Hi, I’m Gustav — a designer. My goal is to delight people through meaningful digital and physical products that are a joy to experience and bring pride to their makers.
I like talking about my work, let’s dive into five projects.
This project was the motivation for my Master’s degree in Interaction Design. I knew I wanted to work on a “car project” with the human at the center instead of the car itself.

Over the course of a semester, in a team of eight talented international designers, we developed Horizon from a brief about naturalness in car–driver interaction to a full-scale prototype about redefining the meaning of the car.
Horizon is designed to keep your eyes on the road while you interact with music, maps or climate control. Interactions are consistent and haptic, and the system fades out of the way.
Physical buttons outperform touchscreens in new cars, test finds

Published: 17 August 2022 (updated: 18 October 2022)

Physical buttons are increasingly rare in modern cars. Most manufacturers are switching to touchscreens – which perform far worse in a test carried out by VI Billigare. The driver in the worst-performing car needs four times longer to perform simple tasks than in the best.

Screen Stars: Which Infotainment System Deserves a Leading Role in Your Next Car?

We reveal which systems CR members love and hate. And if yours isn’t as good, we can steer you in a better direction.

By Keith Barry
August 05, 2020

If you’re shopping for a car, you probably care about how comfortable and reliable it is, if it’s safe and efficient, and whether it’s fun to drive. But what about the infotainment system? That’s the interface and software that show up on your car’s center screen—and it’s playing an increasingly important role in modern vehicles.

The infotainment system runs all of the communication and entertainment functions of a car, from phone calls and navigation to music and podcasts. The decisions each manufacturer has made about user experience, hardware design, and smartphone connectivity can mean the difference between falling in love with your new ride and having a frustrating relationship with it.

Hyundai Promises To Keep Buttons in Cars Because Touchscreen Controls Are Dangerous

Hyundai knows you like to keep your eyes on the road, and it’s giving you the controls to do just that.

PUBLISHED: Mar 20, 2023, 7:00 PM

I’m obsessed with the Ford Mustang Mach-E physical touchscreen volume knob

Matt Burns
December 2, 2020

Image Credits: Matt Burns

The 2021 Ford Mustang Mach-E features a giant touchscreen.
Empathy Gathering
950km road trip to understand modern cars first hand
exploring gear shift evolutions
prototyping center cluster controls
discussing redesigns of the steering wheel for system controls
<table>
<thead>
<tr>
<th>Digital Interaction</th>
<th>Design Hints</th>
<th>Physical Interaction</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PAINS</strong></td>
<td><strong>NEEDS</strong></td>
<td><strong>PAINS</strong></td>
</tr>
<tr>
<td>poor information hierarchy and flow</td>
<td>intuitive UI that the user is familiar with</td>
<td>transition to a newer version is not trustworthy</td>
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<td>lacking the curiosity to try new car features</td>
<td>keep up with consistency and UI standards</td>
<td>user ignores controls until specific needs arise</td>
</tr>
<tr>
<td>screens are distracting while driving</td>
<td>provide compact and minimal interface</td>
<td>maintenance costs and requirements</td>
</tr>
<tr>
<td>it requires time and effort to study all the controls</td>
<td>gestural, responsive screen interactions</td>
<td>cluttered, overlapping and nested controls</td>
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<tr>
<td>controls can be ignored unless you look for something</td>
<td>haptic control of infotainment system</td>
<td>pushing random buttons until it works</td>
</tr>
<tr>
<td>overwhelming new technologies</td>
<td>time to learn the controls</td>
<td>car controlling the steering wheel without user input</td>
</tr>
<tr>
<td>assistive driving should assist, not take over</td>
<td>clear system feedforward</td>
<td>it requires time and effort to study all of the controls</td>
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</tbody>
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<table>
<thead>
<tr>
<th><strong>INTERACTIONS</strong></th>
<th><strong>COMPLEXITY</strong></th>
<th><strong>TANGIBILITY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>secondary interactions are more problematic than primary interactions</td>
<td>complex, nested information architecture in user interfaces</td>
<td>tangible interactions operate on muscle memory, less distractions</td>
</tr>
</tbody>
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**Ethnography Research**
making a prototype with arduino

verifying physical placement in situ

assembling the rotary dial with button
making the interface interactive in framer

user interface mockup in cluster screen

interaction of dock and map

preliminary center console screen interface

47th version of the dial
full-scale prototype during a showcase: HUD, cluster screen, center sonsole, and physical slider
project credits — umnah aslam, mojca fortunat, madeleine kiaer, xiyu li, ruiyi liu, gustav moorhouse, jan ostrówka, weijian xu
Sustainable Coworking with Intellera

2. La Chiave
the city inspired the app’s colour palette
Commissioned by Intellera Consulting, *La Chiave* is a service offering people of Milano sustainable workspaces in their local community, with an app inspired by the colours and textures of the city.
going from sketches to wireframes

user testing the prototypes
in-person user tests

presenting the project to the client

gathering feedback

“I’m happy with the design and function, and I absolutely love the recognisable Milano colours used in this concept! It truly highlights attention to detail.”

— Enrico, Manager at Intellera Consulting
Digital Energy Transformation with Enersis

3. UI for Carbon Neutrality
interviewing stakeholders in switzerland

coordinating a co-creation workshop

presenting our findings to the client
live feedback with the design team during lockdown

implementing a table editor for municipal energy data

dashboard interface for an example city

user testing at the client’s office
still life from working at the office

still life from working remotely with a crappy laptop

shooting an interview for a product video
interactive map for municipal administrators with details about a city's energy grid
4. Underbed Storage
this recycled felt bin lives under your bed, always ready for quick access
early prototypes were made from wood

first version was too heavy and damaged the floor

testing different profiles for the surrounding handle
we cnc machined a test pattern

the angles make it easier to slide on carpet

validating material strength

we cnc machined a test pattern

the cast steel mold to produce the bins
designed to keep an extra layer nearby

optimised to slide well, even on chunky rugs
blends into any space

lid protects contents from dust
project credits — gustav moorhouse and slate werner for thuma
Modular Wardrobe for Thuma

5. Dresser
project credits — quentin de coster, gustav moorhouse and slate werner for thuma
model-making of wall panels using paper to simulate Japanese shōji doors
prototyping a (now-rejected) hanging unit

testing accessibility for wheelchair users
testing the stacking height

using foamcore to build prototypes

validating the single-drawer unit sizes
the top finishes off the assembly

drawer modules are stacked to the desired arrangement

lots of space for your favourite pieces
I’m currently finishing my MSc in Interaction Design at Politecnico di Milano, writing my thesis on naturalness in car–driver interactions.

It’s very nice here in Italy, but I’m looking for the next chapter.

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📧 gustav@moor.house