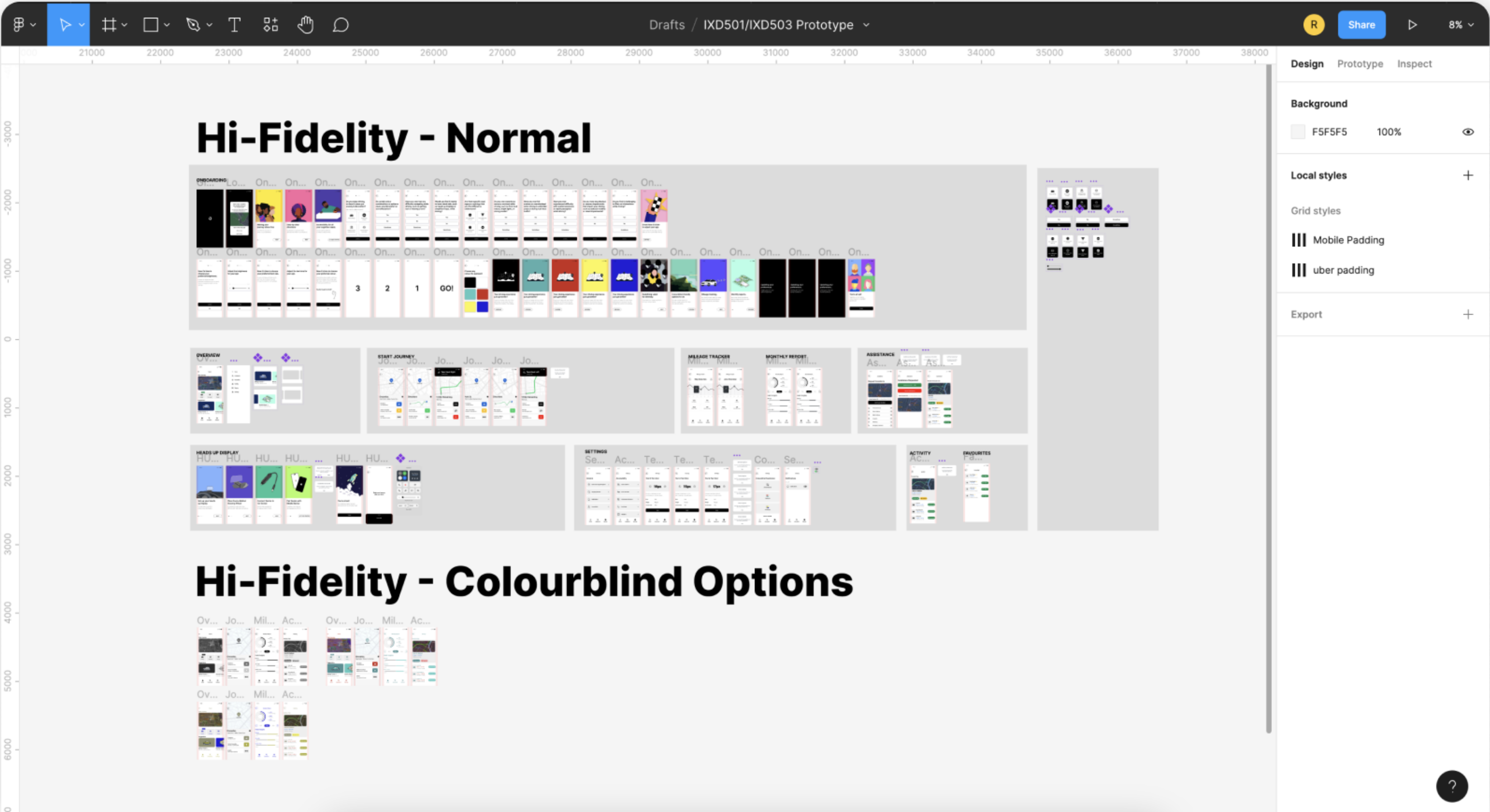
Users can track monthly insights into how many miles they have covered, destinations they have reached and how often they use their heads-up display.



Strengths & Weaknesses



Strengths



Strengths

WAYPOINT > **orbit** > **Orbit**



Weaknesses

R

Ryan's Notion

Search

Updates

Settings & members

New page

IXD501 Major Project P...

IXD503 Major Project Pr...

IXD504 Design Present...

Final Year 2022/2023

Ryan Walsh

Orbit Research Blog

Add a page

Create a teamspace

Templates

Import

Trash

IXD501 Major Project Prototyping

Semester 1 - September 2022 - January 2023

An overview of all my work to date for IXD501 featuring research, ideation, development & prototyping.

See All

Filter

Sort

New

Module	Aa Week 01-12 Content
IXD501	Week 01 - Induction & Group Project
IXD501	Week 02 - Design Futures & Idea Ins
IXD501	Week 03 - Major Project Ideas Semir
IXD501	Week 03 - Head-up display (HUD) O
IXD501	Week 03 - Competitor Analysis
IXD501	Week 04 - Pitching the Idea
IXD501	Week 04 - User Research
IXD501	Week 05 - Initial Branding
IXD501	Week 06 - Keynote Presentation
IXD501	Week 06 - Waypoint Proposal
IXD501	Week 07 - Feedback + Going Forwar
IXD501	Week 08 - Designing for Neurodivers
IXD501	Week 08 - Audit + User Overview
IXD501	Week 09 - Co-Founder Catalyst Talk
IXD501	Week 09 - Branding v2
IXD501	Week 09 - Lo-fi Wireframing & Sketc
IXD501	Week 09 - HUD Device Creation
IXD501	Week 10 - Typography & Scale

Calculate

Week 04 - User Research

Completed

Materials

Module

Add a property

Done

Research

Ideation

IXD501

Add a comment...

When to Use Which User-Experience Research Methods - NN/g

User-Experience Research Methods

I found this particular article very beneficial when looking for various research methods as it helps enable me to focus primarily on what the user will want specifically and how I can conduct my research in a way to help benefit both the design process and the target audience.

Qualitative, Quantitative Observational and Attitudinal Research

Qualitative - Qualitative research is the process of collecting, analysing, and interpreting non-numerical data, such as language. Yet, the problem with qualitative research is that it's quite number based, so it's difficult to get thoughts and opinions from the user and how they really feel about the question in hand.

Quantitative - Quantitative research collects information from existing and potential customers using sampling methods and sending out online surveys, online polls, and questionnaires. This gives a brief understanding of how the user feels about the overall product.

Observational - Observational research allows you to observe participants and phenomena in their most natural settings. This enables researchers to see their subjects make choices and react to situations in their natural setting, as opposed to structured settings like research labs or focus groups.

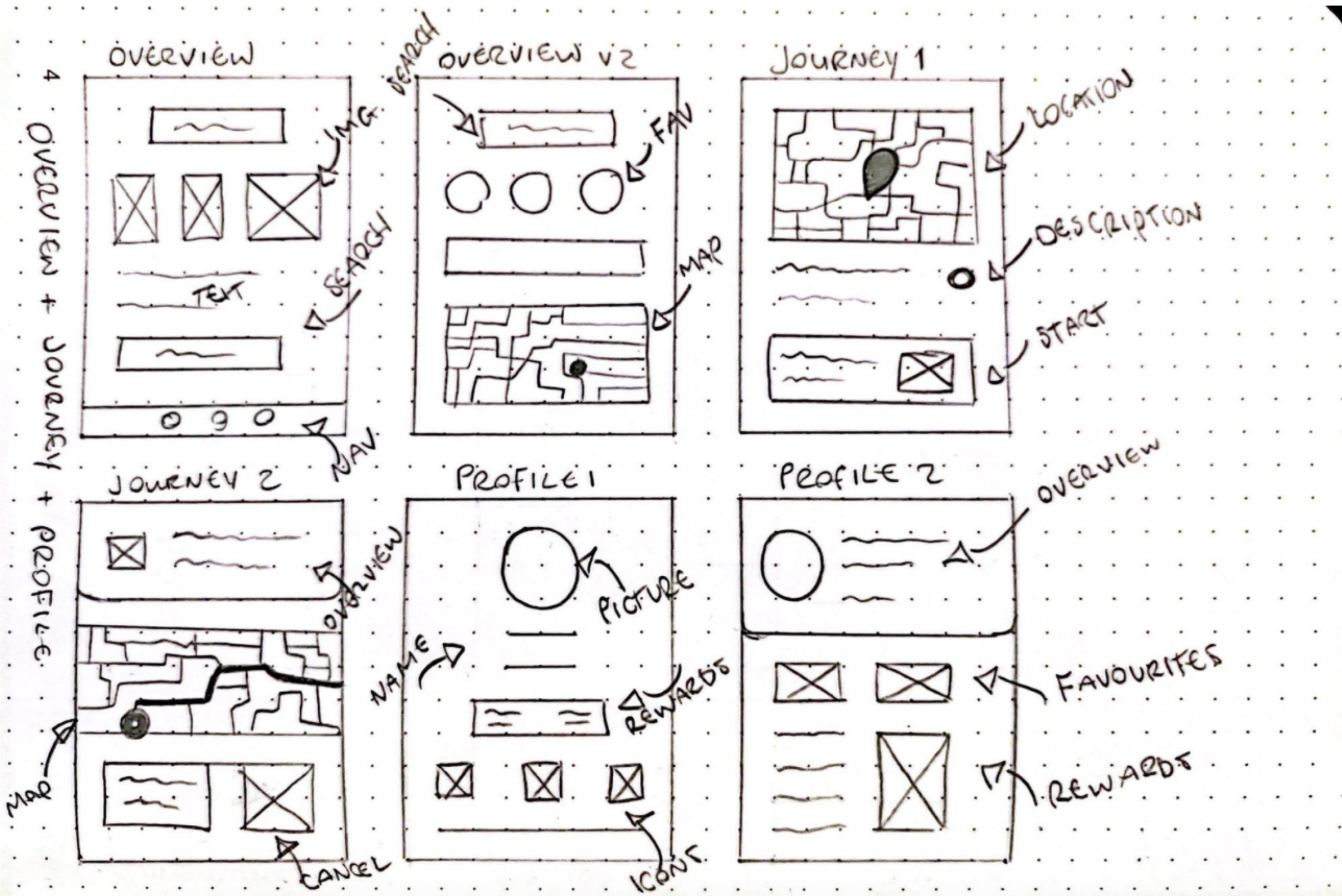
Attitudinal - Attitudinal research is used to understand a respondent's opinions, beliefs, feelings or thoughts. This would allow us to measure the importance of particular attributes of products or services that benefit the consumers purchasing decisions when deciding what the best product is for them to buy at that particular time.



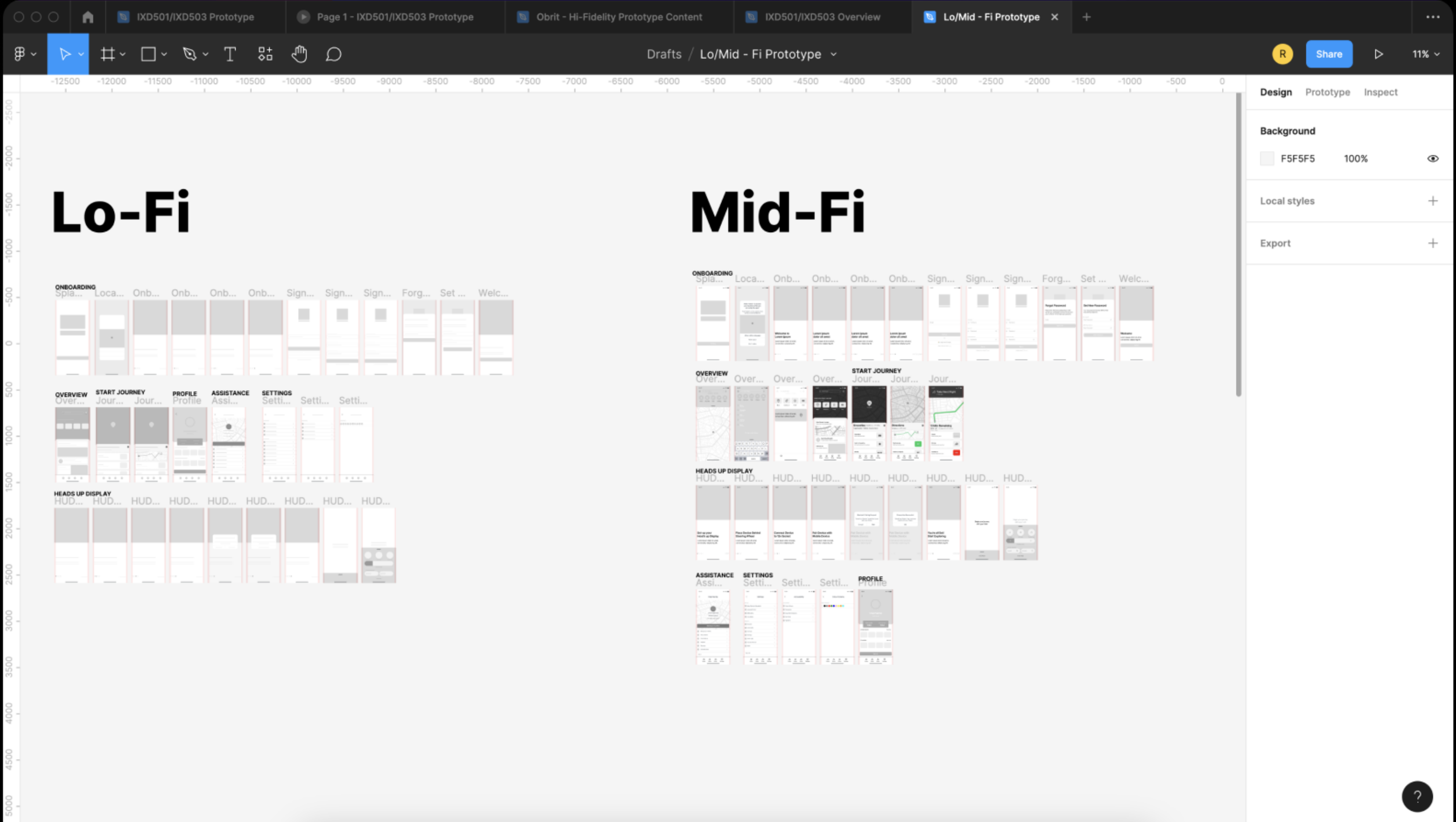
Design Development



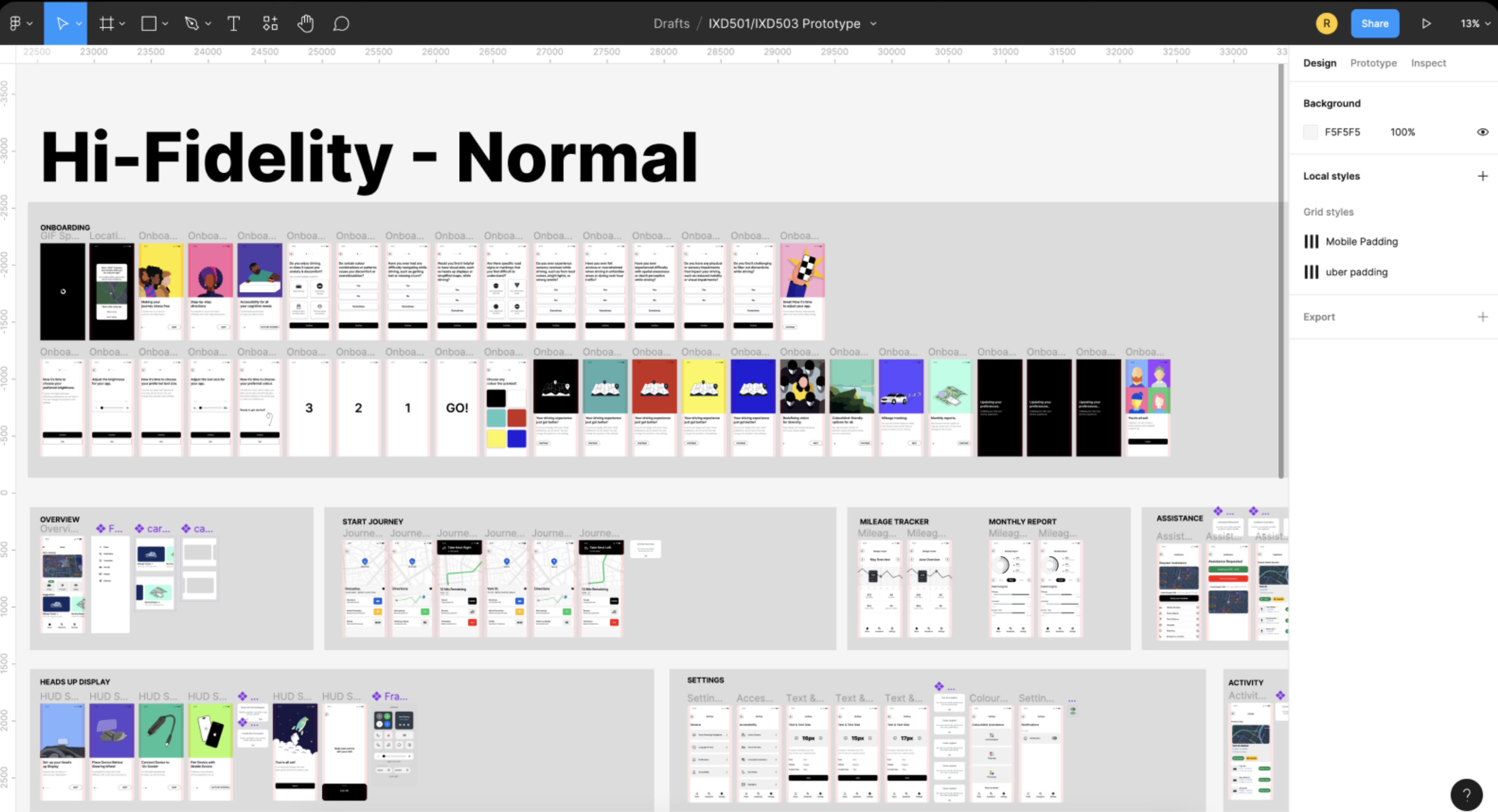
Sketches



Wireframes



High-Fidelity Designs



Design Toolkit



Notion

IXD501 Major Project Prototyping

Edited Apr 23Share🕒🌟⋮

R Ryan's Notion ⌵

🔍 Search

🕒 Updates

⚙ Settings & members

📄 New page

> 📄 IXD501 Major Project P...

> 📄 IXD503 Major Project Pr...

> 📄 IXD504 Design Present...

> ➕ Final Year 2022/2023

> 📄 Ryan Walsh

> 🕒 Orbit Research Blog

+ Add a page

🏠 Create a teamspace

📁 Templates

📄 Import

🗑 Trash

IXD501 Major Project Prototyping

Semester 1 - September 2022 - January 2023

An overview of all my work to date for IXD501 featuring research, ideation, development & prototyping.

📄 See All📋 List View+

FilterSort🔍⋮New ▾

🕒 Module	Aa Week 01-12 Content	📋 Materials	🕒 Completed	+ ⋮
IXD501	🔥 Week 01 - Induction & Group Project	Introductory Brief	🟢 Done	
IXD501	🎨 Week 02 - Design Futures & Idea Inspiration	Introductory Brief	🟢 Done	
IXD501	💡 Week 03 - Major Project Ideas Seminars	Ideation	🟢 Done	
IXD501	📺 Week 03 - Head-up display (HUD) Overview	Research	🟢 Done	
IXD501	🔍 Week 03 - Competitor Analysis	Research	🟢 Done	
IXD501	🖋 Week 04 - Pitching the Idea	Ideation	🟢 Done	
IXD501	👥 Week 04 - User Research	ResearchIdeation	🟢 Done	
IXD501	™ Week 05 - Initial Branding	Branding	🟢 Done	
IXD501	📺 Week 06 - Keynote Presentation	Week 06 Deadline	🟢 Done	
IXD501	📺 Week 06 - Waypoint Proposal	Week 06 Deadline	🟢 Done	
IXD501	☁ Week 07 - Feedback + Going Forward	Ideation	🟢 Done	
IXD501	📄 Week 08 - Designing for Neurodiverse Users	Research	🟢 Done	
IXD501	📄 Week 08 - Audit + User Overview	Research	🟢 Done	
IXD501	💬 Week 09 - Co-Founder Catalyst Talk	Studio Talk	🟢 Done	
IXD501	™ Week 09 - Branding v2	Branding	🟢 Done	



Figma

Search files, teams, or people

Explore Community

R

Drafts

Deleted

New design file

Design and prototype

+

New FigJam file

Whiteboard and diagram

+

Import file

Bring in files from other tools

Filter: All files

Sort: Last modified

IXD501/IXD503 Overview

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R

Lo/Mid - Fi Prototype

Edited 7 minutes ago

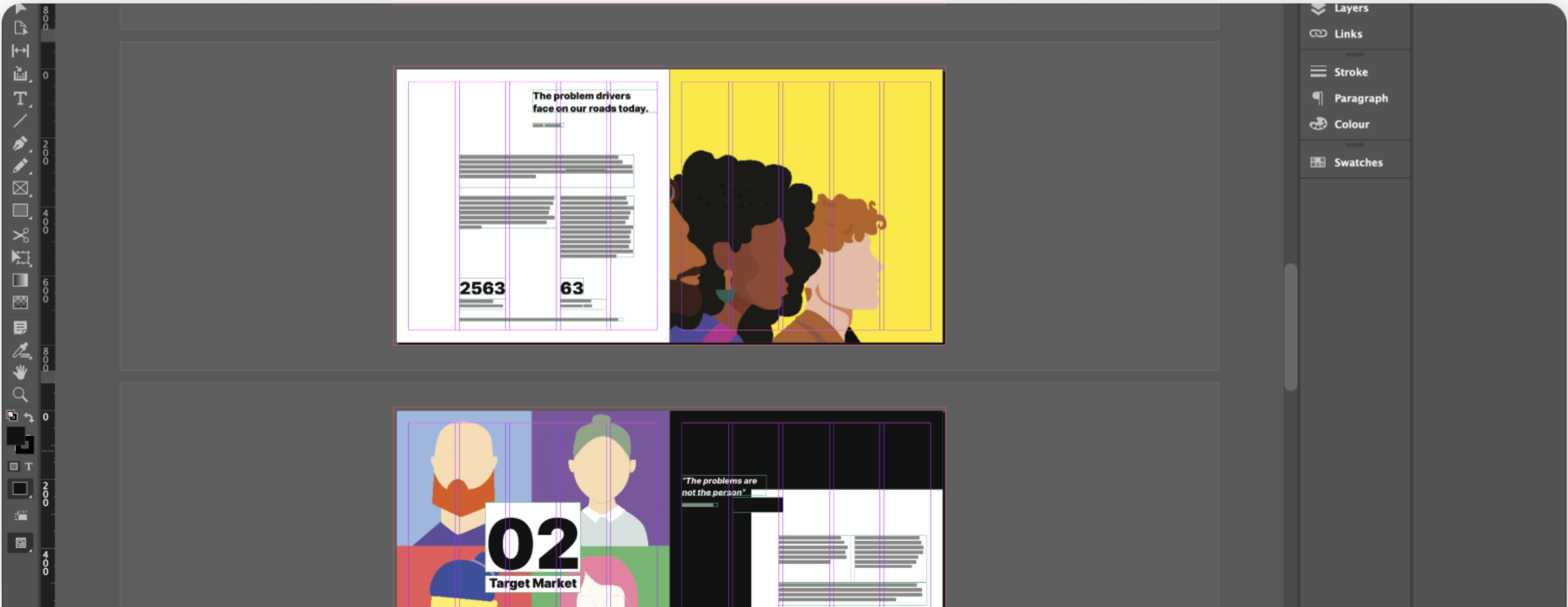
IXD501/IXD503 Prototype

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Obrit - Hi-Fidelity Prototype Content

Edited 3 days ago

InDesign



Usability Testing





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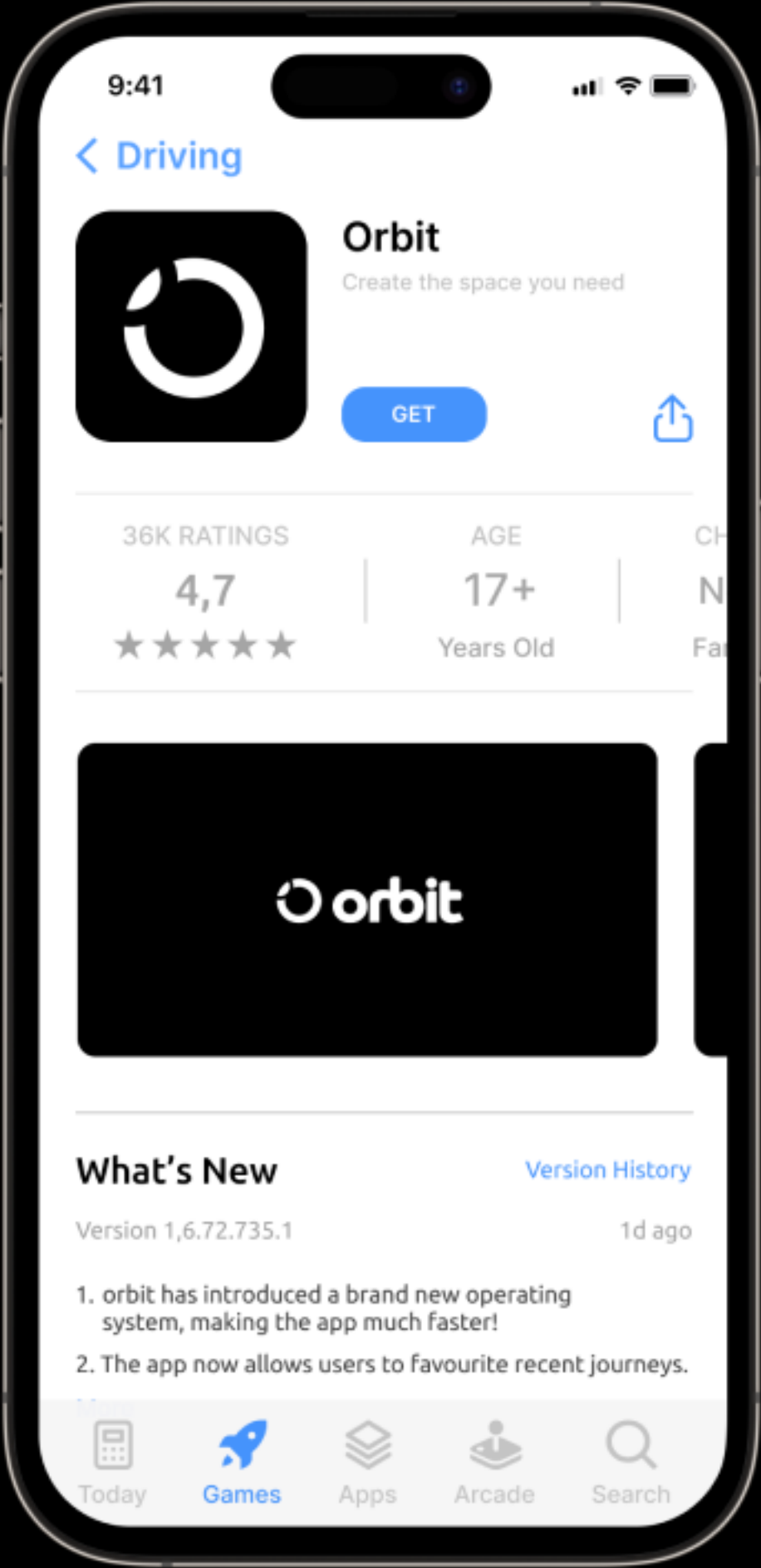




Business Model



Business Model

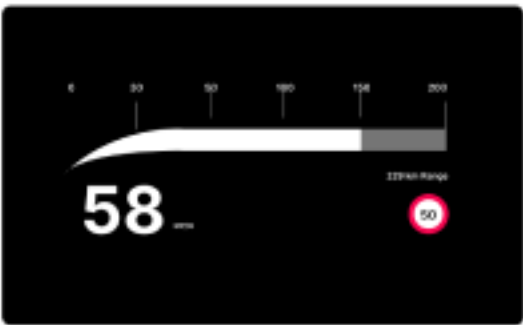


Promoting the Project





Empower Your Driving Experience with a Heads Up Display App for Neurodiverse Individuals.



Speedometer
Displays your current speed on the screen at all times so you don't need to look down at the dashboard to check your speed.

Navigation
Provides turn-by-turn directions on the screen at all times so you can keep your eyes on the road.



Night Mode
Switches the display to a darker, less distracting colourscheme to reduce eye strain and improve visibility during night driving.

Quick & easy installation

Place behind wheel

Accessible for users who have difficulty with multi-step instructions. Place the device behind the steering wheel for the best performance.

Connecting Device

Connect your device through the 12v socket in your vehicle or via usb port for the most optimal experience.

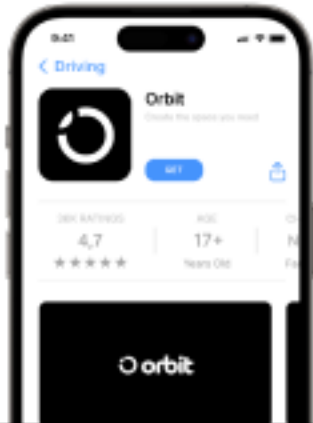
Bluetooth Pairing

Pair your device with your mobile device which will allow you to use all your settings from the app.

You're all set

Your heads up display will not be paired and ready to be used for all your driving and navigational needs.

Expand your experience through iOS and Android devices



Orbit will be available to download through the Apple App Store for iOS users and also Google Play Store for Android users. The app will also be free to all users and if they so choose to, they can purchase the head's up display to use the app from a different perspective from the website.



Merchandise



Future Development



Future Development

Going forward, orbit could become an extremely intelligent and useful form of integration within Apple CarPlay to allow users to seamlessly use this app on their whole dashboard and help neurodiverse users navigate more easily and effectively.



Thank you

