# SAFELANE CYCLING

# 2MEMS3 UNIVERSAL DESIGN
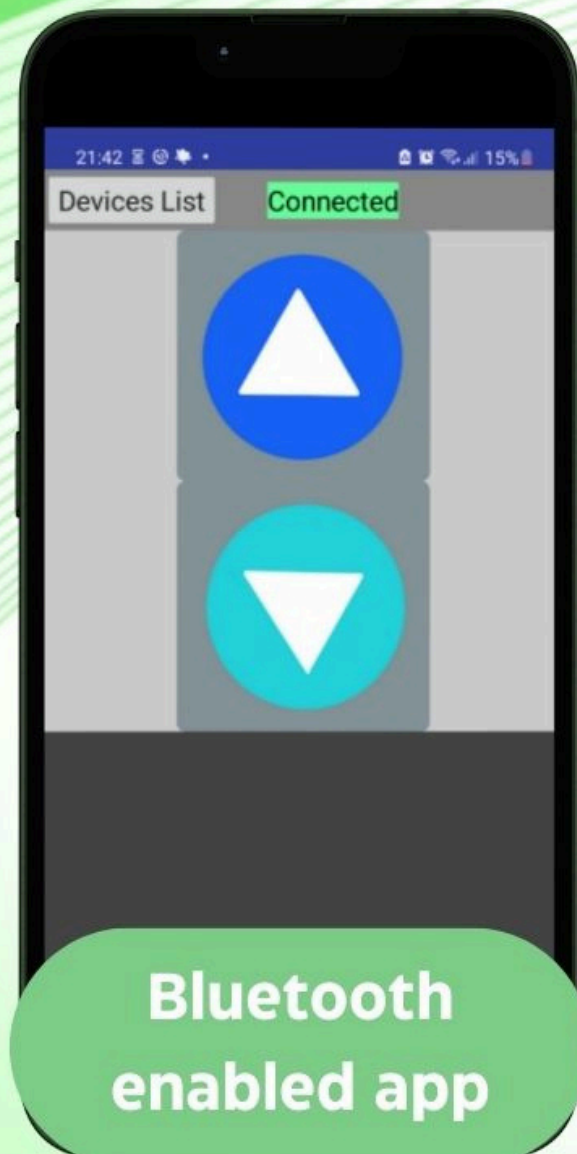
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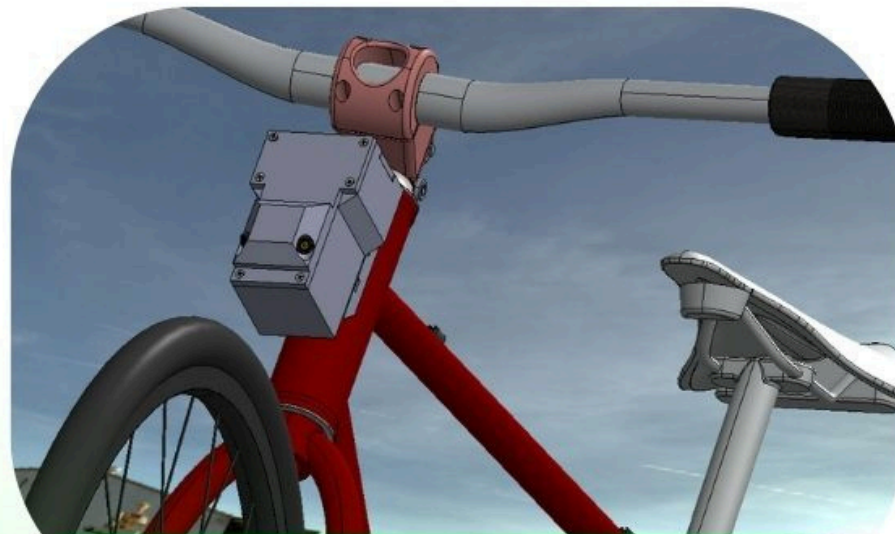School of Engineering
Universal Design Innovation

**Bluetooth enabled app**

Devices List    Connected

## 96%
of people feel **safer** using cycle lanes
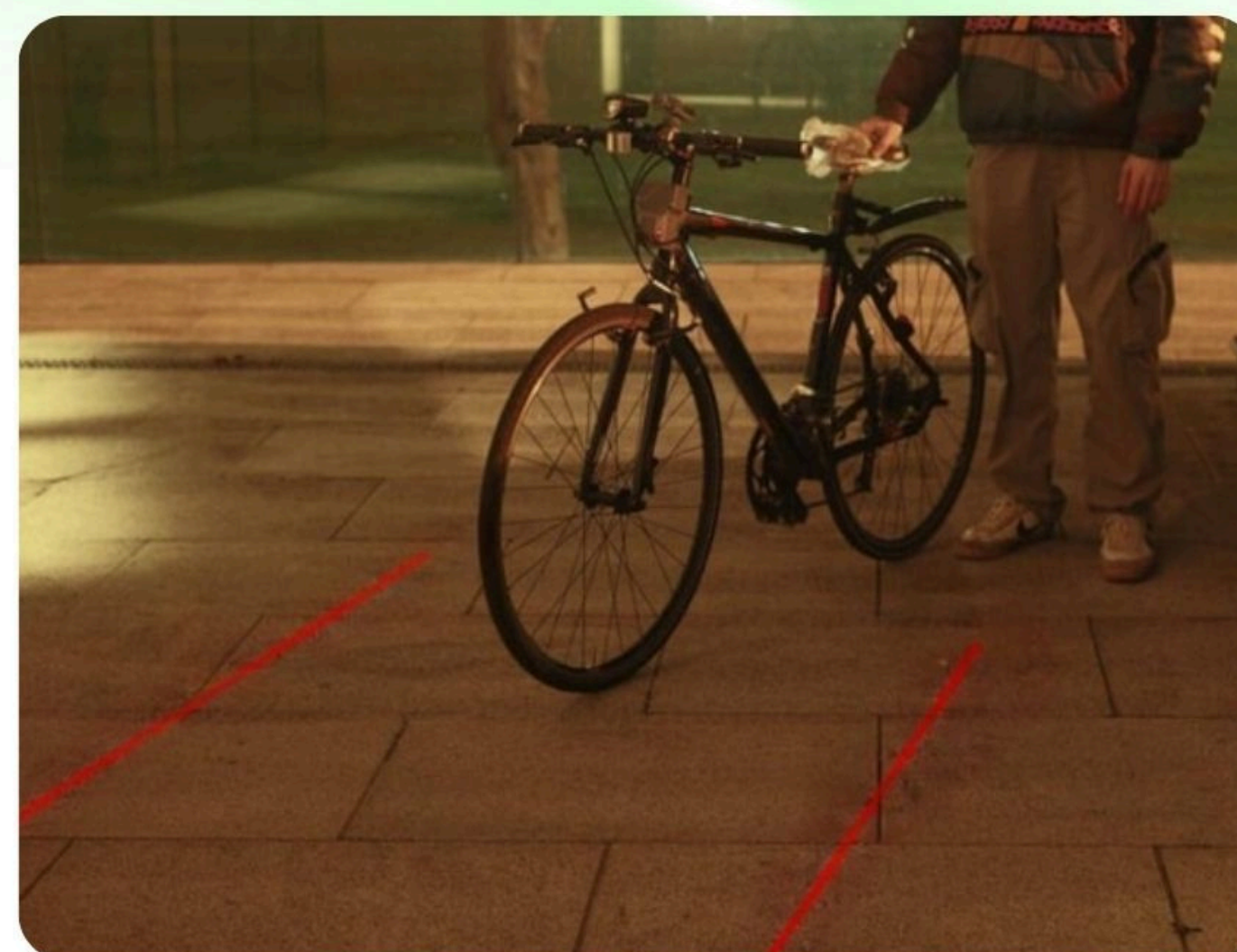
**CAD model of laser module**

## Problem Area

A significant number of **bike accidents** occur during turns, when cyclists enter drivers' blind spots and become **less visible**. This lack of visibility, makes turning one of the **most dangerous** moments for cyclists on the road

## What is it?

Safelane is an innovative, universal **laser line projection system** that projects onto the road ahead, functioning as an **indicator** through our Bluetooth-enabled app

## Main Benefits

- increases cyclist **visibility**
- improves cyclist **predictability**
- intuitive **indication** system
- increases cyclist and road user **safety**

## Our Prototype

"As a student, I avoid cycling to college because their is a lack of cycle lanes and cars invade my space, I've been hit while turning because the driver didn't see me" – Evie O'Carroll (College Student)

**MISSION STATEMENT**
"Enhancing cyclist safety and predictability by defining a clear, visible path. SAFELANE helps cyclists navigate with confidence and visibility in every direction."