<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Strategy Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Topic</strong></td>
<td><strong>Outcome</strong></td>
</tr>
<tr>
<td>SafeRide</td>
<td>Reduce horse rider head injuries by creating a system to make helmets more readily available.</td>
</tr>
<tr>
<td><strong>Audience</strong></td>
<td>• 18–35</td>
</tr>
<tr>
<td></td>
<td>• Rides very frequently</td>
</tr>
<tr>
<td><strong>Insights</strong></td>
<td>There is some confusion about what certified helmets are, and why riders should care.</td>
</tr>
<tr>
<td>Western Riders would like helmets to be more customizable or at least have more style.</td>
<td>Statistics and facts don’t necessarily convince this audience that everyday rides are dangerous. The information needs to be made personal in some way.</td>
</tr>
<tr>
<td><strong>Strategy</strong></td>
<td>Generate interest in wearing helmets by creating a “stick it” campaign that highlights a riders interest in breeds, love of horses and award certifications.</td>
</tr>
<tr>
<td>Create ways for riders to learn about and use well maintained certified helmets</td>
<td>Create mobile environmental installation to bring the safety message to riders.</td>
</tr>
<tr>
<td>Create environmental display that can be quickly assembled, or moved and can be scaled to available space.</td>
<td>A reflex game for cellphones and tablets that uses a mini riding simulator.</td>
</tr>
<tr>
<td>Large graphic posters that use text and infographics.</td>
<td>Large visual displays similar to what corporations have at large job fairs and trade shows.</td>
</tr>
<tr>
<td>• Show parts of a helmet, • Certification location • Reasons for replacement</td>
<td>• Can fit into small van.</td>
</tr>
<tr>
<td>• Create brochures that show sharing locations.</td>
<td>• Back light displays.</td>
</tr>
<tr>
<td>• Create helmet share locations at local riding facilities and equine or feed store locations.</td>
<td>• Integrate full-size horse simulator.</td>
</tr>
<tr>
<td>Materials &amp; Descriptions</td>
<td></td>
</tr>
<tr>
<td>• POP display for stickers</td>
<td></td>
</tr>
<tr>
<td>• Removable stickers</td>
<td></td>
</tr>
<tr>
<td>• Breeds</td>
<td></td>
</tr>
<tr>
<td>• Years riding</td>
<td></td>
</tr>
<tr>
<td>• Participation</td>
<td></td>
</tr>
<tr>
<td>• Personalize</td>
<td></td>
</tr>
<tr>
<td>• Posters advertising stickers</td>
<td></td>
</tr>
<tr>
<td>• Flexible covers to personalize helmets for riders</td>
<td></td>
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<td></td>
<td></td>
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<td></td>
<td></td>
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</tbody>
</table>
## Materials Matrix

### 10 Points

<table>
<thead>
<tr>
<th>Website</th>
<th>HelmetShare Mobile App.</th>
<th>HelmetShare Environmental Design</th>
<th>Promotional Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 points</td>
<td>4 points</td>
<td>1 point</td>
<td>2 points</td>
</tr>
</tbody>
</table>

**Website**
- The website provides information about the organization, safety information, and sign up for helmet share program (including app download) using a combined advanced prototype with live updates.
  - Home / Landing page
  - About / Mission
  - Membership / Signin
  - Profile
  - App download
  - Helmet share how to video
  - Facebook site & Twitter account
  - Testimony blog where users can leave videos or testimony about how a helmet made a difference.

**HelmetShare Mobile App.**
- Mobile application that helps users find and reserve helmets.
  - Signup / Login
  - Profile
  - HelmetShare locator
  - Size availability
  - Helmet check out / in
  - Leave helmet feedback for manufacturer
  - Alert messaging

**HelmetShare Environmental Design**
- Mockup of the physical helmet share location.
  - Locker graphic
  - Informational how-to-use graphic
  - Location graphic with window docal for storefront
  - Helmet control tags for checkout and check-in using app.

**Promotional Materials**
- Saferide gets the word out by providing safety information and sign up for helmet share at outdoor horse events (e.g., fairs and races) with the following:
  - Giveaway promotional stickers in stores for our windows and helmets that could include:
    - Horse breeds,
    - Years riding,
    - Teams
  - Saferide
  - Postcard to advertise program and encourage signups with program
  - Informational display about helmets for events that could flex from a 12 x 24 foot space to a 24 x 24 foot space.
  - Male and female T-shirt, helmet design and unisex lampard to identify facilitators at events
You decide what 50% of your deliverables is, and those deliverables must be complete by the end of Thesis 2: Explorations.

Visual System
- Produce your visual system cheat sheet (Thesis 1). Concept to your instructor.
- Produce the final, complete, and color system.
- Present any visual cheat sheet, buttons style.
- Produce any photo, advertising style.
- Produce any web, print, package style.
- Present your visual system Visual System Final Due

Site
- Produce pages of website
- Produce navigation and functionality
- Present the lines of website pages
- Final website

Web site
- Design the site
- Design interface
- Web site design
- Finalized

Virtual and print layout
- Present visuals to others
- Produce ideas for future
- Produce layout for website
- Finalized

Present and Deliver
- Present the website to others
- Present a website for future
- Present a website for future
- Finalized

Visual System
- Present your visual system Visual System Final Due

Presentations
- Present your visual system cheat sheet (Thesis 1). Concept to your instructor.
- Present the final, complete, and color system.
- Present any visual cheat sheet, buttons style.
- Present any photo, advertising style.
- Present any web, print, package style.
- Present your visual system Visual System Final Due

Website
- Produce 6 primary pages of web site
- Produce navigation and wireframes
- Produce roughs of web pages
- Final website

Roughs of web pages
- Produce roughs of web pages
- Produce roughs of web pages
- Finalized

Blog site
- Produce blog site
- Produce blog wireframe
- Produce rough of blog
- Final blog

Facebook and Pinterest site
- Produce Facebook & Pinterest site
- Produce roughs of Facebook & Pinterest
- Produce final Facebook & Pinterest
- Final Social sites

Promotional Materials
- Produce giveaway stickers 4 types
- Produce sketches and pulls for stickers
- Produce roughs of stickers
- Produce final stickers
- Produce postcard / mailer
- Produce sketches for card & content ideas
- Produce roughs of postcard
- Produce final postcard
- Produce informational display
- Produce initial sketches and concepts for display
- Produce roughs of layout and graphics
- Produce final displays
- Produce user testing
- Research potential user testing methods, assemble participant groups.
- Confirm user testing research method.
- Secure test subject (user testing can begin whenever you are ready)
- You should begin user testing by this week.
- Final user testing results due this module

All Deliverables and final presentation video must be complete by the end of Thesis 3: Refinements.

Helmetshare Mobile App
- Produce 6 screens in app
- Produce pulls for apps
- Produce sketches and wireframes
- Produce roughs of app pages
- Produce prototyping of app
- Produce functional app
- Produce Deliverable complete

Informational Graphics
- Produce sketches and pulls for how-to display graphics
- Produce roughs of display graphics
- Produce final display graphics
- Produce Deliverable complete

Environmental Design
- Produce sketches of concepts
- Produce research outlining locker systems
- Produce sketches of lockers
- Produce roughs of lockers
- Produce refined lockers
- Produce Deliverable complete

Control tags
- Produce research outlining tag systems
- Produce sketches of control tags
- Produce roughs of tags
- Produce refined tags
- Produce Deliverable complete

User Testing
- Research potential user testing methods, assemble participant groups.
- Conduct user testing
- Present findings of user testing
- Present deliverable

Final Videos
- Review the final video
- Present your final video
- Present your final video
- Present your final video
- Present your final video

Environmental Design
- Locker mock-up
- Produce sketches of concepts
- Produce research outlining locker systems
- Produce sketches of lockers
- Produce roughs of lockers
- Produce refined lockers
- Produce Deliverable complete

Informational Graphics
- How-to Graphics
- Produce sketches and pulls for how-to display graphics
- Produce roughs of display graphics
- Produce refined how-to display graphics
- Produce Deliverable complete

Control tags
- Produce research outlining tag systems
- Produce sketches of control tags
- Produce roughs of tags
- Produce refined tags
- Produce Deliverable complete

User Testing
- Research potential user testing methods, assemble participant groups.
- Conduct user testing
- Present findings of user testing
- Present deliverable

Final Videos
- Review the final video
- Present your final video
- Present your final video
- Present your final video
- Present your final video
Some riders think helmets are unnecessary or unattractive. Many riding facilities provide riding gear, but not safety gear. Even those riders who do wear helmets are often unaware of proper helmet maintenance and certification standards.

This organization supports rider safety by providing information about buying, caring for, and using accredited safety gear, and through our helmet sharing program we make it easy for riders to wear a accredited and properly-maintained helmet for every ride, every day.
Lewis Franklin is program chair at Linn-Benton Community College and is currently re-imagining their Visual Communications program by engineering a fully integrated visual arts professional technical and transfer program with the help of local industry leaders. Lewis holds a BS in Graphic Arts and is now working toward his MFA in Graphic Arts with the Academy of Art University of San Francisco.

Lewis's work has ranged from MacIntosh platform development with Diamond Multimedia S3 to design work for a number of Oregon advertising companies. Past clients include: HP, Six-Flags, and Caldwell Banker.

Lewis and his partner live on a small farm in the Oregon Coast range and he regularly rides both Western and English style on the trails around the property. Lewis has had one fall from a horse where he fractured a rib and arm, which sparked his interest in horse safety. He owns two thoroughbreds, a quarter horse, two arabs a paint and yes, Lewis requires everyone who rides his horses to wear a helmet.