

SYKLERI

Informative drive by screen for cyclists



THE CONCEPT / ABOUT

- SYKLERI is a product concept for the cyclists of **Marja-Vantaa** region.
- A part of region's **sustainable** infrastructure design.
- SYKLERI's mission is to be the symbol of bicycling in Marja-Vantaa region



THE CONCEPT / GOAL

The main goal is to make cycling in the region **easier** and therefore **encourage** people using bikes instead of private cars as part of **everyday life**.



THE CONCEPT / FUNCTION

It tells cyclists **useful** information,
such as environmental conditions

Collects information about cyclists
driving by with RFID technology



THE CONCEPT / RFID

Sykleri uses RFID tracking technology. A personal RFID sticker attached to bike allows each one to be individually tracked.

RFID readers installed throughout the region's biking routes register the stickers, and the personalized data is stored and sent to the interface.

The anonymous database can be used as a guideline when designing new light traffic routes or services.



THE CONCEPT / GETTING PEOPLE INVOLVED

SYKLERI can function without the RFID sticker attached as well.

By attaching the sticker cyclists benefit more as they get more information: their average speed and estimated time to destinations.



THE DESIGN PROCESS / OBJECTIVES

PRIMARY

1. Design the physical appearance of the gate.
2. Discover benefits for end-user
3. Decide, what information is shown to the biker and how.
4. User scenarios of usage

SECONDARY

1. Discovering Sykleri's benefits for Marja-Vantaa region.
2. Think about possibilities of services around Sykleri
3. Cooperating with other LAD teams



THE DESIGN PROCESS / TIME TABLE

SYKLERI

		Viikko 35							Viikko 36				Viikko 37				Viikko 38				Viikko 39				Viikko 40					8.10.	
		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.
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																														
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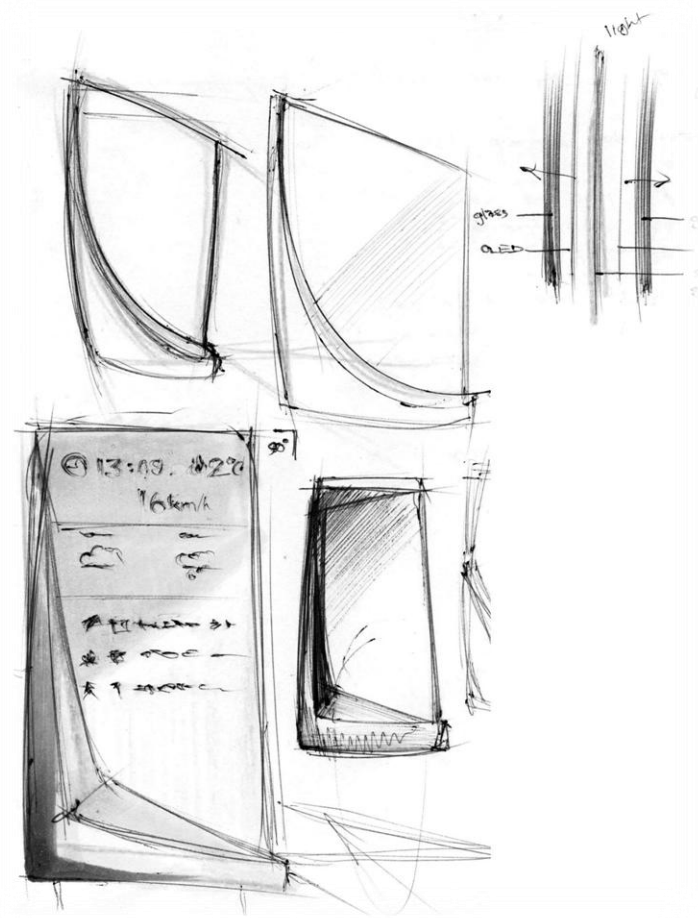


THE DESIGN PROCESS / DRIVERS

- Informative
- Understandable
- Approachable
- Unique
- Manufacturable
- Durable
- Cleanable
- Weather resistant
- Serviceable



THE DESIGN PROCESS / METHODS



- Sketching
- Mood boards and mind maps
- Mock-ups
- Survey
- User scenarios
- CAD modeling & renderings
- Photography



THE DESIGN PROCESS / SURVEY

We asked cyclists what kind of information should be shown on the SYKLERI interface.

Within two weeks, we got **58 responses**.



SYKLERI: Kysely pyöräileville henkilöille / Survey for cyclists

Kehitimme SYKLERI -tuotekonseptiä Marja-Vantaalle osana Liikkuvan Arjen Design -projektia.

SYKLERI on laite, joka tulee sijoittamaan pyöräilytien laidassa. Se esittää informaatiota ohii ajaville pyöräilijöille. Nyt selvittämme, mitä SINÄ pyöräilijänä haluaisit tietää matkallasi.

Kysely on suunnattu kaikenikäisille pyöräileville henkilöille.

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We are developing a SYKLERI product concept to Marja-Vantaan region. The concept is a part of LAD (Design of Movement of Every day life) project

SYKLERI is a device that will be located in the side of light traffic route. It shows information to cyclists driving by. Now, we ask what YOU would like to know while biking.

The survey is aimed at cyclists of all ages.

Mitä informaatiota SYKLERIn tulisi tarjota? / What kind of information should SYKLERI offer?

Valitse kaikki kohdat, jotka näet tarpeellisiksi. Jos haluaisit jonkin muun ominaisuuden, lisää se kohtaan Other. / Check boxes that you find necessary. For alternative answer, check "Other".

- Päivämäärä / Date
- Kellonaika / Time
- Ilman lämpötila / Air temperature
- Pyöräily sääennuste / Biking weather forecast
- Varoitukset (esim. liukasta, tie poikki jne.) / Cautions (i.e. slippery, road out of use etc.)
- Pyöräilyaikaa jäljellä kohteeseen (esim. Tikkurilan keskusta 12 min) / Biking time left to destination (i.e. Tikkurila Centrum 12 min)
- Keskinopeutesi / Your average speed
- Pyöräilylaskuri (esim. pyöräilijöitä tänään) / Cyclist counter (i.e. Cyclists today)
- Pyöräilijän tunnistaminen nimellä (esim. "Hei Paavo!") / Cyclist identification by name (i.e. "Hello Bob")
- Other:

Kuinka aktiivisesti pyöräilet? How active are you as a cyclist?

Valitse sopivin vaihtoehto. Choose the closest answer.

0 1 2 3 4 5

En koskaan / Not at all Päivittäin / Daily

Kiitos vastauksestasi! Thank you for your answer!



THE DESIGN PROCESS / SURVEY RESULTS

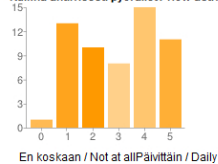
Mitä informaatiota SYKLERin tulisi tarjota? / What kind of information should SYKLERI offer?



Päivämäärä / Date	22	38%
Kellonaika / Time	52	90%
Ilman lämpötila / Air temperature	36	62%
Pyöräilysääennuste / Biking weather forecast	35	60%
Varoitukset (esim. liukasta, tie poikki jne.) / Cautions (i.e. slippery, road out of use etc.)	45	78%
Pyöräilyaika jäljellä kohteeseen (esim. Tikkurilan keskusta 12 min) / Biking time left to destination (i.e. Tikkurila Centrum 12 min)	36	62%
Keskinopeutesi / Your average speed	32	55%
Pyöräilijälaskuri (esim. pyöräilijöitä tänään) / Cyclist counter (i.e. Cyclists today)	20	34%
Pyöräilijän tunnistaminen nimellä (esim. "Hei Paavo!") / Cyclist identification by name (i.e. "Hello Bob")	5	9%
Other	13	22%

People may select more than one checkbox, so percentages may add up to more than 100%.

Kuinka aktiivisesti pyöräilet? / How active are you as a cyclist?



0 - En koskaan / Not at all
1
2
3
4
5 - Päivittäin / Daily

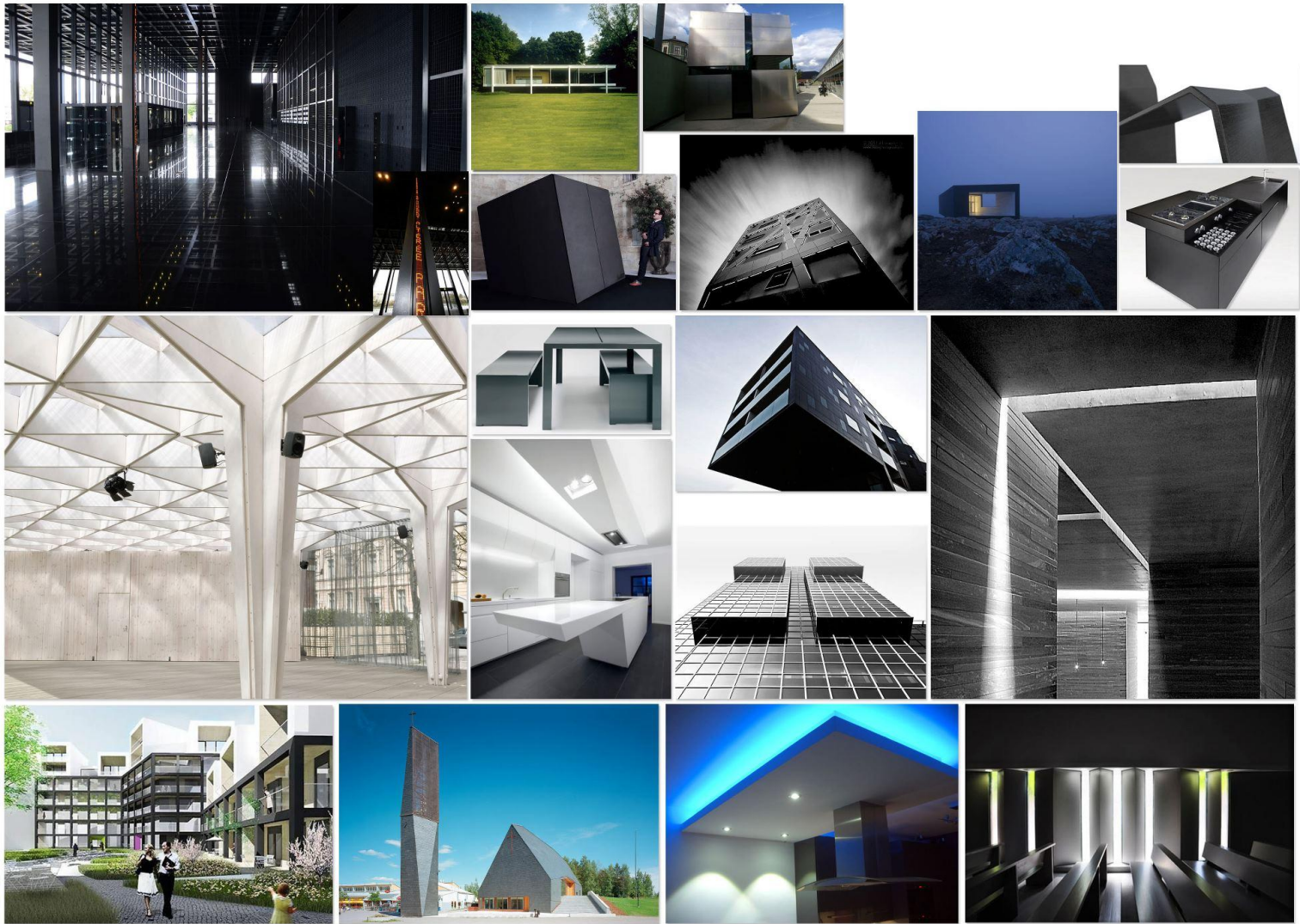
En koskaan / Not at all Päivittäin / Daily

We selected **six most popular** properties:

1. Time
2. Temperature
3. Weather forecast
4. Cautions
5. Nearby destinations
6. Average speed



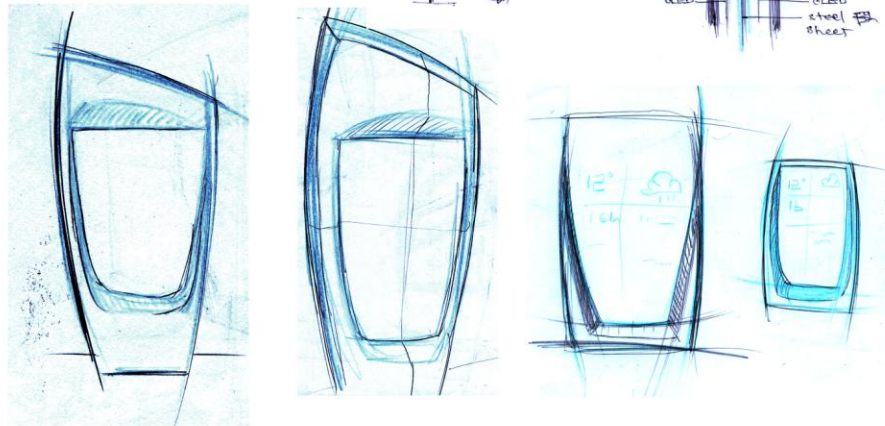
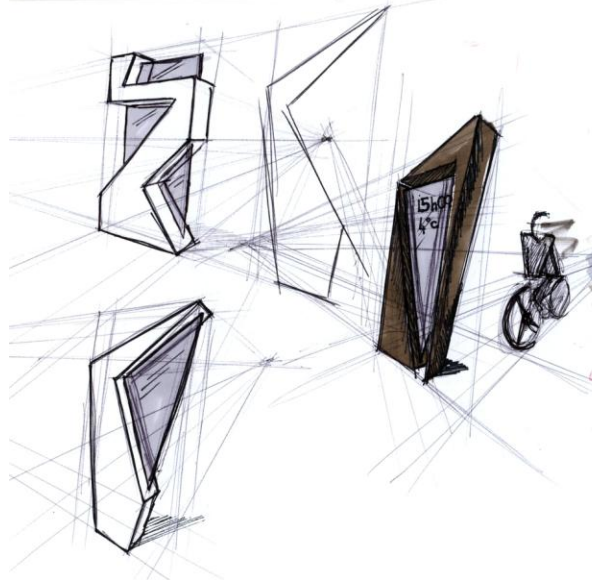
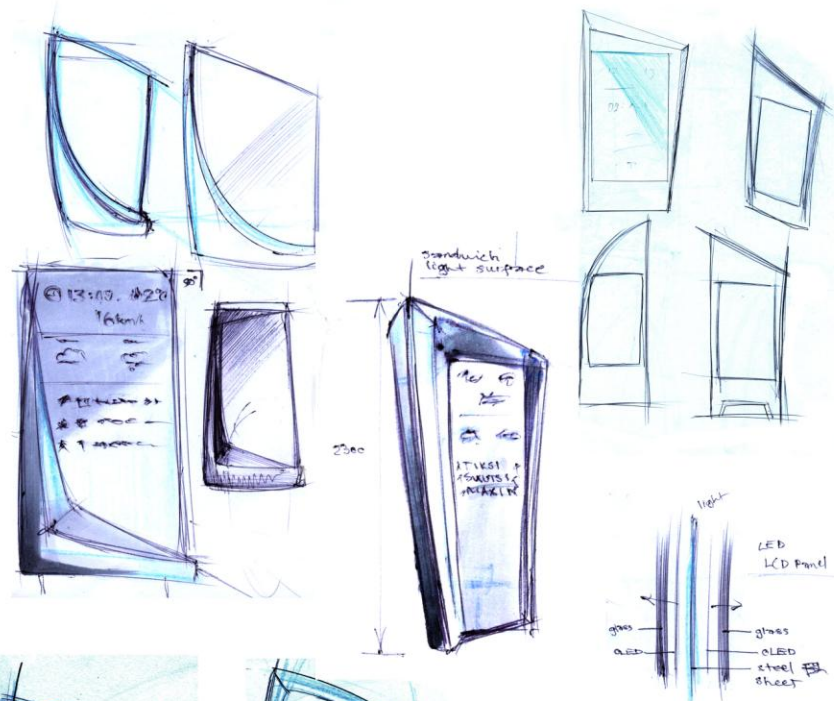
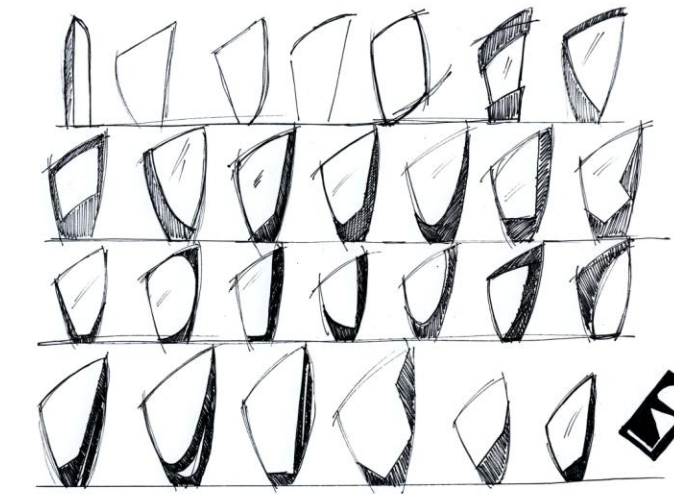
THE DESIGN PROCESS / INSPIRATION



THE DESIGN PROCESS / INTERFACE



THE DESIGN PROCESS / SKETCHES



THE DESIGN PROCESS / PROPOSITIONS



THE DESIGN PROCESS / POLLUTION LEVEL INDICATOR



The "sandwich light" not only makes SYKLERI more attractive, but also more visible in the dark and in bad weather conditions.

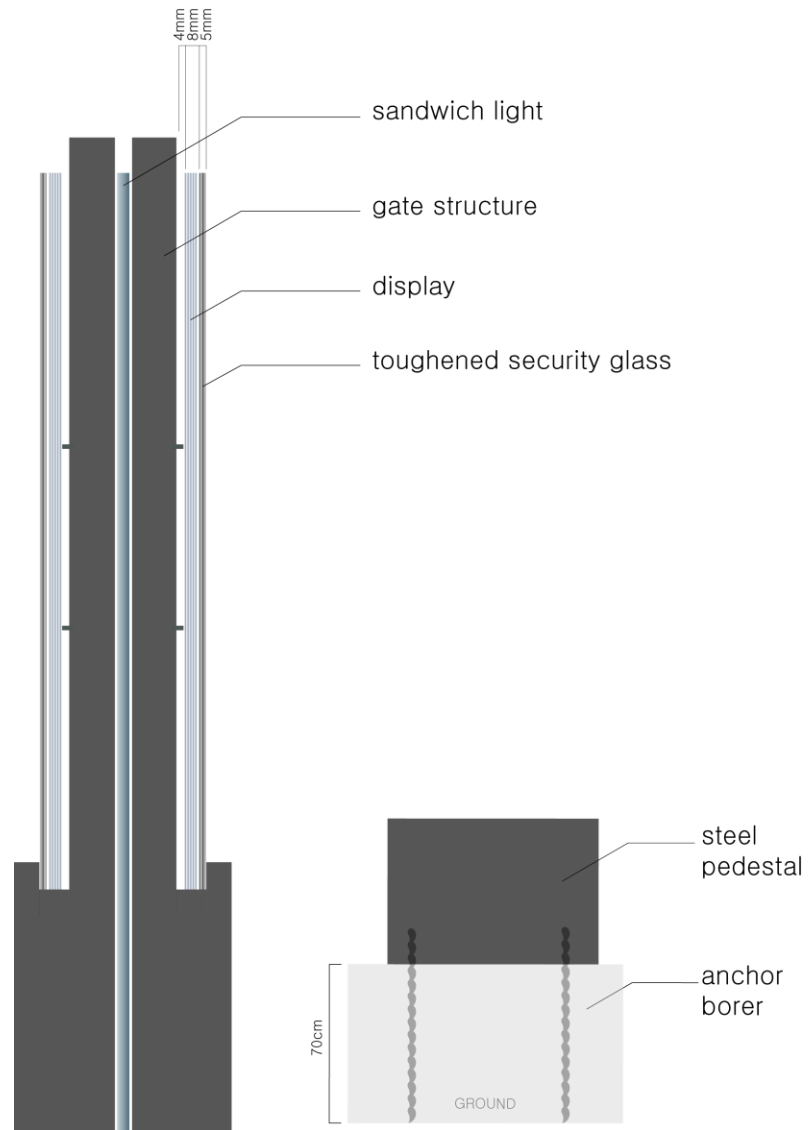
The light also changes its color due to pollution level. When the light is pure white, air is clean.

Due to the pollution level the light starts to turn **orange** from the top. The more orange it gets the worse the air quality is.

The local air quality information is acquired from <http://www.ilmanlaatu.fi/> over internet



THE DESIGN PROCESS / TECHNICS



THE DESIGN PROCESS / FINAL FORM



