

Design bicycle helmets for people, not accidents



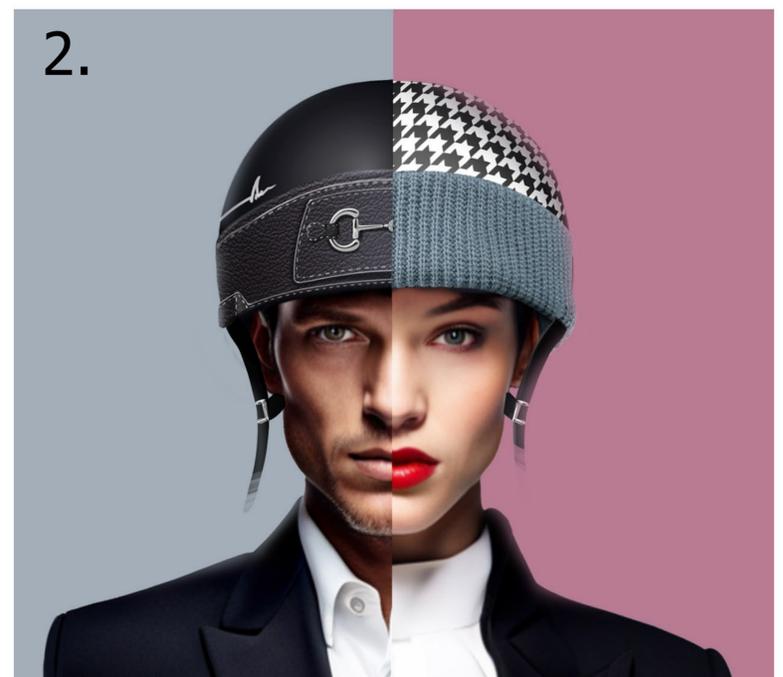
In 2020, over 14.000 people suffered brain injuries from cycling accidents in the Netherlands. Dutch cyclists however rarely wear bicycle helmets which can prevent such injuries. Up to now, designers and marketers have not succeeded in changing this behavior because they have been emphasizing the safety-related bicycle helmet attributes. This has led to an oversaturated bicycle helmet market with very little differentiation. Research showed that emphasizing safety is not an effective way to stimulate voluntary bicycle helmet usage. Instead, bicycle helmets should emphasize symbolic attributes and express/cater to the users' lifestyles.



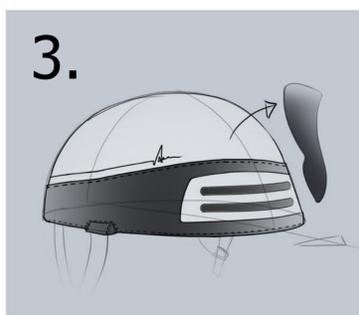
1. The Bikes&Blazers target group: These formally dressed urban commuters prefer traveling by E-bike to get to their jobs the most efficient way. This group is fast growing and their influential characteristics make them ideal candidates to popularise bicycle helmets.



2. Helmets expressing lifestyle: This helmet's design caters to the target group's fashion values, and contains influences from formal attire and luxury accessories.



3. Flexibility of Textile: Textiles allow users to choose whether or not to use the helmet's air vents, and can be interchanged for different looks/weather circumstances.



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Project: Bicycle helmets for the Netherlands:
a new strategic design approach

Master track: Strategic Product Design

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