



Liikkuvan Arjen Design

INNOVATION PROJECT

BICYCLE TRAILER

A solution for flexible
bicycle transportation



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STARTING POINT

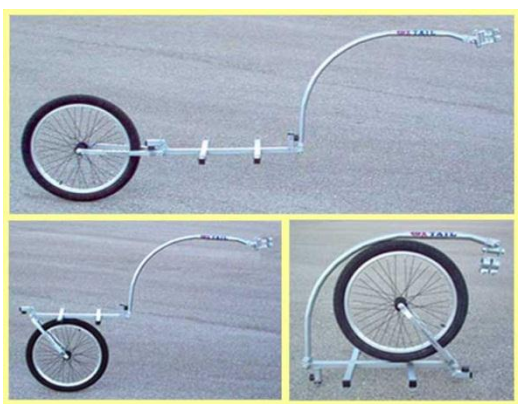


- Existing solutions
- Cyclers profiles
- Previously in LAD: How to transport large items and children
- Marja-Vantaa



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EXISTING SOLUTIONS



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CYCLER PROFILES



The concept is directed at the following user types:

- Practical cyclist
- Economical cyclist
- Ecological cyclist



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PREVIOUSLY ON LAD



Concepts from previous group:

- Everyman's trailer
- Shopping trailer
- Community trailer



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PREVIOUSLY ON LAD



Everyman's trailer

- Option for a children's safety seat
- Affordable
- Foldable



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PREVIOUSLY ON LAD



Shopping trailer

- Stackable, saves space
- Easy to clean
- Advertising space



Sam



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PREVIOUSLY ON LAD



Community trailer

- Community owned
- Easy to attach or remove
- Universal look
- Kept in common spaces
- Leased out with e.g. a leasing card



http://www.biltema.fi/osteri/data/webpics_all/Web%20images%20Sorted/27/huge/27-177_h.jpg



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MARJA-VANTAA



- Marja-Vantaa is a neighborhood under construction, where public transportation, cycling and pedestrians have been key issues when planning the area.
- New opportunities for cycling also bring new challenges for bicycle transportation.



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CONCLUSIONS



- Existing solutions are expensive and not suitable for all-around use
- Still, user profiles have to be carefully selected
- Concepts from the previous group lack focus when addressing key issues.
- Focus!



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OUR TARGET



- To create a product and a service, which address the needs of our user groups in an efficient and a versatile way
- To combine everything functional from the previous concepts
- One trailer, that operates in variable situations
- Service concept, that is based on the possibilities and advantages of community living and owning
- The product is primarily targeted to the values and possibilities of Marja-Vantaa neighborhood, but can be easily applied to any similar environments



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