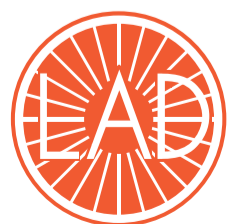


BICYCLE REPAIR STATION

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IDEA



What

A self repair station for bicyclists.

Open to all.

A place to fix most common malfunctions in a bike.

Well designed repair shed including all the functions needed when repairing bike.

Includes tutorials on how to use the repair station and the tools.

The different functions are located practically to make the repairing itself easy.

At the self repair station you can:

-fix your bike

-wash your bike

-buy products used for fixing and for refreshment from the kiosk attached to the self sepair station



Where

Self repair stations are located next to gas stations.

Gas stations are located near to most used bicycle lanes.

Self repair station works on its own but has the benefit of existing surveillance of the gas station and the existing location too.

Concentration of Bicycle lanes and Neste gas stations in Helsinki



Why

Bicycling is getting more and more popular.

According to the survey we made, 87% of the answerers would repair their bike on self a repair station.

Bicycling is environmental friendly way to move and by attaching the self repair station as a part of gas station it would raise the environmental friendly image of the gas station too.

Bicycling should be made easier to encourage people to use more often bicycle on their way to work, hobbies, etc.

Self repair station is a new kind of concept and there is a need and existing target group.



REPAIR STATION



plan

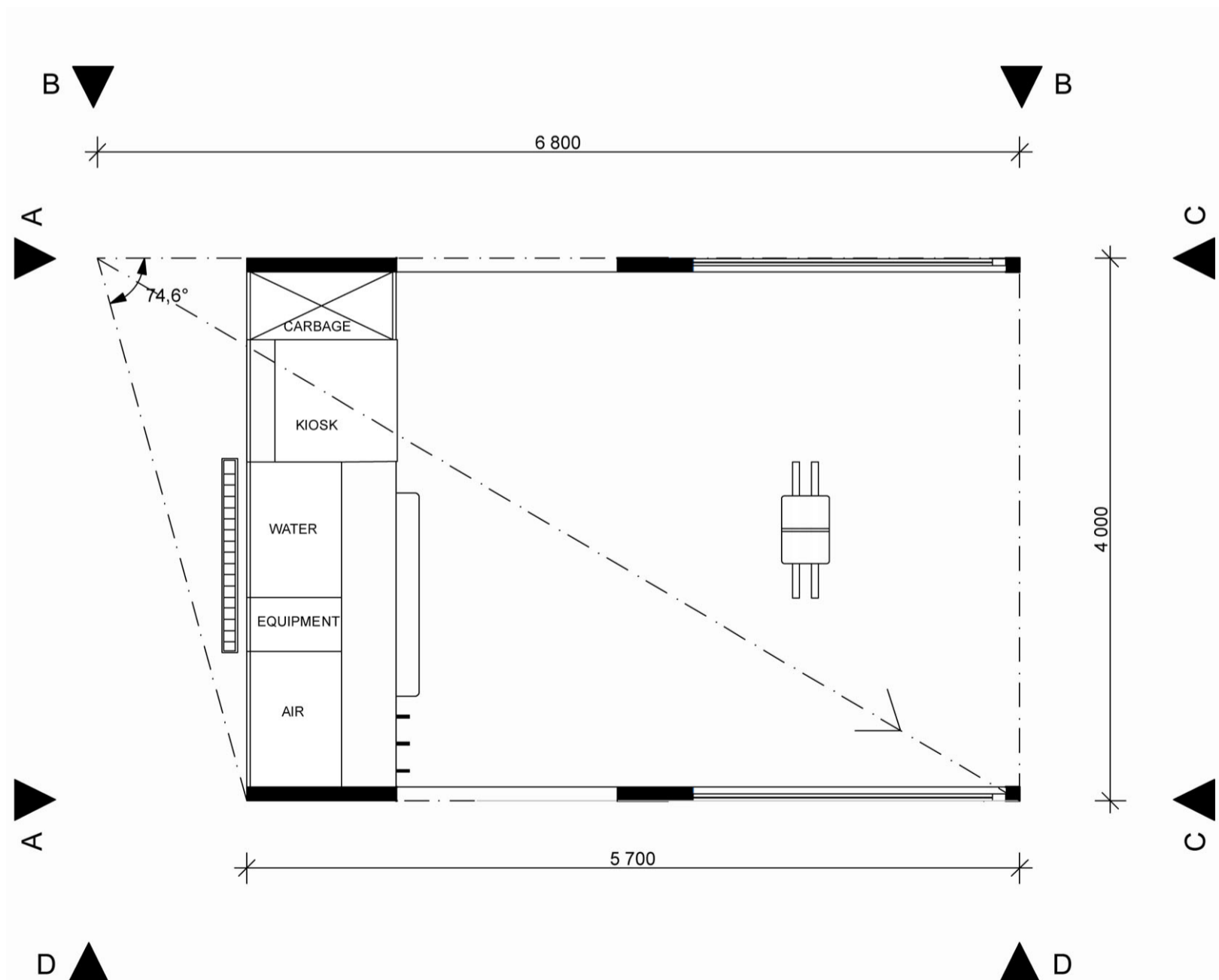
The space is measured to be functional and ergonomic.

The form of the repair station was designed from different perspectives creating tensions in the outer space.

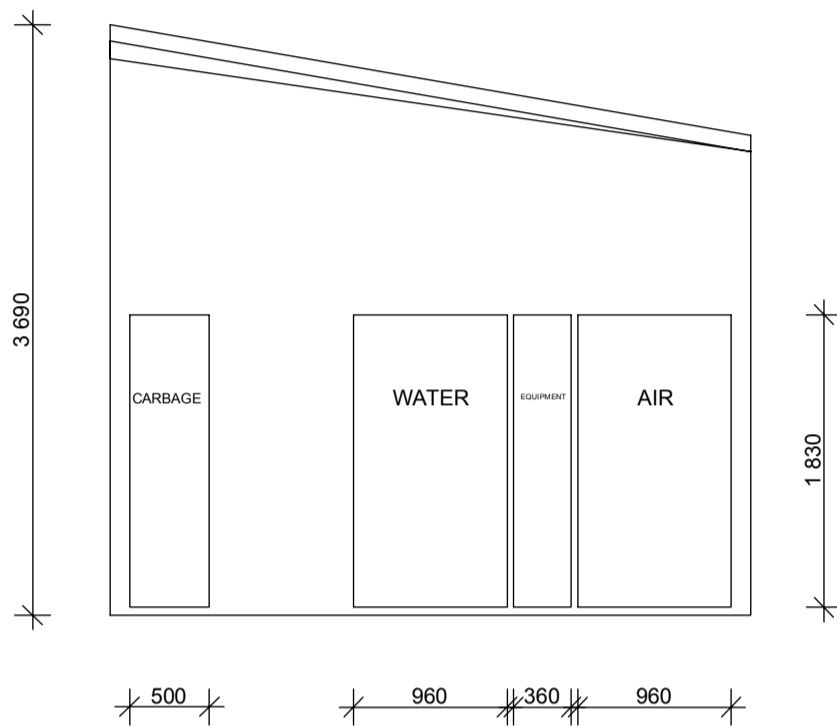
Easy to recognize and approachable.

Lighting is designed to come from the ceiling. (light ceiling)

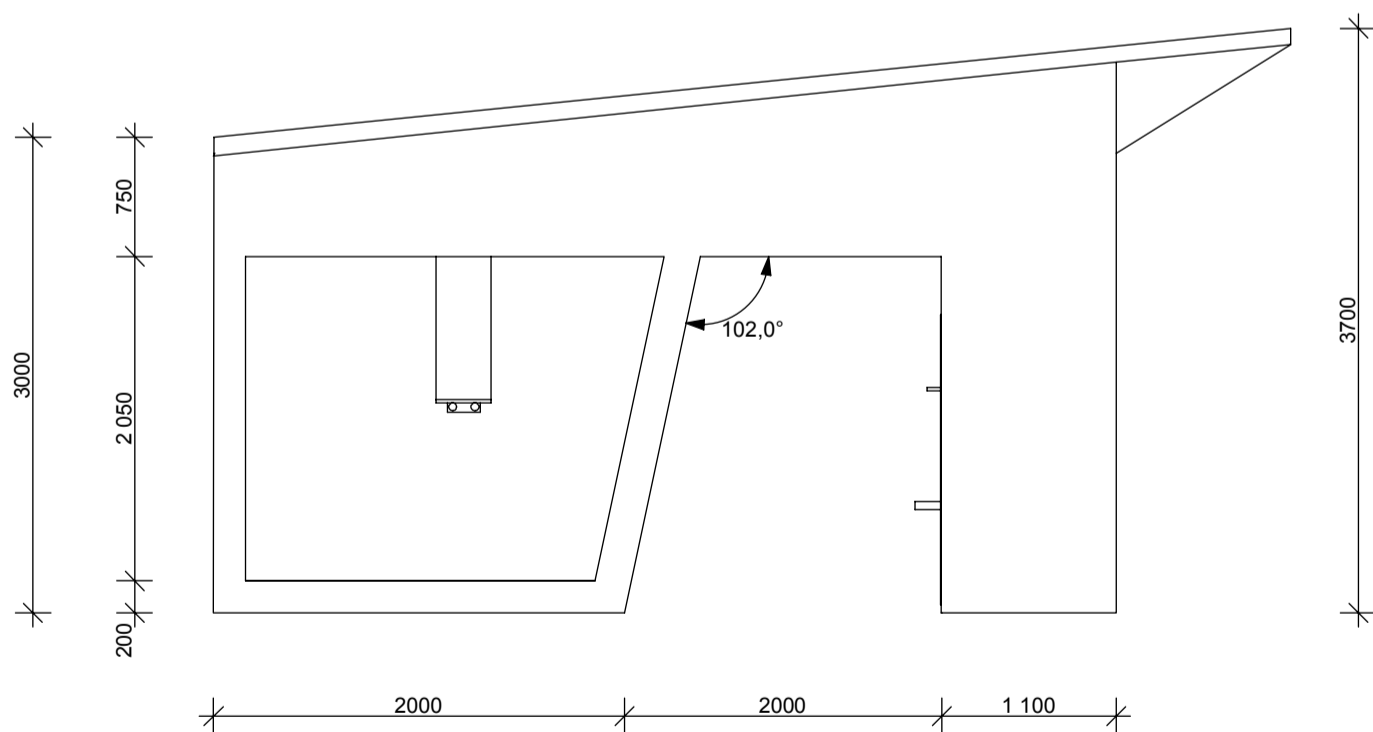
Made of materials resistant to different weather conditions and vandalism etc. The structure is rust protected steel, windows are made from safety glass.



projections



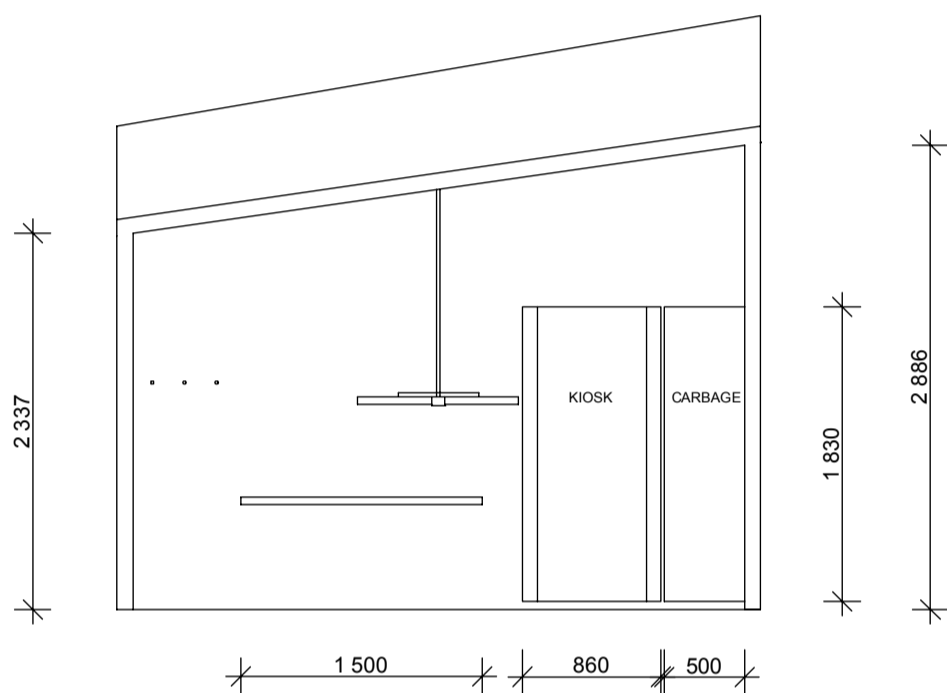
PROJEKTIO AA



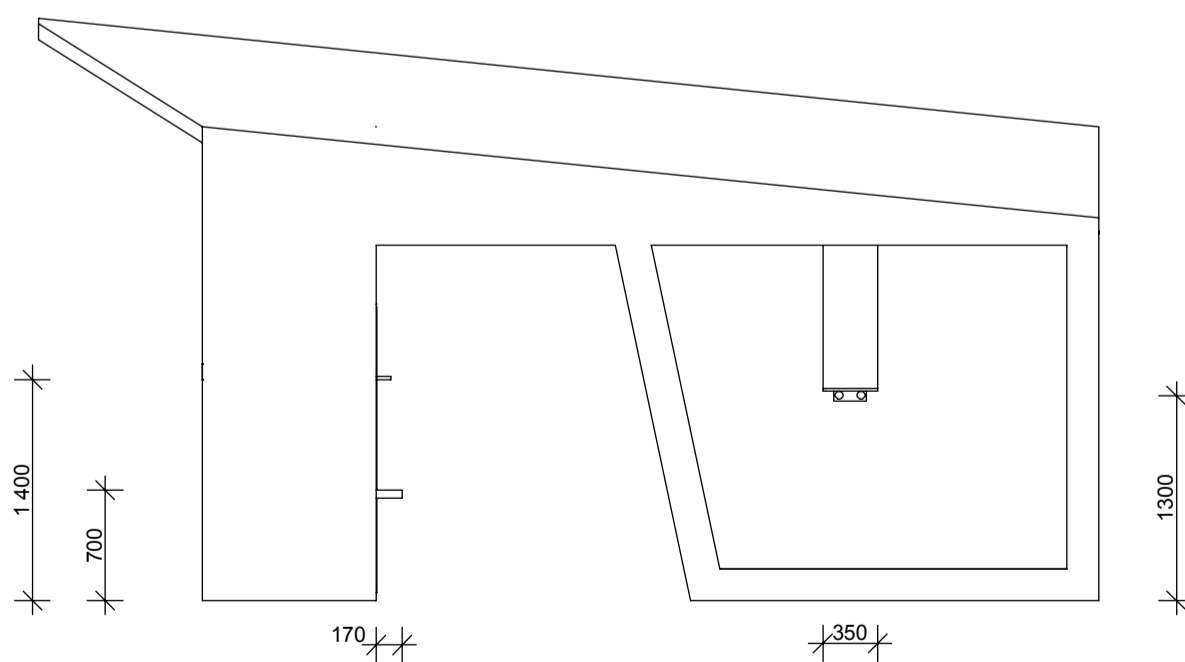
PROJEKTIO BB



projections



PROJEKTIO CC



PROJEKTIO DD



visualization



visualization

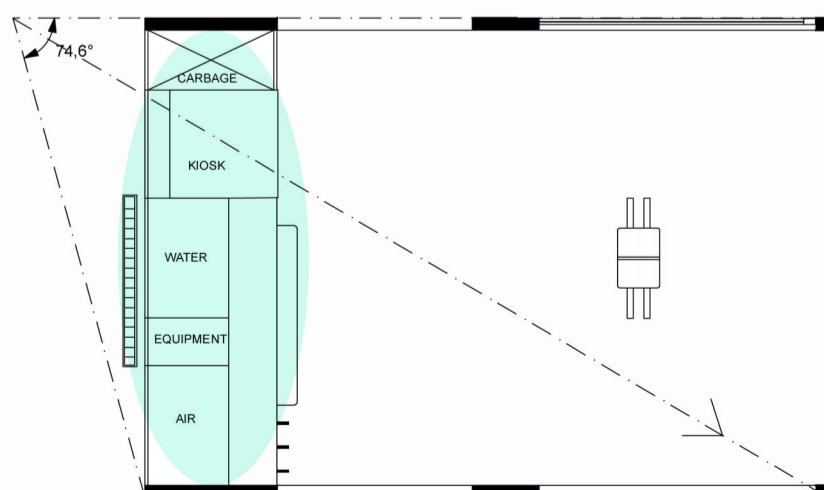


visualization



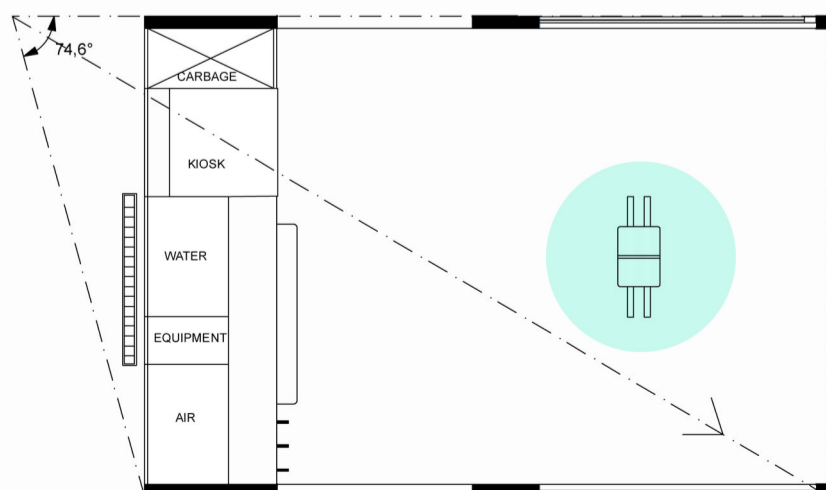
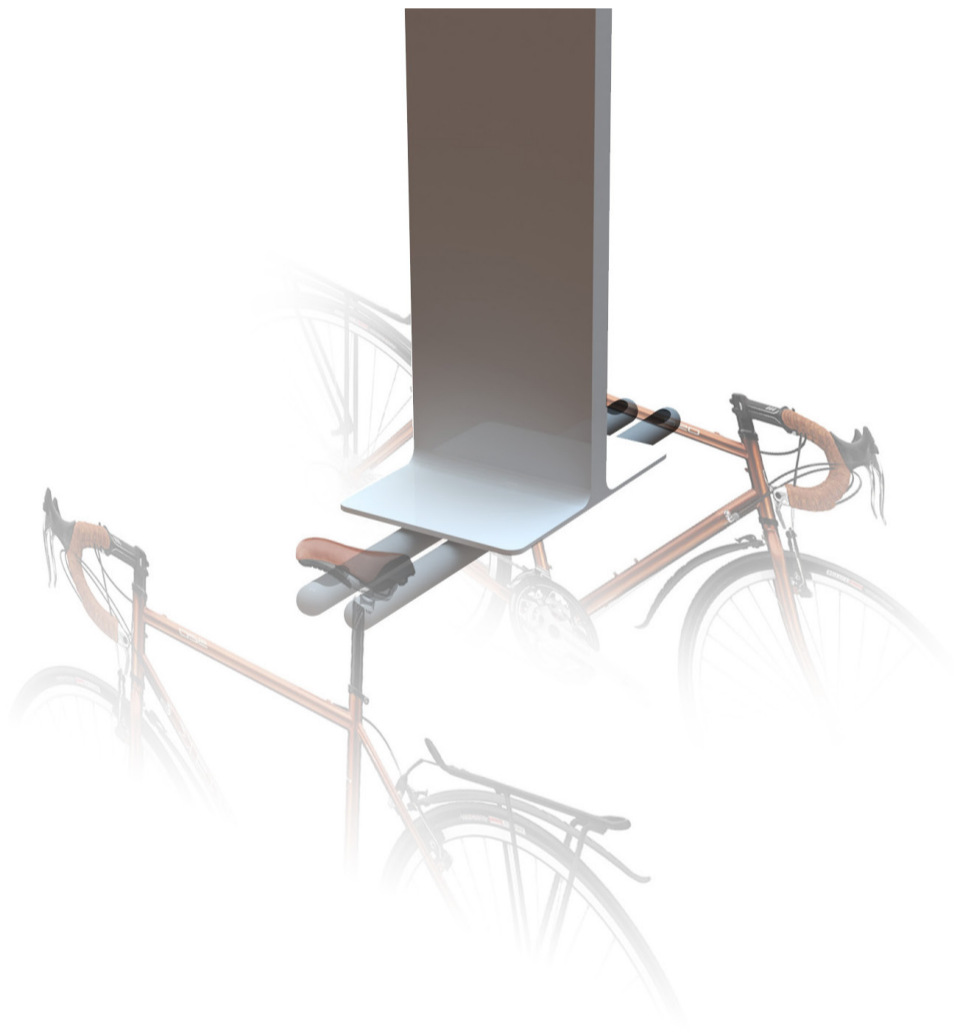
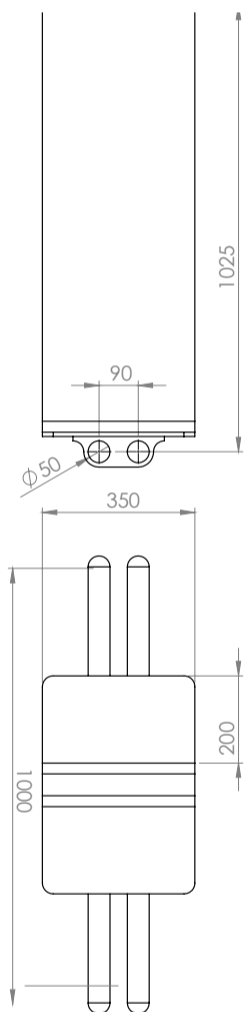
free service products

- bucket
- apron
- pump
- washing gear
- veil fabric for drying
- water from pipe
- hand wash sink
- chalk
- hand towel
- carbage can



bike repair stand

- fits two bikes at the same time
- attached to the ceiling
- 1300mm from the ground
- tools and tutorial guide are attached to the stand
- pipes are covered with rubber to protect the bike and to decrease the slipperiness

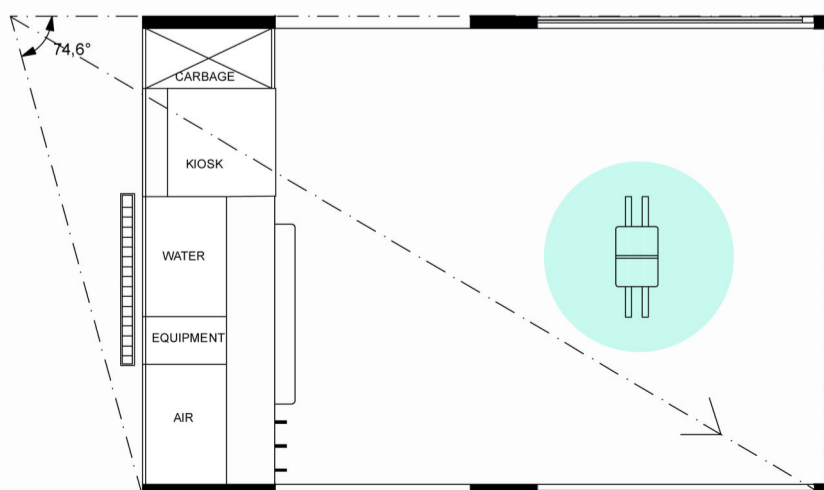
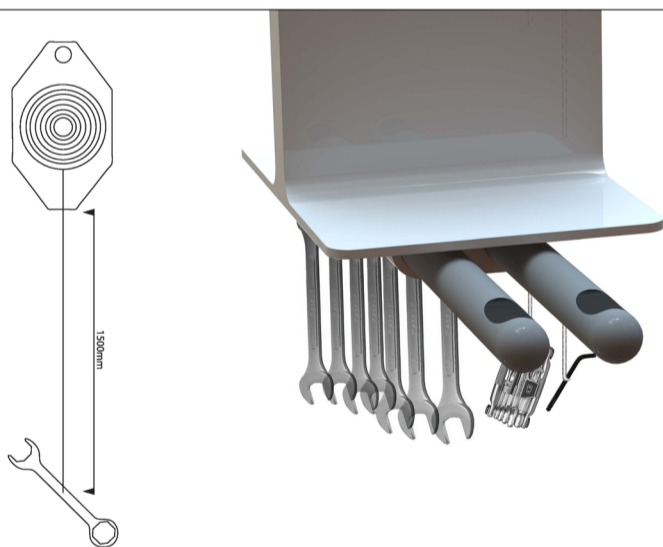


tools

- 2 x 8mm
- 2 x 10mm
- 13 -15mm
- 32mm
- box-end/open-end wrench

multitool includes:

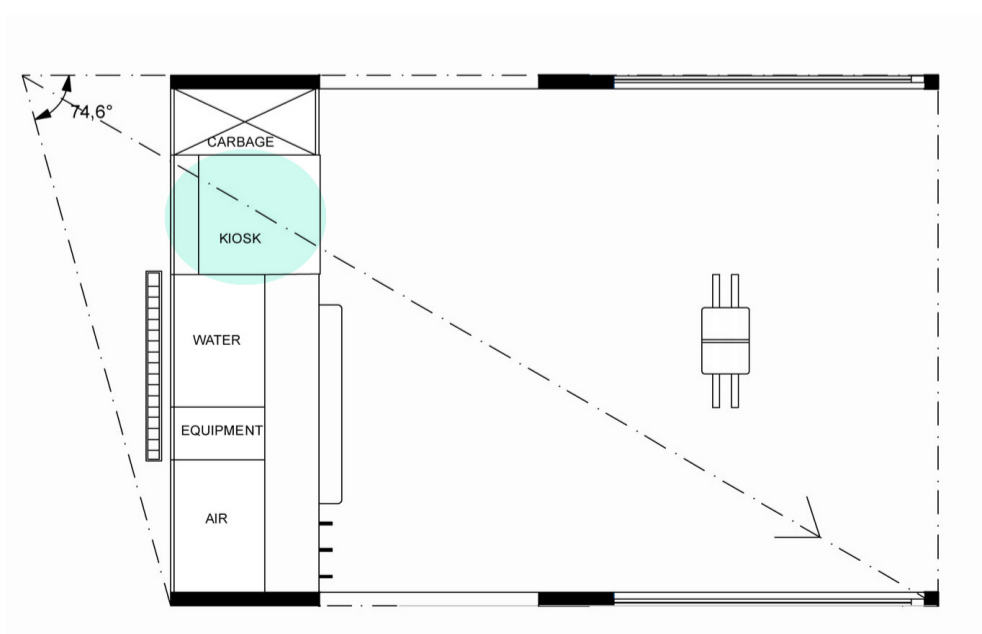
- 1-8 hex
- philips, flat-blade screwdrivers
- chaincutter
- multi spoke wrench



products from kiosk

- rubber gloves
- bike shampoo/pad
- patches
- tires
- chain oiling spray
- thin chain oil
- tire lever
- vaselin
- cleansing tissues
- water
- snacks
- sports drink

The kiosk could be for example Selecta Monte Carlo -model.



tutorial

According to the survey made earlier, 60% of the answerers were hoping to get a tutorial attached to the repair station.

Bicyclists are interested in keeping their bikes in good condition but there is a lack of knowledge but they want to learn, that is why tutorials are useful.

Tutorials are simple instructions for most common repairs.

Easy to read and clear illustration of the repair.

Tutorials are attached to the bike repair stand.

RENGASPAINHEET

Kilpa- ja hybridipyörät

Renkaan leveys	Maksimipaine bar	psi
23 mm	9,5	140
25 mm	9	130
28 mm	8	120
32 mm	7	100

Maasto-/kaupunki-/comfortpyörä

	bar	psi
1,50"/37 mm	6	90
1,75"/45 mm	5,2	75
2,00"/51 mm	4,3	60
2,30"/ 58 mm	3,35	50

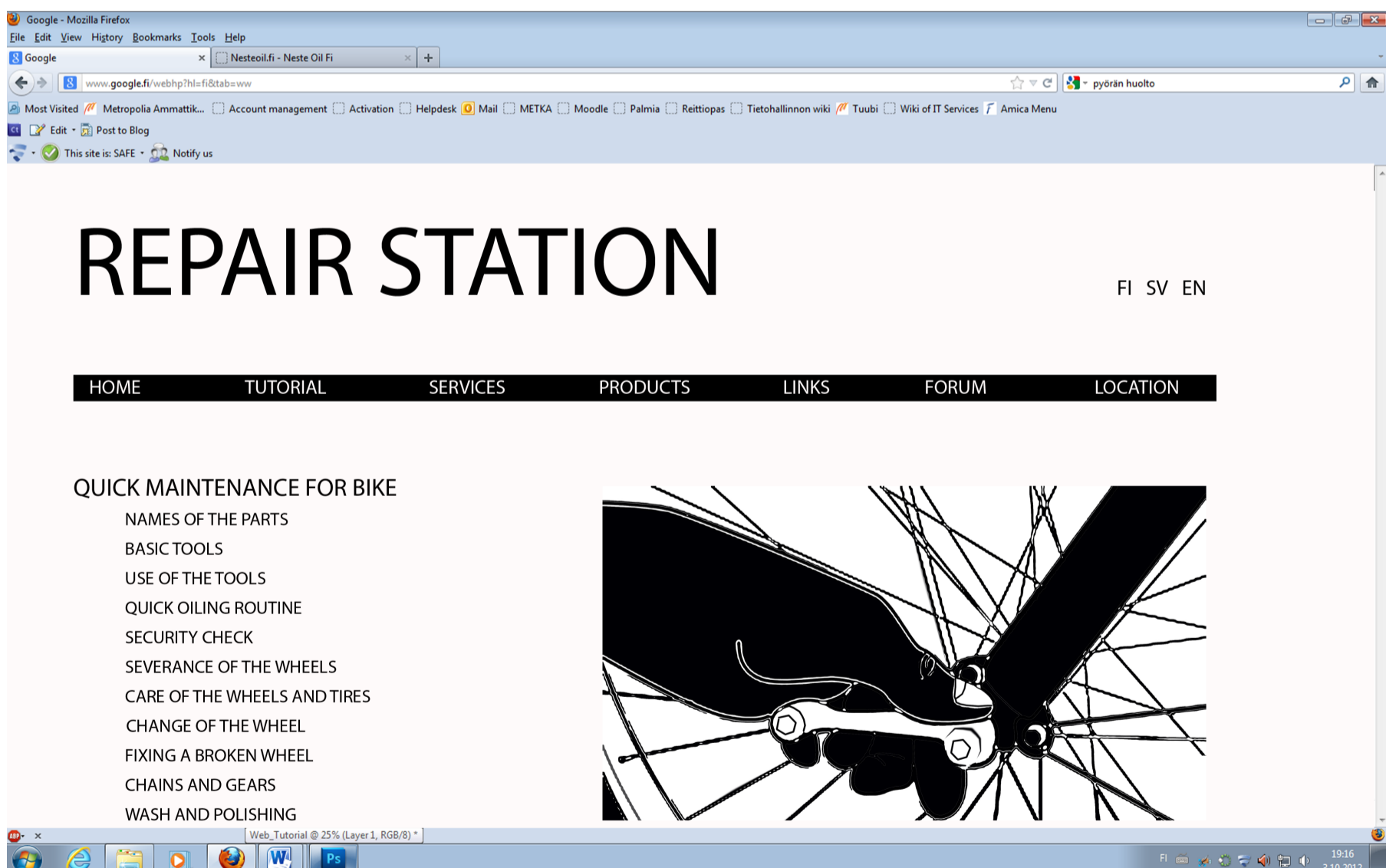


web tutorial

Users could visit the web site before going to the repair station to study the repair operations they were about to do.

Web portal could be also used inside the gas station.

- includes: (examples)
 - more specific information about bike maintenance
 - illustrated guide and videos
 - forum for the users
 - information about the locations of the repair stations
- tutorial would be easy to use:
 - instructions are clear and easy to follow
 - links are useful and easy to find



SWOT



strenghts

- no competitors at the moment
- well designed plan and functions
- existing target group
- environmental friendly image
- existing locations
- existing surveillance
- low cost maintenance
- open all times

weaknesses

- need of maintenance of the repair station
- quite expensive concept to implement
- lack of experience
- overlapping services

opportunities

- possibilities to grow due to the existing locations
- more profit to gas station by offering and selling products from the automat
- more customers to the gas station
- gain knowledge on how to fix your bike yourself by offering tutorials
- getting more people to get interested in bicycling
- possibility to modify the repair station concept

threats

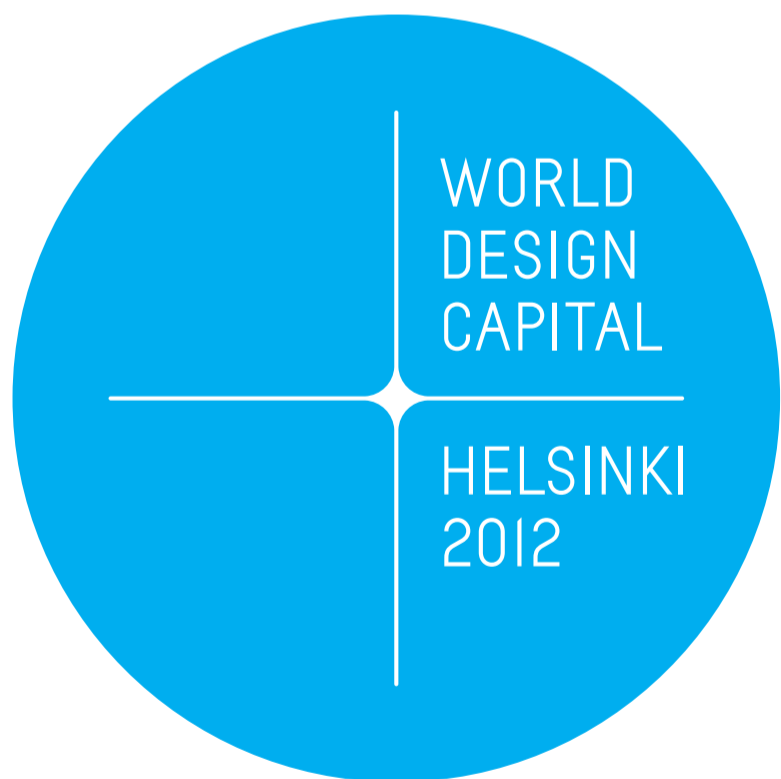
- self repair station does not attract bicyclists
- weather conditions, especially winter time
- sabotage
- wrong kind of use of the station
- possible competition



FUTURE

- take the concept further by designing all the different elements more detailed
- concentrate on marketing communications
- create few different repair station concepts based on different needs by adding or reducing services
- develop the tutorial and web tutorial with in collaboration with graphic designer





*Uudenmaan liitto
Nylands förbund*

8.10.2012



Euroopan unioni
Euroopan aluekehitysrahasto

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Vipuvoimaa
EU:lta
2007–2013



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