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The How-To

Shock; cause (someone) to feel surprised and upset. Shock is what you feel when you pull around a corner in your car and almost take some ones life. I remember one foggy night in November I was riding to a friends’ house around 7pm. The roads were icy and the sky was so dark you felt like your eyes were closed while looking at it. I was exhausted and not paying attention but I assumed the driver was. My friend was pulling around a sharp corner and out of nowhere a man walking his dog suddenly appeared in our windshield. We were shocked because he was barely visible and his dog was completely unseen. Thankful we didn’t hit him, we kept driving and couldn’t stop the horrible thoughts, of what would have happened if he was in the way of our car, from racing through my brain. We together, need to prevent death by vehicles. All the athletes that work out at night, people who take walks, or walk their dogs at night, they are all in danger because they aren’t visible enough. Sure people wear reflective gear but what if one of their headlights was out and it wasn’t bright enough to capture the drivers’ attention. Some people wear headlamps, and that makes them more visible but only from the front. Cars approaching the person from their backside would still not be able to see them.

I am a Junior at Riverpoint Academy, and along with my two fellow teammates we decided to make the world a little bit safer than it was before. One of my friends in my group has been hit by a car and knows personally how horrible it is. She is also an active person and loves running, expecially at night. We put these two concepts together and realized that we needed to create something that was going to help nighttime athletes be visible to automobiles. After researching pedestrian vehicle accidents we gained empathy for pedestrians that are out on the road at night. We don’t ever want anyone to have to be unsafe while running after work or walking their dog after dinner. Our team began focusing on what light up running gear is already on the market. We found many useful products like light up shoelaces, light up pants, and hats and gloves. All the products are bright but they are not visible 360 degrees around. Meaning at some angles the person would still be practically invisible to oncoming traffic. So we began to brainstorm and that is where it all began.

We sat around a table for days and could not think of any ideas that hadn’t already been taken. It was extremely difficult, frustrating, and one of the biggest challenges for me through out this whole process. My whole team was just going to give up when we came up with the idea of a simple light up dog leash. Now the ideas just kept coming and we wrote them all down on a big white piece of paper that was completely covered in ideas when we were finished. Everything from light up ponytails to glow in the dark shirts and pants were ideas we had. The brainstorming phase is a time to get ideas flowing and my team and I were thinking about it too hard at first but after a while we just let our imaginations run wild and ended up with the great idea of light up bands. From this point we had to learn how to make the headband fit the needs of our consumers also know as you. Interviews were scheduled and questions were prepared. Eventually we set out to ask all different types of people their opinions and input on our idea. We got great feedback but also very helpful criticism. We started off asking athletic stores such as Athleta and Fleet Feet to see what kind of products they have seen. The owner of Athleta showed us a completely glow in the dark jacket. It was everything that we were thinking of and started sparking more ideas for us. It also helped us realize that we wanted a more affordable product, because the jacket was three hundred dollars. We also met with coaches from Gonzaga and Whitworth to see what people want to wear and want to have while running. After having about 5 interviews the idea of bands changed to extremely bright, customizable, led light headbands.

After all the interviews had come to a close we had a plan. Lite Nite was formed. It is a product that will be available and affordable to everyone that takes part in activities during the night. The light up colorful headband is extremely bright. The lights are not visible to the person wearing the headband therefore the lights wont give runners head aches or migraines, but it will keep them safe on the road. Lite Nite headbands will change activities in the darkness forever. Everyone will benefit from this product; runners, athletes, every day people like you and I, and drivers. By funding Lite Nite you would be saving lives and helping everyone. After hearing all the hard work that we put into Lite Nite, now it’s your turn to help.

You can fund our Lite Nite Headband at the Lite Nite website. Also on my teams website you can find information on the headbands and share our products on Facebook and Instagram. We are trying to spread awareness of our product over social media because so many people are connected through it. As a team we are showing people that we can help keep them safe at an affordable cost. Knowing that these headbands will not only make people more visible at night, it will also keep drivers from feeling the way I did after my friends and I almost hit a man walking his dog. I never want anyone to feel like they almost took someone’s life and you shouldn’t either, that’s why you should fund Lite Nite. We need you to donate money towards Lite Nite’s headbands to help make all nighttime activities safer. After all of the hard work and effort put into these headbands we would hope you fund us, support us, and begin to spread the night safety.