



A photograph of a person riding a bicycle on a city street at night. The person is wearing a dark jacket and light-colored pants. The bicycle has a prominent front wheel and a chain drive. The background is blurred, showing the lights of buildings and possibly other vehicles, creating a sense of motion and urban environment.

STRONG VALUE PILLARS
ACCESSIBLE
WEAK INITIAL TOUCHPOINT



MOUNTAIN



ROAD



CITY



EMPHASIS



MOUNTAIN



ROAD



CITY



EMPHASIS

TARGET CUSTOMERS

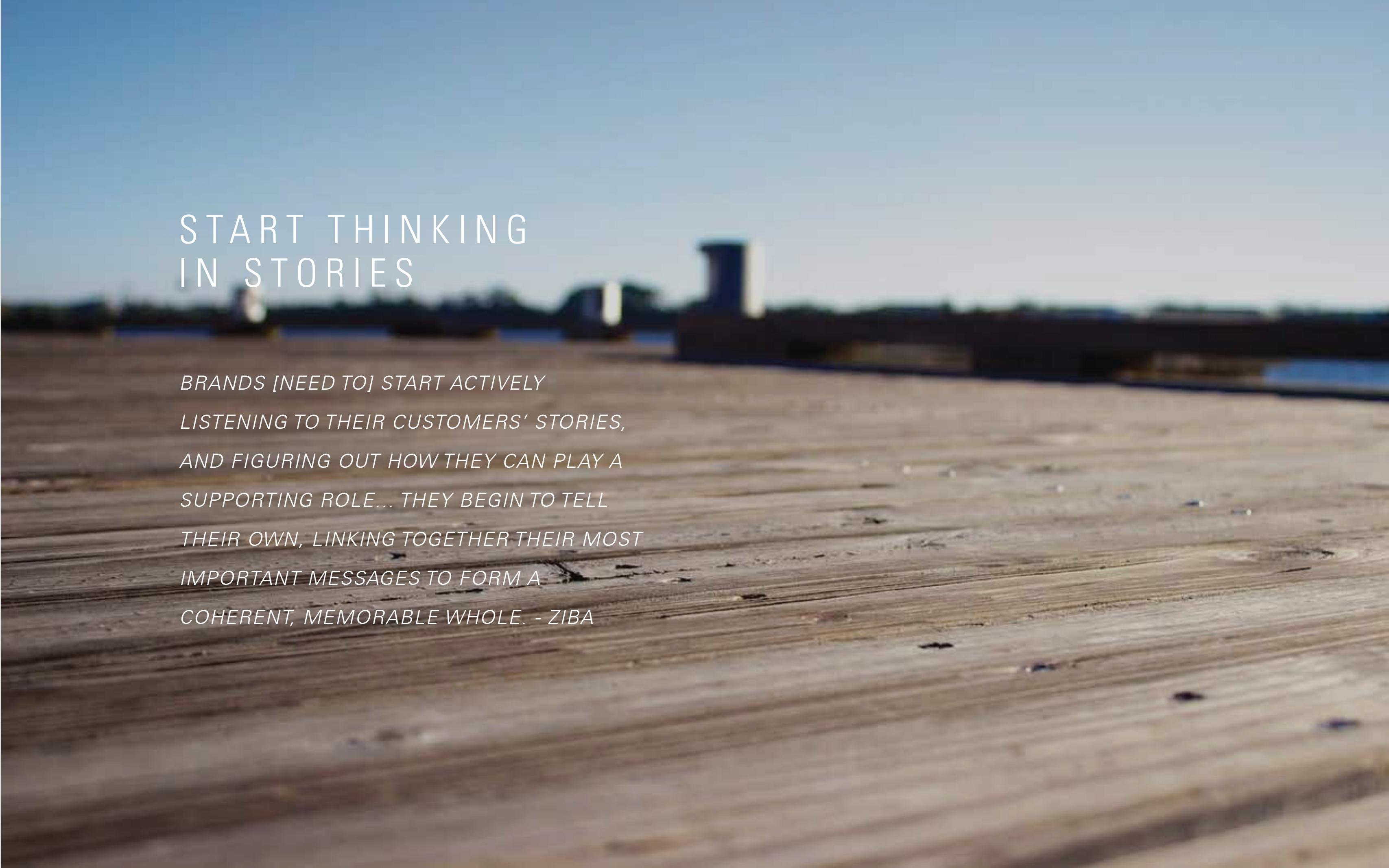


A photograph of a dense forest. In the foreground, the ground is covered with a thick layer of fallen brown and orange leaves. Several tall, thin trees stand in the background, their trunks dark and straight. The leaves on the branches are bright green and appear to be sunlight filtering through the canopy.

*"WHAT MAKES A DESIGN GOOD IS NOT A BEAUTIFUL IMAGE OR AN
INTRICATE MODEL, BUT THE ABILITY TO PUT YOURSELF IN THE SHOES
OF THE PERSON WHO'S GOING TO USE IT, AND THE ORGANIZATION
THAT'S GOING TO PRODUCE IT." - ZIBA*

z i b a





START THINKING IN STORIES

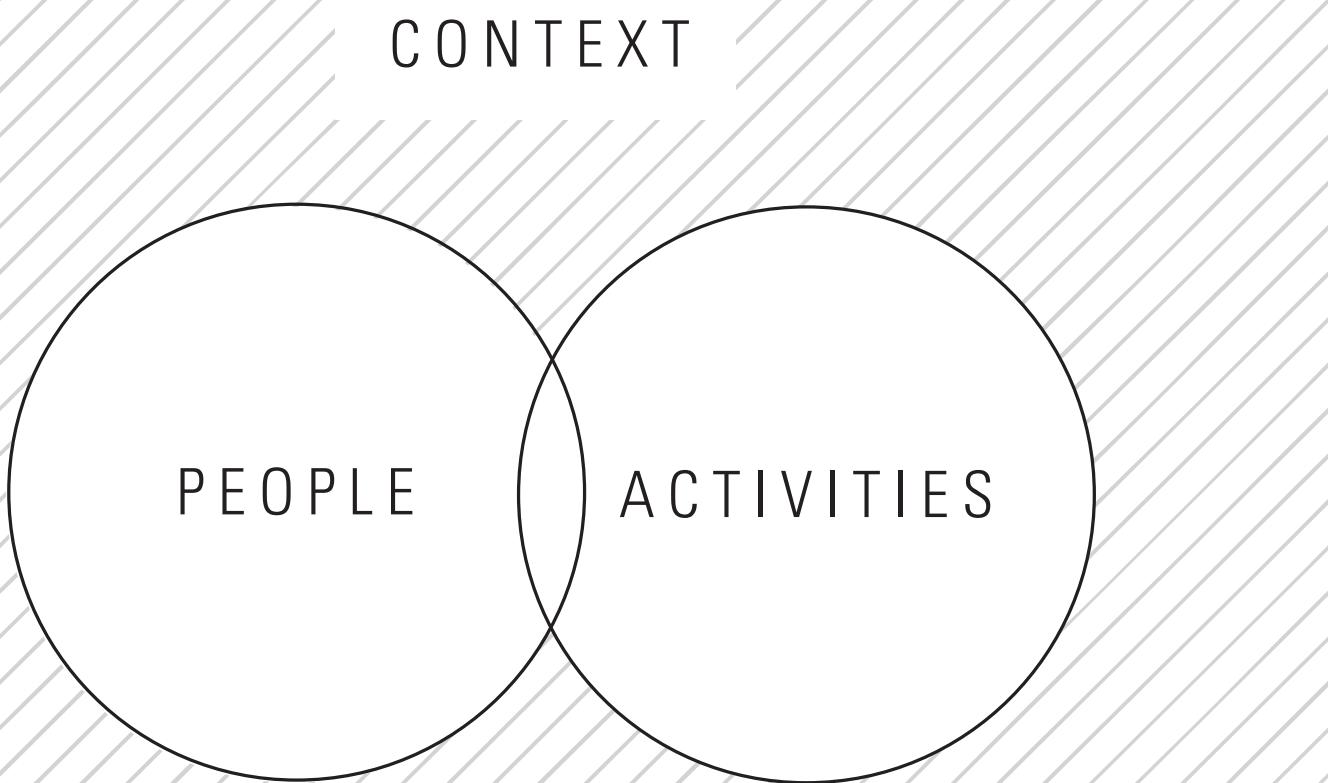
*BRANDS [NEED TO] START ACTIVELY
LISTENING TO THEIR CUSTOMERS' STORIES,
AND FIGURING OUT HOW THEY CAN PLAY A
SUPPORTING ROLE... THEY BEGIN TO TELL
THEIR OWN, LINKING TOGETHER THEIR MOST
IMPORTANT MESSAGES TO FORM A
COHERENT, MEMORABLE WHOLE. - ZIBA*



*DESIGN AN EXPERIENCE THAT HIGHLIGHTS
THE LOCALLY RELEVANT VALUE OF RIDING
A NORCO CITY BIKE*



VANCOUVER BIKE SERIES



CONTEXT

PEOPLE

ACTIVITIES

EXPERIENCE DESIGN

People: Potential Norco city bike customers

Activities: Finding more information when buying a bike

Context: At home; At a bike dealership

JOURNEY STAGES



MAKE AWARE



CAPTIVATE



CONSIDER



DISCOVER



ENGAGE



JOIN



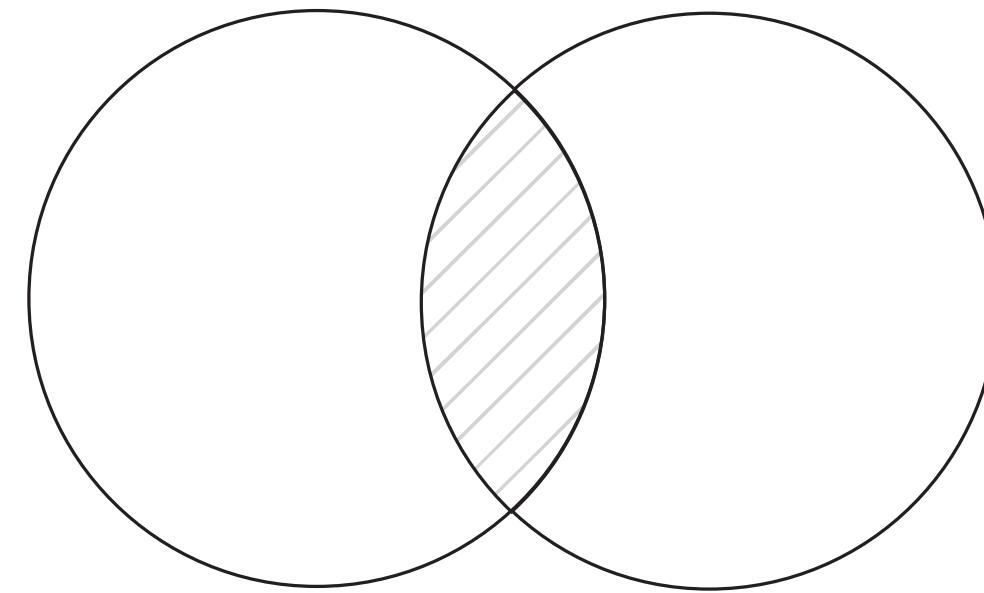
RIDE



RETURN

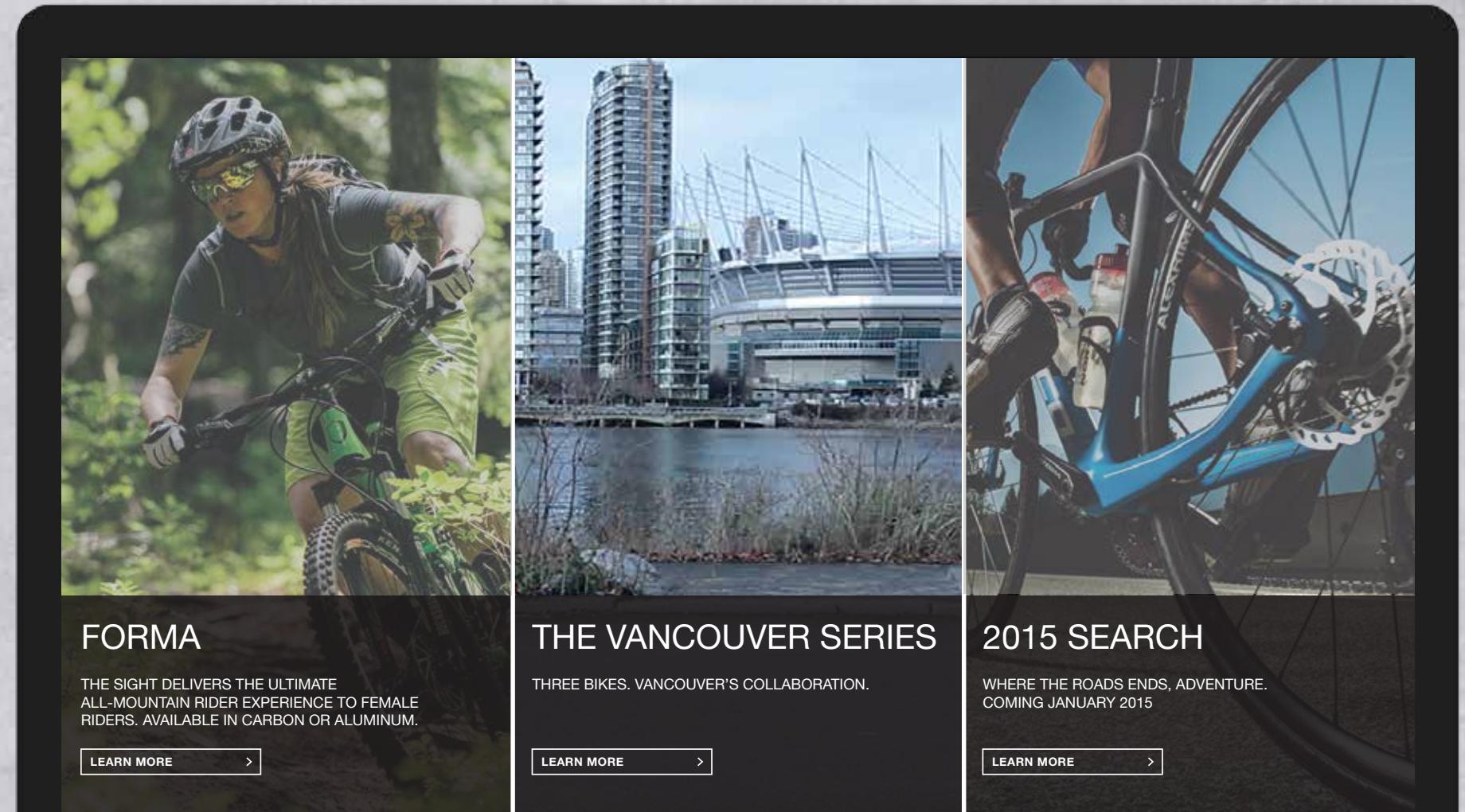


ADVOCATE



*"STAGES CAN HAVE A DEGREE OF OVERLAP... THE GOAL IS NOT
MERELY TO SERVE NEEDS AND DELIVER VALUE WITHIN THE CURRENT
STAGE BUT TO THINK ABOUT HOW THIS HELPS MOVE CUSTOMERS
FROM ONE STAGE TO THE NEXT." - NEWBERY & FARNHAM*





FORMA

THE SIGHT DELIVERS THE ULTIMATE ALL-MOUNTAIN RIDER EXPERIENCE TO FEMALE RIDERS. AVAILABLE IN CARBON OR ALUMINUM.

[LEARN MORE >](#)

THE VANCOUVER SERIES

THREE BIKES. VANCOUVER'S COLLABORATION.

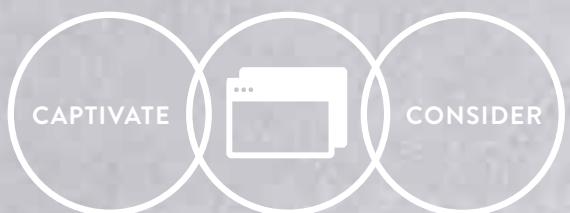
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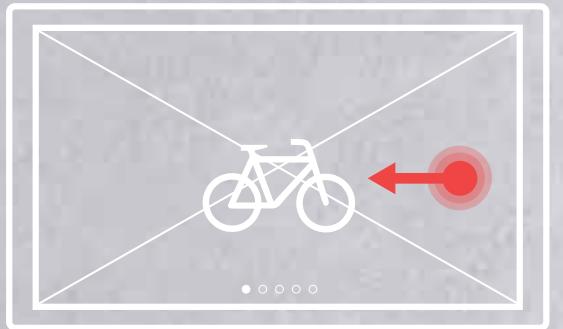
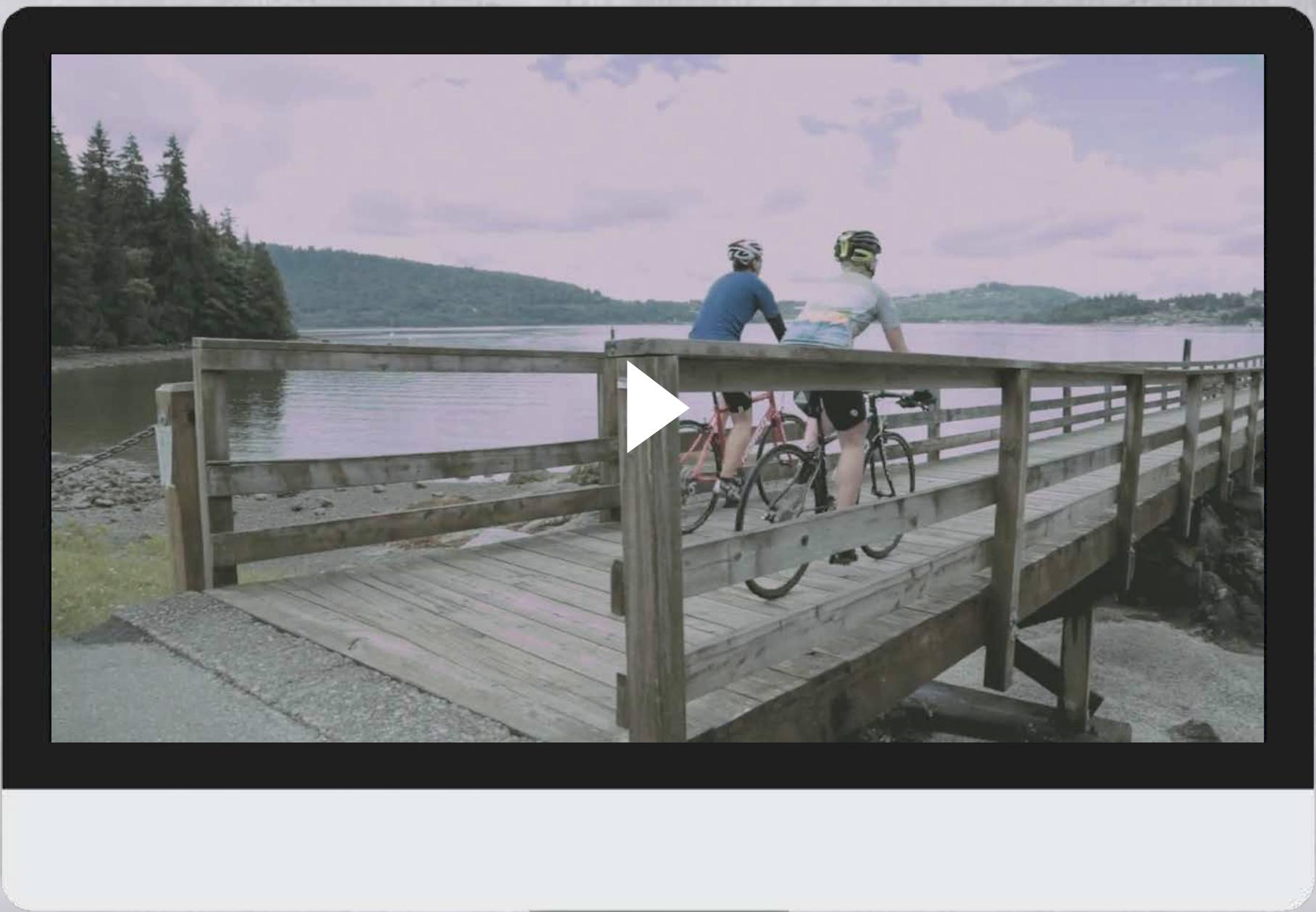
2015 SEARCH

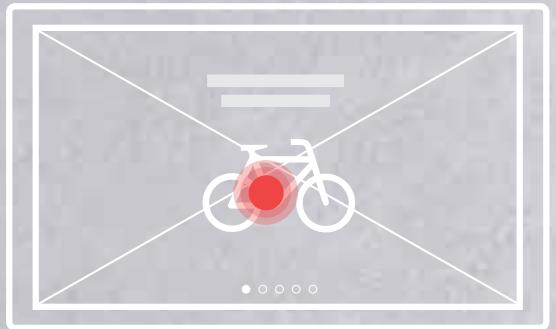
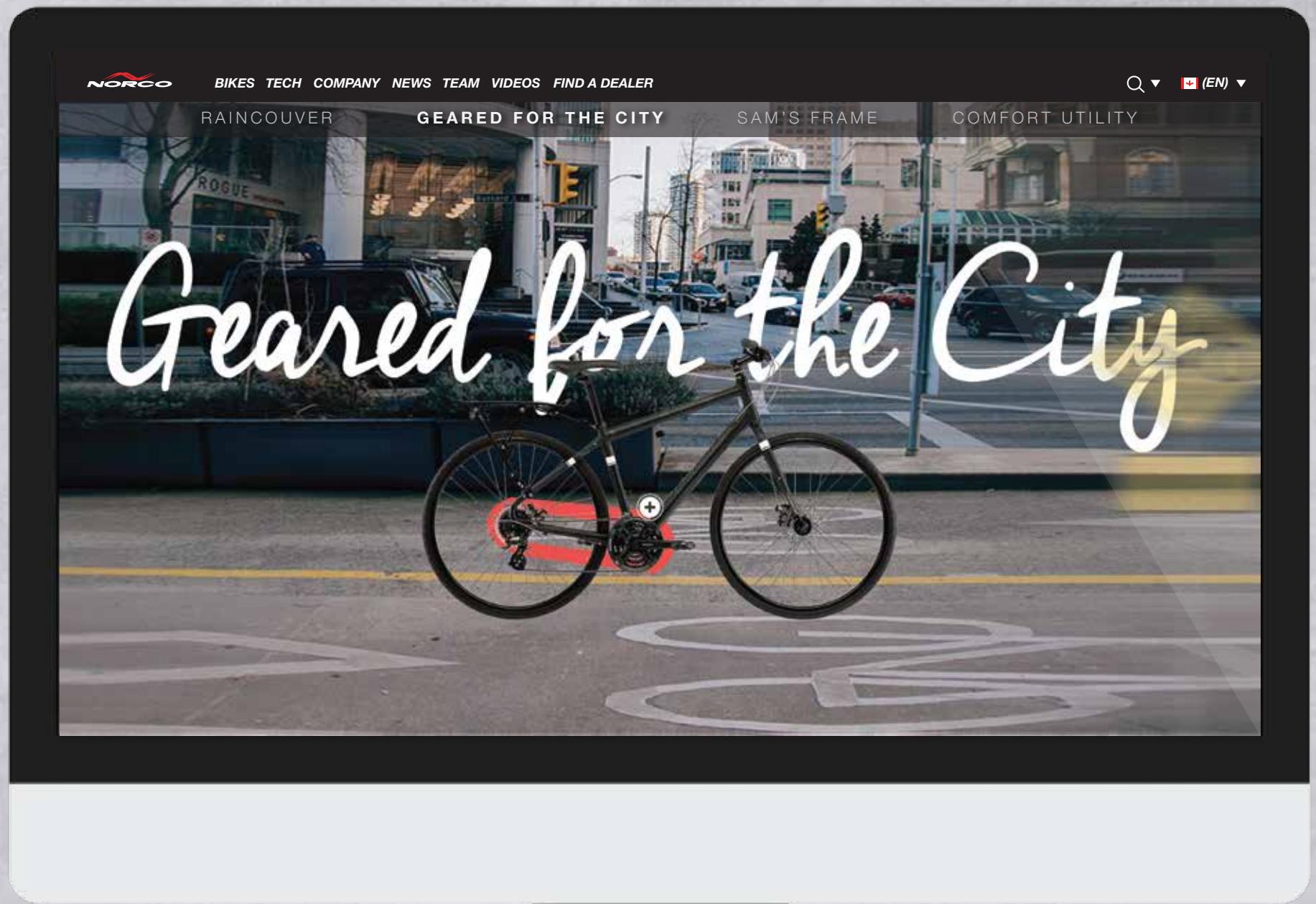
WHERE THE ROADS ENDS, ADVENTURE. COMING JANUARY 2015

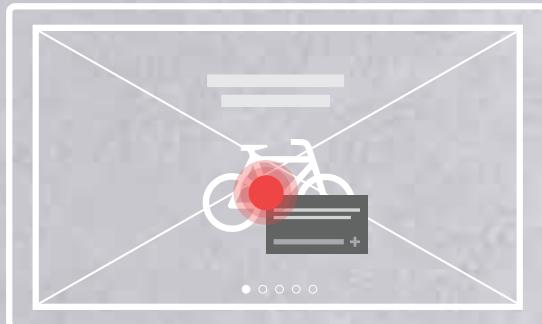
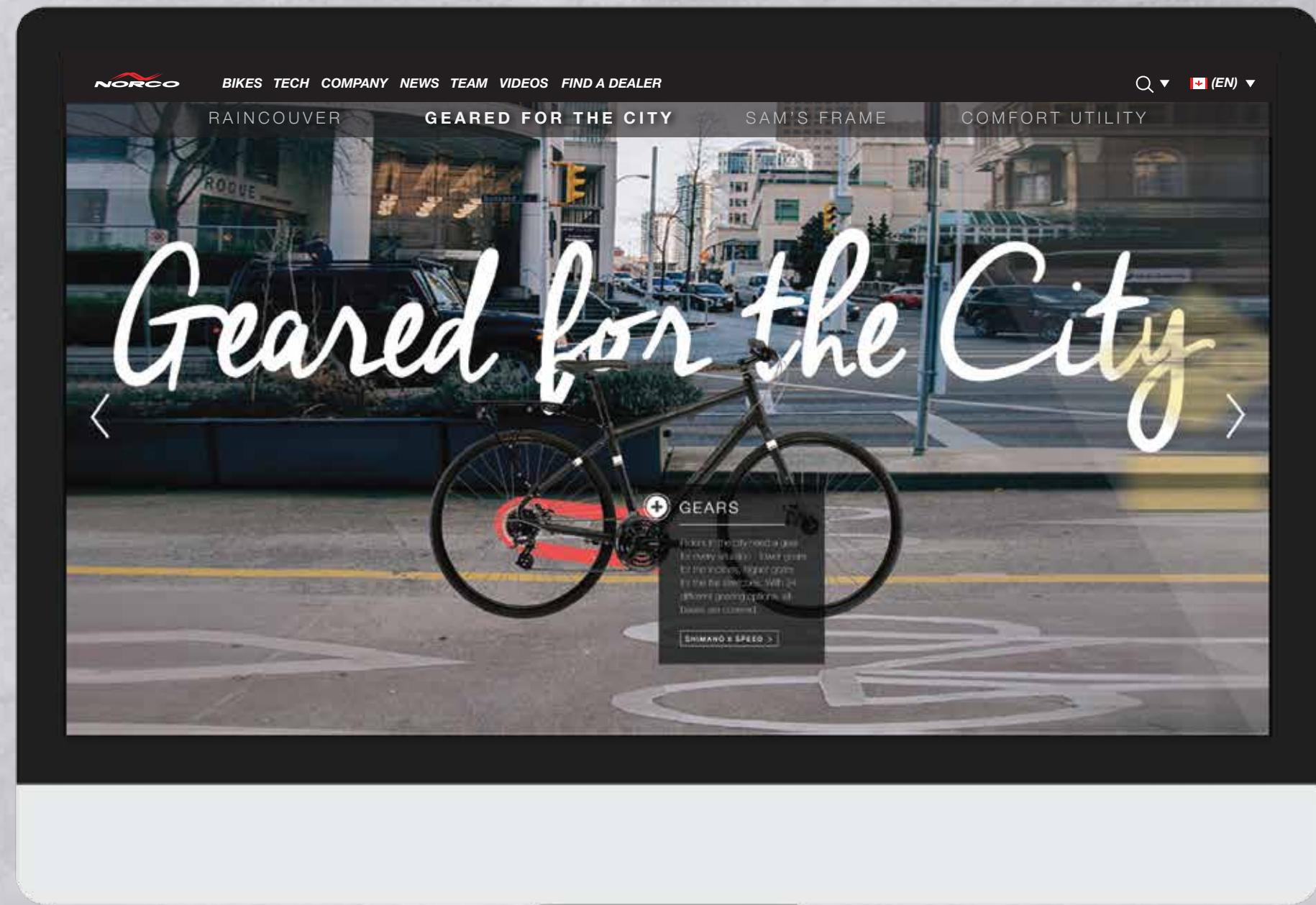
[LEARN MORE >](#)

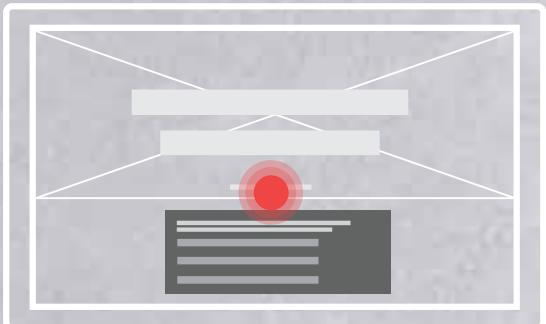
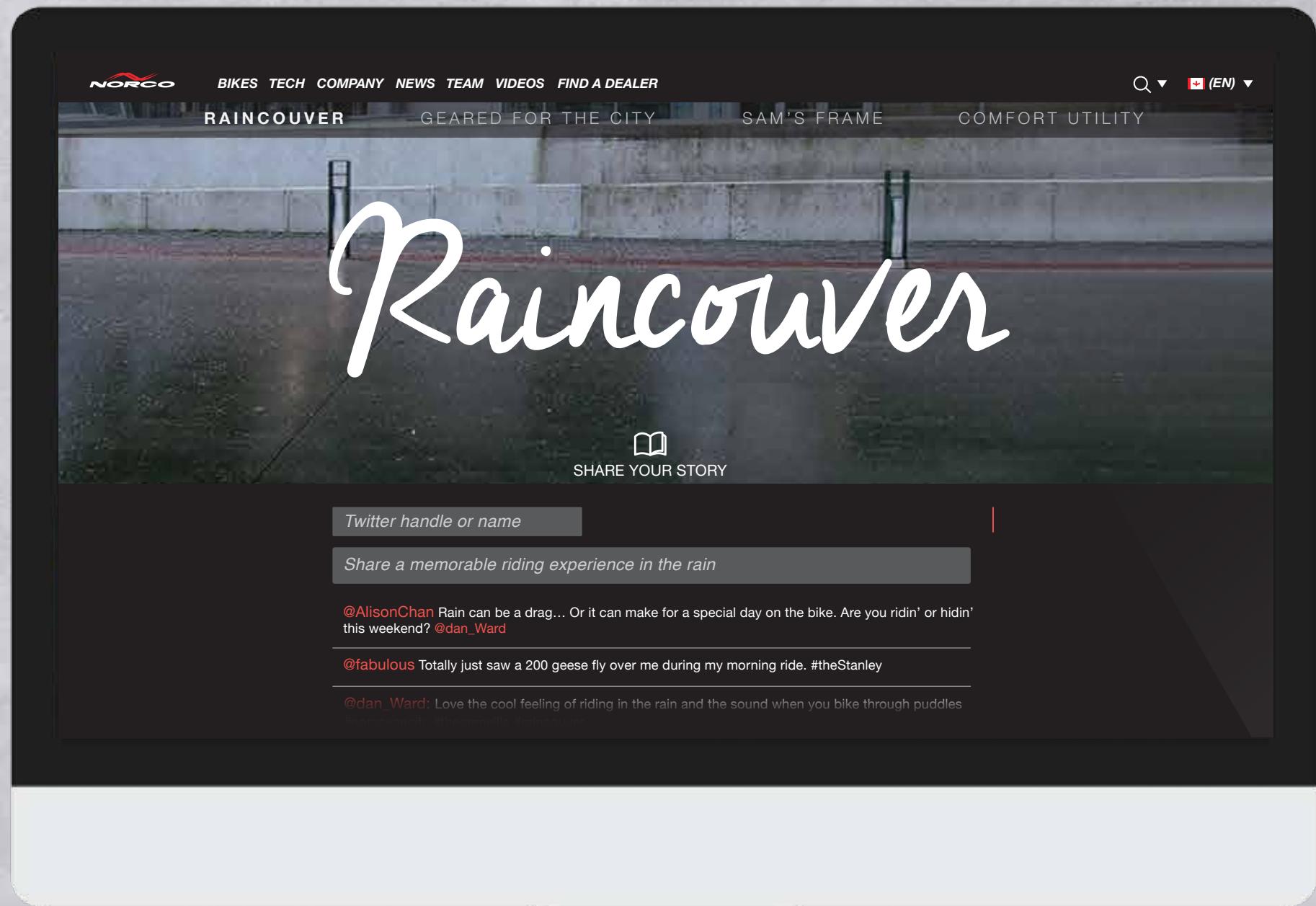
PRE-STORE

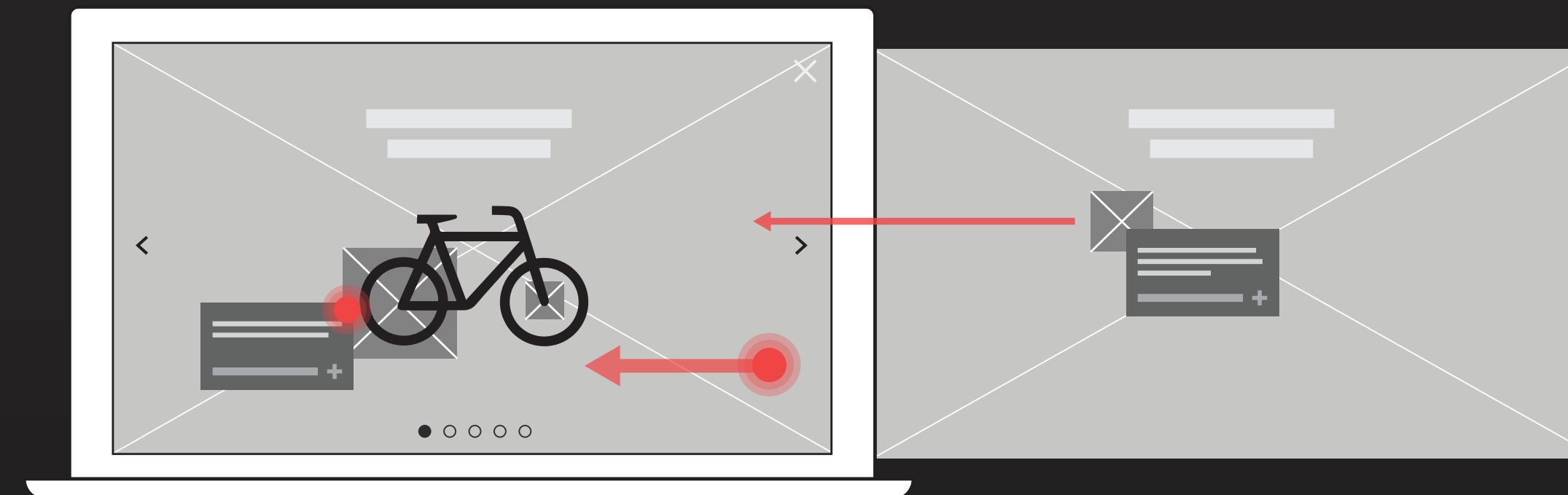




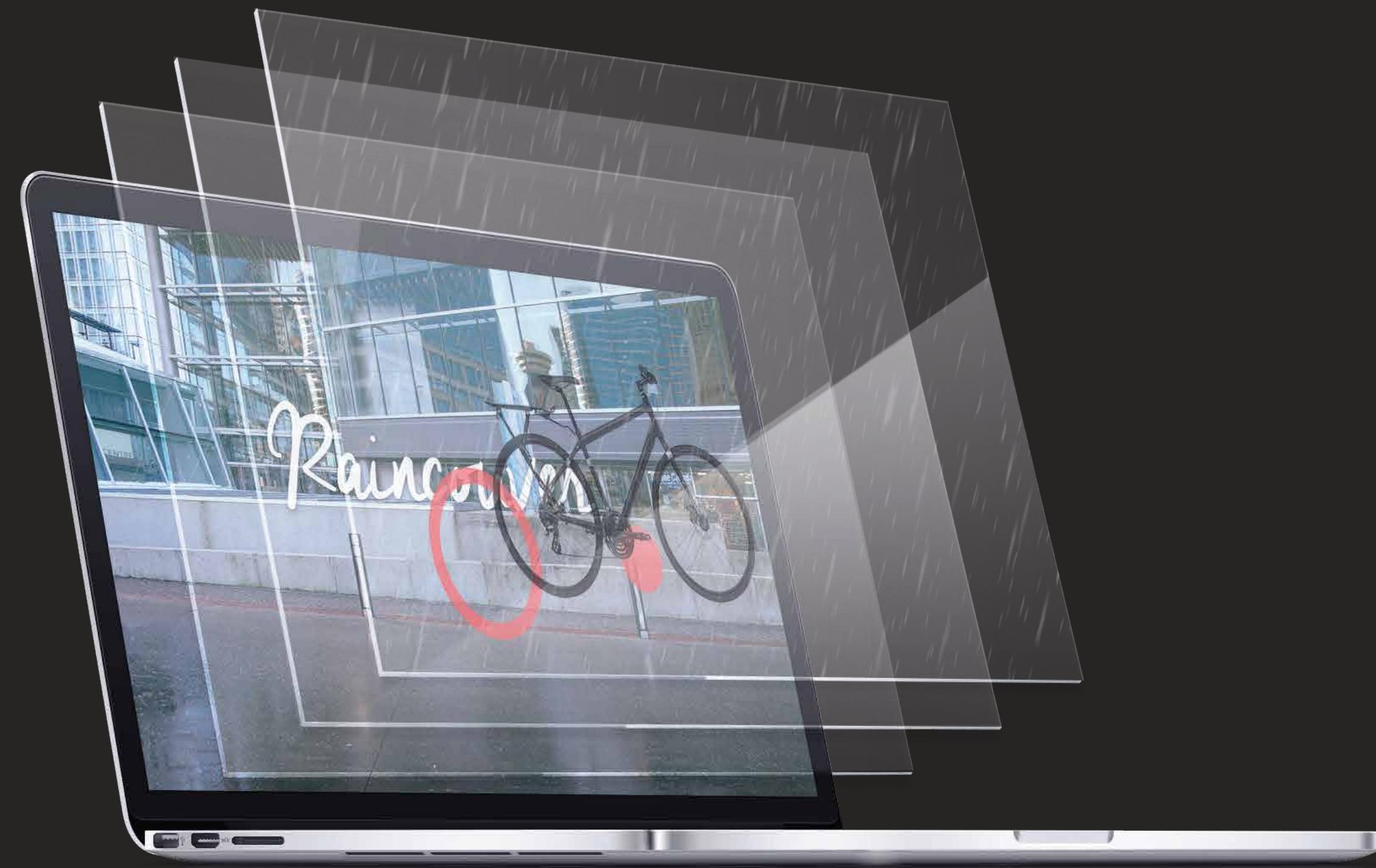






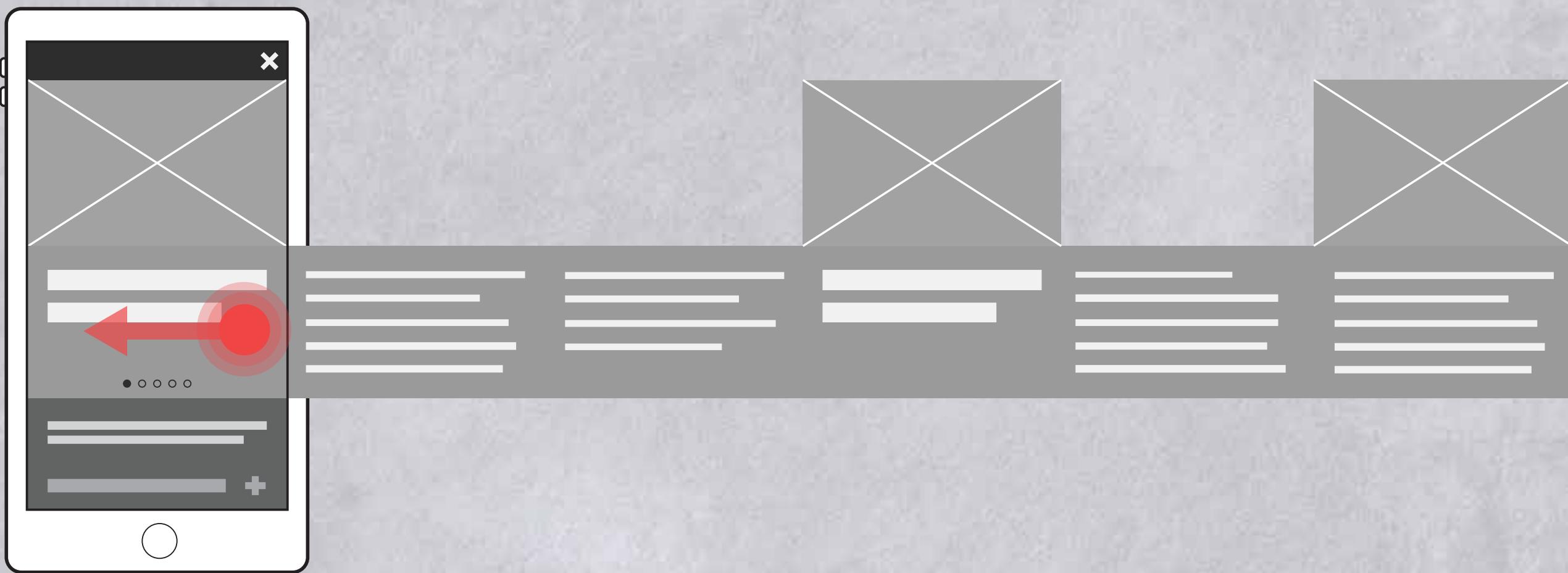


PARALLAX SCROLLING

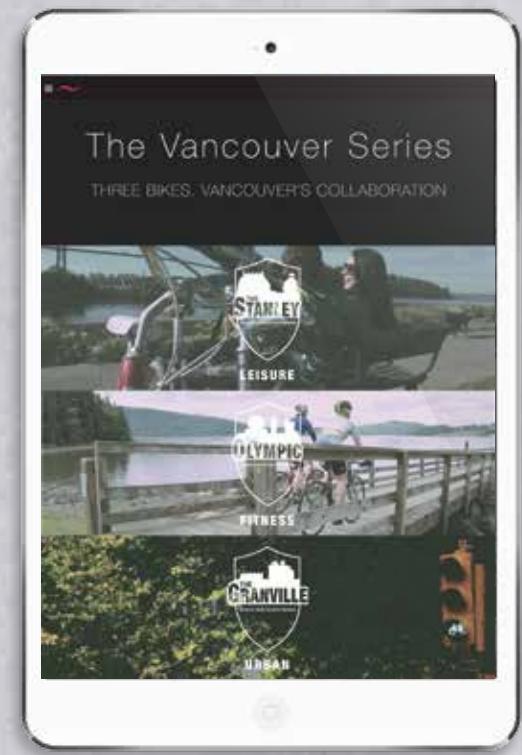
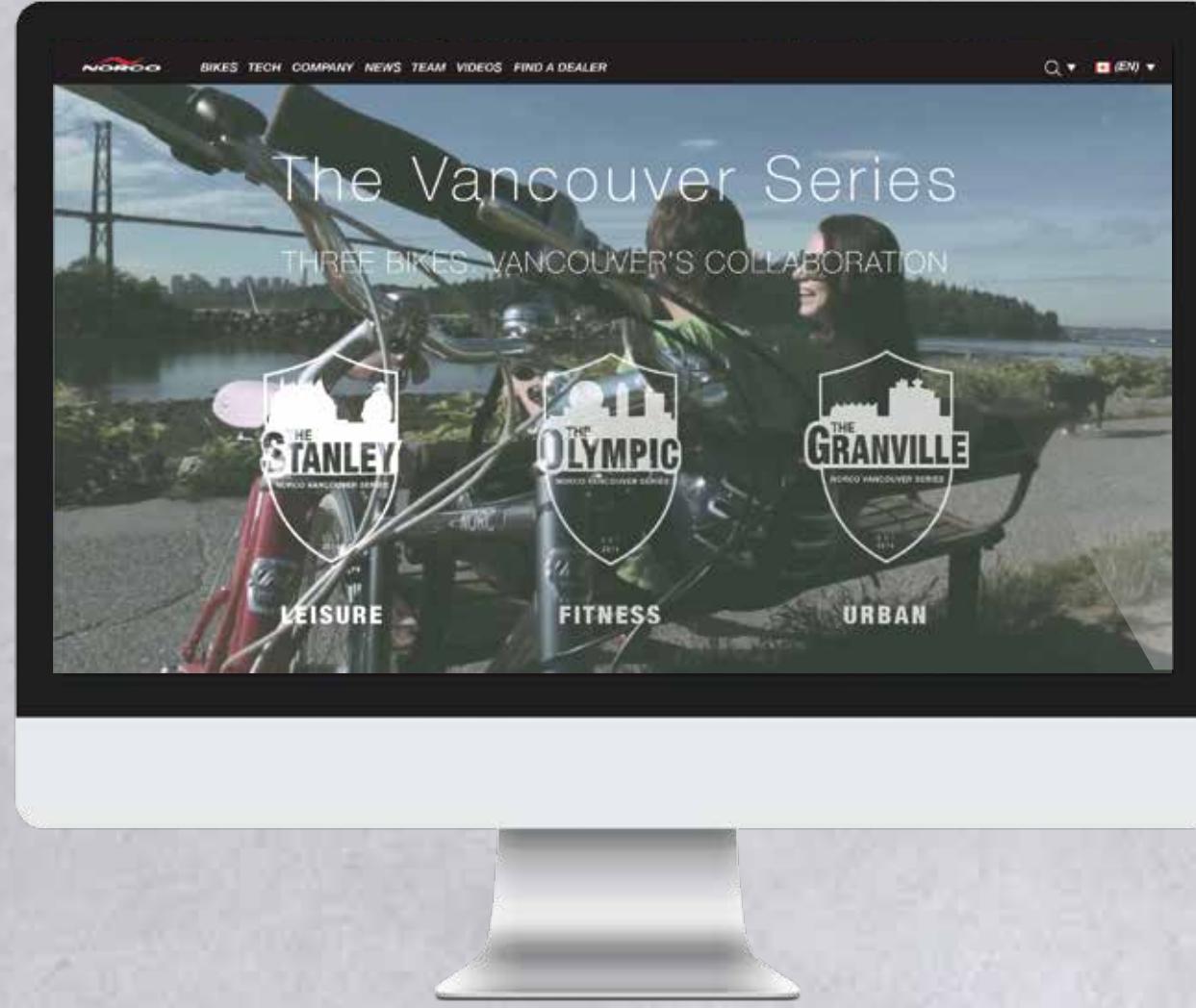




IN-STORE TAGS



RESPONSIVE WEBSITE



RESPONSIVE WEBSITE

IN-STORE



The Vancouver Series

THREE BIKES. VANCOUVER'S COLLABORATION

Raincouver

Geared for the City

BRAKES

Rain shouldn't stop you, but your brakes should. Rainy days mean wet roads and wet wheels. Disk brakes slow you down quickly and consistently.

GEARS

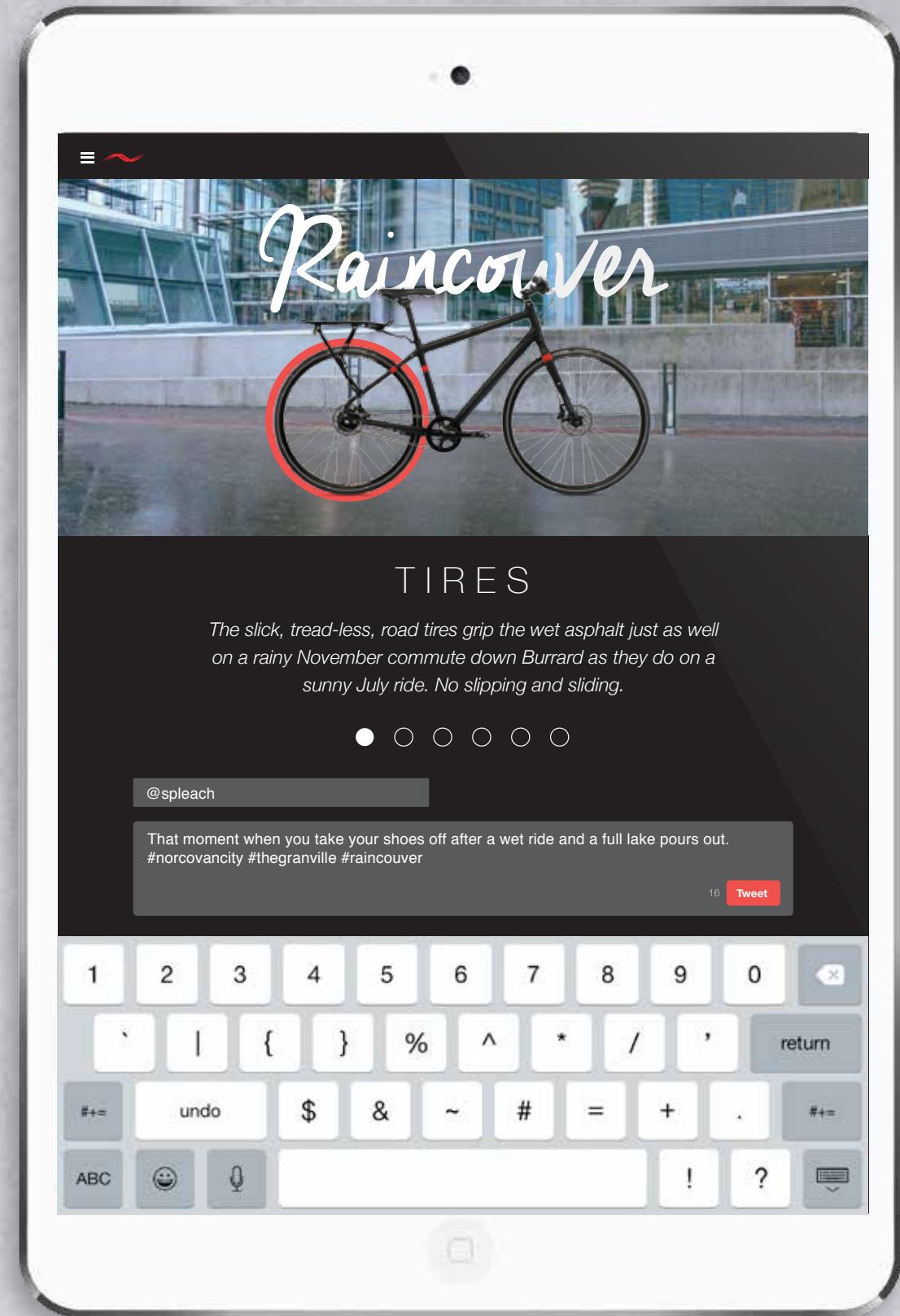
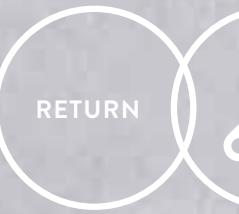
Riders in the city need a gear for every situation - lower gears for the sloped inclines, higher gears for the flat stretches. With 24 different speeds, all bases are covered.

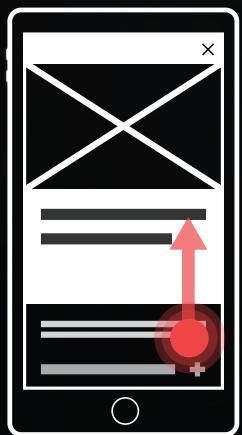
Twitter handle or name:

Share a memorable riding experience in the rain:

Geekleach: That moment when you take your shoes off after a long ride in the rain. #raincouver #thegranville #thecity #vancouver
Olubus: Today just saw a 200 geese fly over me during my commute. #thegranville #thecity #vancouver
Own_Ward: Love the cool feeling of riding in the rain and the way it makes you feel. #thegranville #thecity #vancouver
BrayWard: Pumped for the bike race in the rain! Bring your jackets and rain gear. #thegranville #thecity #vancouver
PeachH4: I like to lift my foot off the pedals and let the rain do the work. #raincouver #thegranville #thecity #vancouver
Gabe: Riding up Cambie is the best - especially if you stop at all five Starbucks along the way. #raincouver #thegranville #thecity #vancouver
Anderdot: After riding up a steep hill, it feels rewarding going down at the speed of light. #thegranville #thecity #vancouver
BrayWard: Pumped for the bike race on the mountain! Bring your jackets and rain gear. #thegranville #thecity #vancouver

EXTENSION





Storytelling is a strong tool to elicit emotional connections. With the prevalence of the digital world, there has been a shift in the way stories are told. We propose to link the instant, information-rich storytelling abilities of digital platforms with rich spatial and physical associations.



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