

Step 1



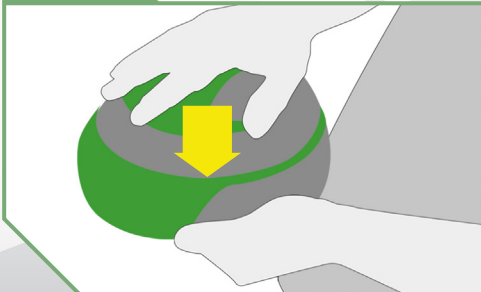
Remove the helmet at the end of bike ride.

Step 2



Remove padding from the inner lining of the helmet.

Step 3

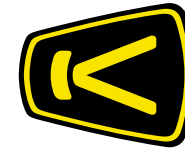


Press down on the top of the helmet to collapse it.

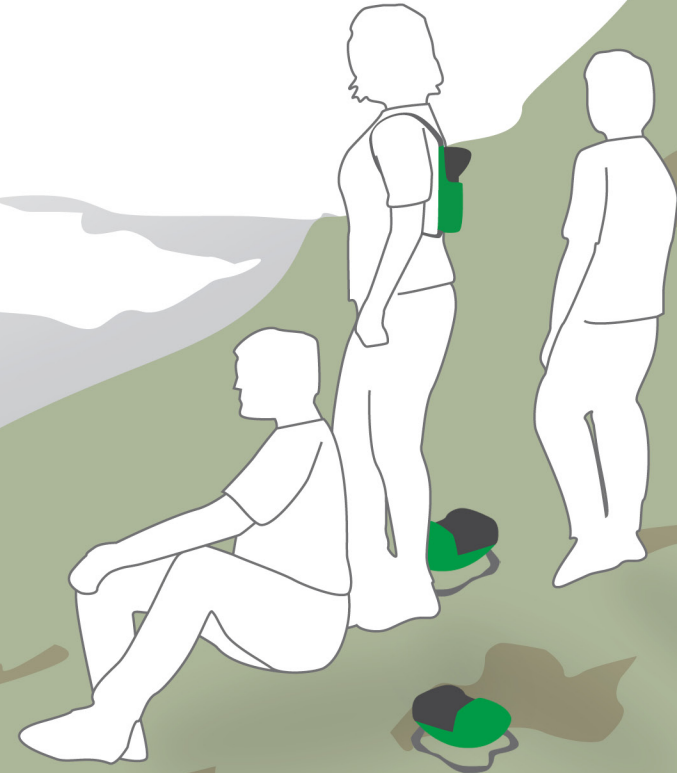
Step 4



Slide the collapsed helmet into the pocket on back of padding.



It's all about the family HybridLife.



completion

In order to better explain the final design and how it functions I developed a storyboard in Photoshop. After completing the project I believe the final design represented the Keen philosophy well. Through my research I gathered vital information in understanding the brand and who they were.

After recognizing that Keen was a family brand that takes pride in caring for the environment and promoting a balanced family life, I effectively directed my project to fit the brand. The collapsible bike helmet is a plausible solution to improve the safety and wellbeing of the family for the Keen brand expansion.