

Product Redesign Marketability Project

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Product: Seatbelt

Core- keep you safe

2 extra uses: prevent your siblings from annoying you, decoration for car

7 New Features 5 Current Technology and 2 New Technology

Current Ideas:

1. Voice activated seatbelt
2. Seat belt electronic plug/outlet
3. Airbags in seat belt
4. Seat belt measures BAC level and shuts off car
5. Kids seat belt can be drawn on/ seat belt entertainment cover
6. Light up seat belt safety

New Ideas:

7. Holographic entertainment seat belt features
8. Dome cancels noise seat belt/ also provides video of child to ensure safety





