

## **BRAINSTORMING INSTRUCTIONS FOR REDUCING PEDESTRIAN ACCIDENTS DESIGN TASK**

There has been an increase in student accidents on campus in recent years from student's texting and/ or talking on mobile devices or listening to music using earphones while walking around campus. While using these devices, students become distracted, and can trip, fall or even collide into obstacles. In fact, the number of pedestrian ER visits for injuries related to cell phones tripled between 2004 and 2010. There are reports of concussions, sprained ankles, broken appendages and even fatalities from these accidents. These numbers do not include the countless number of unreported incidents involving walking into something (i.e. a parked car) without an ER visit. This increase in accidents has been substantial on college campuses because of the number of students on campus and the increased usage of mobile devices (listening to music, texting, and talking) all of which are distracting.



Your task is to *develop concepts for a new, **innovative** product or system that will reduce pedestrian accident rates due to distraction from mobile devices.*

Sketch your ideas in the space provided in the idea generation sheets. As the goal of this design task is not to produce a final solution to the design problem but to brainstorm ideas that could lead to a new solution, feel free to explore the solution space and focus on both the form and function of the design in order to develop innovative concepts. In other words, generate as many ideas as possible- do not focus on the feasibility or detail of your ideas. You may include words or phrases that help clarify your sketch so that your concept can be understood easily by anyone.

For clarity, please use the provided pen to generate your concepts (ie: do not use pencil). Include your participant number on each of the provided idea generation sheets. Generate one idea per sheet and label the idea number at the top of the sheet.