



**TO IMPROVE THE WELLBEING AND SAFETY OF THE FAMILY I DECIDED TO DEVELOP A COLLAPSIBLE BICYCLE HELMET FOR THE KEEN BRAND.**

ideation

During the ideation stage I created a series of sketches to find the appropriate design for the Keen brand expansion. Concentrating on improving the family's wellbeing and safety, I developed ideas that revolved around the family weekend. With ideas ranging from helmets to camping gear, I began to

narrow my direction by developing the stronger concepts further. After some additional sketching I decided to create a bicycle helmet for Keen. Striving to keep true to Keen's innovative nature I chose to incorporate a collapsing feature to the helmet similar to a collapsible cooking colander.