

**INDICATOR**

A large, bold, dark red sans-serif font word "INDICATOR" is centered in the middle of the image. A thick, horizontal red brushstroke underline is positioned below the letter "R", extending from approximately the middle of the "I" to the end of the "R". The background is a light gray gradient.



**BIKES CAN BE DANGEROUS**

[www.dunnesstores.com](http://www.dunnesstores.com)

52-57



**IN 2012, 726 CYCLISTS  
WERE KILLED IN CRASHES  
WITH MOTOR VEHICLES.**



HANDS FREE RIDING IS  
NOT SAFE ALL THE TIME.

# UNNECESSARY FEATURES



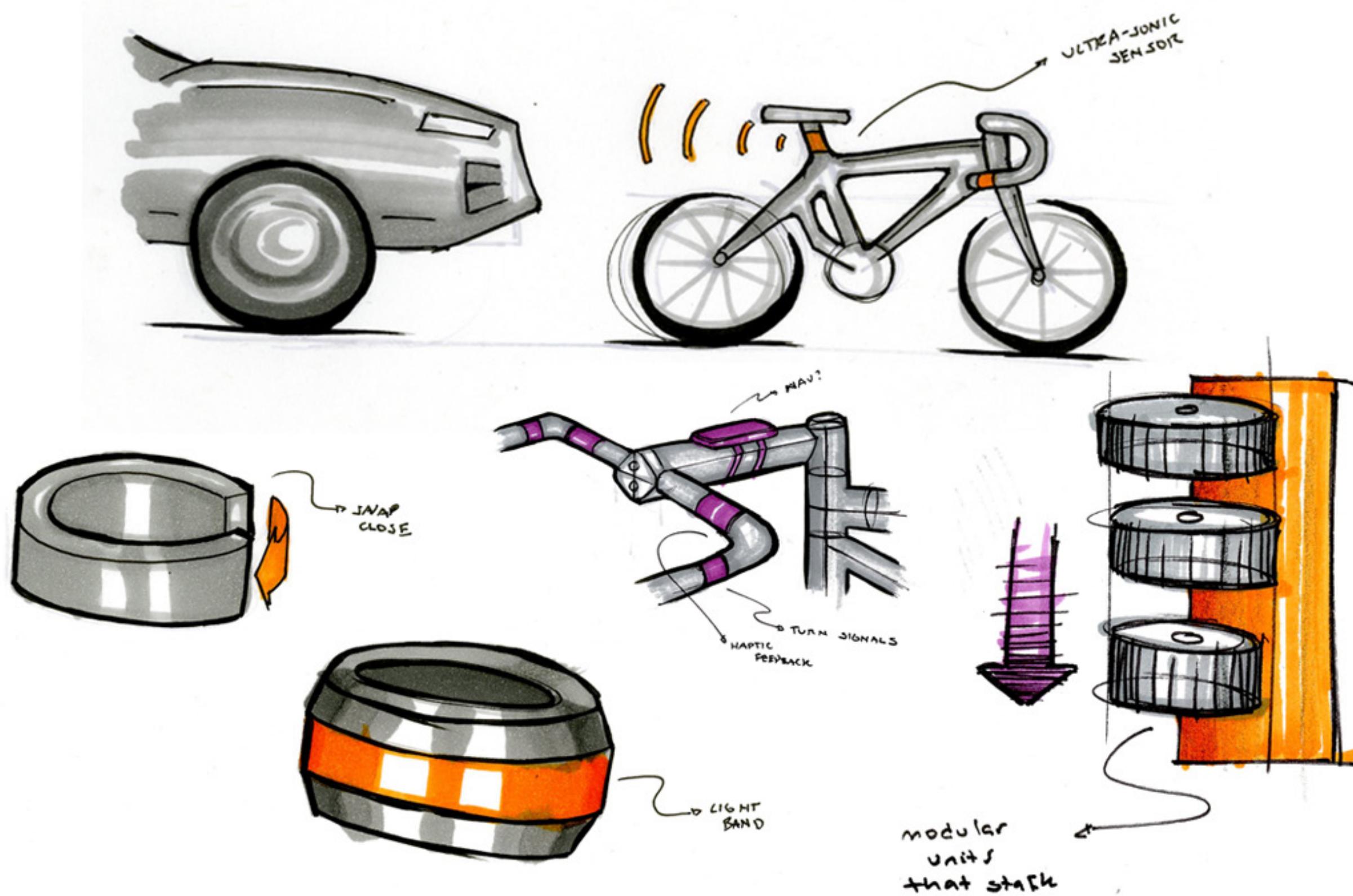
# EVERYBODY RIDES DIFFERENTLY



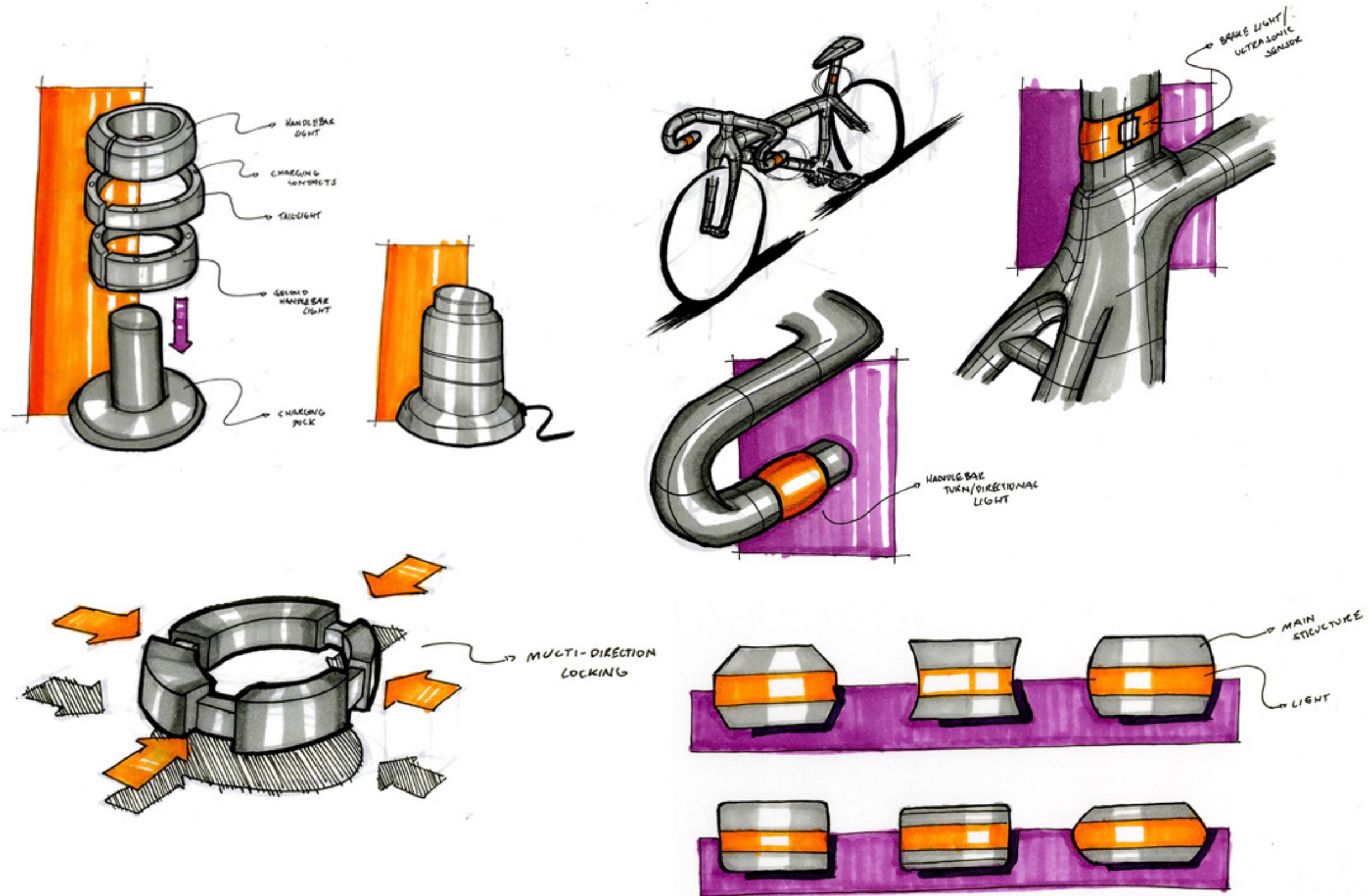


WHAT'S THE  
SOLUTION?

# IDEATION



# IDEATION



# THE SOLUTION

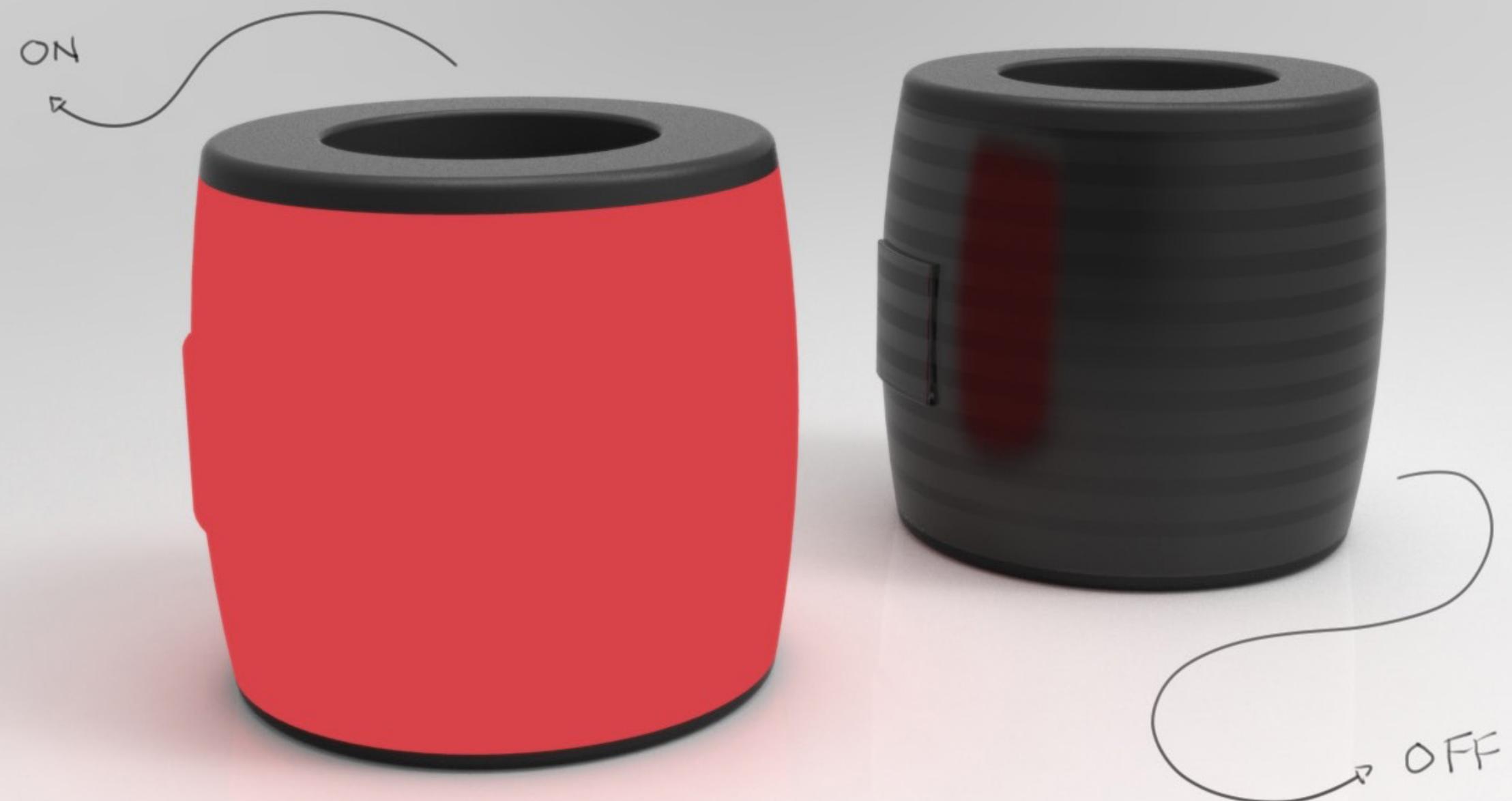












**INDICATOR  
CRANKS AWAY  
WORRY BUT  
STILL KEEPS  
YOU AWARE**



**ONE SIZE  
FITS ALL**





**TURNS SIGNALS  
LIGHT UP  
AUTOMATICALLY...  
OR WHEN YOU  
SAY SO.**

# ULTRASONIC SENSORS + HAPTIC FEEDBACK





EVERYONE LOVES  
SUPRISES. JUST  
NOT WHILE  
RIDING.