

VIRB**MOJO**

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

BADASS

Action cameras were originally created for extreme sports.



GARMIN®



GoPro®
Be a HERO. 

(SLIGHTLY LESS) **BADASS**

Action cameras have grown by appealing to ordinary consumers.



GARMIN®



GoPro®
Be a HERO. 

“ACTIVE MILLENNIALS”





EXPLORE



EXPERIENCE





Instagram





dannytetzlaff
Boston, Massachusetts >











Liked by [marcjohnstone26](#), [rjawz91](#) and 104 others

dannytetzlaff last summer 📷 : [@bianksy_](#)



SHARE



 Geo-Tagging

 Live

 Story Mode



 Geo-Tagging

 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**



VIRB GEN.Y

THE OPPORTUNITY



FORM

SERIOUS INDUSTRIAL, YET ELEGANT

DETAILS

COLOR AND SCREENS

CUSTOMIZE

NOTE SOME LOW SPOTS

LOW CASE!

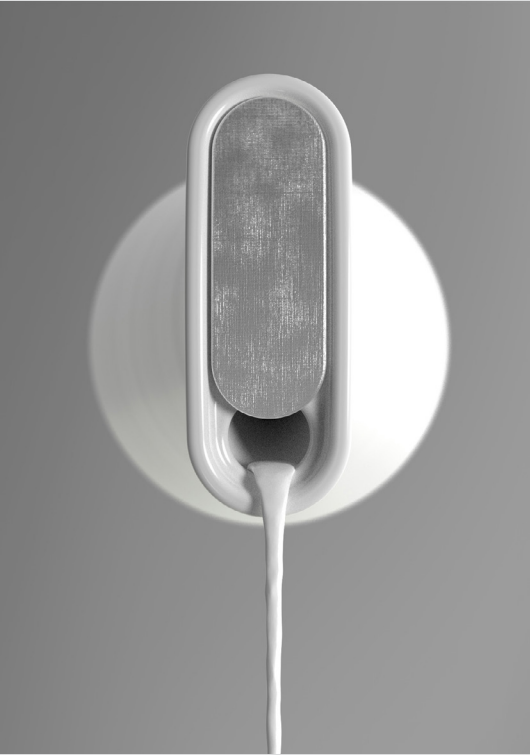
REDESIGN - ON THE DESKTOP NEW IMAGE THING

BLIND STITCHING

UPPER MOUNTAIN

FORWARD 2019 3D

MF





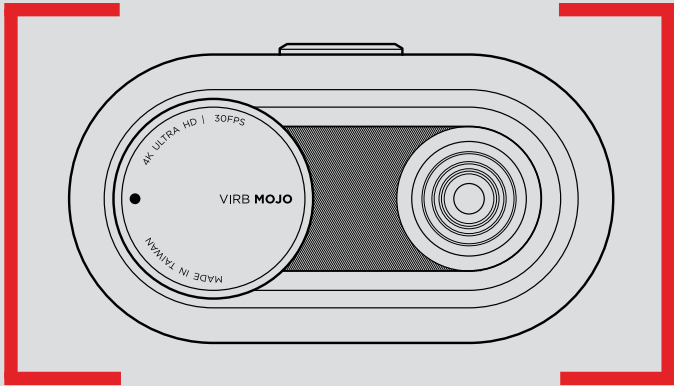


PRODUCT INSPIRATION | AESTHETIC TARGET

Friendly yet serious.



VIRB **ULTRA 30**



VIRB **MOJO**

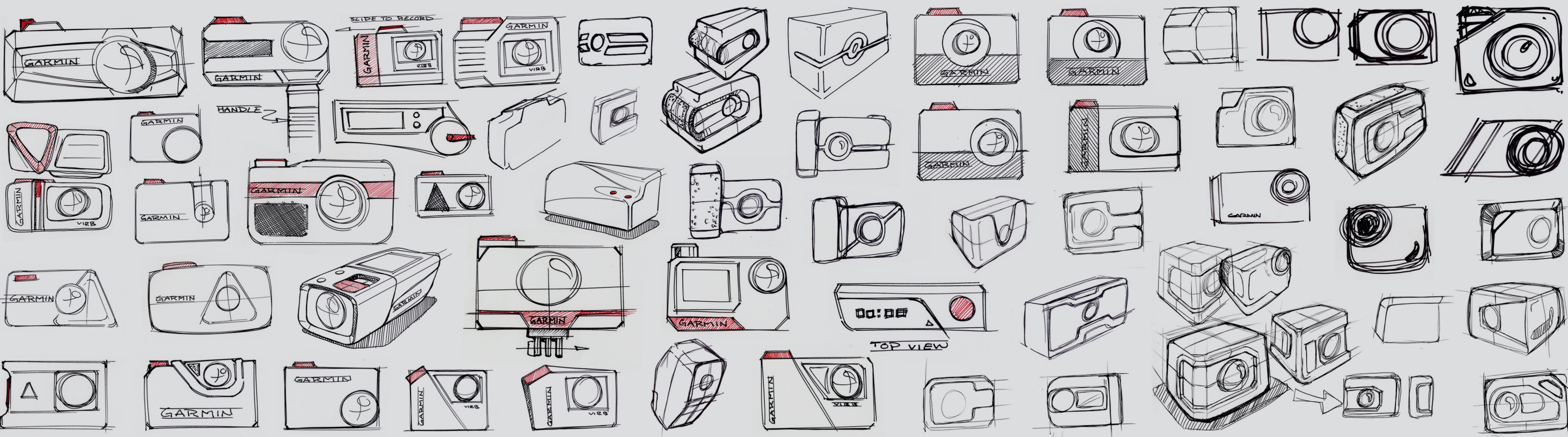


VIRB **XE**

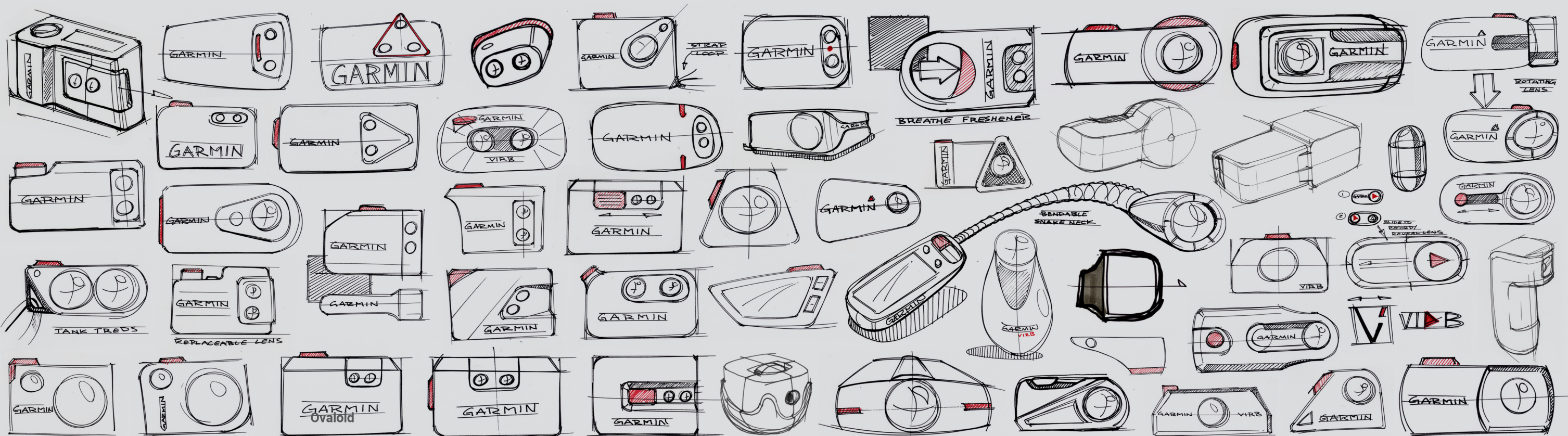


VIRB **360**

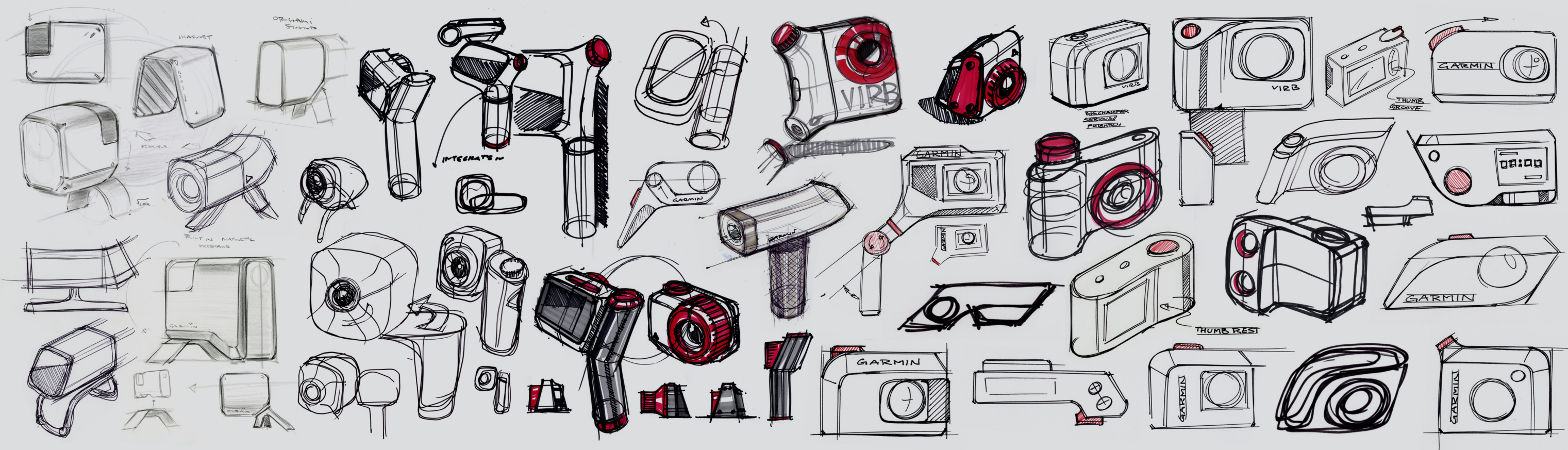
04 ROUGH SKETCH



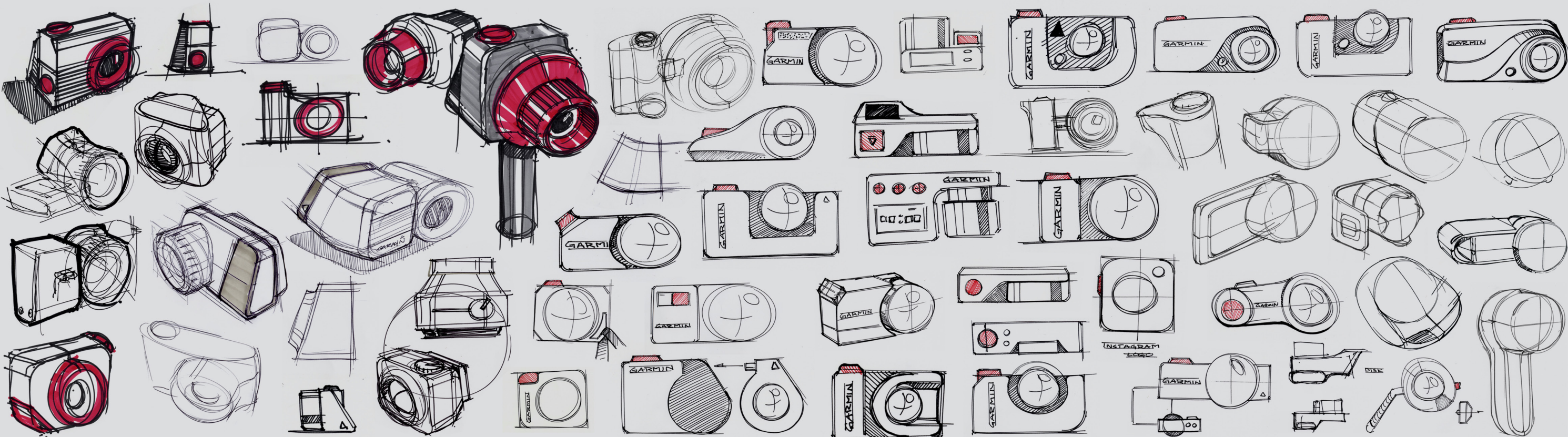
ROUGH SKETCH | DUAL CAM + MISC. FORMS



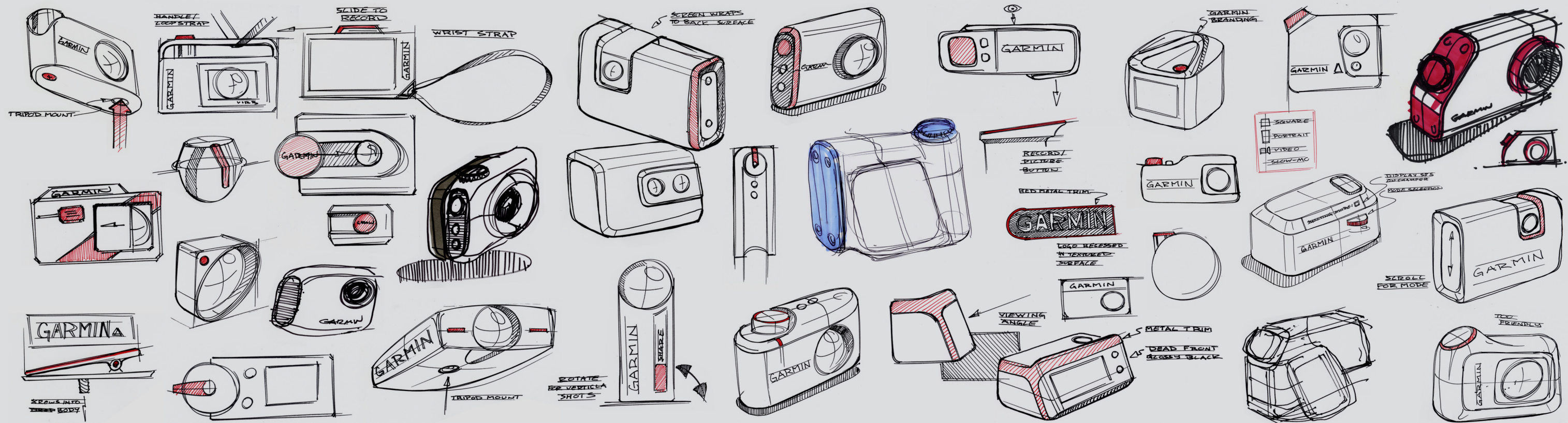
ROUGH SKETCH | INTEGRATED ACCESSORY + HAND GRIP



ROUGH SKETCH | OVERSIZED LENS



ROUGH SKETCH | DETAILS + MODE SELECTION





05 **REFINED EXPLORATION**

EXPLORATION | PILL SHAPE



Same Depth
Dif. Angle

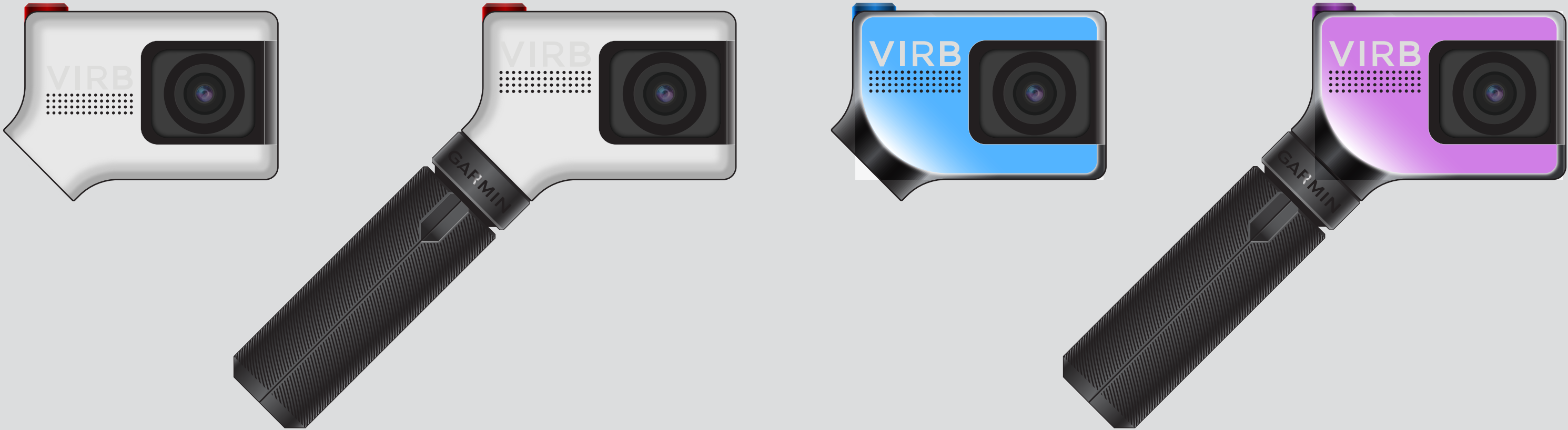


Dif. Depth
Same Angle

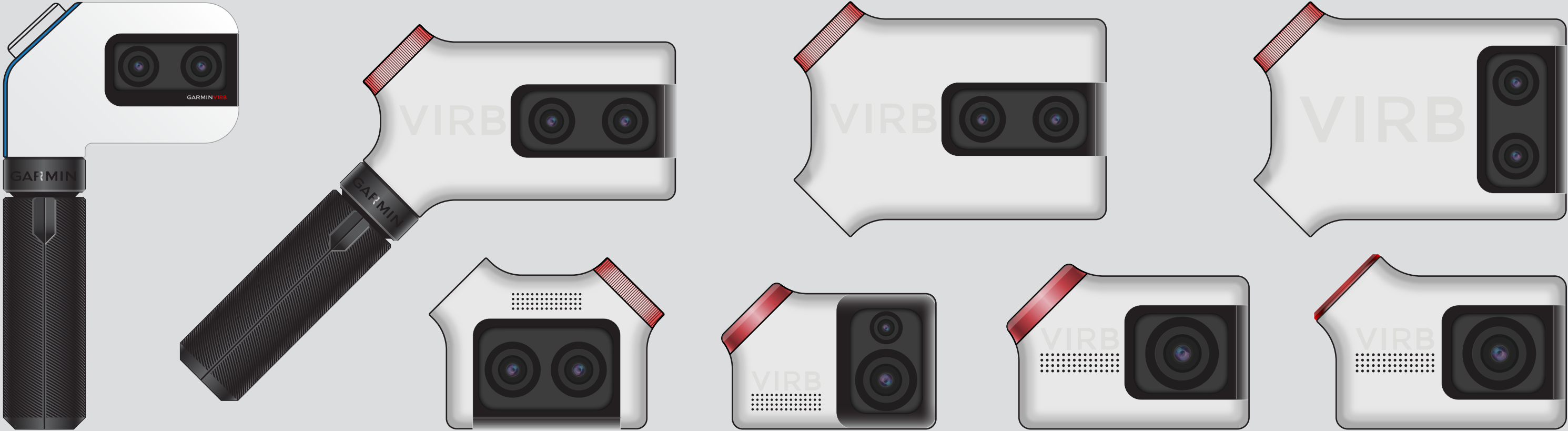


EXPLORATION | RECTILINEAR + CORNER DIAL

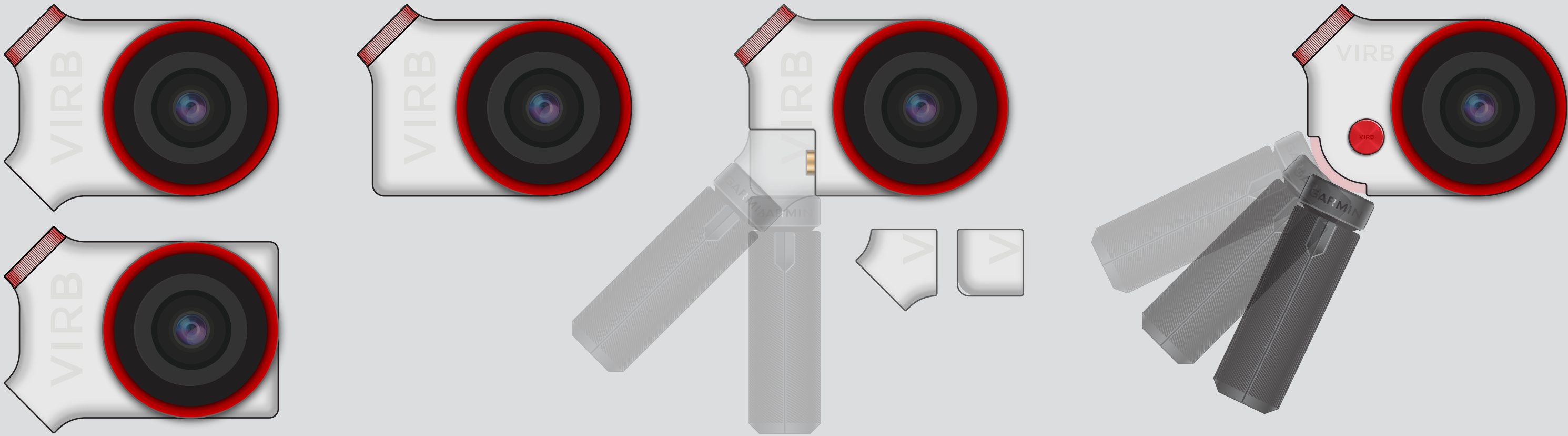




EXPLORATION | DUAL CAM + CORNER DIAL + INTEGRATED HANDLE



EXPLORATION | [OVERSIZED LENS + CORNER DIAL + INTEGRATED HANDLE](#)

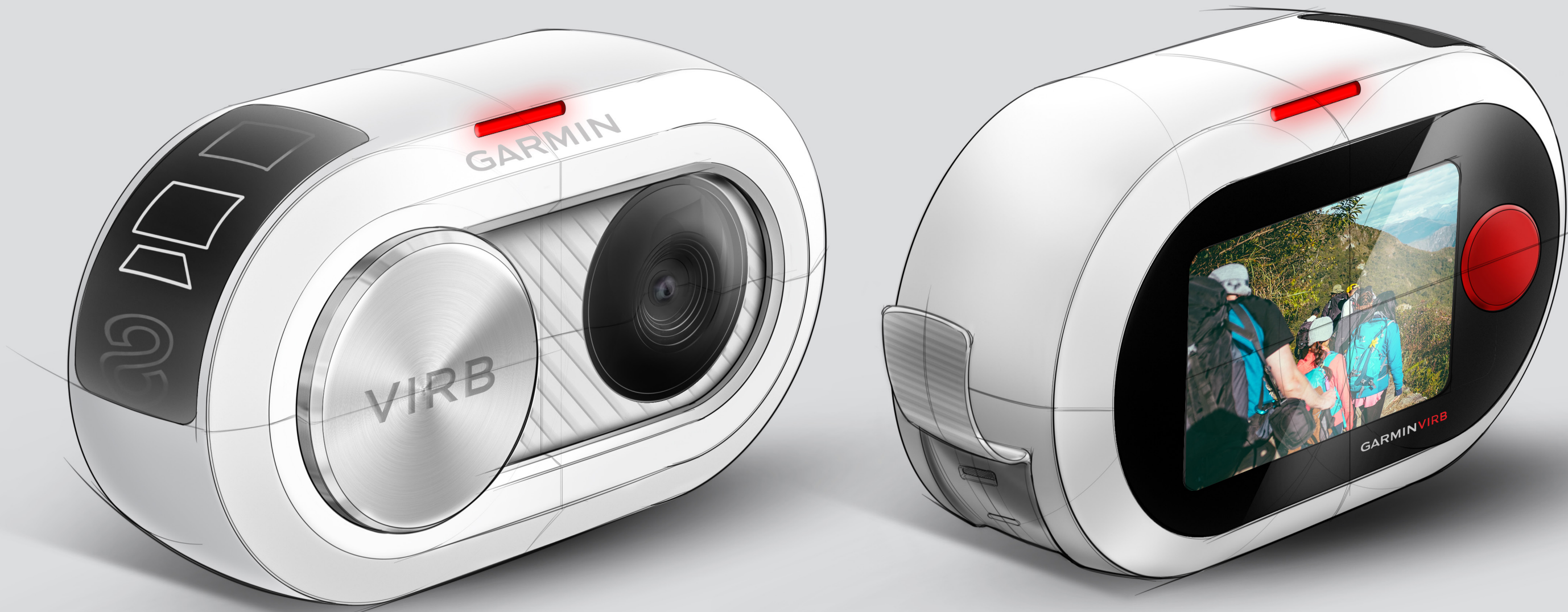




Not easily Pocketable



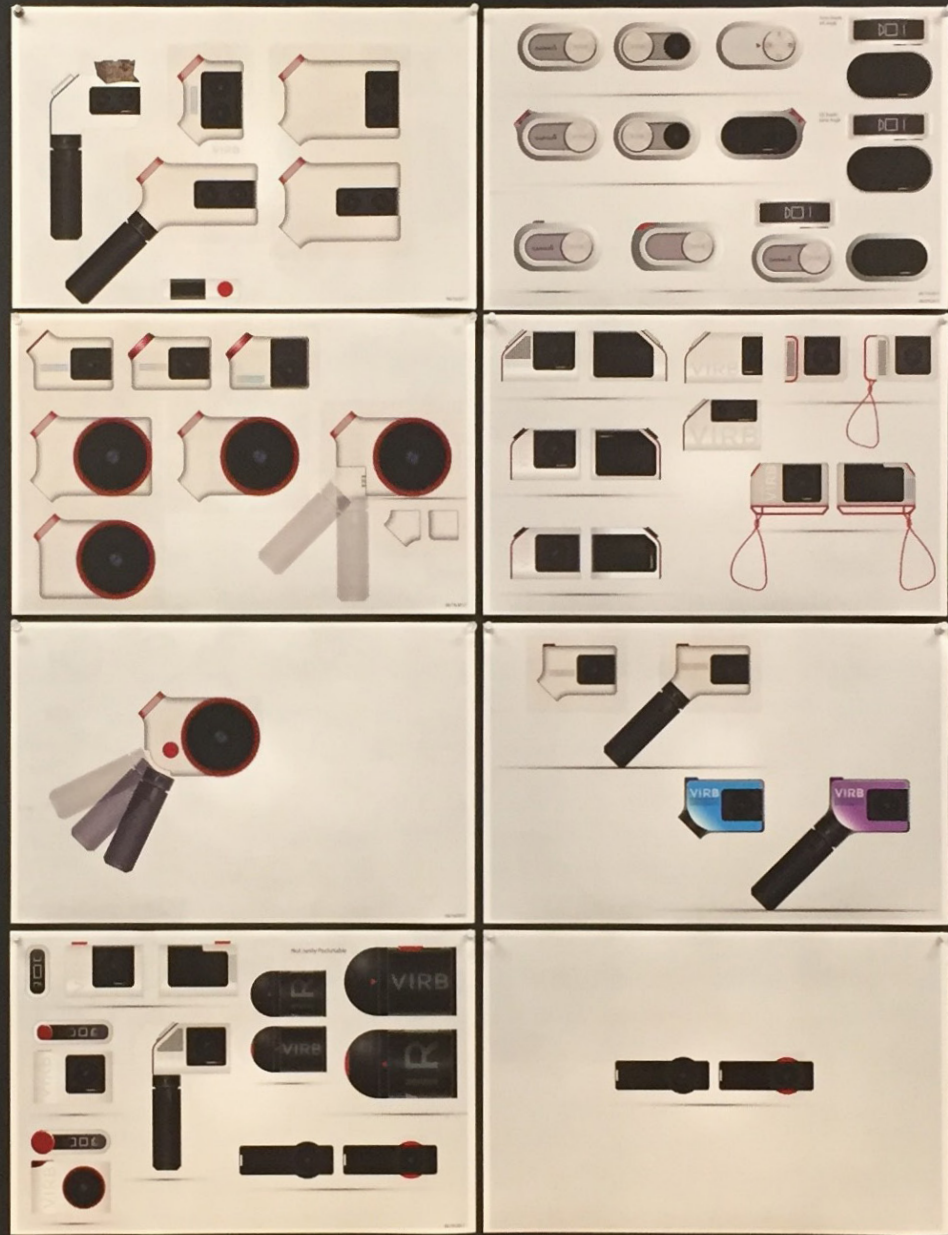
06 REFINED SKETCH





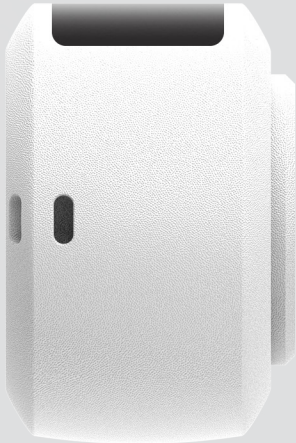
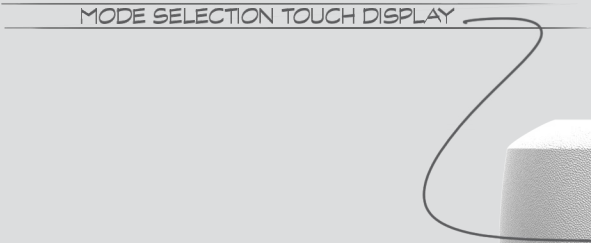


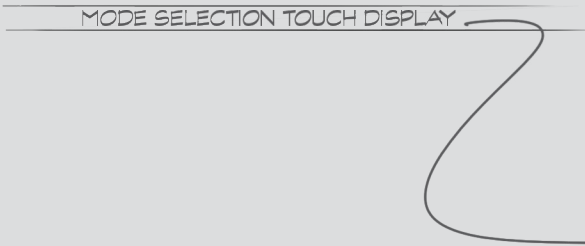


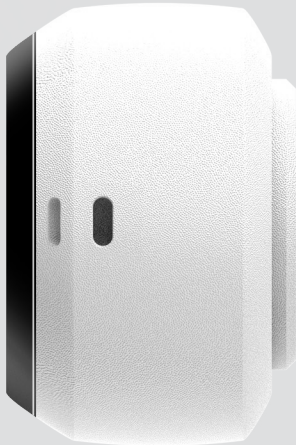


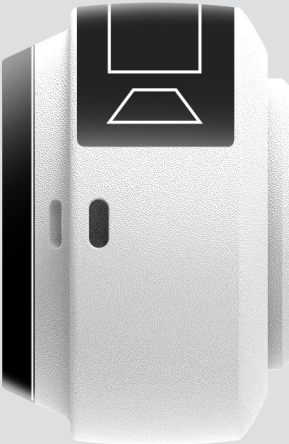
07 ROUGH MODEL





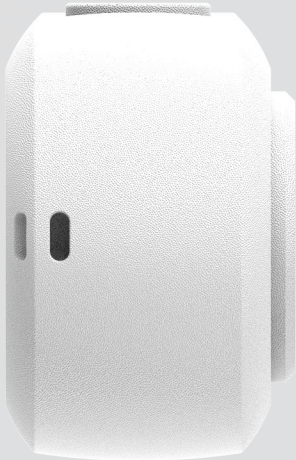
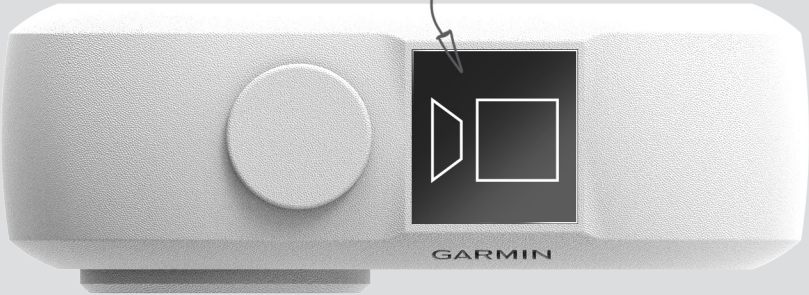






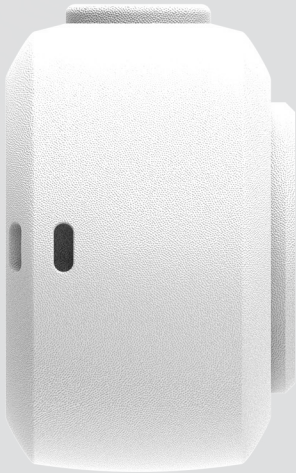


MODE SELECTION TOUCH DISPLAY



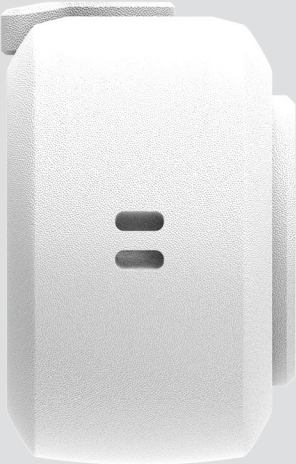


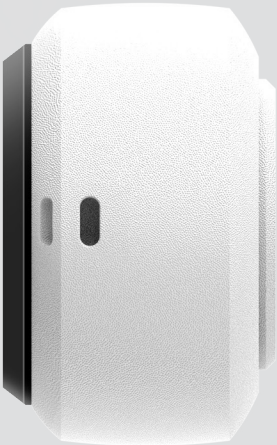
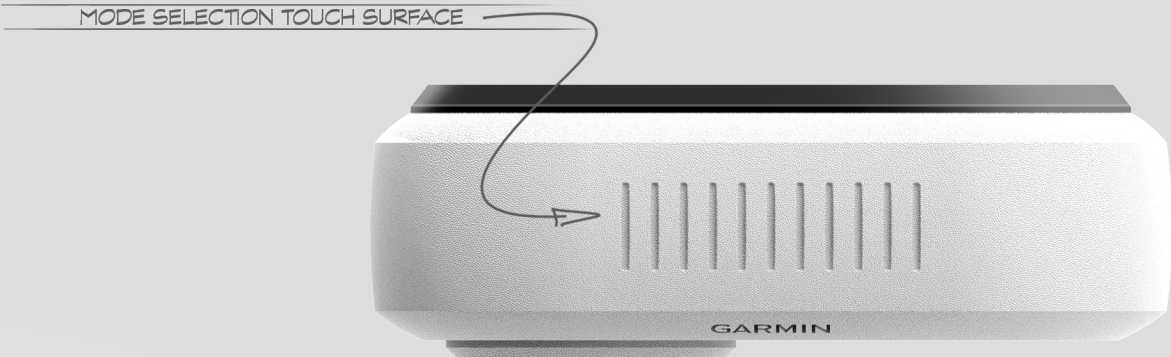
MODE SELECTION TOUCH DISPLAY

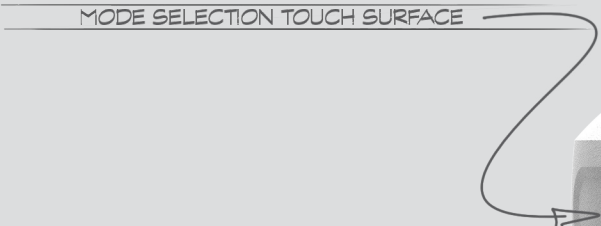


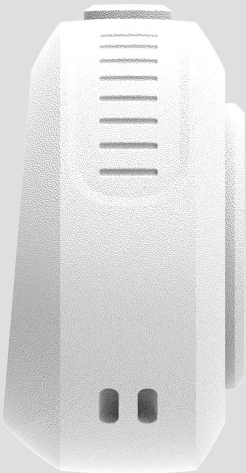
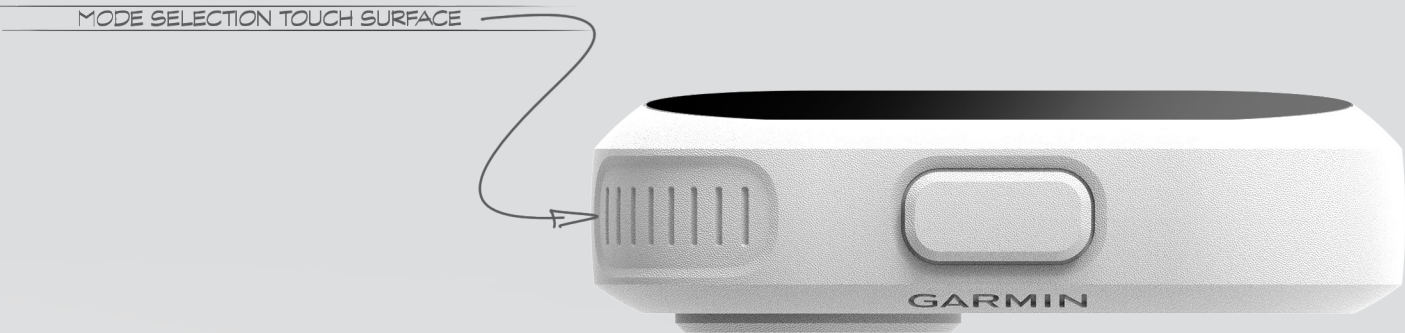


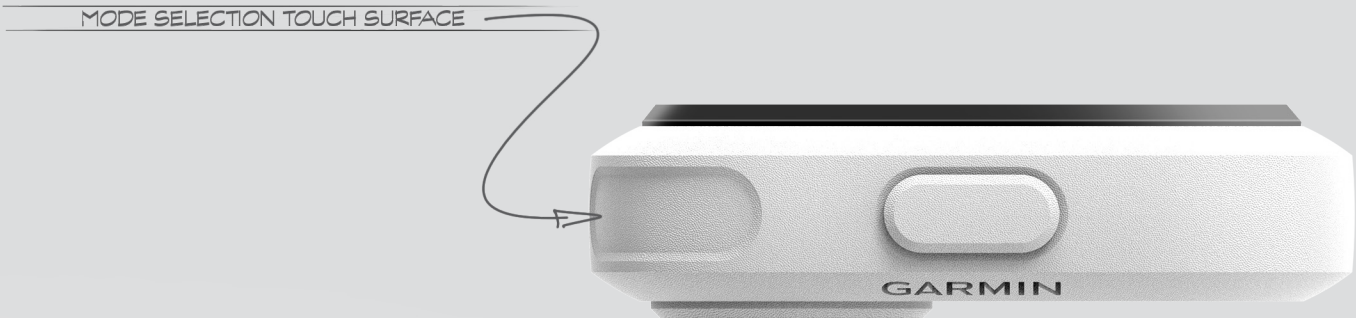
MODE SELECTION TOUCH DISPLAY

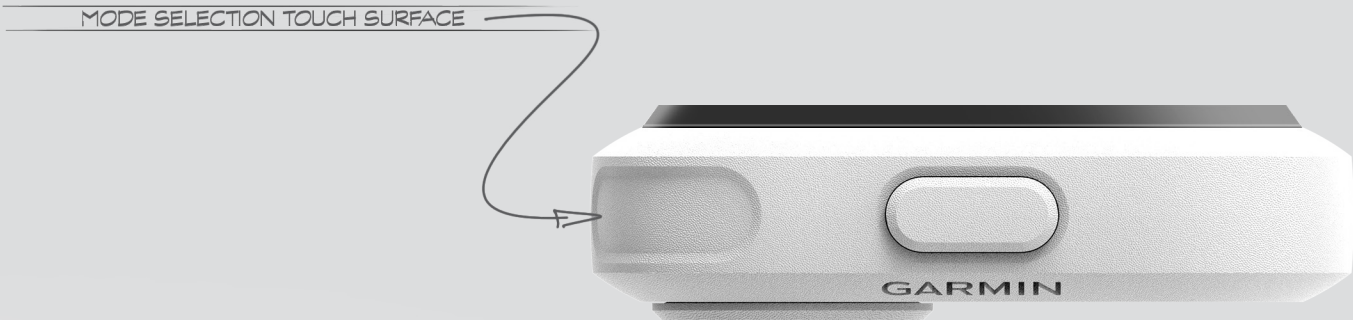












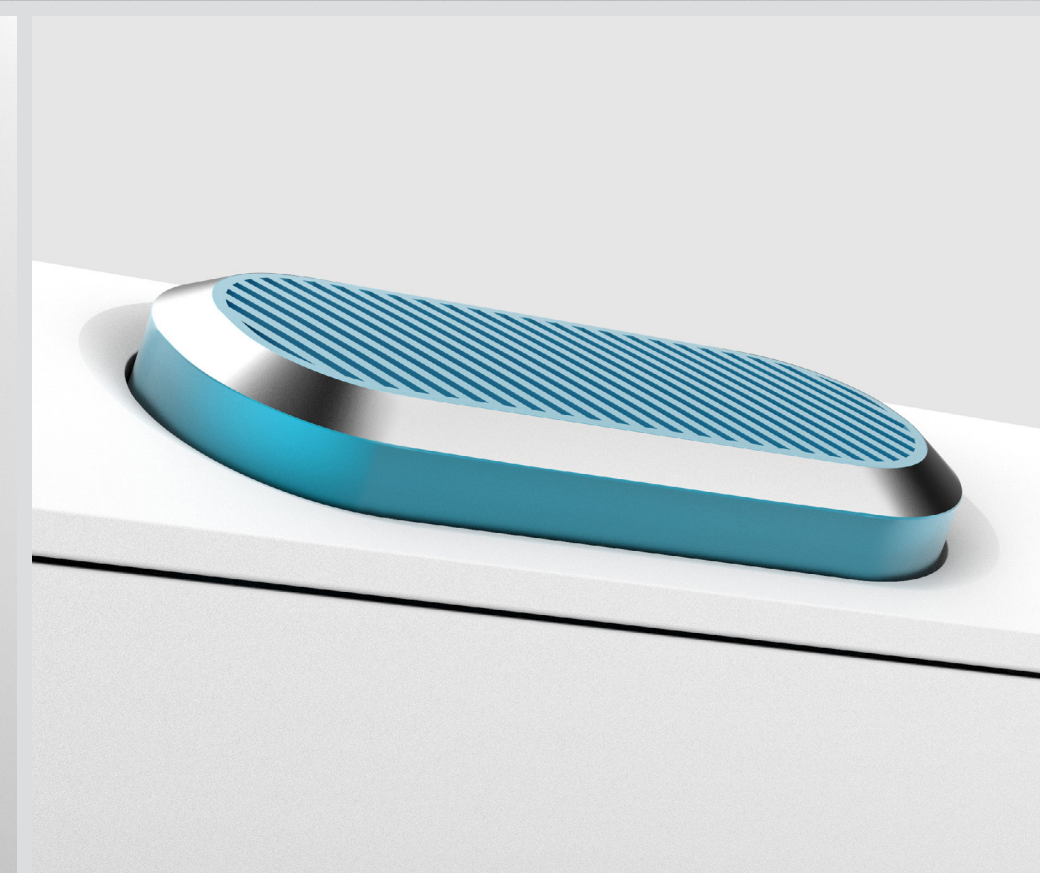
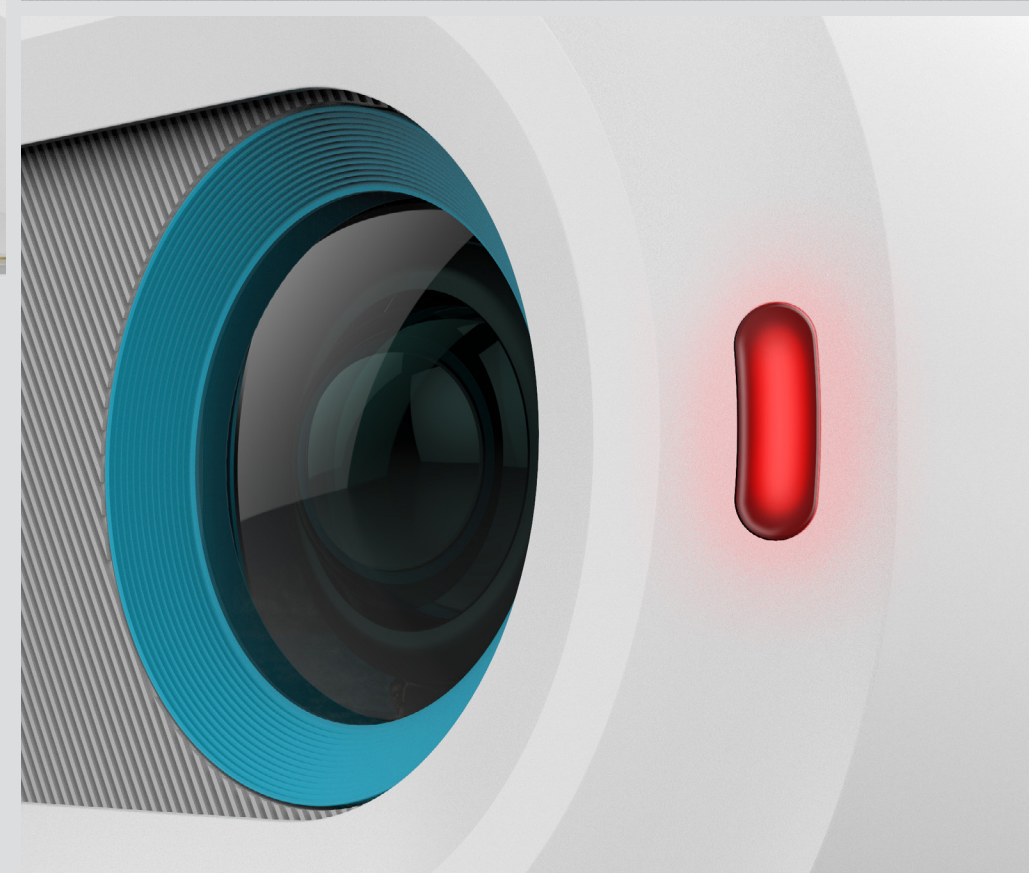
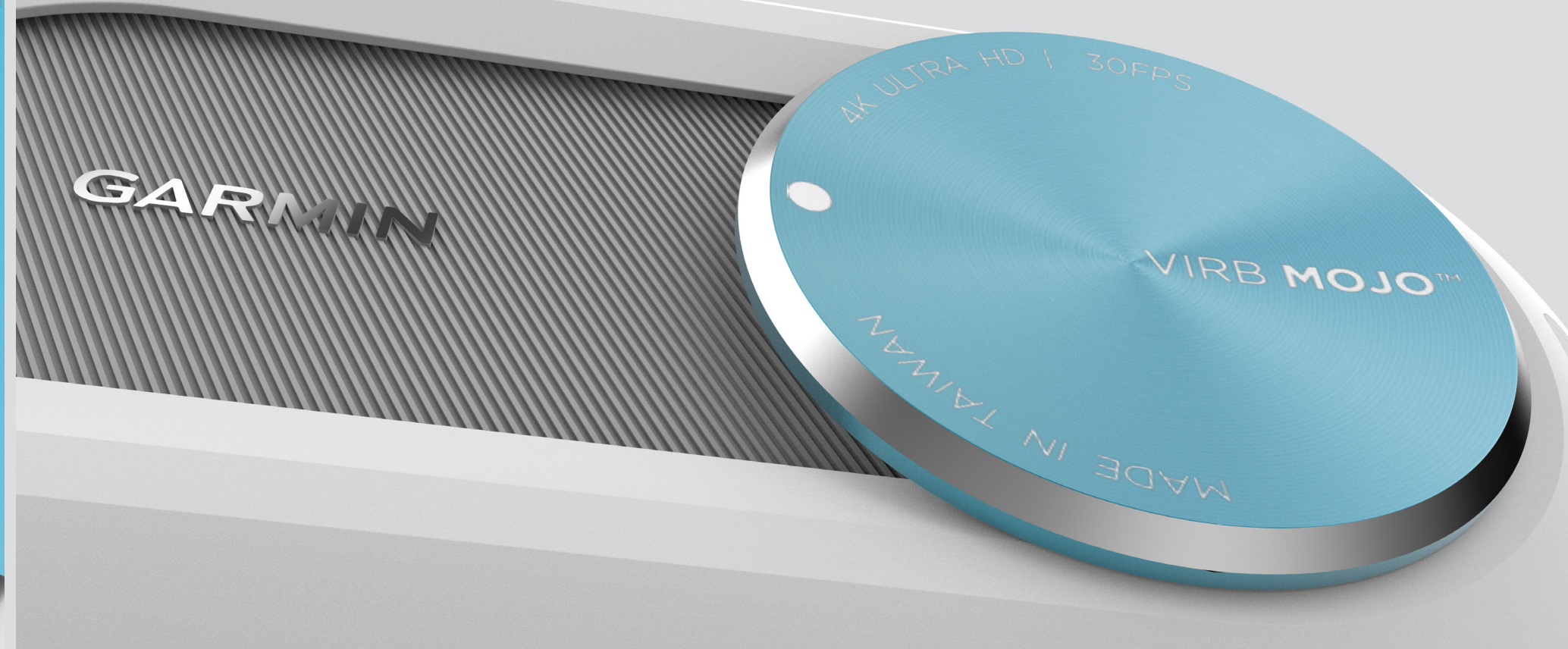


MODE SELECTION TOUCH SURFACE



08 **REFINED MODEL**









REFINED MODEL | CHARGING DOCK







REFINED MODEL | PROTOTYPE SPEC SHEETS

01_MAIN-BODY.SLDPRT
PRINT

03_BUTTON.SLDPRT
MACHINED STEEL

05_LENS-BEZEL.SLDPRT
PRINT

06_LENS.SLDPRT
MACHINED ACRYLIC

07_TRIPOD-MOUNT.SLDPRT
PRINT

02_SCREEN.SLDPRT
MACHINED ACRYLIC
3MM

04_DIAL.SLDPRT
MACHINED STEEL

PRINT

01_MAIN-BODY.SLDPRT
05_LENS-BEZEL.SLDPRT
07_TRIPOD-MOUNT.SLDPRT

MACHINED STEEL

03_BUTTON.SLDPRT
04_DIAL.SLDPRT

MACHINED ACRYLIC

02_SCREEN.SLDPRT
06_LENS.SLDPRT

VIREMOJO

OVERVIEW

7.31.2017

WHITE
(GLOSSY AND MATTE)

CAS475

CAS771

CAS1033

VIREMOJO

COLORS

7.31.2017

TOUCH DETAILS
MATTE WHITE
FILL AND WIPE

TOUCH SURFACE
GLOSSY WHITE

LANYARD LOOP
BLUE - CAS475
HAND PAINTED

TEXTURED SURFACE
GREY - CAS771

MAIN BODY
MATTE WHITE

LED INDICATOR
RED - CAS1033
FILL AND WIPE

POGO PINS X4
METALLIC SILVER
HAND PAINTED

TOUCH SURFACE | GLOSSY WHITE
SECOND SURFACE

TOUCH DETAILS | MATTE WHITE
FIRST SURFACE | FILL AND WIPE

LANYARD LOOP | CAS475
FIRST SURFACE

LED INDICATOR | CAS1033
FIRST SURFACE | FILL AND WIPE

POGO PINS | METALLIC SILVER
FIRST SURFACE

VIREMOJO

01_MAIN-BODY.SLDPRT | PRINT

7.31.2017

BEZEL
POLISH FINISH

BACK FACE
PANTONE BLACK C 2ND SURFACE
POLISH FINISH

FRONT

BACK

08017_Virb-Mojo_Display-Artwork.PDF

VIREMOJO

02_SCREEN.SLDPRT | MACHINED ACRYLIC

7.31.2017

PRINT DISPLAY 1:1

CAS475

BUTTON
PAINT AND WIPE TO
REVEAL RAW METAL

VIREMOJO

03_BUTTON.SLDPRT | MACHINED STEEL

7.31.2017

CAS475

DIAL
PAINT AND WIPE TO
REVEAL RAW METAL
RADIAL SPIN CUT FINISH

CHROMATEC
08017_Virb-Mojo_Chromatec.pdf

VIREMOJO

04_DIAL.SLDPRT | MACHINED STEEL

7.31.2017

REAL APPLICATION:

Project: VIRE MOJO

Colors: **WHITE**

Page Size: 8.5" x 11"

Surface: 1st Surface

Date: 08/01/17



**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.