

INNOVATION SCENARIO SCRIPT

INTRO Innovation is essential for success in the cycling helmet market, with a wide product range for users to choose from, being able to stand out with additional features and benefits can provide a way to compete with established brands.

Lookin

By gaining an understanding why people cycle, I was able to identify common issues between cycling disciplines and consider how the helmet can possess additional functions to enhance the cycling experience.

Extensive research into the market, to see which problems had been addressed, provided an insight into the three most desired areas for innovation. Safety, comfort and convenience.

Lookout

Users expressed a desire for a more discreet, stylish helmet that can be worn whilst commuting to a professional work environment. Being able to be organised with multiple accessories was also an issue as over 60% of questioned cycling commuters do not have their own storage space at their workplace. A similar issue was highlighted by recreational riders, on long distance rides, taking frequent breaks required constant removal and transportation of accessories.

EXPLORE

Multiple areas for innovation for various user groups revealed themselves through the use of both primary and secondary research.

Clearly defining the users with the use of personas and journey maps, the need for innovation regarding accessory storage was highlighted. Exposing an opportunity to develop a helmet that acts as a secure storage facility for accessories, and an easy way to discreetly carry the helmet when not in use.

FOCUS

The next step was to maximise the amount of user groups that would be interested in this proposal. developing a new aesthetic trend that combines the vibrant forms of road cycling and the comfort and utility of an urban helmet would create an innovative aesthetic that adds to the desirability of a cycling helmet and would appeal to riders who both commute and take part in recreational cycling.

LOOKING FORWARD

additional elements such as built in visibility lights, would enhance the aesthetic as well as provide safer use during low light hours. Combining the storage function, lighting and unique aesthetic, provides a strong product offering with the added value of convenience and style, alongside the primary safety function of impact protection.

(BEGIN TO PAN OUT TO REVEAL WHOLE DIAGRAM)

These outlined product requirements provided the foundation for developing a strong brief that enabled the product development to stay directed and focused on the core innovation areas of convenience and style.