

The Travel Hoodie

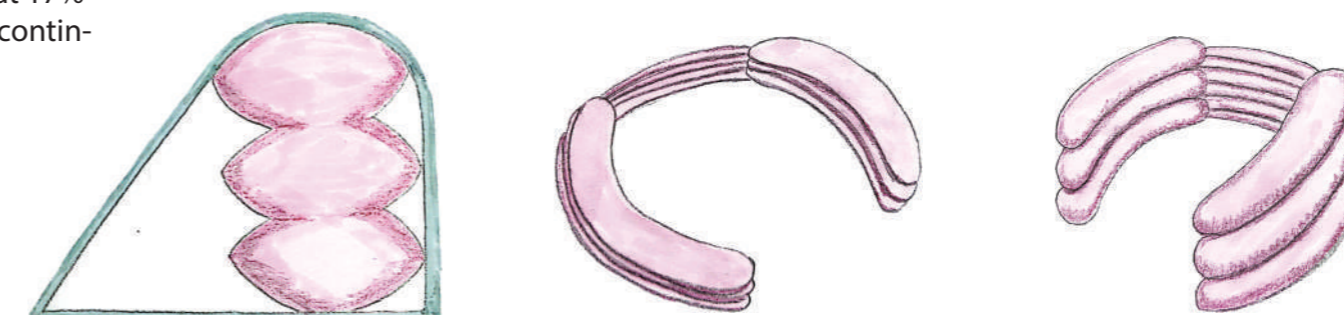
Sean Healy
Ming Ho Choy



Answered: 200	Response 1	
0-5 minutes	10.00%	20
5-10 minutes	17.42%	35
15-20 minutes	15.00%	30
20-30 minutes	11.50%	23
30-40 minutes	22.75%	45
40+ minutes	23.85%	48

According to surveys we conducted at our SETU campus, 23% of students spent more than two hours commuting each day, which correlates with the most recent census data which says that 17% of students spend more than two hours commuting. This trend is increasing, and is likely to continue to increase for some time to come, due to the housing crisis and rising cost-of-living.

Student responses show that adding increasing commuting times to a demanding schedule of lectures makes the day very tiring. Chronic exhaustion is recognised by medical science to lead to reduced motivation, poor concentration and focus, is a factor in the onset of almost every psychological illness, leads to college absenteeism with reduced educational results and compromised career opportunities.



The inner cushion is a one-piece polymer construction which is crimped at the back during the blow-moulding process. This makes the cross-sectional area of these wall sections greater, and gives increased structural resistance, restricting inflation, and thereby preventing the uncomfortable effect of the neck being pushed away from the headrest by an inflated cushion.



*also works in a lecture theatre



The Travel Hoodie has a pocket sewn around the neckline in which there is an inflatable neck cushion.

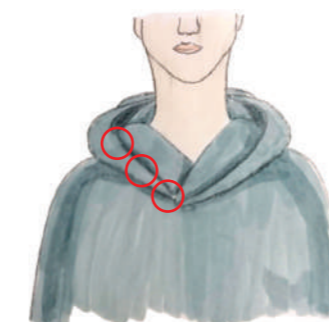
This pocket is pleated at the outside to allow the cushion to inflate without tugging upwards on the main body of the garment. A hood is sewn to the edge of the pleat (red circle) making this fashionable oversized hoodie almost indistinguishable from any other when the cushion is deflated.



Using a valve which already exists on the market the cushion can be inflated in three easy breaths and deflated relatively noiselessly in under five seconds.



The valve and all parts of the Travel Hoodie are machine washable. We do not foresee any significant increase in weight or cost over a regular hoodie, and most importantly we believe that the Travel Hoodie will perform better than any existing product at helping the wearer sleep or rest comfortably in a seated position.



We hope that combining our product with public transportation to college will provide an attractive solution to exhausted students, positively impacting student health and academic outcomes, while increasing public transport utilization and perhaps forming positive commuting habits that will continue after their college years.