



inTune i3

Designing complex automotive tuning for a compact touchscreen

Lead UX/UI Designer · DiabloSport · 2015

BRENDAN BACHMANN

PORTFOLIO CASE STUDY

A handheld tuner had to make advanced vehicle controls feel approachable

The i3 connects through a vehicle's OBDII port and gives drivers a touchscreen path to:

01 Install performance tunes

Guide drivers through selecting and applying supported calibrations.

02 Diagnose vehicle issues

Scan and clear diagnostic trouble codes and review live vehicle information.

03 Adjust and maintain the device

Expose supported parameters, backups, Wi-Fi updates, and device settings.



Current product image; case-study visuals reflect my 2015 work.

The design challenge was clarity under real constraints

01 Compact display

Fit dense tuning and diagnostic workflows into a small touchscreen.

02 Mixed expertise

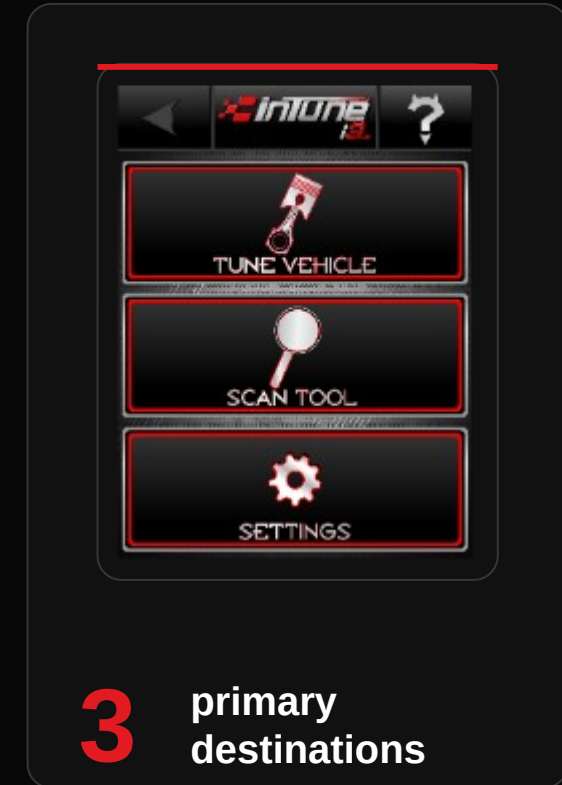
Support first-time users without blocking experienced tuners.

03 Consequential actions

Make ignition states, backups, installs, and errors unmistakable.

04 Hardware reality

Work within the device's screen, firmware, and engineering constraints.



MY ROLE

I owned the experience from navigation to production-ready assets

SOLE DESIGNER

As DiabloSport's only designer on the i3, I led the UX/UI work while partnering closely with product, tuning, and engineering.

UX architecture and screen flow
UI layout and visual hierarchy
Iconography and interaction states
Production assets and engineering handoff

CROSS-FUNCTIONAL TEAM

2

ENGINEERS

Feasibility, implementation, iteration

1

LEAD TUNER

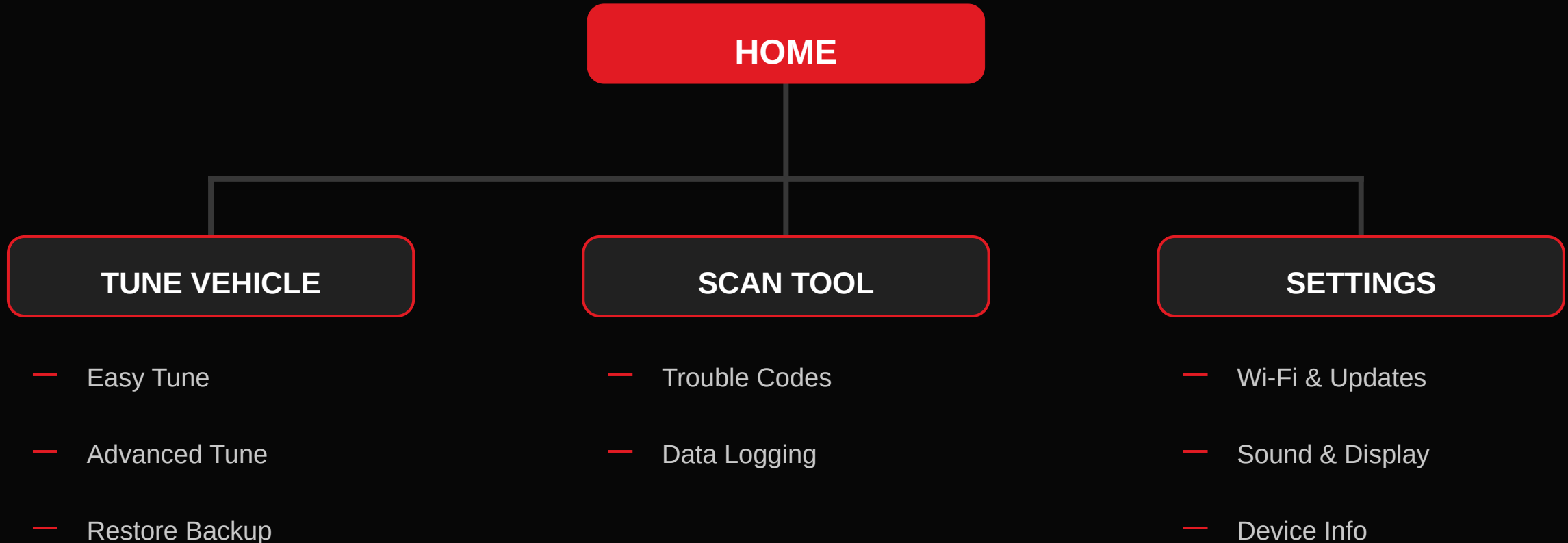
Tuning logic, terminology, safety needs

1

PRODUCT MANAGER

Scope, priorities, product decisions

Three primary destinations gave the interface a stable mental model



The top level stayed simple; complexity appeared only after the driver chose a task.

Easy Tune reduced the decision path to what drivers needed most

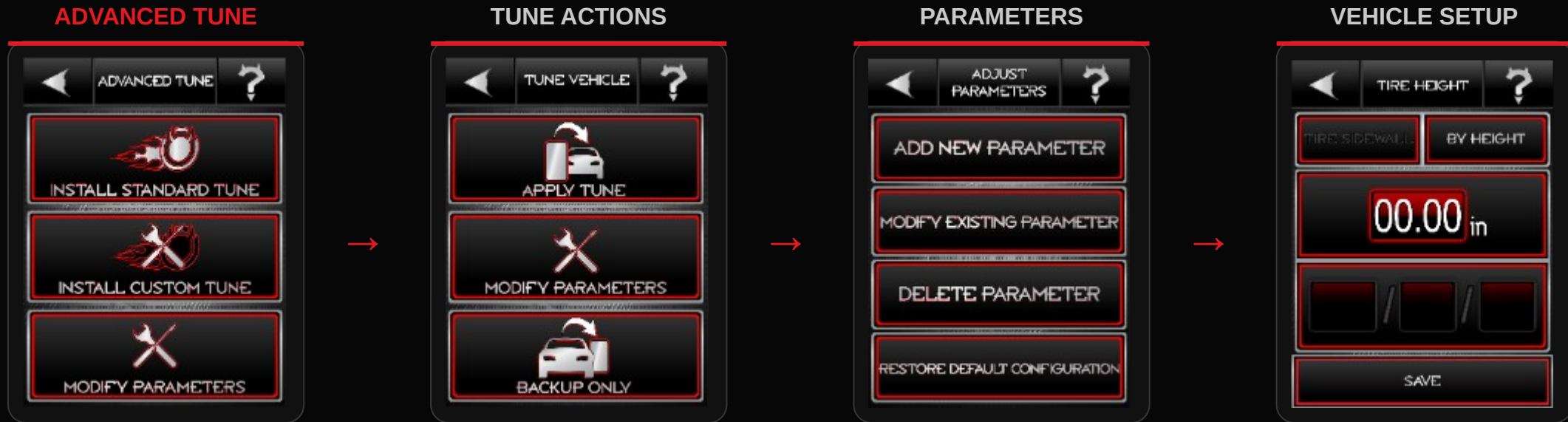


**PROGRESSIVE
DISCLOSURE**

One clear decision at a time kept the main tuning path focused.

Power-user control stayed one level deeper

Advanced Tune exposed custom installs and adjustable parameters while the home screen stayed focused.



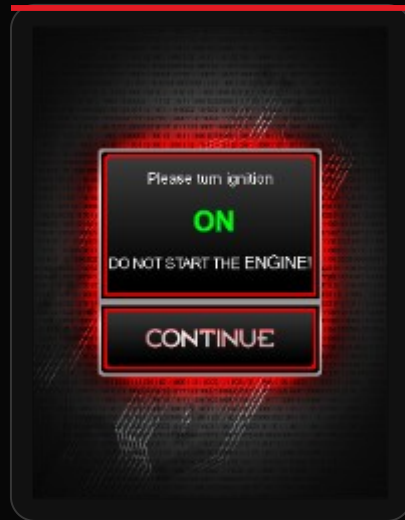
Separate guided and advanced paths

Group related vehicle actions

Keep backup and restore visible

Feedback clarified consequential or uncertain moments

IGNITION STATE



Explicit ON/OFF language and a do-not-start instruction.

TUNE PROGRESS



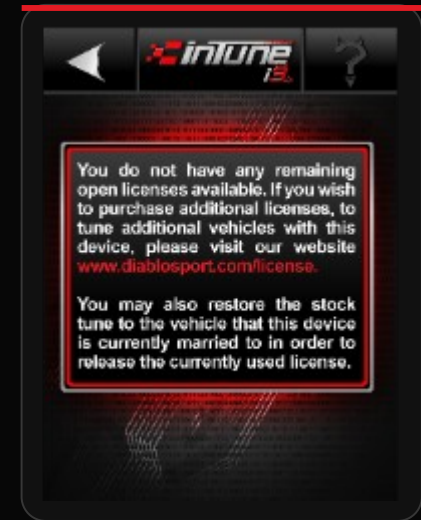
A large percentage kept attention on the active operation.

DIAGNOSTICS



Readable trouble-code lists paired with clear actions.

NEXT STEPS



Error and licensing messages stayed inside the workflow.

Icons reinforced meaning before users read the label

I designed a matched icon set for tuning, diagnostics, settings, updates, backups, parameters, and support.

01 Object + action pairing

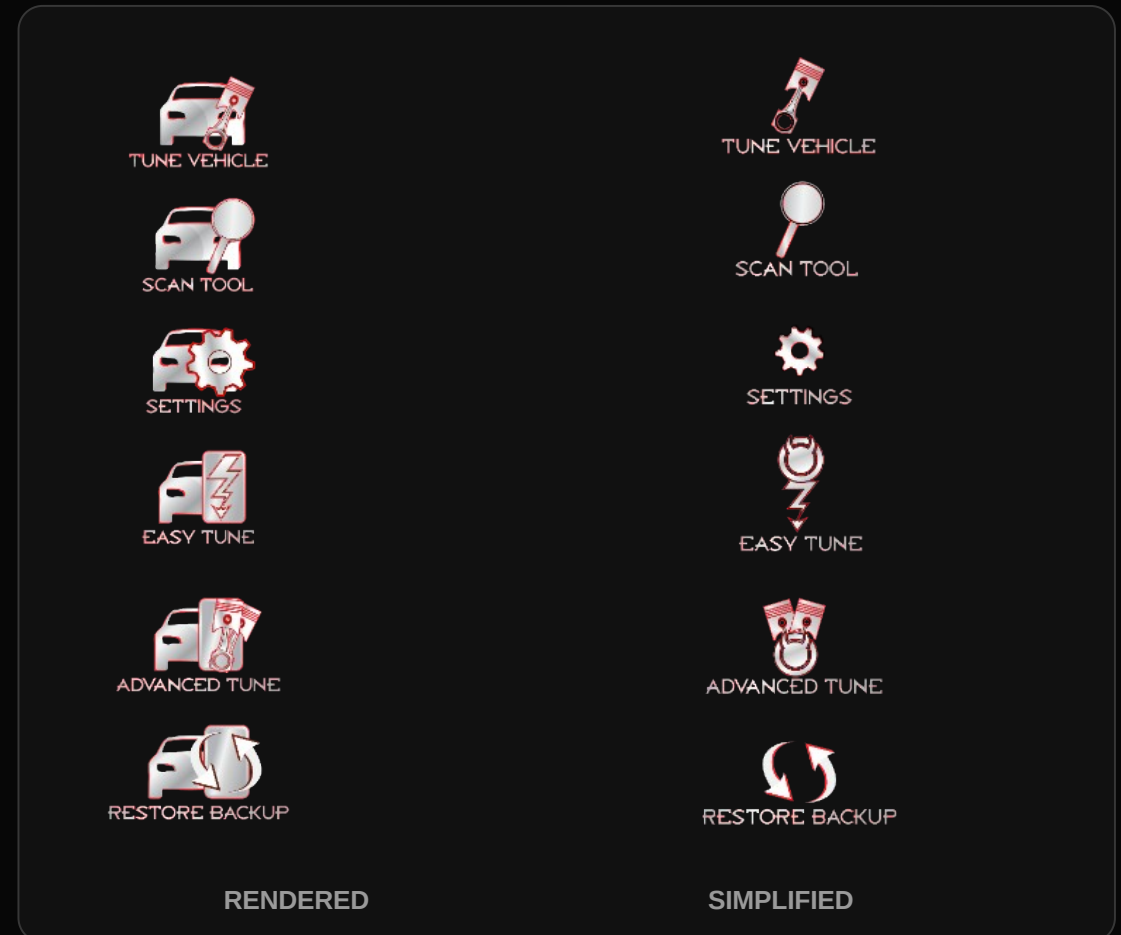
Cars, tools, gauges, arrows, and signals made functions easier to distinguish.

02 High-contrast palette

White and red remained visible against the device's black interface.

03 Designed variants

Rendered and simplified treatments supported different states and constraints.



Dozens of screens shared one product language



SYSTEM SIGNALS

01 Persistent orientation

Back, title, and help behaviors anchored every major screen.

02 Consistent interaction boundaries

Red outlines distinguished buttons and editable controls.

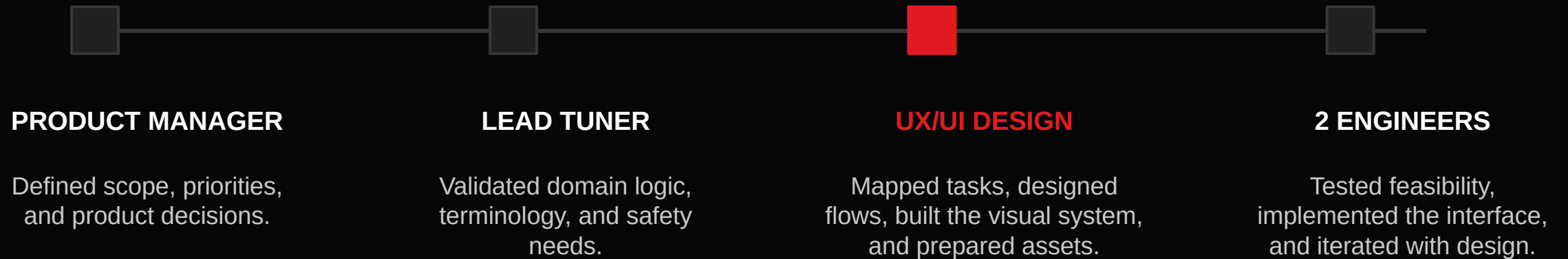
03 Reusable states

Selected, disabled, progress, warning, and error patterns repeated predictably.

04 Shared proportions

Menus, button stacks, labels, and feedback screens followed a common rhythm.

Cross-functional work translated tuning logic into usable screens



My role was the bridge between product intent, tuning expertise, and what the device could implement.

Looking back, I know exactly how I would evolve the experience today

01 ACCESSIBILITY

Increase type size and touch targets, strengthen state contrast, and verify color choices.

02 RESEARCH + VALIDATION

Test core tasks with novice and experienced users; measure time, errors, and confidence.

03 CONTENT CLARITY

Use plainer language and reserve stylized typography for branding—not long functional labels.

04 DESIGN SYSTEM

Define reusable components, tokens, behaviors, and documented error states for implementation.

The visual style reflects its era. The product-thinking lessons still hold: simplify the entry point, reveal complexity progressively, and make system feedback explicit.

WHAT THIS PROJECT PROVES

I turn technical complexity into clear, branded product experiences.

Product thinking

UX architecture

Visual systems

Cross-functional delivery

The i3 shows how I can own a product experience end to end—from structure and interaction to icons, polish, and engineering handoff.

BRENDAN BACHMANN

intune i3



brendanbachmann.com · linkedin.com/in/brendannow