



# BEGINNERS HELMET

**SAFE • FIT • FUN**

# WHERE'S THE PROBLEM

## INITIAL ASSUMPTION:

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**MANY INDIVIDUALS LEARN TO RIDE A BIKE AT A YOUNG AGE**

## QUESTIONS:

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**WHAT IS THE MOTIVATION TO LEARN TO RIDE A BIKE?**

**WHAT AGES WILL BE TARGETED?**

**WHAT IS THE PROCESS FOR A PARENT/KID PURCHASING A HELMET?**

## PROBLEM TO ADDRESS

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**SAFETY AND FIT CONCERNS MAY PREVENT PEOPLE FROM LEARNING TO RIDE A BIKE**



# RESEARCH



**PARENTS**



**MARKET  
RESEARCH**



**LITERATURE**

## **CYCLE 1 LIMITED BACKGROUND:**



## **CYCLE 2 PARENT, MARKET, LITERATURE FEEDBACK:**



# WHAT'S IMPORTANT

**FIT**

**SAFETY**

**COST**

**EDUCATION / AWARENESS**

*"An uncomfortable chin strap causing concern of restriction to the airway."*

*-Parent*

*"Only recently has there been a trickle down of safety standards such as MIPS."*

*-Shop owner*

*"Cost does not matter if it is safe..."*

*-Parent*

*"..it was literally "which one will fit him?""*

*-Parent*



## **INNOVATION**

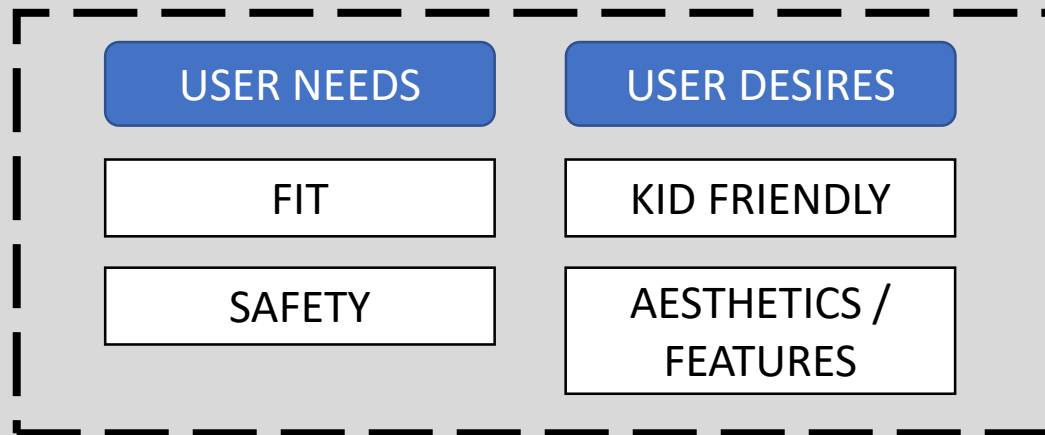
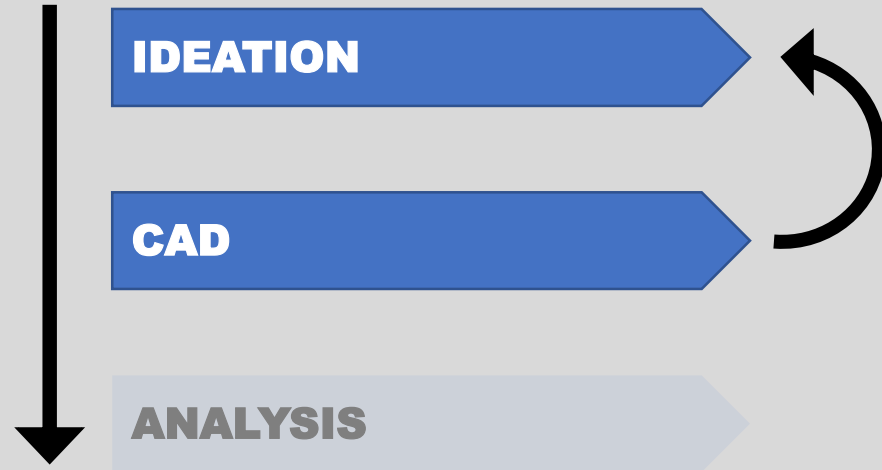
ADJUSTABLE • MAGNETIC CLOSURES • ELECTRONIC INTEGRATION

## **SAFETY**

MATERIAL CHOICE • FIT • MULTI-DIREC PROTECTION • LIGHTS

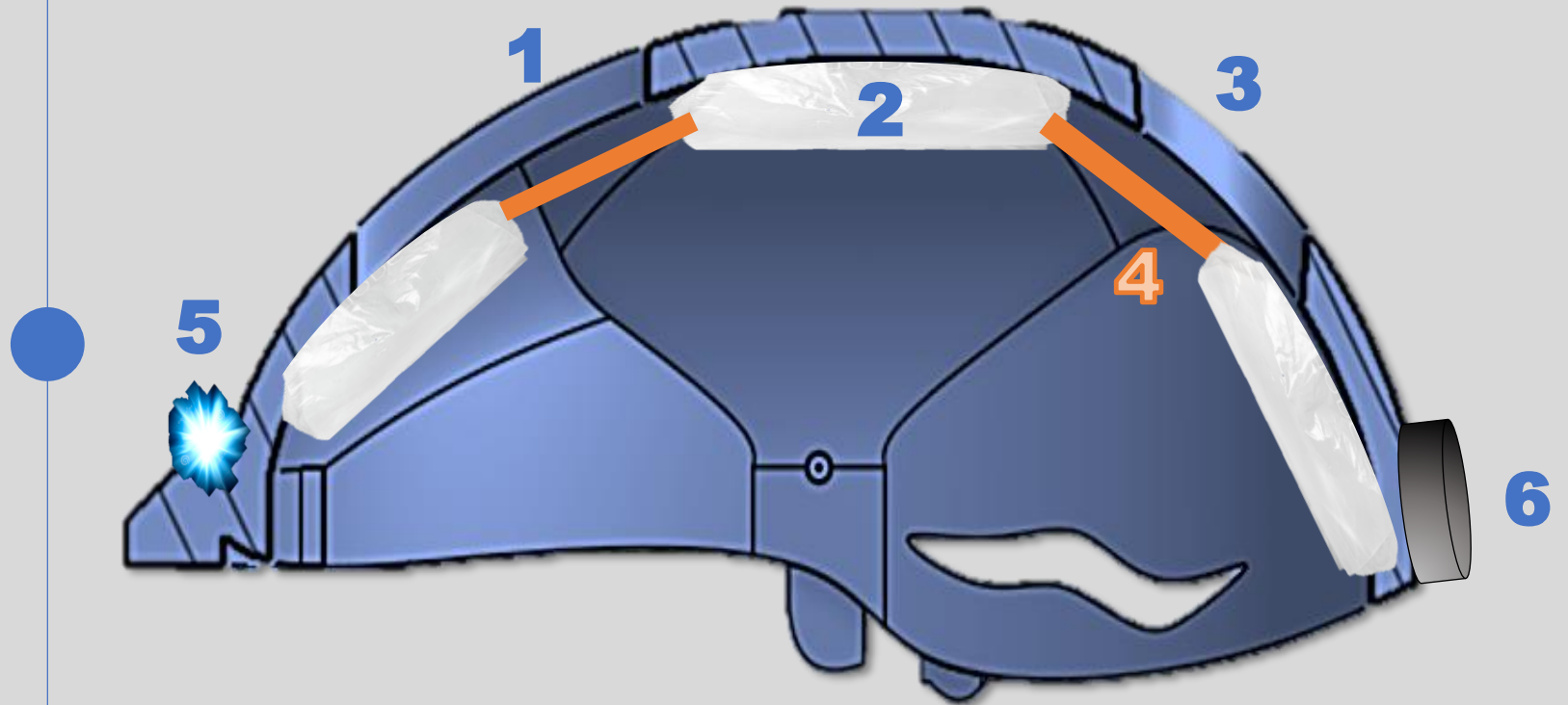


# DESIGN PROCESS



# CURRENT DESIGN

- 1** ... POLYCARBONATE OUTER SHELL
- 2** ... INFLATABLE BLADDER
- 3** ... HAIR OUTLET
- 4** ... MIPS
- 5** ... LED STRIP
- 6** ... AIR INTAKE





**SAFE  
FIT  
FUN**