

BEGINNERS HELMET

SAFE • FIT • FUN



WHERE'S THE PROBLEM

INITIAL ASSUMPTION:

MANY INDIVIDUALS LEARN TO RIDE A BIKE AT A YOUNG AGE

QUESTIONS:

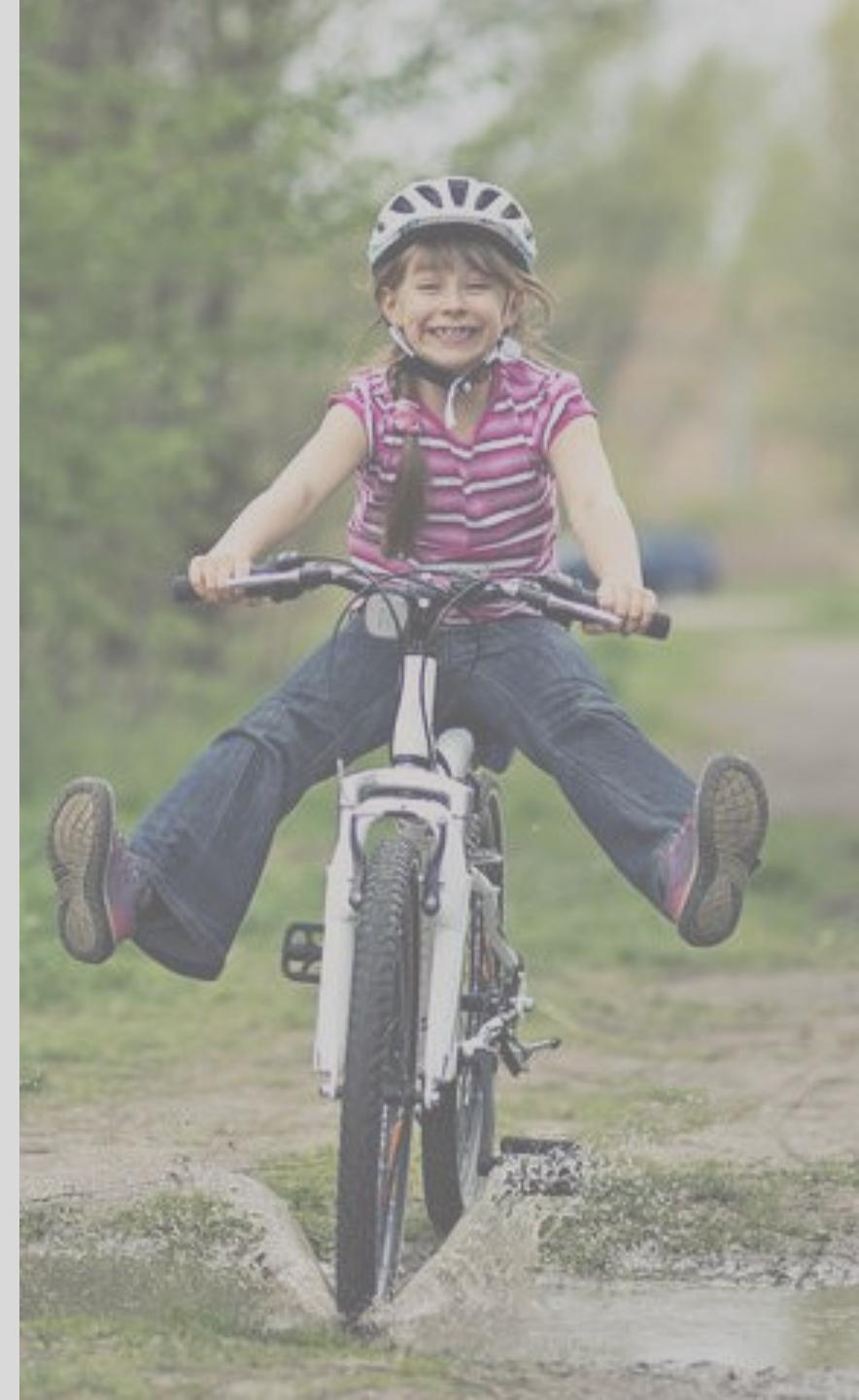
WHAT IS THE MOTIVATION TO LEARN TO RIDE A BIKE?

WHAT AGES WILL BE TARGETED?

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

PROBLEM TO ADDRESS

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



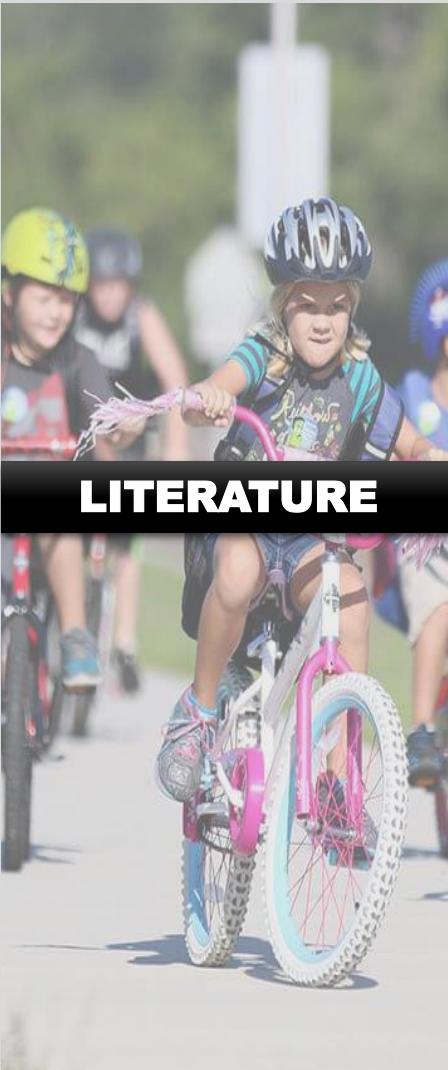
RESEARCH



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

“Cost does not matter if it is safe...”
-Parent

“Only recently has there been a trickle down of safety standards such as MIPS.”
-Shop owner

“..it was literally “which one will fit him?””
-Parent

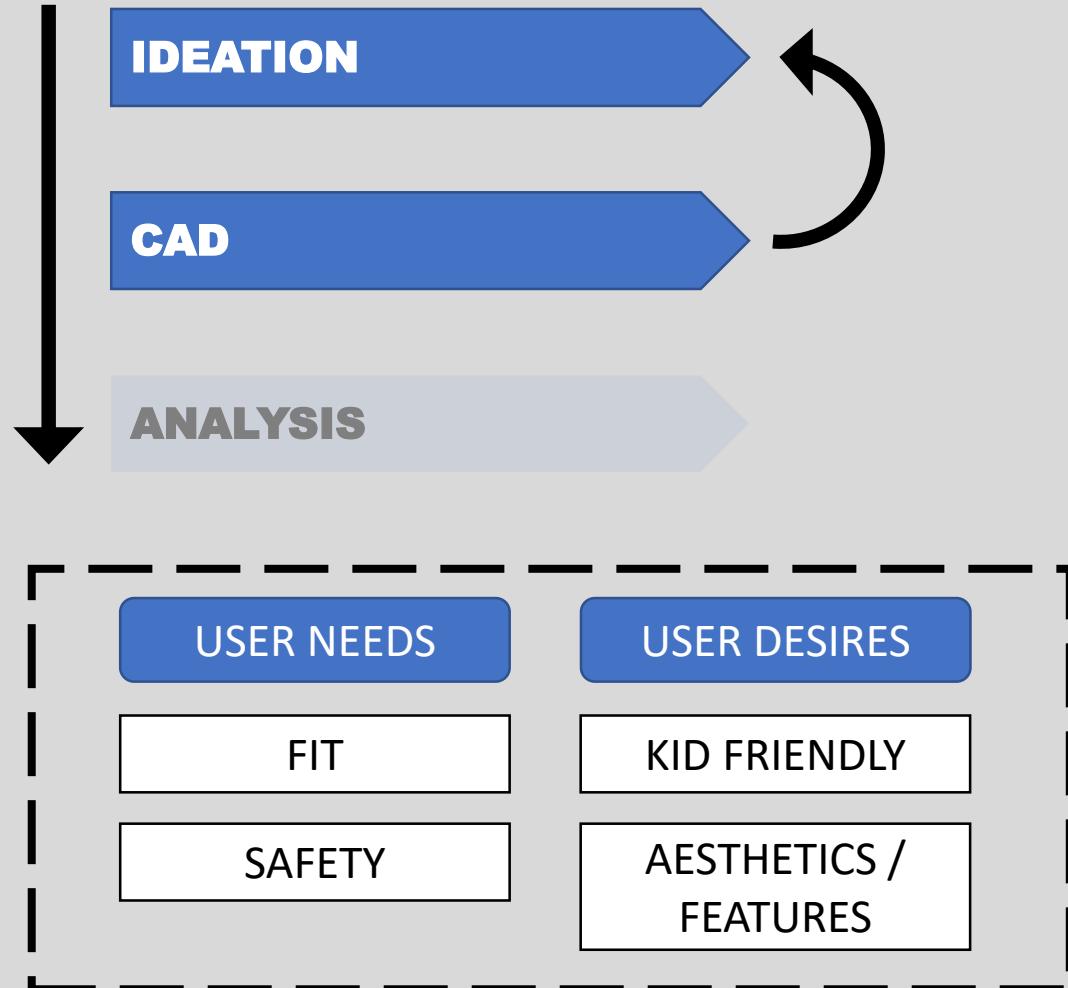
INNOVATION

ADJUSTABLE • MAGNETIC CLOSURES • ELECTRONIC INTEGRATION

SAFETY

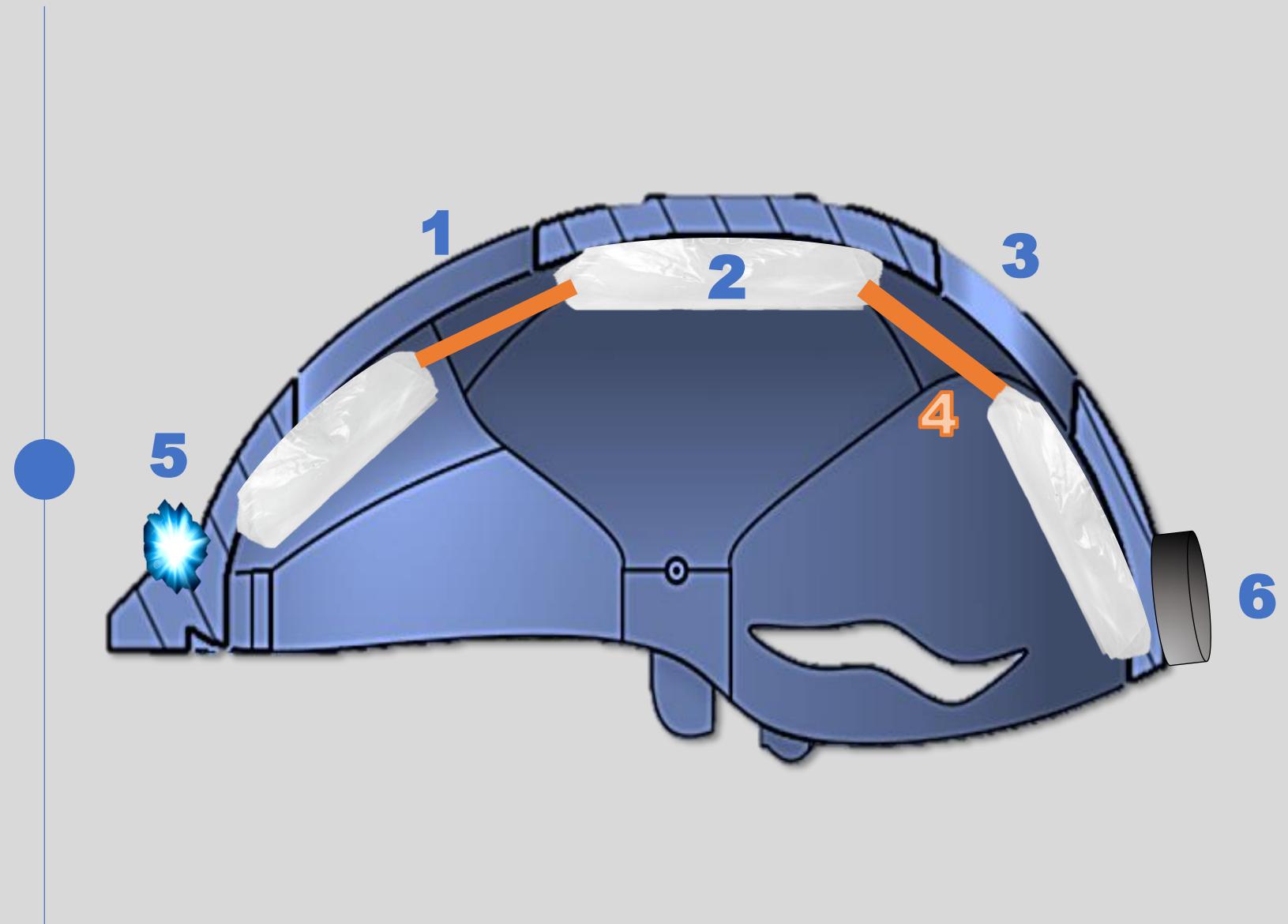
MATERIAL CHOICE • FIT • MULTI-DIREC PROTECTION • LIGHTS

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**