

LAD Project 2012 – Team Portti / Gate

SYKLERI PROJECT PLAN

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What is SYKLERI?

Sykleri (Finnish slang word for cyclist) is an informative drive-by gate concept for bikers in the region of future Marja-Vantaa as a part of sustainable infrastructure design.

Sykleri's mission is to be the symbol of bicycling in Marja-Vantaa.

Main goal is to make bicycling in the region easier and therefore encourage people using bikes instead of private cars as a part of everyday life.



How is SYKLERI different?

Bike counters seen on many cities today only count bikes for a certain amount of time until they reset.

Sykleri differs from other counters. It not only notices the bicycle driving by, but also tells the biker useful information, such as the time of the day, air temperature, average speed, cautions (i.e. black ice) and estimated time to nearby destinations.



How does SYKLERI do all this?

Sykleri uses RFID tracking technology. A personal RFID chip attached to bike (as a LAD logo sticker in our plans) allows each bike to be individually tracked.

RFID readers installed throughout the region's biking routes register bikes meters away as they go by, leaving a mark on Sykleri's anonymous database and sending personalized data - such as bike's average speed and estimated driving time - to the Sykleri gate interface nearest to the biker.



Benefits to Marja-Vantaa region

Gathered data shows cycling routes preferred by cyclists, average speed, as well as the amount of bikers on a daily basis.

Sykleri database can be used as part of Marja-Vantaa's infrastructure design, for example, when planning new light traffic routes, or when placing new services concerning bikers.

The data could also improve safety by registering dangerous or slow route points. (Cooperating with LAD School Path)

How do we get people involved?

Idea: Inhabitants of Marja-Vantaa receive the RFID tracker sticker in mail with a letter explaining Sykleri's good cause and benefits.

Those who want, attach the sticker to their bike or helmet, and will get a free bicycle maintenance service once a year.



Primary objectives

1. Discover Sykleri's benefits for end-user
2. Decide, what information is shown to the biker and how.
3. Design the physical appearance of the gate.
4. Make user scenarios
5. Build a miniature model



Secondary objectives

1. Discover Sykleri's benefits for Marja-Vantaa region.
2. Map possibilities of services around Sykleri
3. Co-operate with other LAD teams



Design methods

- Deciding design drivers
- Sketching
- Mood boards and mind map
- Survey
- User scenarios
- CAD modeling & renderings
- Photography and video



What is the desired outcome of the project?

To design the appearance of a functional and informative drive-by gate without needless parts or properties for bicyclers.



Time table

		Viikko 35				Viikko 36				Viikko 37				Viikko 38				Viikko 39				Viikko 40													
		ma	ti	ke	to	pe	ma	ti	ke	to	pe	ma	ti	ke	to	pe	ma	ti	ke	to	pe	ma	ti	ke	to	pe	ma								
		27.8	28.8	29.8	30.8	31.8	3.9	4.9	5.9	6.9	7.9	10.9	11.9	12.9	13.9	14.9	17.9	18.9	19.9	20.9	21.9	24.9	25.9	26.9	27.9	28.9	1.10.	2.10.	3.10.	4.10.	5.10.	8.10.			
DECIDING DESIGN DRIVERS	9.15-12.00																																		
	13.00-15.00																																		
	16.30-20.30																																		
SKETCHING, MOOD BOARDS AND MIND MAP	9.15-12.00																																		
	13.00-15.00																																		
	16.30-20.30																																		
SURVEY	9.15-12.00																																		
	13.00-15.00																																		
	16.30-20.30																																		
DECIDE WHAT INFORMATION IS SHOWN TO THE BIKER	9.15-12.00																																		
	13.00-15.00																																		
	16.30-20.30																																		
CAD MODELING & RENDERINGS	9.15-12.00																																		
	13.00-15.00																																		
	16.30-20.30																																		
PRESENTATION	9.15-12.00																																		
	13.00-15.00																																		
	16.30-20.30																																		
MODEL	9.15-12.00																																		
	13.00-15.00																																		
	16.30-20.30																																		
SECONDARY OBJETIVES	9.15-12.00																																		
	13.00-15.00																																		
	16.30-20.30																																		