

ABSTRACT

PT Pindad is engaged in manufacturing, producing the main equipment for military and commercial products. Various combat vehicle products continue to be developed, including the Maung tactical vehicle which is currently entering the development phase for the third generation. In this phase, targeting a new market for the civilian vehicle market, adjustments are needed both in terms of styling and market needs. Therefore, in designing the Pindad Cruiser dashboard, qualitative methods were used in digging up field data, observing by interviewing stakeholders, then using the user-centered design method and SWOT analysis techniques to determine which design should be chosen based on the suitability of the design needs. The design concept of the Pindad Cruiser dashboard design was built with the approach of the first Maung vehicle with a military design language and its boxy-shaped enrichment was maintained and then adapted to the needs of the civilian market by simplifying sharp angles and instrument buttons as well as adapting visual aspects that tend to be more attractive, dynamic, and modern

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