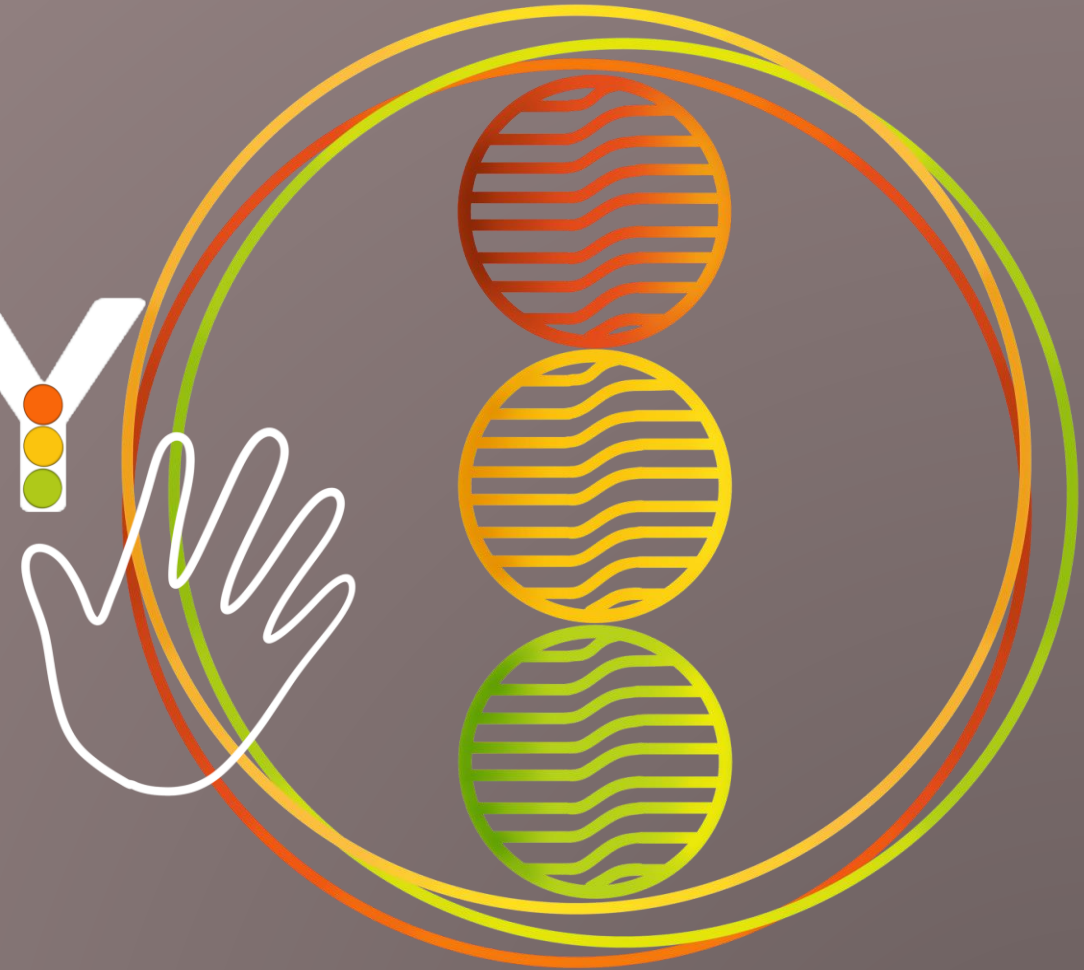


# SMASHY

STEMPE SAFETY



# INDEX

- |                       |                        |
|-----------------------|------------------------|
| 1. Problem & Solution | 5. Sustainability      |
| 2. State of the art   | 6. Ethics              |
| 3. Project Management | 7. Project Development |
| 4. Marketing          | 8. Conclusion          |

# 1. PROBLEM & SOLUTION



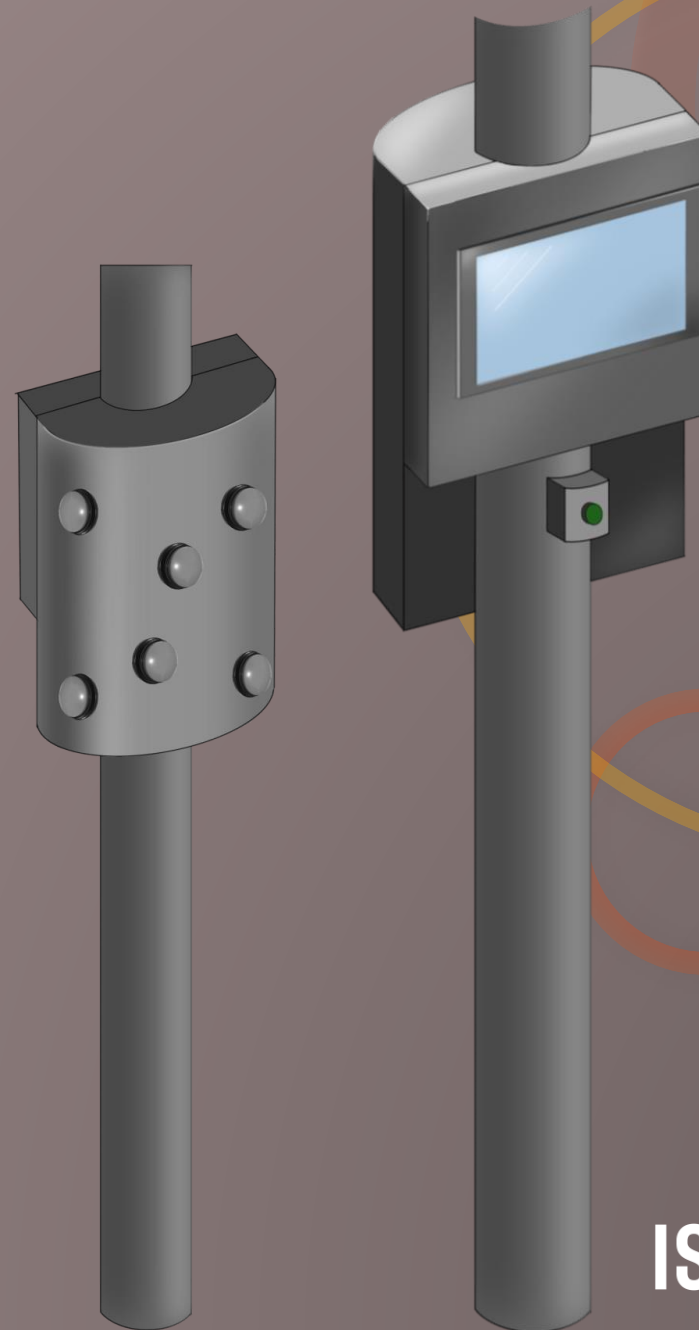
# PROBLEM & SOLUTION

## PROBLEM STATEMENT

- Pedestrians → most vulnerable road users
- Accounting 65% of road crash fatalities
- Safety for pedestrians
- Jaywalking

# PROBLEM & SOLUTION

# SMASHY



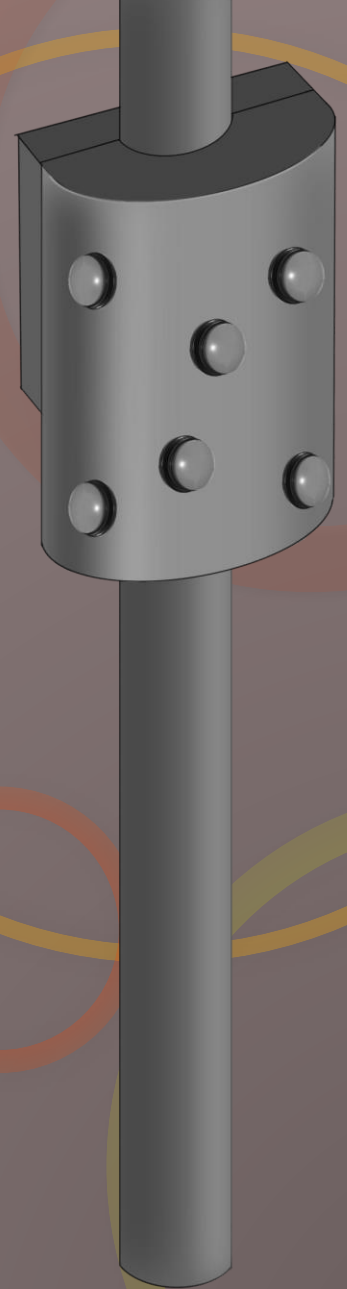
SMASHY  
STEMPE SAFETY

**ISEP** INSTITUTO SUPERIOR  
DE ENGENHARIA DO PORTO

# PROBLEM & SOLUTION

## SOLUTION PROPOSITION

- Gamification in public
- Game module with buttons
- Make waiting less boring



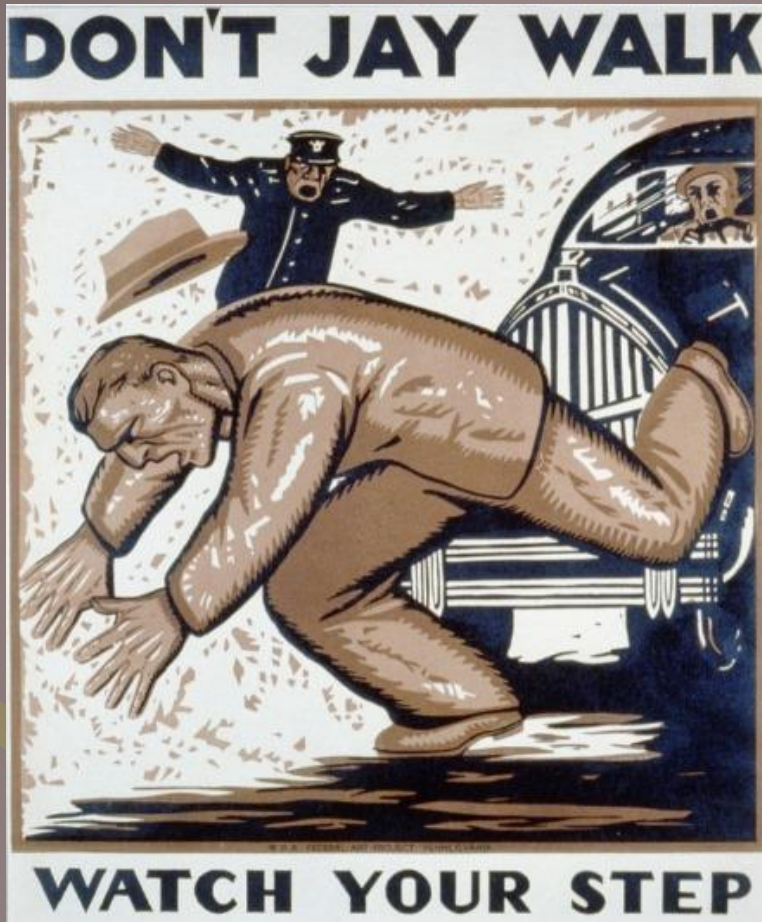
# 2. STATE OF THE ART





# EXISTING JAYWALKING PREVENTION SOLUTIONS

PUBLIC AWARENESS COMPAIN



BUTTON





# EXISTING JAYWALKING PREVENTION SOLUTIONS

## INTELLIGENT TRAFFICLIGHT INSTALLATION



## FACIAL RECOGNITION



# STATE OF THE ART **GAMIFICATION**

- Introduction of game-elements in non game domains
- Improves motivation
- Enhances participation

# STATE OF THE ART

## ADVANTAGES OF THE GAME

- Occupies both - mind and cognitive faculties
- Physical Movement included
- Training of reaction time
- Alters perception of time



# STATE OF THE ART CONCLUSION

- Making game genuinely fun to alter perception of time
- Requiring physical movement
- Including features like:
  - ✓ Informational Screen
  - ✓ UV-Indicating Paint
  - ✓ Safety Posters

# 3. PROJECT MANAGEMENT







SCOPE



TIME



COMMUNICATION



RISK



# 4. MARKETING



ENVIROMENTAL

SOCIAL

POLITICAL

MARKETING

# MACRO ENVIROMENTAL ANALYSIS

TECHNOLOGICAL

ECONOMICAL

LEGAL



CUSTOMERS SUPPLIERS COLLABORATORS

# MARKETING

# MICRO ENVIRONMENTAL ANALYSIS

INTERMEDIARIES

INTERNAL RESOURCES

COMPETITORS

# MARKETING MARKETING STRATEGY



# MARKETING STRATEGY

## OBJECTIVE

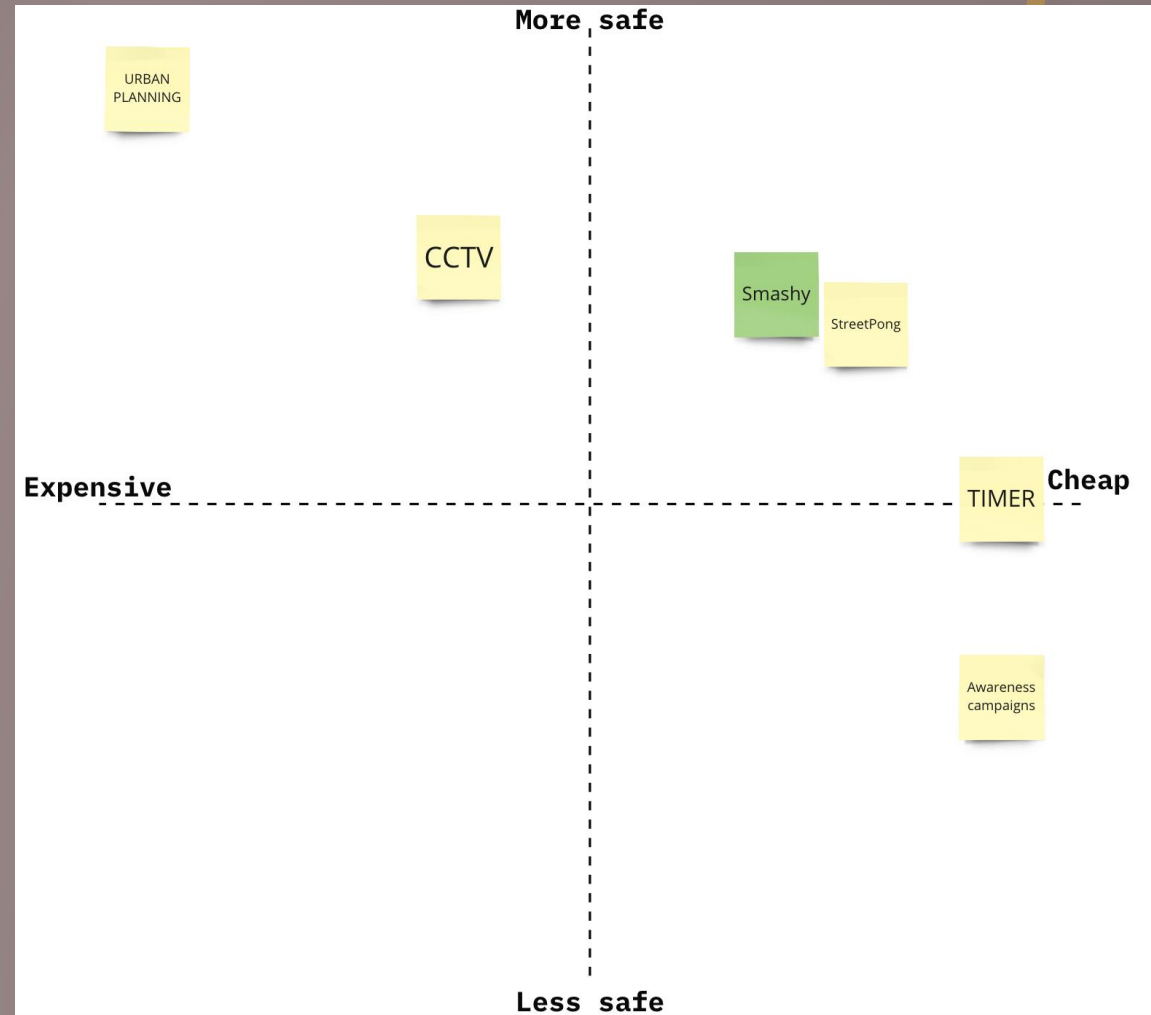
- Awareness
- Community
- Partnerships

## SEGMENTATION

- Demographic
- Psychographic
- Geographic
- Behavioural

# MARKETING STRATEGY

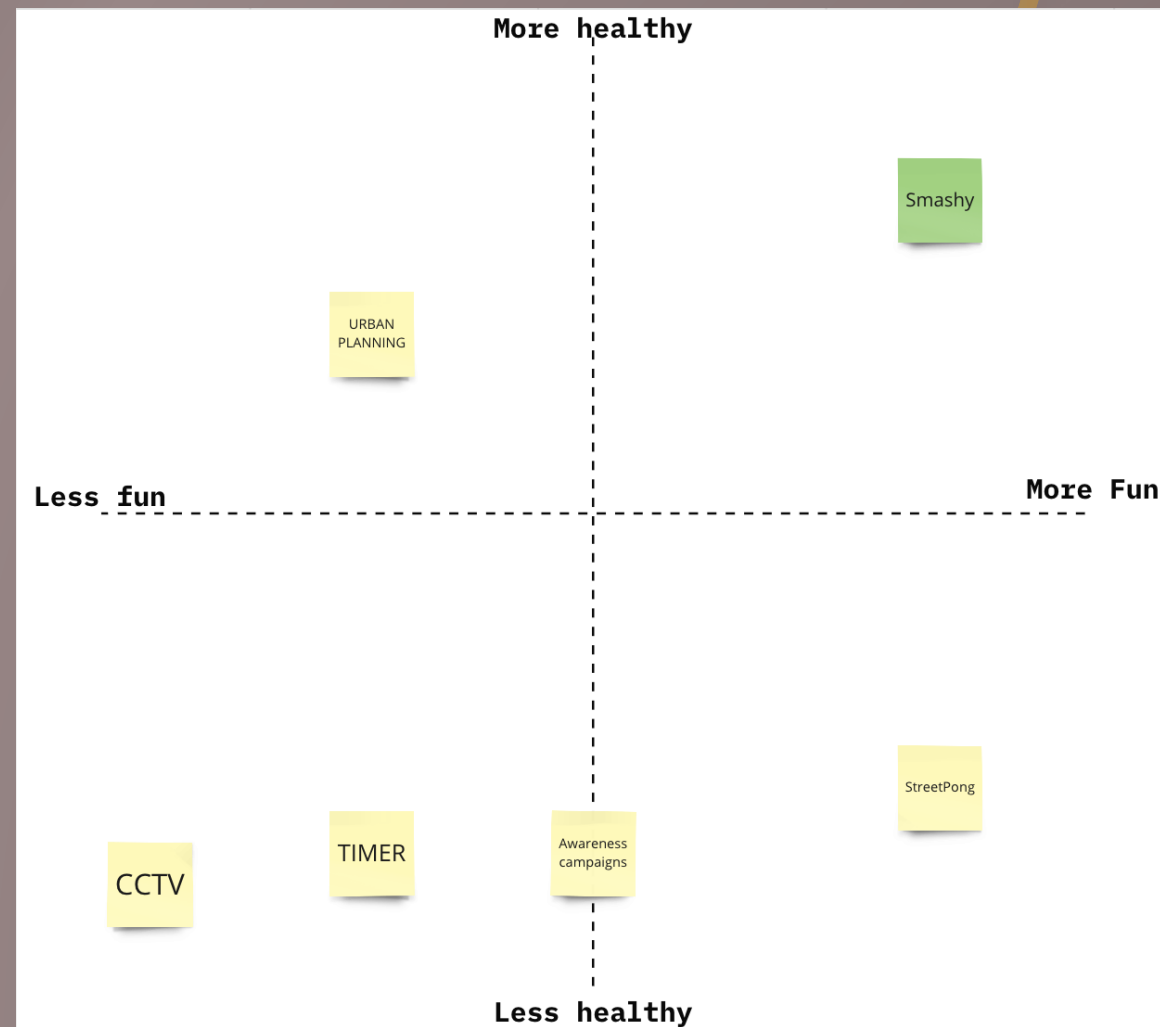
## POSITIONING





# MARKETING STRATEGY

## POSITIONING



# MARKETING STRATEGY

## MARKETING MIX

- Product
- Price
- Place
- Promotion
- Partnerships

# 5. SUSTAINABILITY



# SUSTAINABILITY

## ENVIRONMENTAL

- Avoidance of the depletion of natural resources
- Long-lasting materials
- HDPE & Stainless Steel

## ECONOMICAL

- Long-term economic growth
- No negative impact on social, environmental, and cultural aspects
- Cost-effective Product Design

## SOCIAL

- Safety
- Fun
- Movement and Reaction

# 6. ETHICS & DEONTOLOGY



# ETHICS

## ENGINEERING

- Fundamental cannons
- Rules of practice
- Moral obligations (safety, health, and well-being)

## SALES + MARKETING

- Customer relationship
- Key practices
  - In-depth knowledge
  - Customer 1st
  - Active listening
  - Competition

## ENVIRONMENTAL

- Relationship with nature
- Conscious choices
  - Materials
  - Fabrication methods
- Carbon footprint

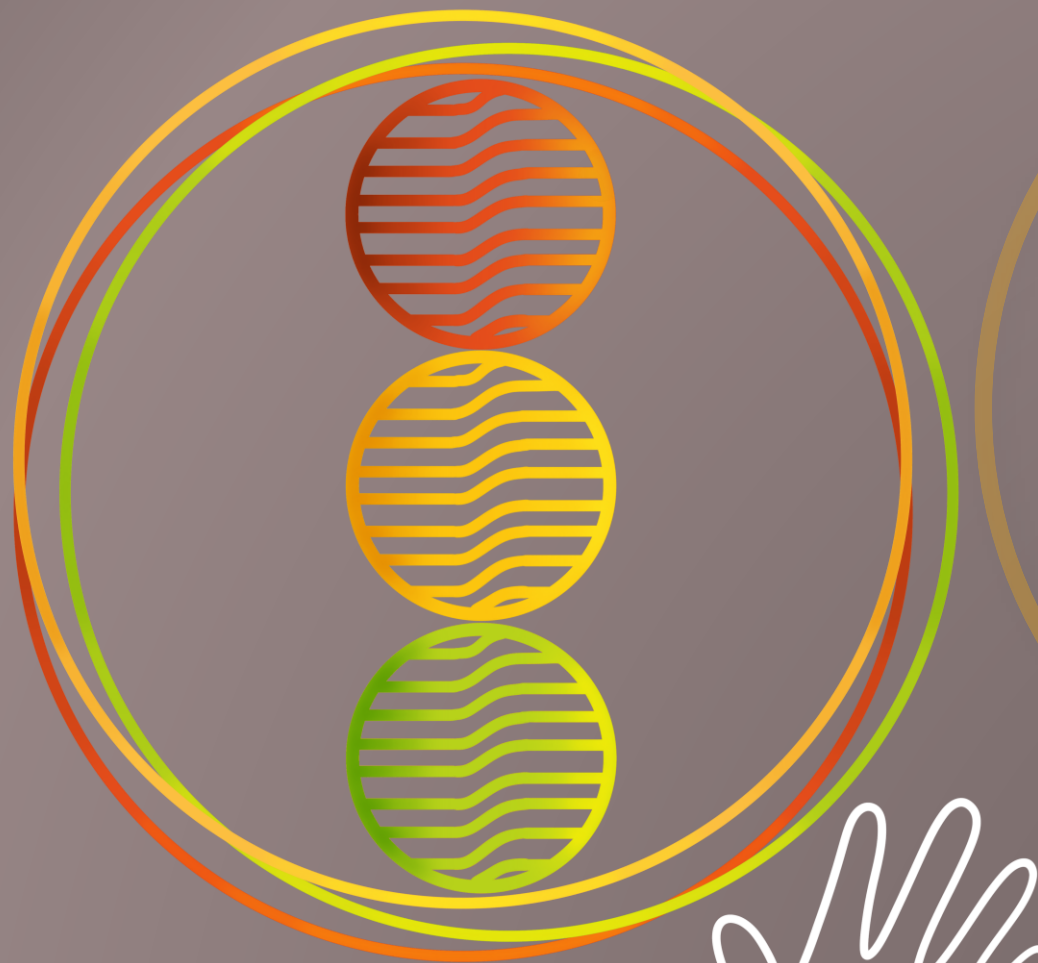


# 7. PROJECT DEVELOPMENT

## IDEATION/CONCEPT



# LOGO



**SMASHY**

STEMPE SAFETY

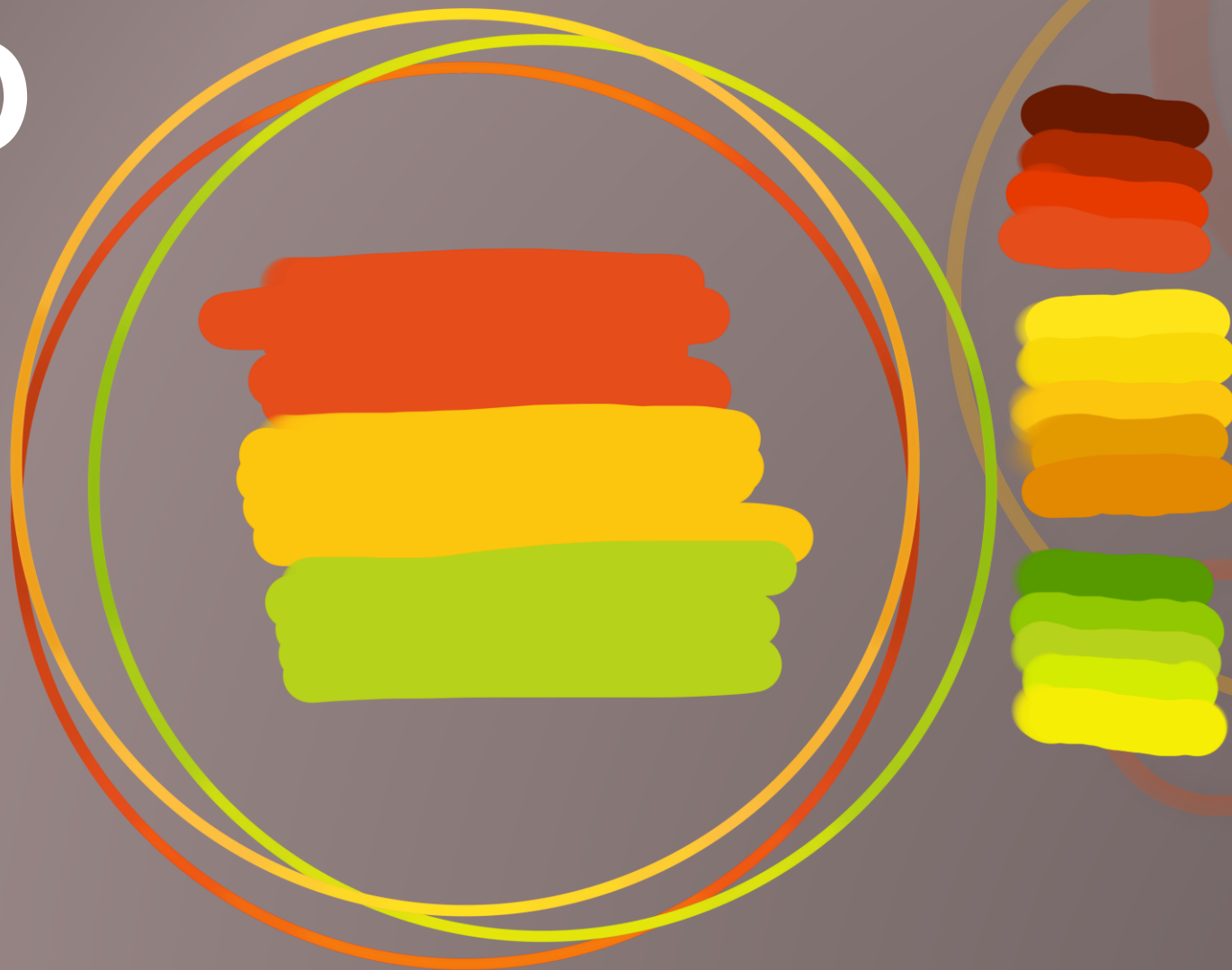


# LOGO EVOLUTION

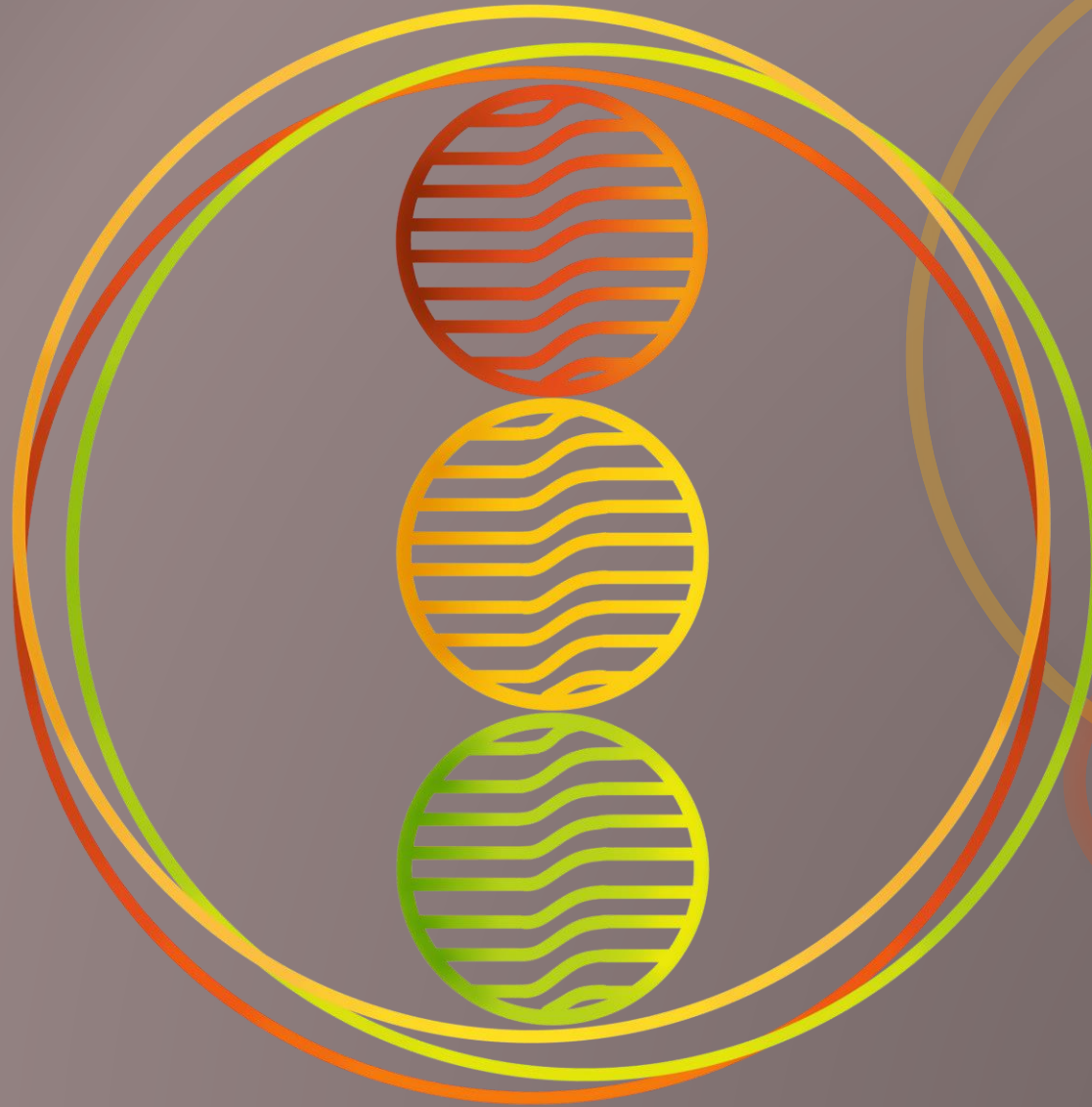


# LOGO

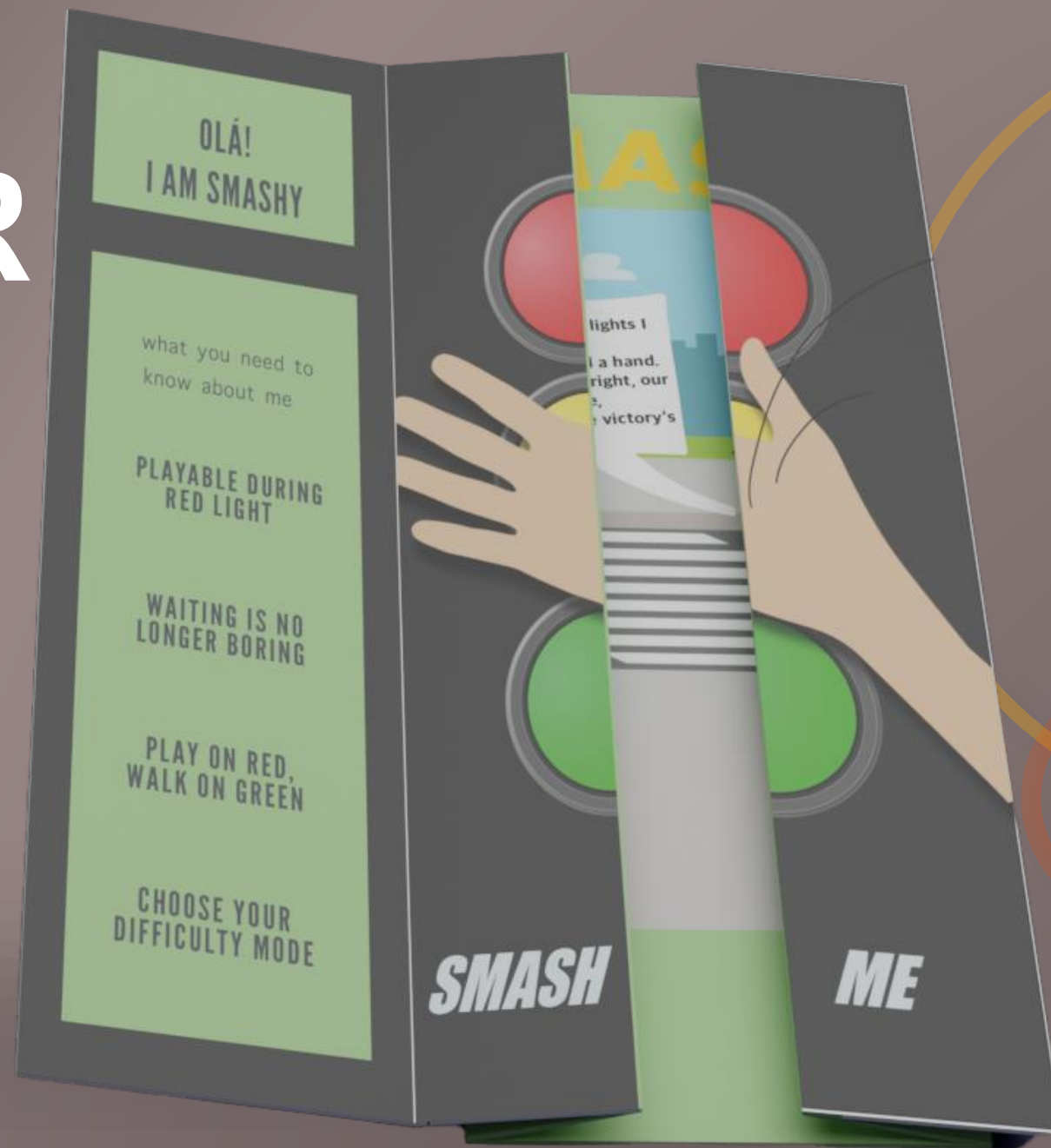
## COLOUR



# LOGO SHAPE



# FLYER CLOSED





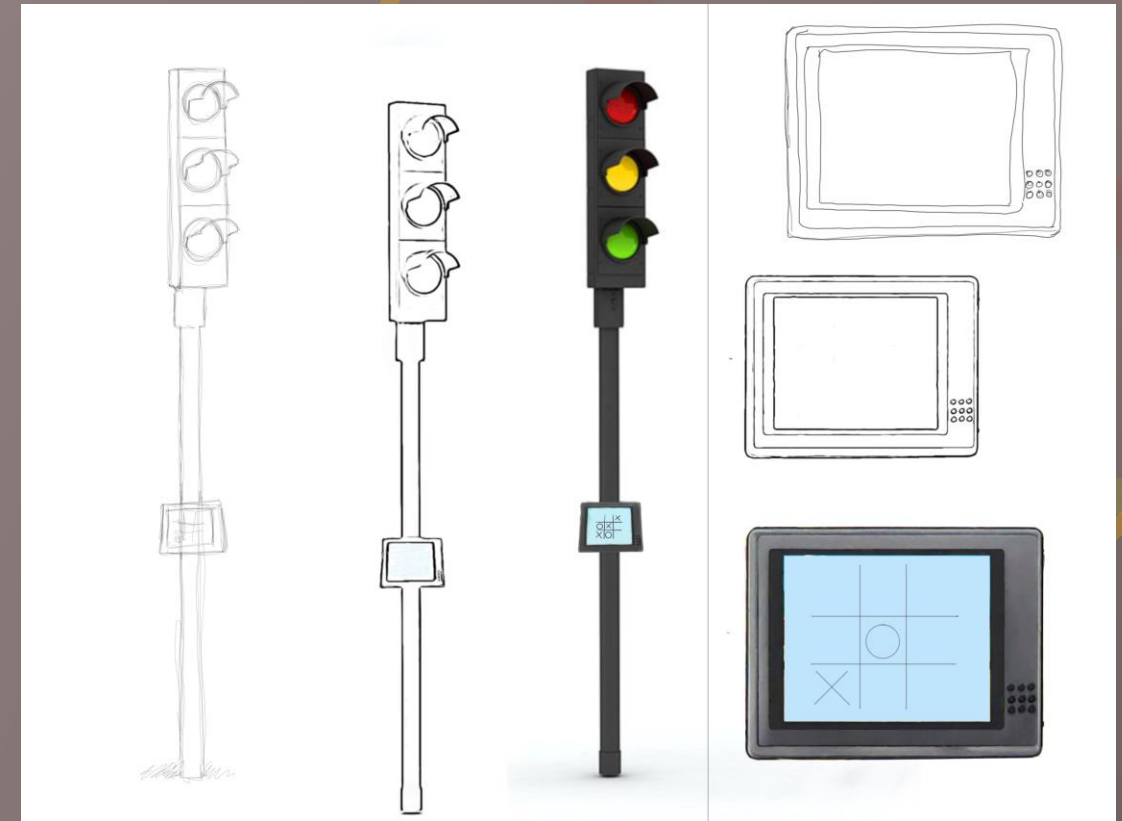
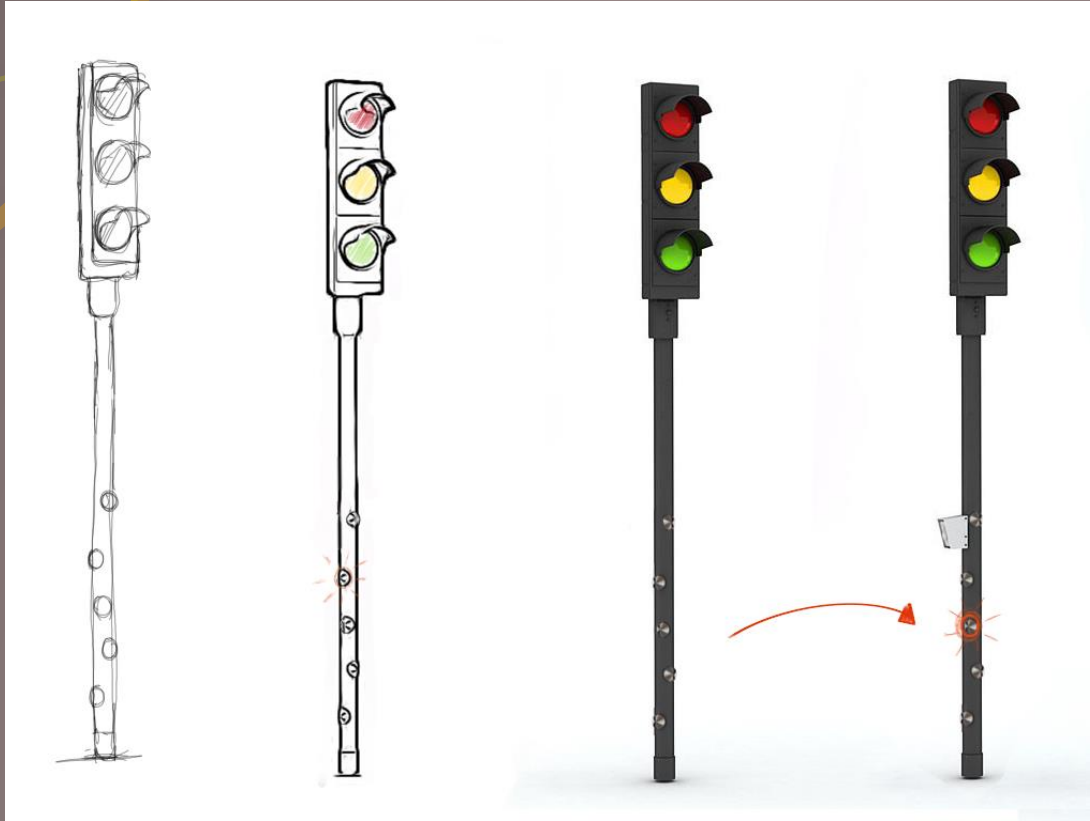
# FLYER OPEN



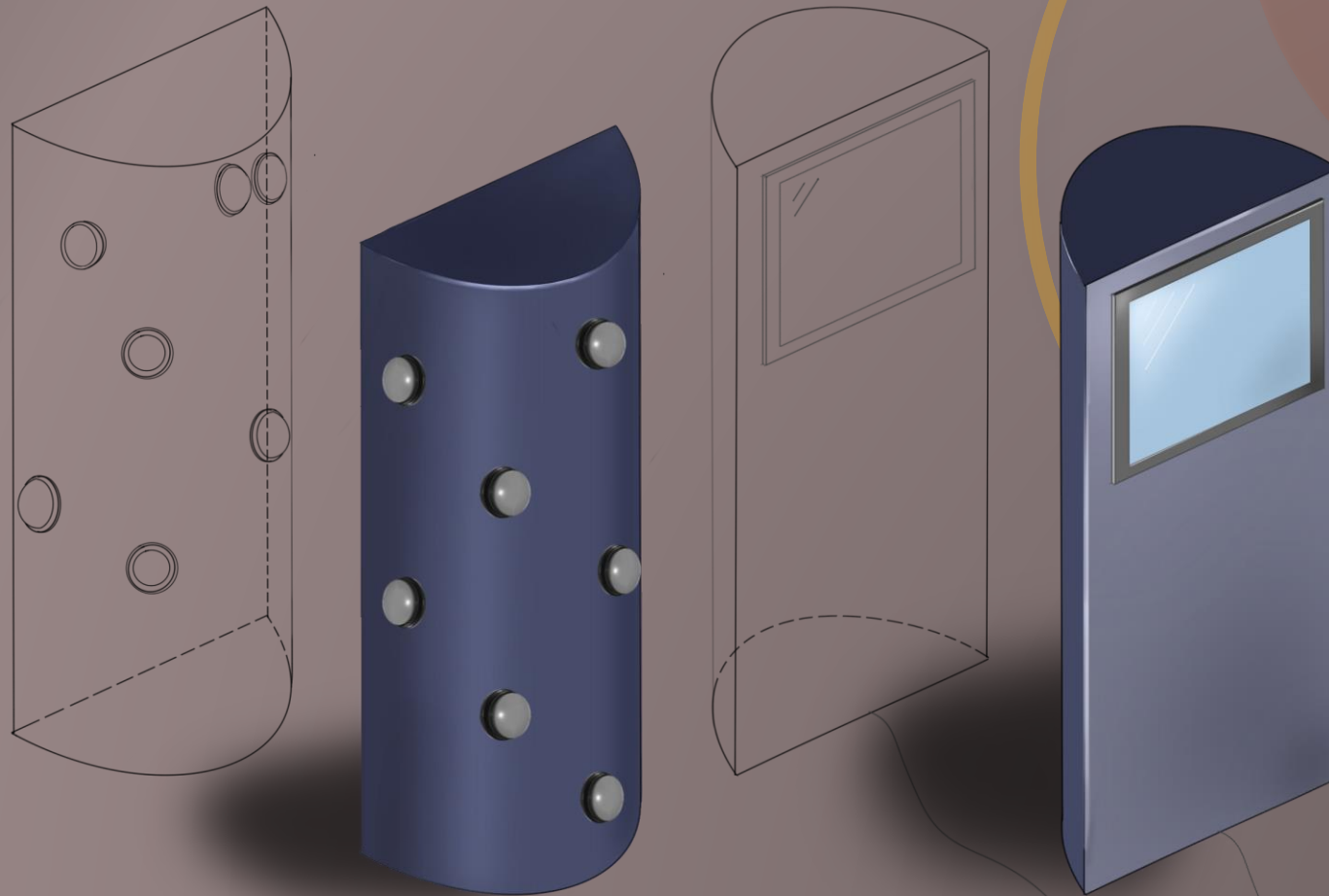
# PROJECT DEVELOPMENT DESIGN



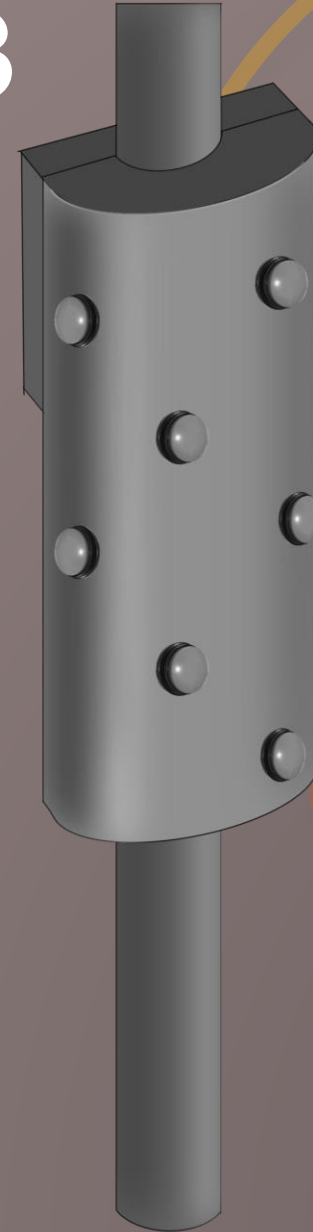
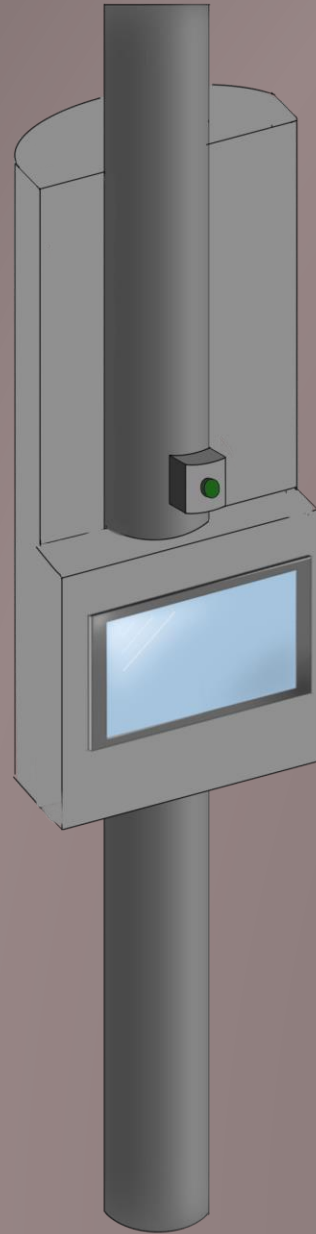
# PROJECT DEVELOPMENT DESIGN 1



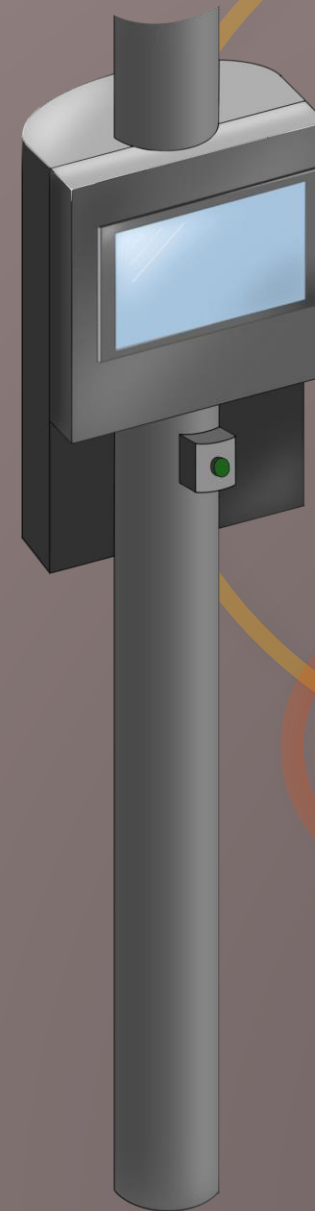
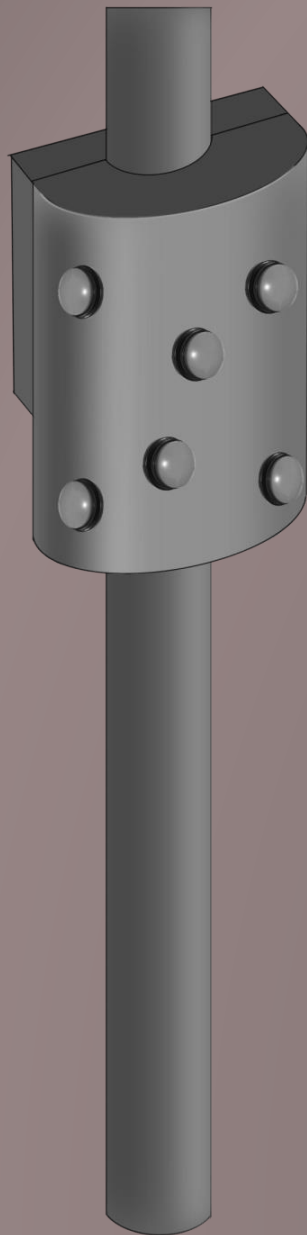
# PROJECT DEVELOPMENT DESIGN 2



# PROJECT DEVELOPMENT DESIGN 3

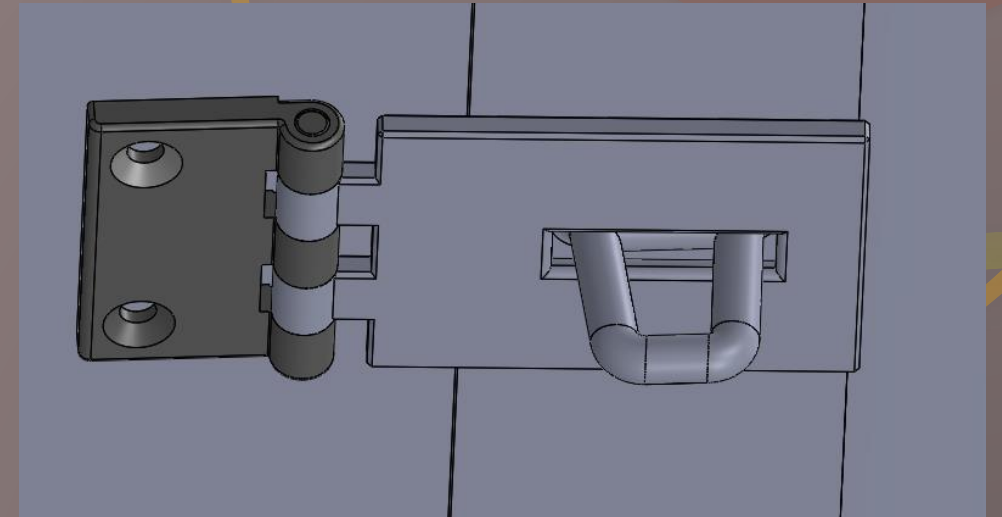
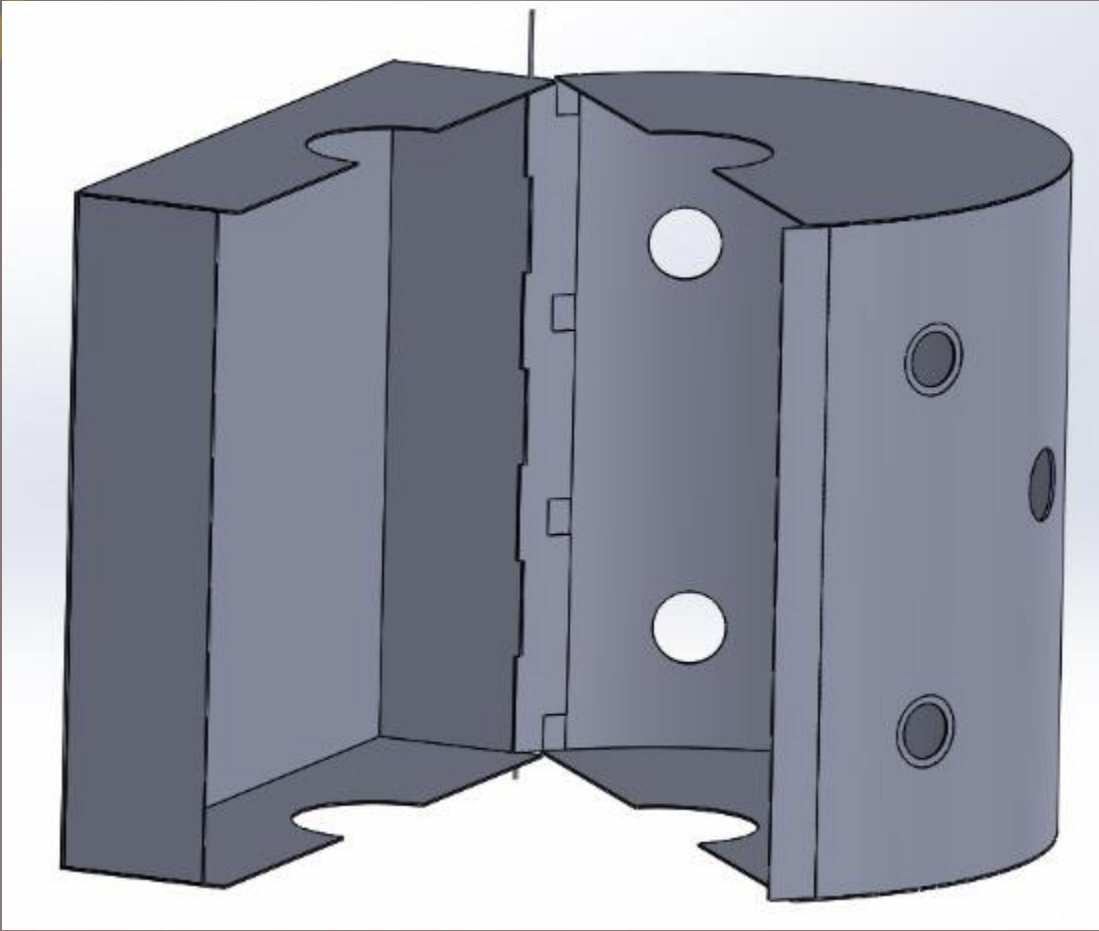


# PROJECT DEVELOPMENT DESIGN 4



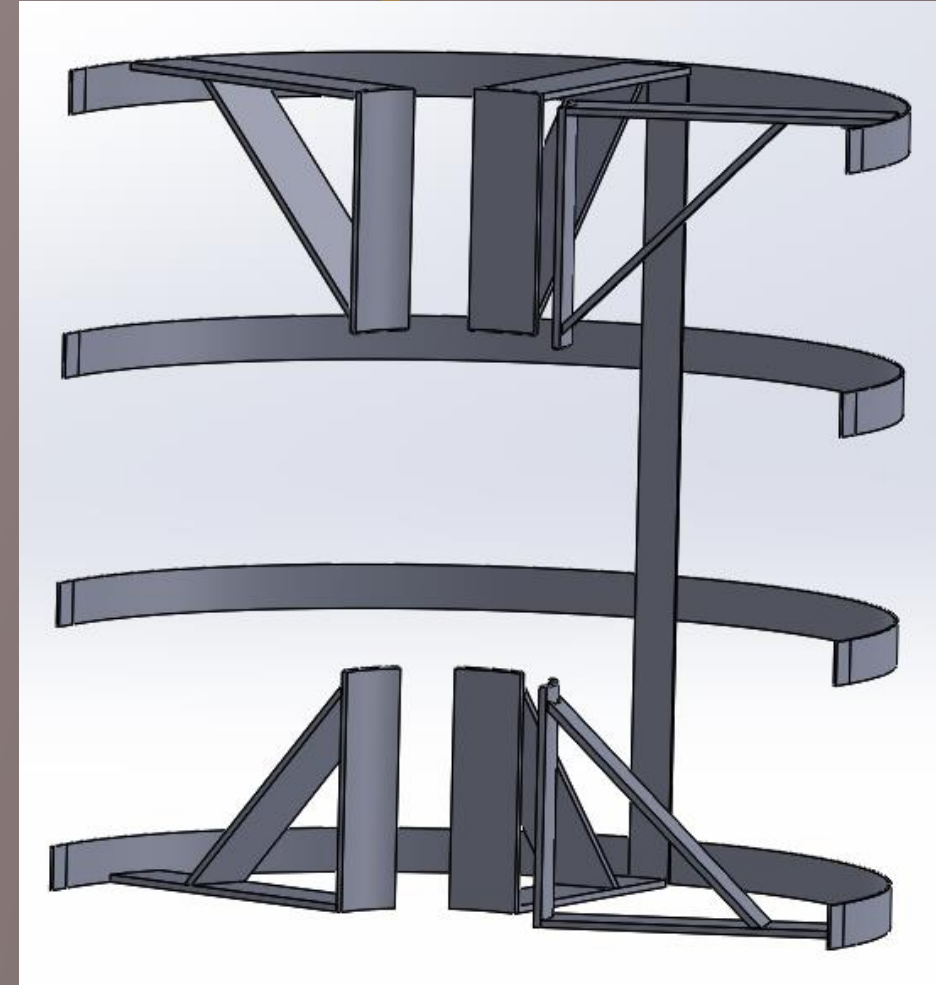


# PROJECT DEVELOPMENT FINAL DESIGN

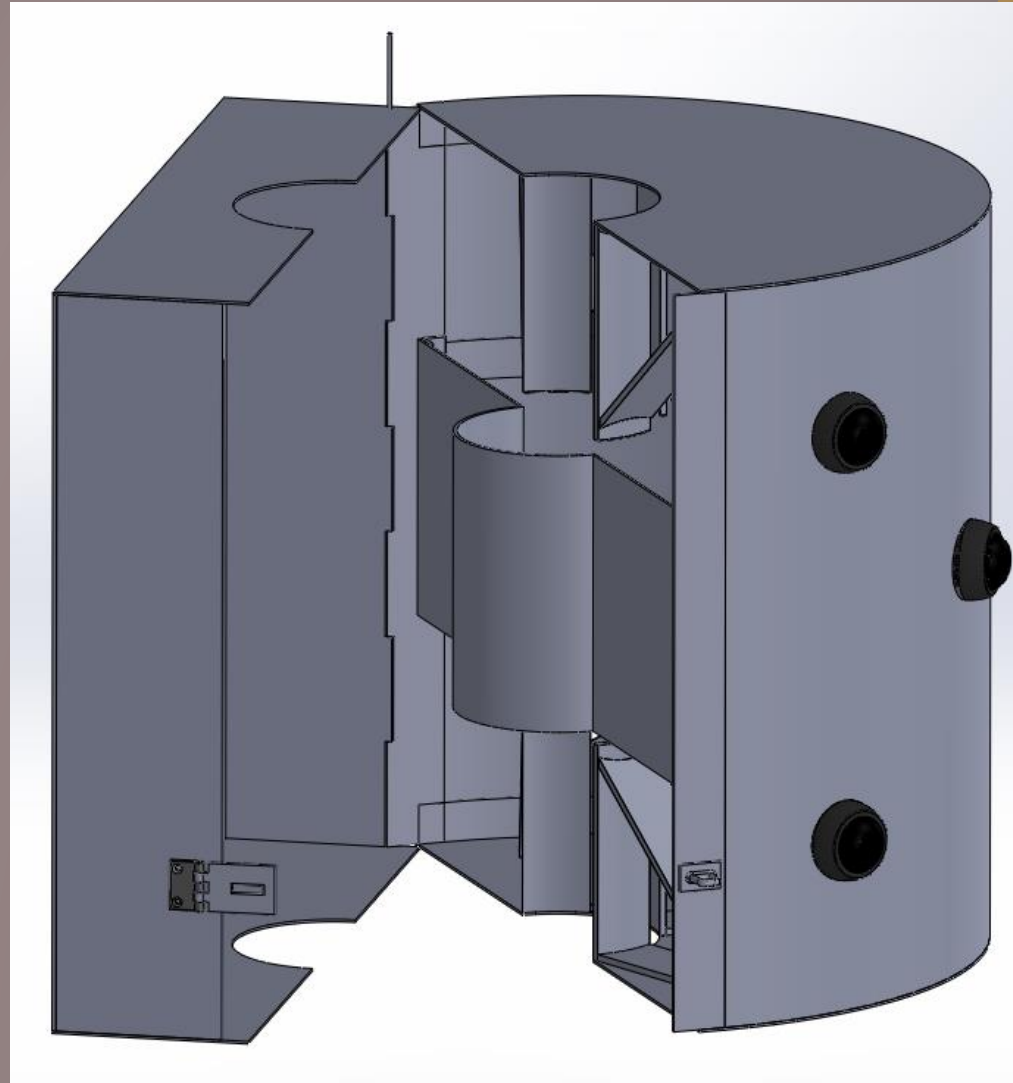




# PROJECT DEVELOPMENT FINAL DESIGN



# PROJECT DEVELOPMENT FINAL DESIGN



# 8. CONCLUSION

# 8. CONCLUSION

and remember...



# 8. CONCLUSION

and remember...

