About

We partner at all Design, Prototype, Engineering and Technology development levels. From design programmes to prototype vehicles and engineering deployment, VITAL works discreetly with OEMs and Start-ups to develop new vehicles.
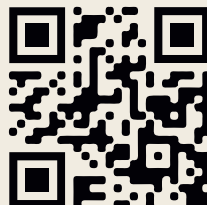
Formed in Coventry 2015, Vital Auto has a traditional garage origin story. From humble beginnings, our founders, driven by a love for design and engineering, have consistently fostered a spirit of creativity and an unwavering commitment to improving our practices.

By nurturing our process alongside cutting-edge technologies, we've ventured into uncharted territory, creating new and novel approaches within the design landscape. We've succeeded in 3D printing entire vehicle models using compostable materials, optimised manufacturing processes for faster and more efficient sub-assemblies, and even developed in-house ergonomic software to speed up design and engineering reviews for our world class OEM clients.

Contact

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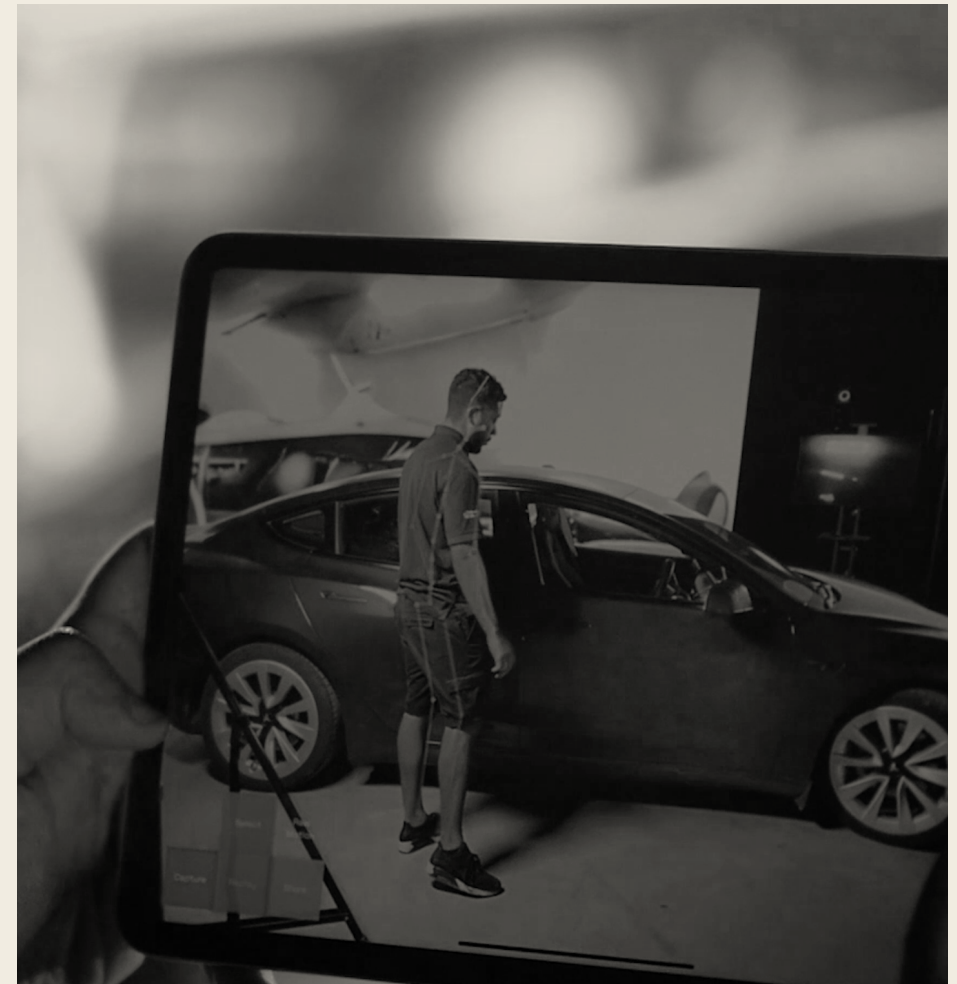Lythalls Lane Industrial Estate
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Vital

EXPERIENCE
Service Manual

COLLECTION NUMBER
06 - 06

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Experience Capability

Experience Services

Everything starts and ends with the user experience. We shape engaging experiences for automotive users. Our expertise spans interface design, ergonomics, and seamless technology integration, ensuring an exceptional journey for drivers and passengers alike.

We gain rich and inspirational insights that inform every step of our design process. We dig deep to uncover the unmet needs and believe in designing solutions that address real-world challenges and improve the human experience.

By identifying key pain points and opportunities, we develop innovative design strategies that drive meaningful change. Our designs are not just visually appealing; they are purposeful, intuitive, user-centric, offering practical solutions that enhance functionality, usability, and overall satisfaction.

- Accessibility & usability studies
- Eco-system mapping
- Ergonomics
- Experiential reporting
- Interaction & interface design
- Seamless technology integration
- Technology roadmapping
- User journey mapping
- User testing & feedback