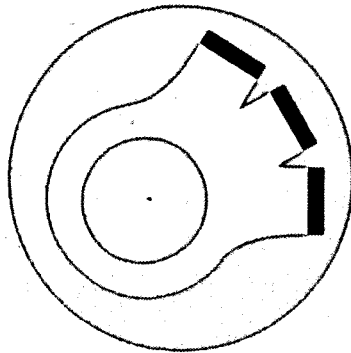


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BLUEPRINT



PROTECTIO
(SAFETY EQUIPMENT)

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EXECUTIVE SUMMARY

Nowadays, there are some of the motorcyclists do not wear the safety helmet although there is law enforcement on wearing the helmet and mostly of them are young motorcyclist. Thus, in this Blueprint report, the team came out with the solution to the issue by proposing a new mechanism or product that can be utilized to incorporate behavior adaptation toward safety concern among youth motorcyclist. The proposed product is an invisible safety helmet: **PROTECTIO** which is a safety equipment for a future motorcyclist that will protect the motorcyclist's head and at the same time maintain the hairstyle. The PROTECTIO are featured with an airbag that will pop-out when there an impact to protect motorcyclist's head. The helmet is designed with universal style for motorcyclist to match up with their outfits and it also comes with an app that synchronized with phone via Bluetooth. The product can be classified as the new improvements on the existing helmet for the motorcyclist. The target markets are among university students who riding motorcycle. The findings of this study found that the estimated product price is quite high for the target market which is only a small percentage of them can afford the product but it will further to develop to take place in market.

CHAPTER 1 – PRODUCT DESCRIPTION

1.1 Introduction

The team is developing an invisible safety helmet: **PROTECTIO**. The product is a safety equipment for a future motorcyclist that will protect the motorcyclist's head and at the same time maintain the hairstyle. The PROTECTIO are featured with an airbag that will pop-out when there an impact to protect motorcyclist's head. The helmet is designed with universal style for motorcyclist to match up with their outfits and it also comes with an app that synchronized with phone via Bluetooth.

1.2 Purpose of development

The purpose of development for this product are as follow:

- To protect motorcyclist from severe head injury
- To give easy access for motorcyclists to navigate their destination
- To enable recording of accident for evidence purposes.
- To allow motorcyclists to maintain their hairstyle.

1.3 Product Concept

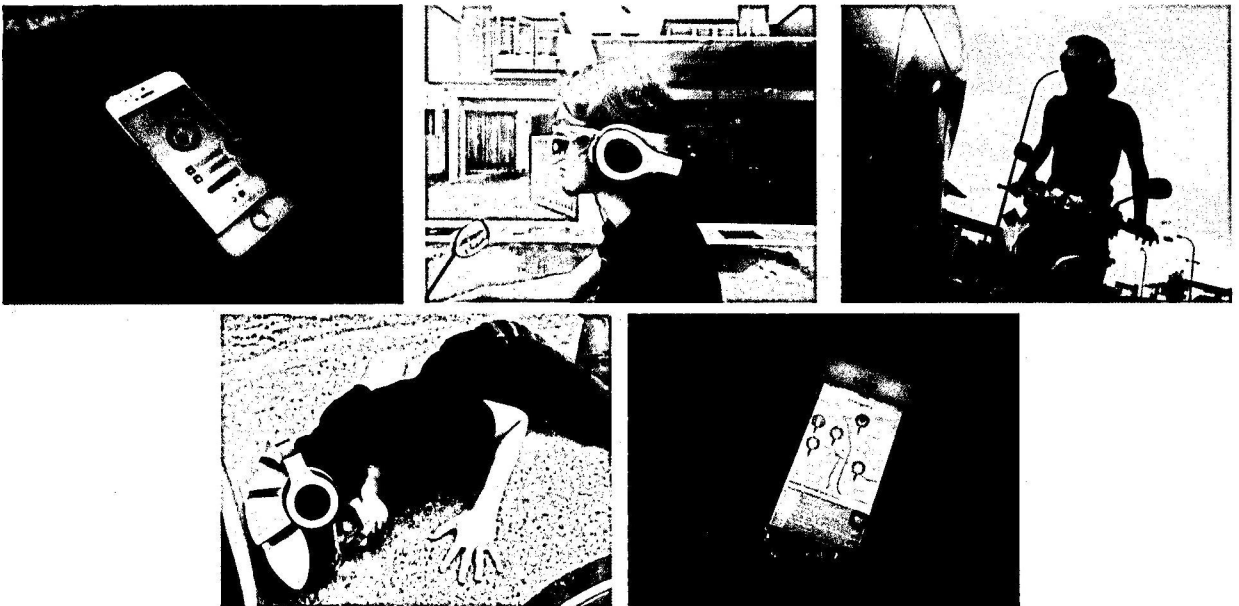
The concept for this product are as follow:

- Use an integrated airbag system technology that combine with a helmet in a form of headphone.
- Utilize the use of smart screen that assist in navigation.

1.4 Product Application

The product application to use Protectio are sequence in the following order:

1. Launch and login into Protectio.
2. Equip the Protectio.
3. Upon danger, the protection will automatically initiate the airbag system to protect the user.
4. Simultaneously, the app will notify nearby clinic or hospital with a fixed distance on the app screen.



1.4.1 Product Function

The function of Protectio are as follow:

- To protect the users from a severe head injury.
- To assist the users by having a live navigation system.
- To record accidents for evidence purposes.
- To allow users to maintain their hairstyle while riding motorcycle.