

# CYCLING OVERLOAD

Members and links to their websites:

1. Ioana Andreea Mihai:

<http://itandreea.dk/Videosite/>

2. Alex Piwko:

<http://mindyournet.one/videosite/>

3. Eva Malek:

<http://malek-design.com/videosite/>

4. Robert Alin Coroama:

<http://alincoroama.com/videosite/>

5. Adam Sahlstrom:

<http://adamsahlstrom.com/videosite/>



Type : JPG  
Size: 105 KB  
Width x Height: 564x705 px



Type : JPG  
Size: 61.2 KB  
Width x Height: 564x638 px



Type : JPG  
Size: 107 KB  
Width x Height: 564x844 px



Type : JPG  
Size: 116 KB  
Width x Height: 564x705 px



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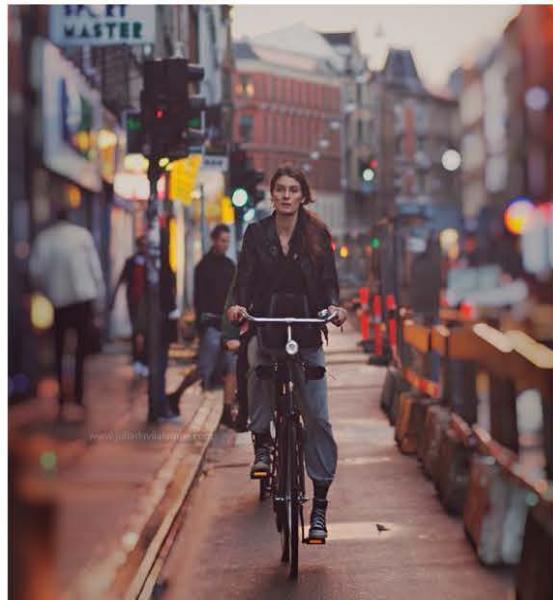
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Type : JPG  
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Type : JPG

Size:147 KB

Width x Height:730x486 px



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Size:820 KB

Width x Height: 1153x593 px



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Size: 162KB

Width x Height: 1024x576 px



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Width x Height: 7087x4730 px

**CYCLING OVERLOAD**  
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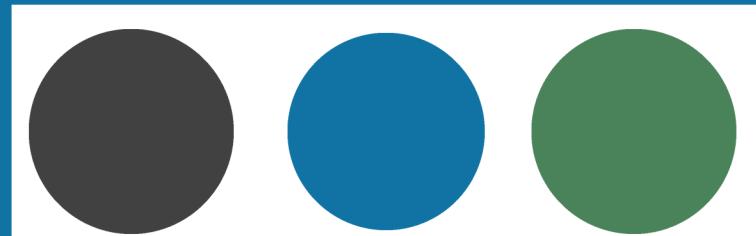
**Movement**



**Lifestyle**



**Sport**



**Exploring**

# ,Adventure on the wheels'

## Theme:

Showing how easy it is for tourists to rent a bike in Copenhagen.

Feelings: confusion, curiosity, happiness, excitement, feeling of success.

## The logline:

Alex Piwko is the main character who just came to Denmark and wants to rent a bike in Copenhagen.

He asks Eva and Adreea for help.

Scene nr. 1 -> Alex coming out of the airport.

Scene nr. 2-> Alex tries to rent out a bike via Donkey app and finds out he doesn't know how to do that so he decides to try city bikes.

Scene nr. 3 -> He asks two girls that are walking by him (Eva and Andreea) for help on how to rent out a bike.

Scene nr. 4 -> Alex drives away on his rented bike.

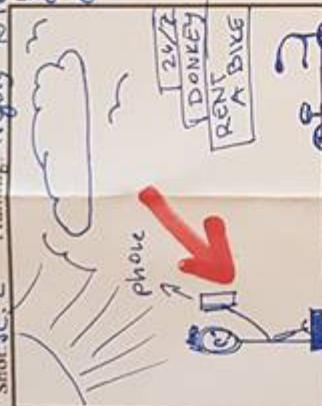
Shot: SC. 1 Framing: Alex coming out of the airport



Duration: 00:10 Shot size: \_\_\_\_\_  
Angle: low Transition: \_\_\_\_\_

Audio 1: Airplane taking off  
Audio 2: \_\_\_\_\_

Shot: SC. 2 Framing: Trying to rent a bike and failing



Duration: 00:30 Shot size: \_\_\_\_\_  
Angle: profile Transition: \_\_\_\_\_

Audio 1: birds chirping and  
Audio 2: people and Alex talking

Shot: SC. 3 Framing: Two girls approaching Alex



Duration: 00:05 Shot size: \_\_\_\_\_  
Angle: high Transition: \_\_\_\_\_

Audio 1: talking and  
Audio 2: walking

Shot: SC. 4 Framing: Alex asking for help



Duration: 00:50 Shot size:  
Angle: profile Transition: close up to the phone

Audio 1: Alex, Eva and Andre,  
Audio 2: talking

Shot: SC. 5 Framing: He found a better option with the help from 2 girls



Duration: 00:25 Shot size:  
Angle: middle Transition: close up to the shoulder shot

Audio 1: Alex talking  
Audio 2: \_\_\_\_\_

Shot: SC. 6 Framing: Riding away



Duration: 00:05 Shot size:  
Angle: high Transition: wide angle from afar

Audio 1: birds and  
Audio 2: \_\_\_\_\_

## 02.01.04 PDF Test results- "Bike Overload"

- Describe the test done,

We conducted a five-second-test consisting of a number of different questions for participants to answer.

- Describe what the test should reveal

The test should reveal what the target consumer the website we have designed thinks of it and what might need improvements and changes. By looking in to what people have answered, we as a group can figure out how we can make our website as easy as possible for the person visiting it.

- Describe the conclusions of the test -

Our first question was regarding the site and if the visitor could figure out what the site was about. The majority of the participants answered "correctly".

The second question was whether or not the participant knew what kind of page he/she was on by looking at a screenshot. Most of the participants answered "home page" but there was also one who thought there was some kind of "error-page"

Third question was if there was any main sections and navigation-bars which almost all participants figured out.

The last question was "where am I overall? (are there "you are here" indicators?)" and from the answers, this was where the participants had a hard time answering.

- Describe the planned changes/improvements

Here are some of our thoughts to make the website better:

-We are planning to improve navigation

-Making it more clear what the pages consists of. For example, it needs to be clear that the home page is the home page etc.

-Make it more creative and animated. The person that is visiting our website needs to be interested by the content.

Furthermore, we will make changes as we continue the design and coding of the website.

Link to test:

<https://app.usabilityhub.com/do/9cae6b528faf/6c6e>

# CYCLING OVERLOAD

## Cycling Overload

Possible Colors



### This is an Example of a Header

Font: Arial Bold #000000

### This is an Example of a Sub Head

Font: Arial Regular #000000

Pictures



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Font: Arial Regular #000000

This is an example of a Text link »

### Adjectives

## Movement

## Lifestyle

## Sport

## Exploring