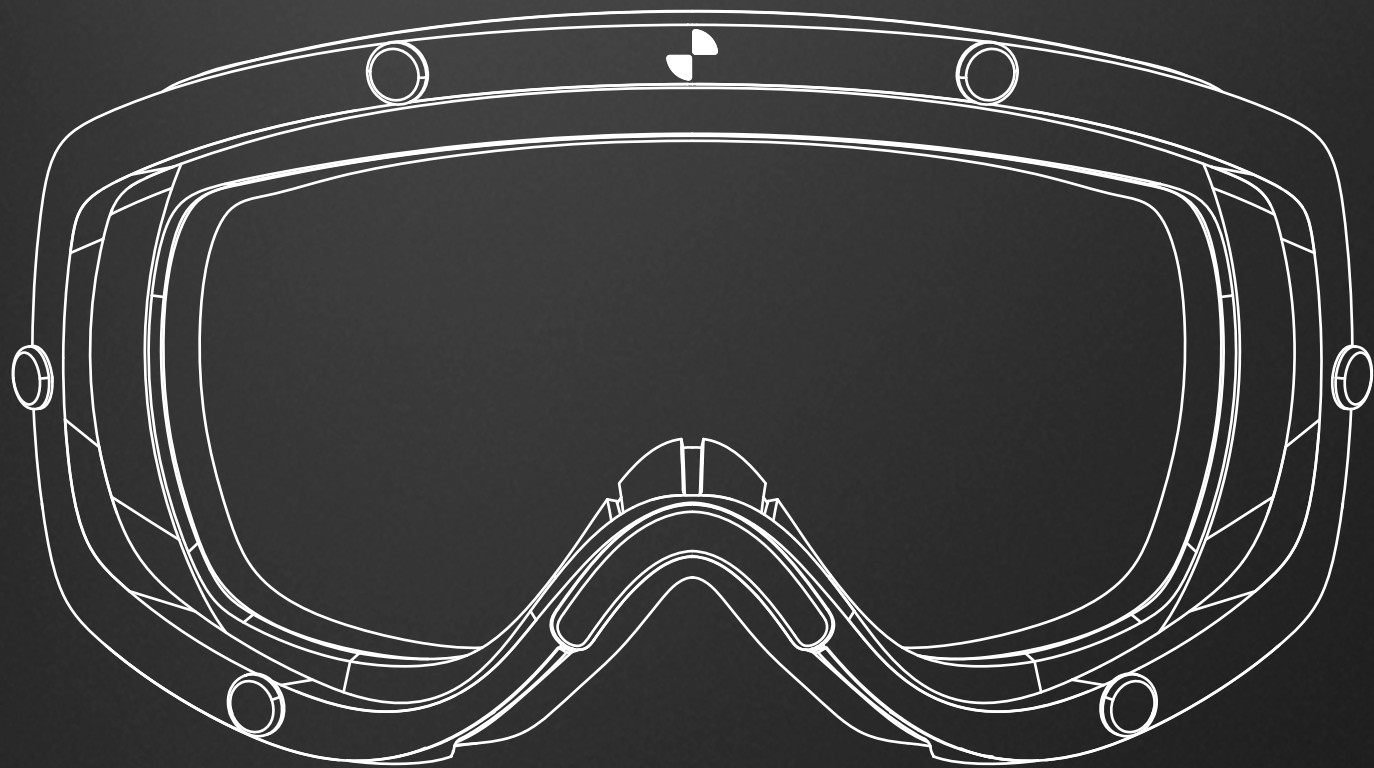


FROM BRAINSTORMING IDEAS, MAKING MOODBOARDS AND TRYING TO FIT THE PRODUCT WITH THE REST OF THE PRODUCT LINE, I WORKED WITH LEAD DESIGNER FOR CREATIVE INPUT AND PRODUCT DEVELOPERS FOR TECHNICAL ADVICE WHEN SKETCHING AND MODELLING CONCEPTS FOR THIS POC GOGGLE.

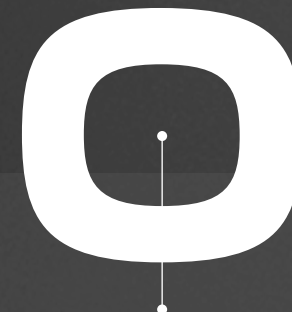
A GREAT DEAL OF EFFORT WAS PUT INTO MAKING THE GOGGLE FIT THEIR RANGE OF HELMETS. THE FINAL RESULT WAS THEN FURTHER DEVELOPED, BUT LATER CANCELLED AS IT WAS COMPETING WITH ANOTHER POC GOGGLE.

INSTEAD, THE CONCEPT WAS TURNED INTO A SPHERICAL VERSION, FURTHER DEVELOPED, AND RELEASED AS THE "POC LOBES".



ISSUES

- 1 Lens Is Hard To Change**
WHEN THE WEATHER CONDITIONS CHANGE YOU MIGHT NEED TO CHANGE THE LENS. OR YOU NEED TO REPLACE THE LENS WHEN IT'S DAMAGED
AS MOST LENSES ARE MOUNTED INSIDE THE FRAME, AND CONSIDERING THE COLD WEATHER AND WEAR OF GLOVES THIS CAN BE QUITE TRICKY.
- 2 Goggle Straps Won't Stay In Place**
GOGGLE STRAPS ARE CONSTANTLY ADJUSTED MEANING THE FIT ALSO CHANGE CAUSING AIR DRAFT AND AFFECTING VENTILATION.
THEY ARE ALSO QUITE SLIPPERY AND ARE EASILY LOST WHEN TRYING TO GET A SUN TAN IN THE SKI LIFT
- 3 Design Causes Water To Get Inside**
THE TYPICAL - LENS IN A FRAME - GOGGLE DESIGN MEANS A LOT OF CORNERS WHERE SNOW GETS STUCK, MELTS AND GETS INSIDE THE GOGGLE - AND THEN FOGS UP THE LENS
- 4 Strap Attachment Limits Vision**
THE NATURE OF A TYPICAL STRAP TO HELMET ATTACHMENT DESIGN CREATES LIMITATION IN THE FIELD OF VIEW
- 5 Rigid Nose Arch Prevents Good Fitting**
AND BAD VENTILATION MEANS FOGGING
- 6 Strap Holder Are Complicated To Use**
BEING LOCATED IN THE BACK, THIS IS WHERE THE STRAP IS FIXED TO THE HELMET - MEANING EITHER A LOT OF FIDDLING WITH YOU HANDS BEHIND YOUR HEAD OR TAKING THE HELMET OFF

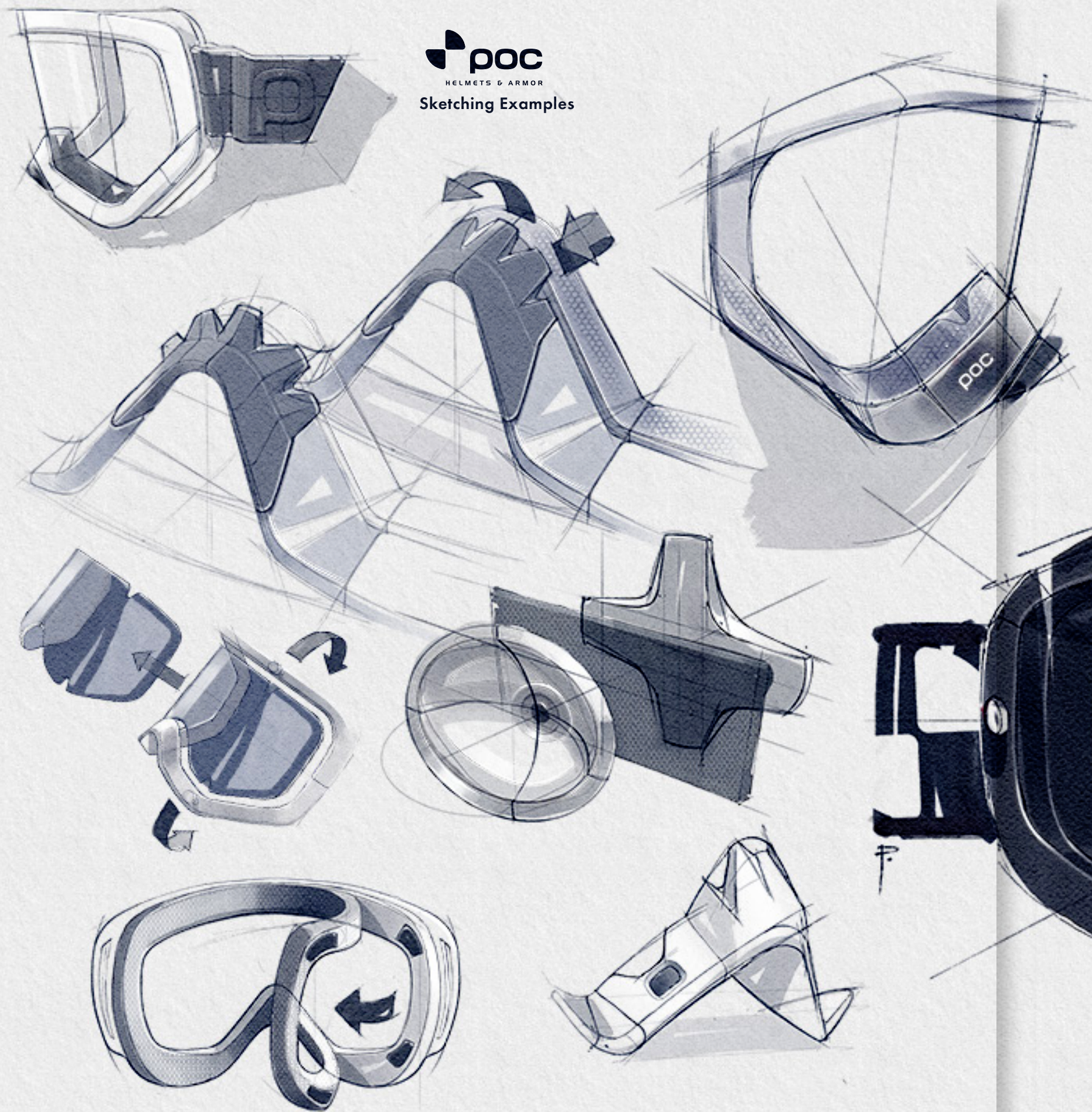


POC COMPRESSED
SUPER ELLIPSE

INSPIRATION

IN THIS PROJECT, INSPIRATION WAS DRAWN FROM COMBAT PILOT HELMETS WHICH WAS THEN MIXED WITH POC'S OWN FORM LANGUAGE - BASED AROUND THE SUPER ELLIPSE





1 Lens Mounted On Top of Frame
MAXIMIZES THE VIEW, KEEPS THE LENS FREE FROM SNOW AND FACILITATES LENS REPLACEMENT

3 Moulded Strap
KEEPS THE STRAP AND LOGO FROM FRAYING DUE TO WEAR FROM DIFFERENT SHARP OBJECTS IT ALSO MAKES THE STRAP STIFF, MAKING THE GOGGLE EASIER TO PUT ON

5 Rubbery Anti Slip Material
ON THE INSIDE OF STRAP, KEEPS THE GOGGLE FROM SLIPPING

7 Wide Outer Nose Arch
IN COMBINATION WITH THE INNER SPLIT NOSE ARCH, MAKES THIS GOGGLE SUITABLE FOR MANY DIFFERENT FACE TYPES.

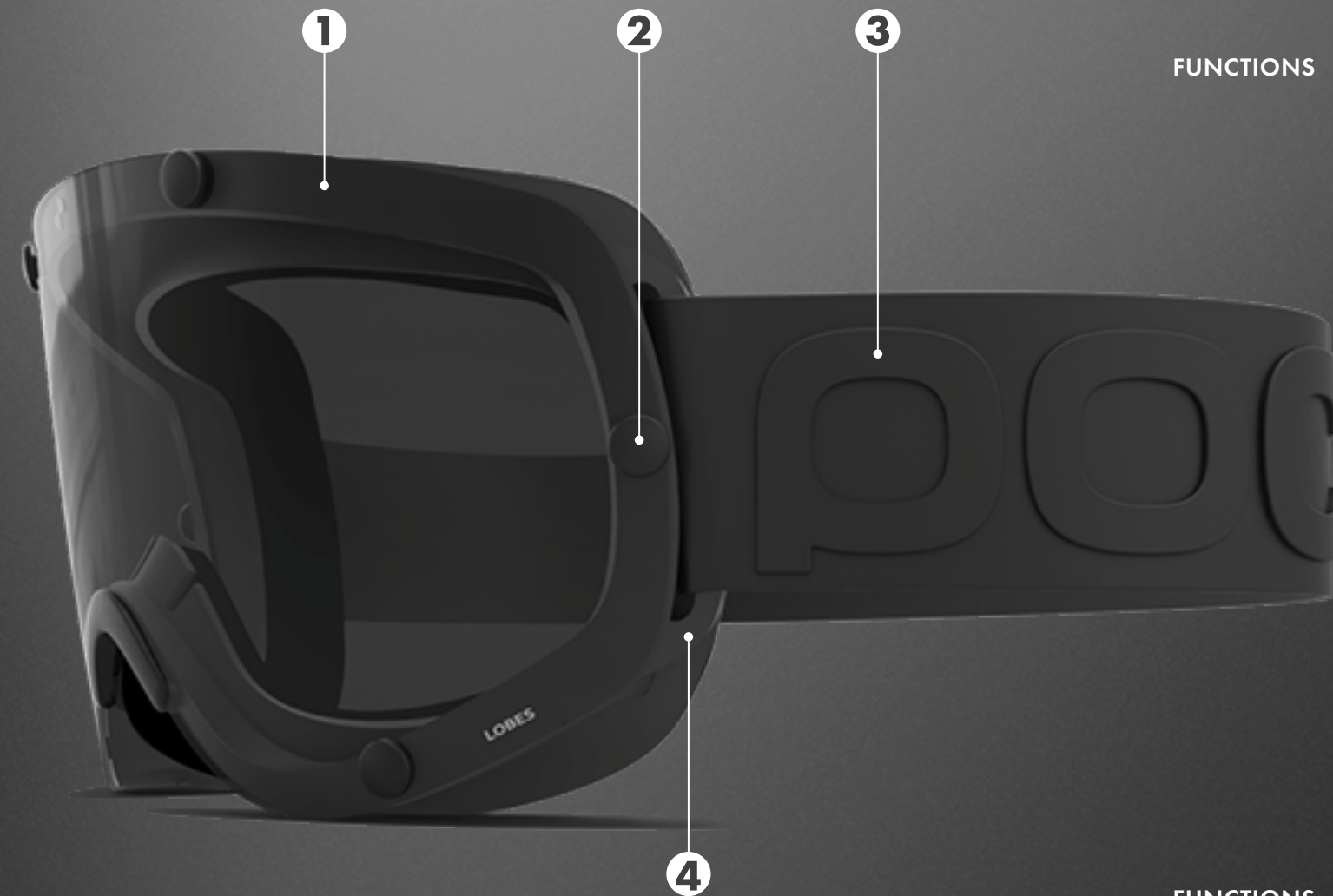
2 Big Round Lens Holders
AND A SOFT FLEXIBLE FRAME MAKES IT REAL EASY TO REPLACE LENS.

4 Goggle Strap Holder
LOCATED INSIDE OF THE GOGGLE FRAME - ENEABLES A LESS VISION LIMITING DESIGN AND BETTER AIR FLOW

6 Split Nose Arch
SHAPES THE FRAME AFTER THE NOSE - THE PART OF THE FACE IN THIS CONTEXT THAT VARIES THE MOST FROM PERSON TO PERSON

8 Built With Two Clean Main Shapes
AND NOT A LOT OF EXTRA MATERIAL USED, A LOT OF SPACE IS USED FOR VENTILATING AIR TO PREVENT FOGGING

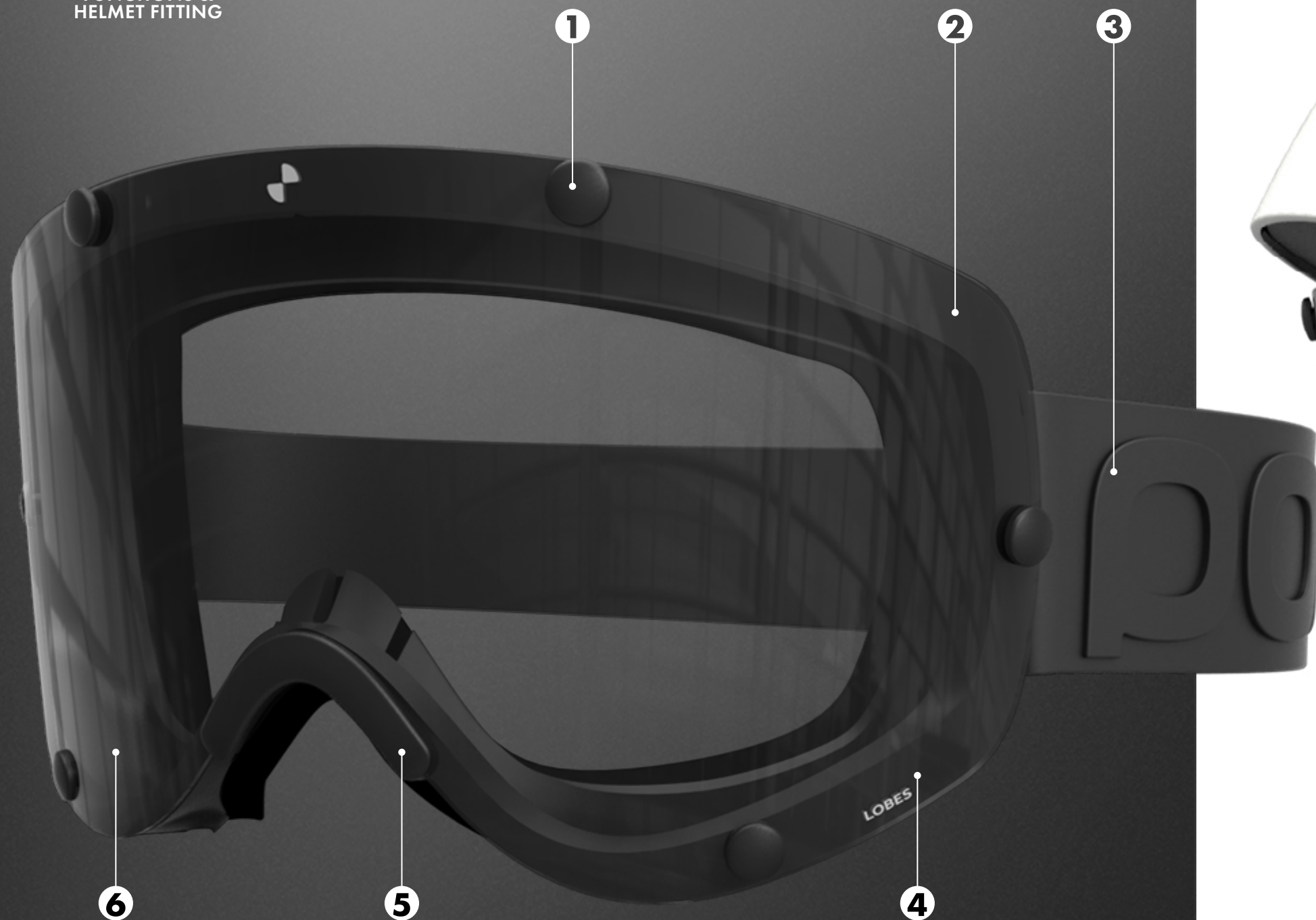
FUNCTIONS



FUNCTIONS



SEMANTIC
FUNCTIONS &
HELMET FITTING



1

Lens Holders

ARE DESIGNED TO LOOK AS BIG
BUTTONS, SAYING - CHANGE LENSE
HERE!

2

The Frame

IS BASED ON THE POC SUPER ELLIPSE,
GIVING IT A STRONG SENSE OF POC
IDENTITY

3

The Side Logo

IS SUBTLE TO GIVE WAY FOR THE
HELMETS BOLD GRAPHIC LOGOS

4

The Product Logos

IS POSITIONED UNDER THE LENS FOR
PROTECTION FROM WEAR AND TEAR

5

Lens Mount

IS DESIGNED TO RESEMBLE THE
INDUSTRIAL /TECHNICAL ASPECTS OF
THE PILOT HELMET

6

Solid Appearance

BRINGS FOCUS AND CONTRAST TO
THE EYE AREA IN RELATION THE
HELMET



1

Helmet Fitting

THE GOGGLE HAS BEEN DESIGNED TO
FIT THE WHOLE RANGE OF POC'S SKI
HELMETS, BUT AN AVERAGE OF OTHER
BRANDS HELMET DIMENSIONS WERE
USED IN THE EQUATION AS WELL.

2

Goggle Strap Holder

LOCATED INSIDE OF THE GOGGLE
FRAME PROVIDES A BETTER FIT
MEANING LESS AIR DRAUGHT AND
FOGGING

3

Contrasting

THE GOGGLE IS DESIGNED TO
COMPLEMENT THE HELMETS BY
CONTRASTING IN COLORS, GRAPHICS
(SIZES) AND DETAIL JUXTAPOSITIONS
(SEE INSPIRATION BOARD)



1 Lens Change
TO CHANGE LENS - SIMPLY
PUSH ON THE FRAME ABOVE
THE LENS LOCK BUTTONS TO
RELEASE IT

2 The Frame
THE FRAME IS MADE OF
INJECTION MOLDED PU
ENABLING A CONSTRUCTION
THAT LETS A LOT OF AIR
THROUGH

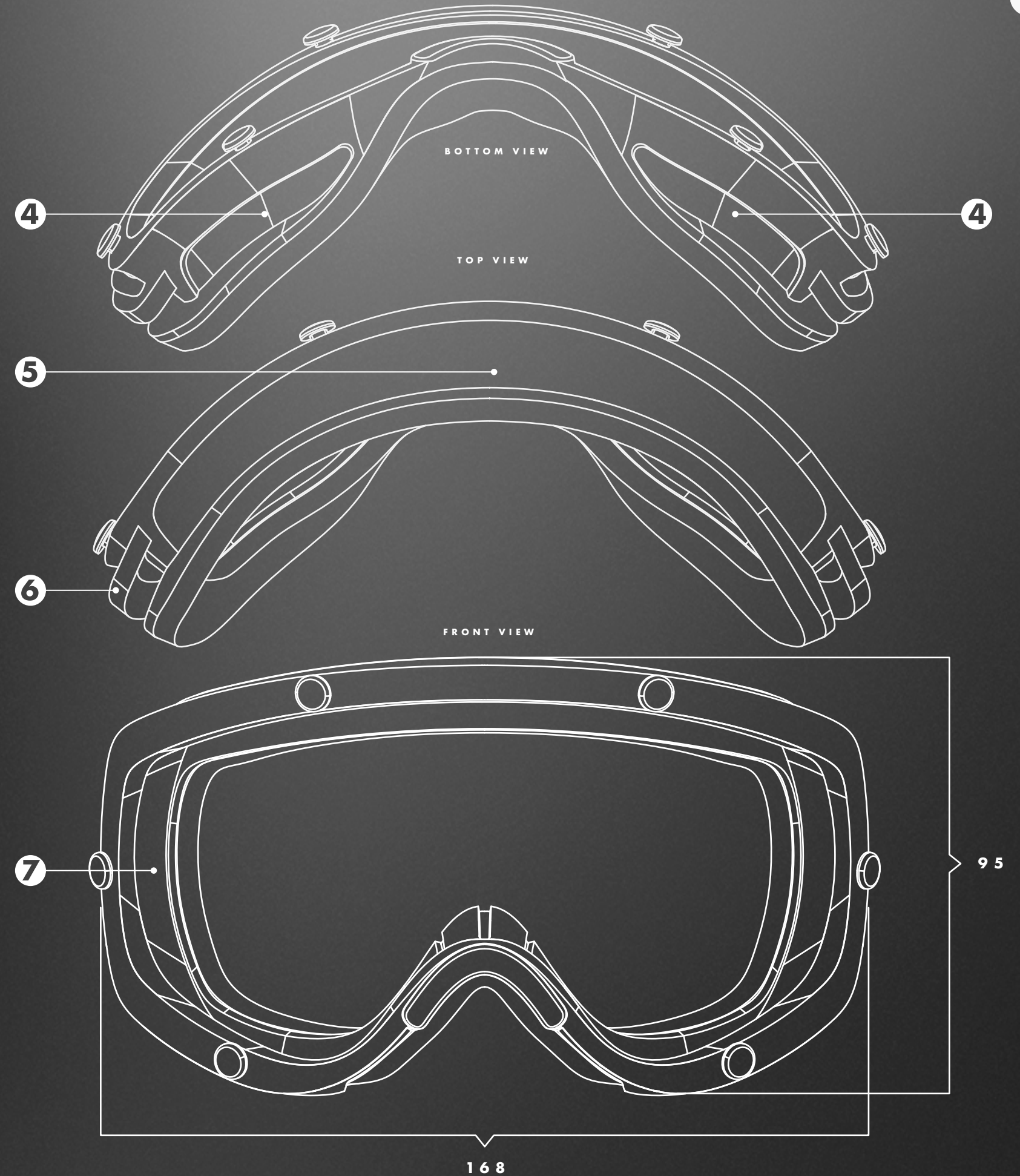
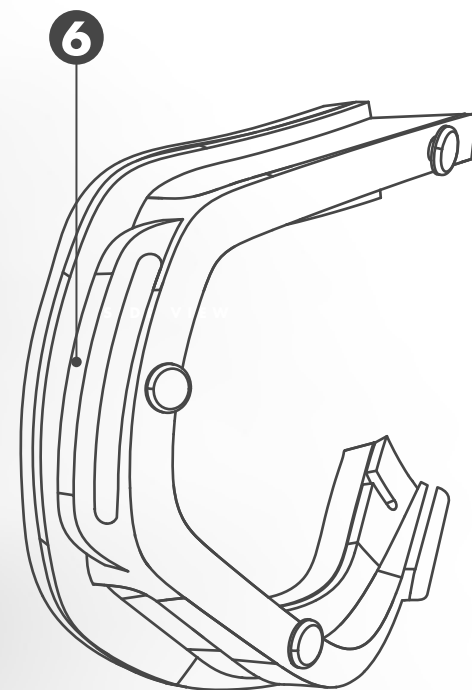
3 The Lens
POLYCARBONATE LENS WITH
CLEAN EDGES AND EASY TO
FIT SLOTS FOR LENS HOLDERS

4 Main Air Intakes
BIG INTAKES FOR GOOD AIR
CIRCULATION

5 Main Air Outlet
BIG OUTLET LETTING OUT A
LOT OF AIR

6 Goggle Strap Attachment
IS OFFSET INWARDS TO
PROVIDE BETTER AIR FLOW

7 Side Outlets
PROVIDES EVEN BETTER
CIRCULATION OF AIR





POC

REVISED
PRODUCTION
UNIT