

Bike Circles

The easy way to
biking in Davis

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Overview

User Research



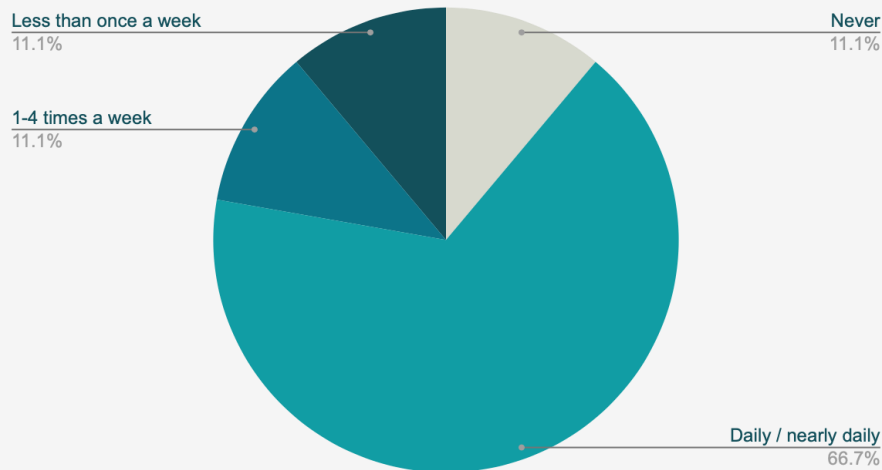
Ideation



Prototyping

User Research

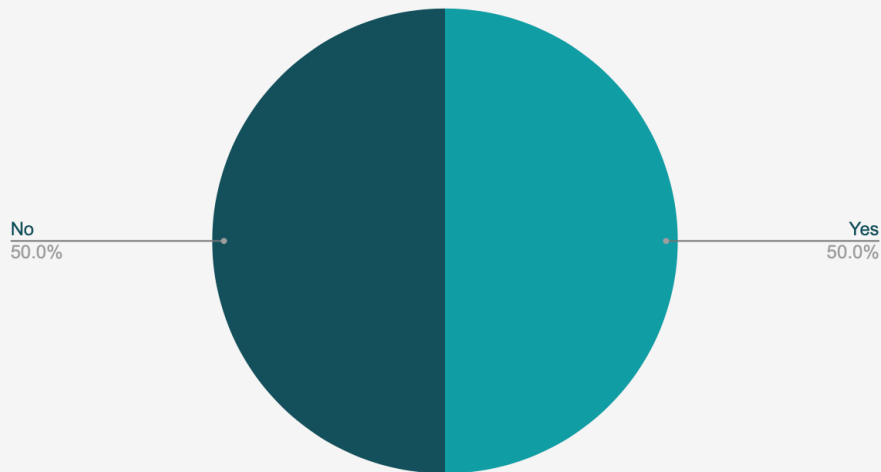
How often do you commute by conventional bicycle?



A majority of our survey participants biked at least once a week, there is an audience for a bike centered app

User Research

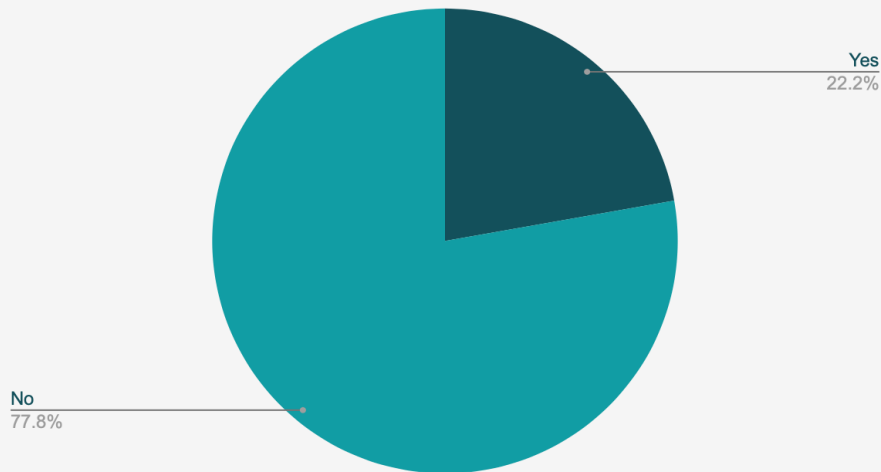
Do you know where to find resources on campus for your bike?



Half of our participants do not know where to find resources on campus for their bike. This is a problem we need to address

User Research

Count of Have you ever had your bike or bike parts stolen?



Luckily, many of our survey participants have not had a bike or bike parts stolen but there is still a great risk of bike theft in Davis

User Research

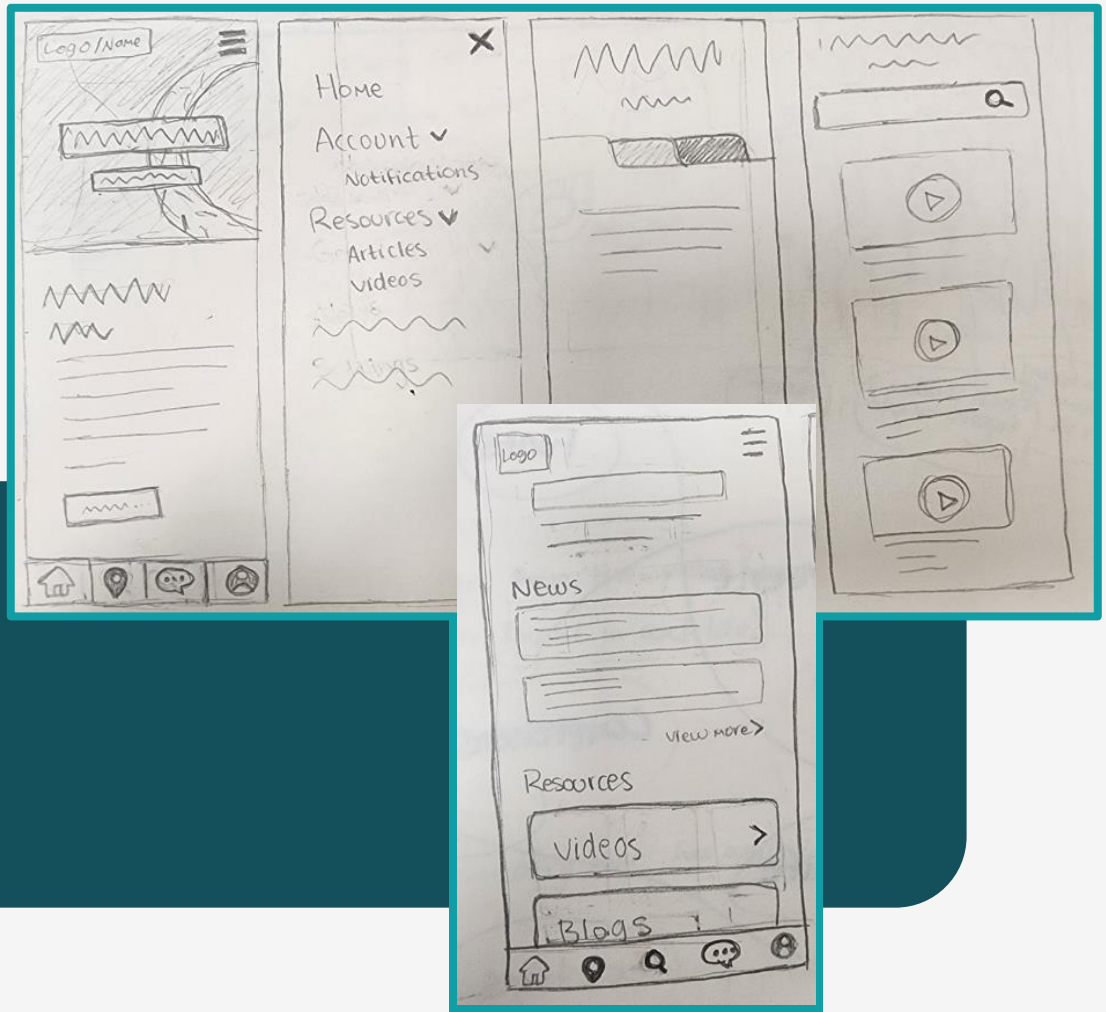


Survey participants...

- ... have problems with their bike chains
- ... have had bike accidents
- ... encounter bad weather that deter biking

There is a need for education
regarding bike repair, bike
safety, and readily available
info about the weather

Ideation



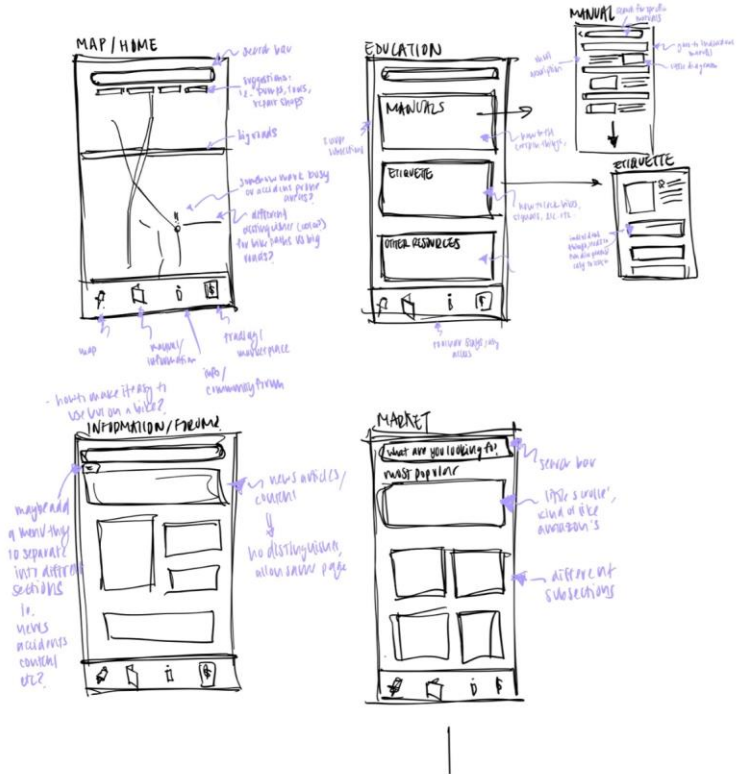
Ideation



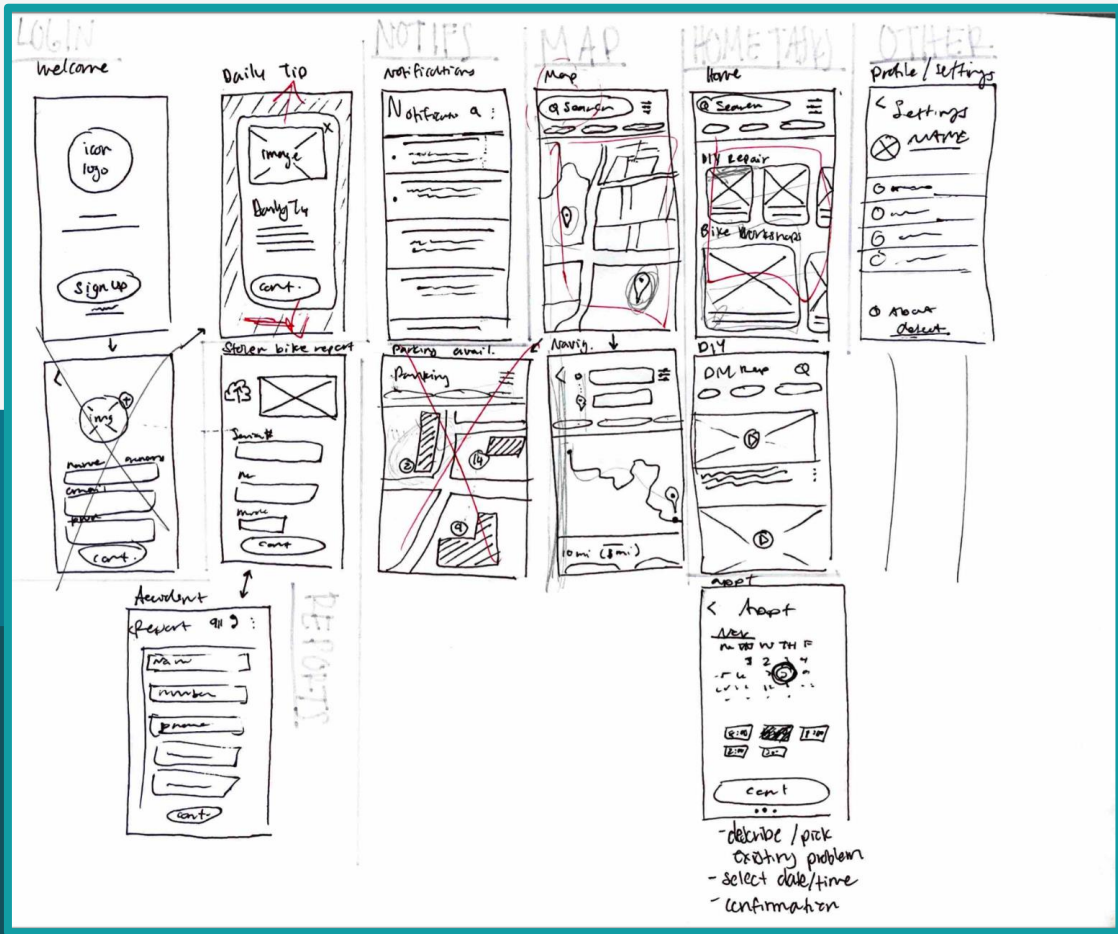
Ideation



- neighborhood watch group
- reddit / forum
- group w/ tools/resources
- public bike market place but for nice parts
- many users / information
 - ↳ nice atmosphere
 - ↳ informational bike videos



Ideation



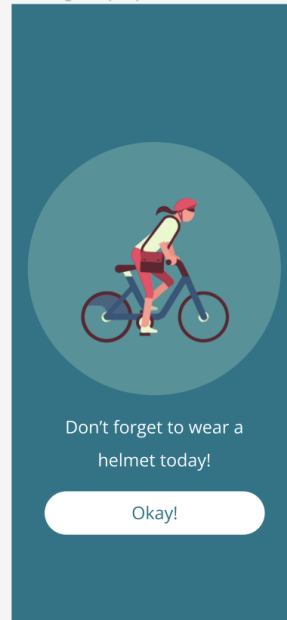
Prototyping



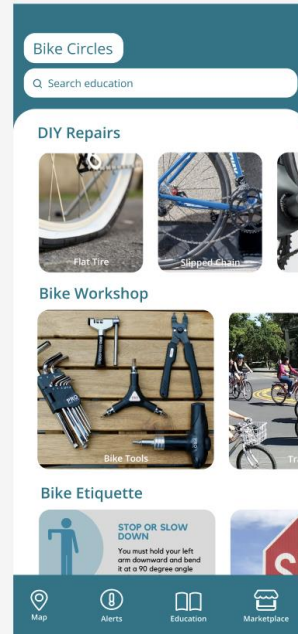
Welcome



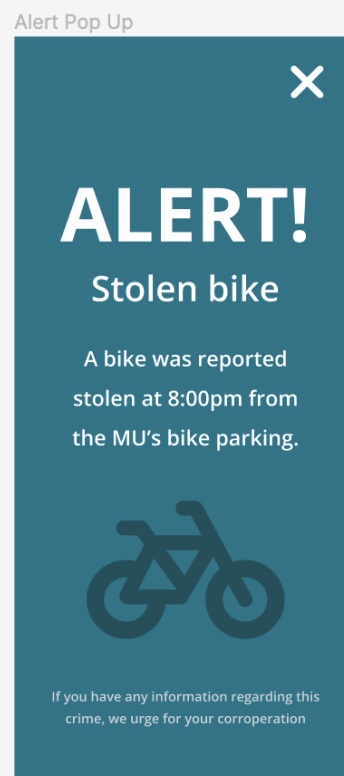
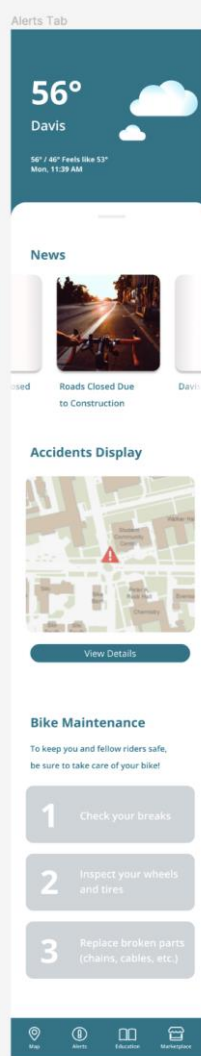
Full Page Pop Up



Education Tab

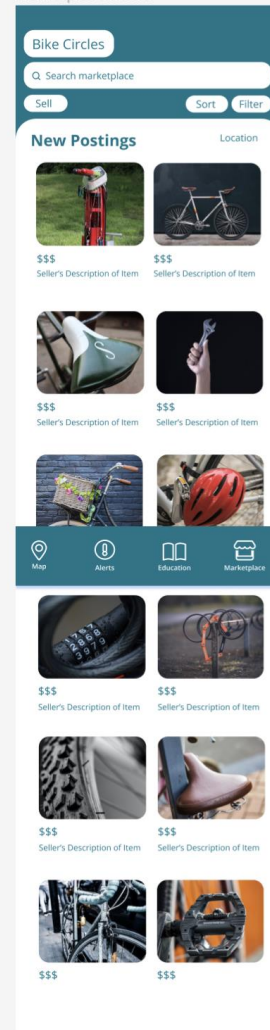


Prototyping

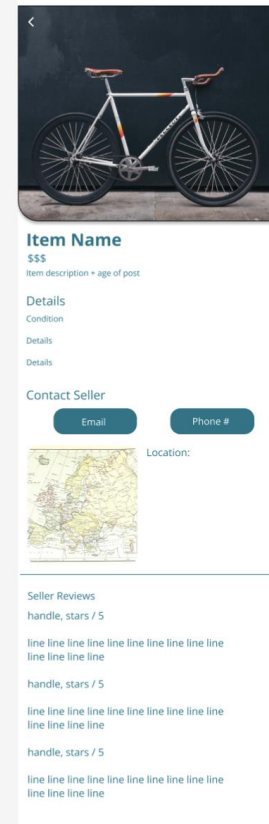


Prototyping

marketplace home

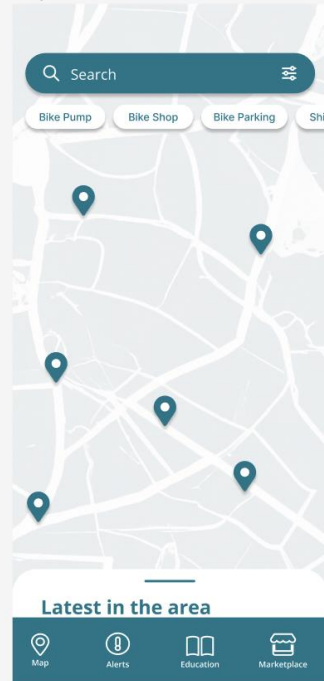


individual selling screen

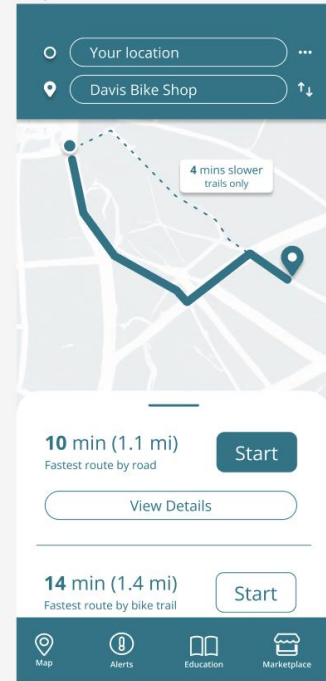


Prototyping

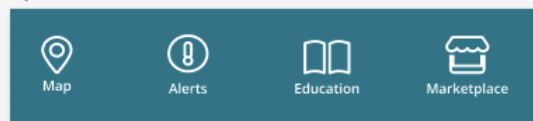
Map Tab



Map Detailed



Taskbar



Prototype Demo

https://youtube.com/shorts/-JMRwvfk_H0

