Helmet for Sia: An Ethnographic Study of Motorbike Riders.

This project was offered by the Ministry of Science in Iran to make a video of a design project to be shown on the national TV channel. The team for this project was gathered from the 5 universities in Tehran which have Industrial Design departments and was supervised by a design lecturer.


The main user group for this project was the young generation of the motorbike riders, from the mid-low social class citizens of Iran; they can take dangerous risks in riding just to be cool and fun. Sia is a cartoon character known in Iran as a typical rider of this group.

The research part of the project was started by the studies on the statistics of the brain injuries in the motorbike accidents, and was continued by the human factor studies on the standards of a motorbike helmet. An interview was run with 15 motorbike riders, fit to our target group. They were also invited to

the 3 of our focus group sessions. Therefore we could find the functional problems they had with the current helmets in the market. Besides studies were done on the existing helmets in the market inside the Iran, and their differences were marked with the international models.
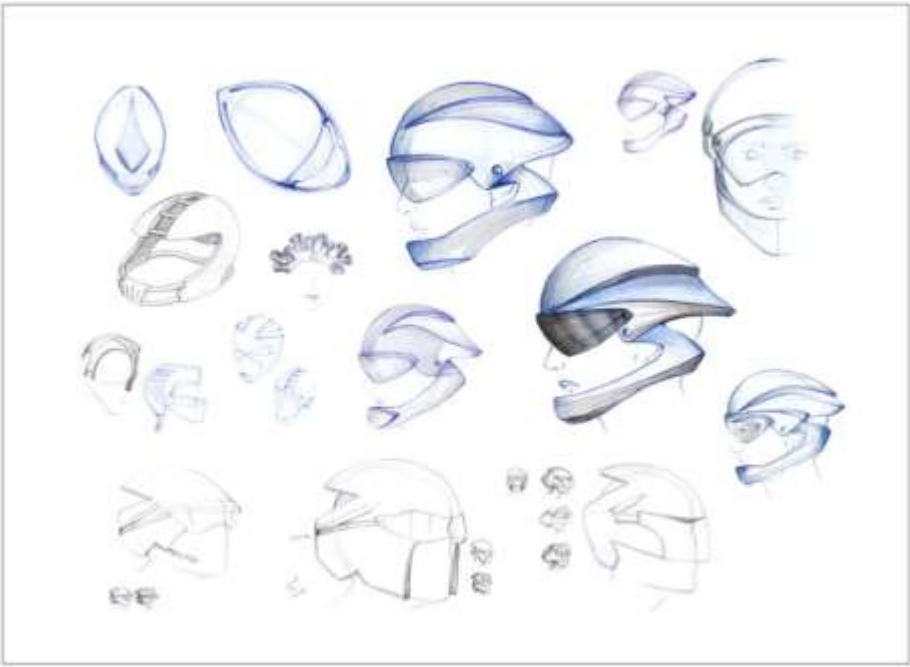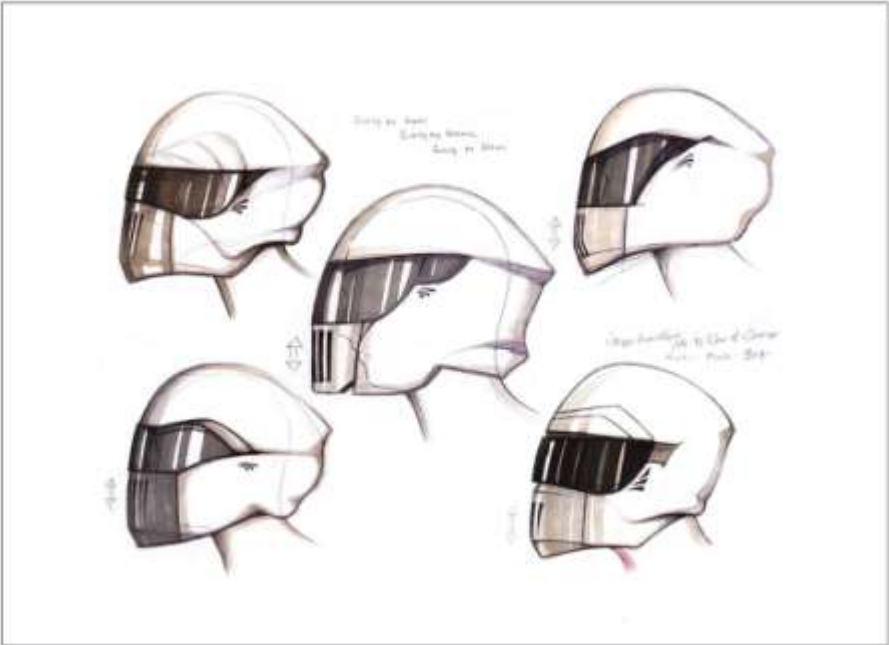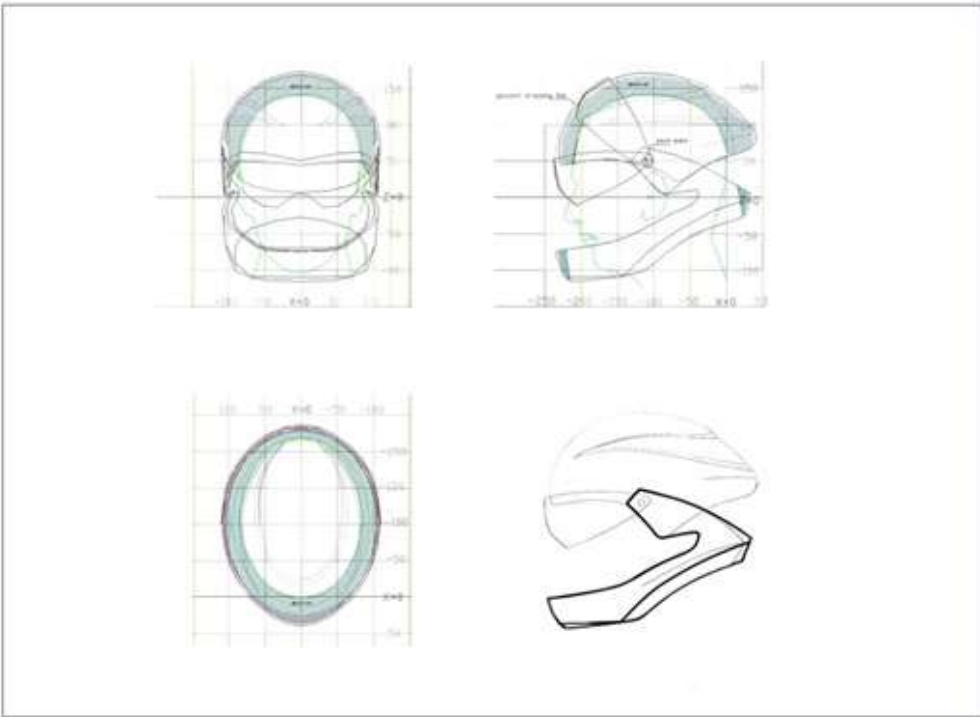
Link to the video related to the project: http://vimeo.com/10172800#at=0