City on **the wheels**

project documentation

Members:

Tomáš Krajník

http://www.kray.design/cotw

Maryam Dadkhah

http://www.marydesign.dk/MICROSITE/MICROSITE/index.html

Mateusz Mieciek

http://www.mieciek.com/MICROSITE/

Michaela Semanová

http://www.michaelasemanova.dk/MICROSITE/MICROSITE/index.html

Ula Wozniak

http://www.uvvvvlawozniak.dk/cotw

Technical documen-tation

Members

maryamdadkhah.jpg, 692px, 38kb

mateusymieciek.jpg, 769px, 179kb

michaelasemanova.jpg, 250px, 106kb

tomasprofilephoto.jpg, 390px, 36kb

ulawozniak.jpg, 740px, 625kb

Carousel

desktop1.jpg, 740px, 152kb

desktop2.jpg, 715px, 124kb

desktop3.jpg, 725px, 184kb

desktop4.jpg, 459px, 84kb

desktop5.jpg, 467px, 131kb

mobile1.jpg, 759px, 98kb

mobile2.jpg, 664px, 68kb

mobile3.jpg, 500px, 63kb

mobile4.jpg, 690px, 102kb

mobile5.jpg, 685px, 76kb

Other images

Bicycle_on_S-train.jpg, 2686px, 141kb

Logo

cityonthewheels.png, 90px, 3kb

cityonthewheels-white.png, 325px, 2kb

Video documen-tation

1.Treatment

Title: Do and Don´t
Theme: Surviving a day on a bike in Copenhagen
Theme: Jak, the protagonist wants to spend fun Saturday but doesn´t know the rules of Copenhagen streets. Angela is his guide, who teaches him how to ride in Copenhagen the right way. When Jak does something wrong Angela explains it to him and rewinds the

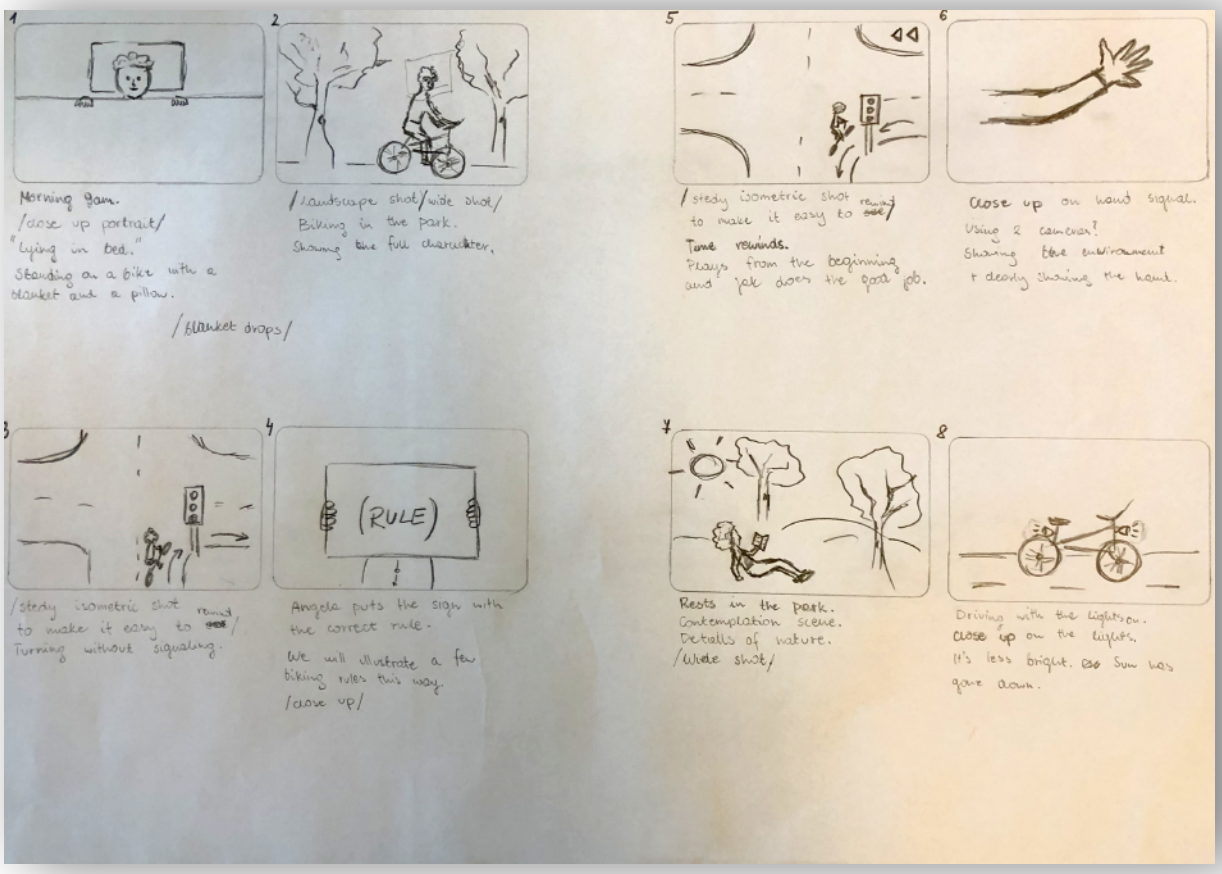
Treatment: In the opening scene we see our protagonist Jak sleeping covered with a blanket and with a pillow behind his head.After the covers go off we see Jak standing on bike; he preceeds to wash his teeth and rides to grab a breakfast. On his way he has to turn right, but he doesn´t show the hand sign. Angela stops him, tells the first rule and makes the time rewind. Now Jak makes the turn properlly and he can buy coffee and donut. He spends rest of the day learning other rules and having great time outside. Not every time he breaks the rule something bad happens but.At night Angela says that he should have his lights on all the time and it rewinds all the way to the begginning.

Movie stylistic reminds of tv show, instructional video. It does not have a strong plot instead presents rules one by another. It aims to be calm and visually pleasing treat with elements of comedy and documentary. With natural light and neutral an iphone with stabilizer. All shots are in landscape mode. It does not involve any words only subtitles with biking rules presented by Angela. It will feature a soundtrack with strong miscellaneous soundscape sounds recorded on site and weak dialogue and effects.

Short story, short production. It should be filmed in one day so the natural light matches and to keep it real.

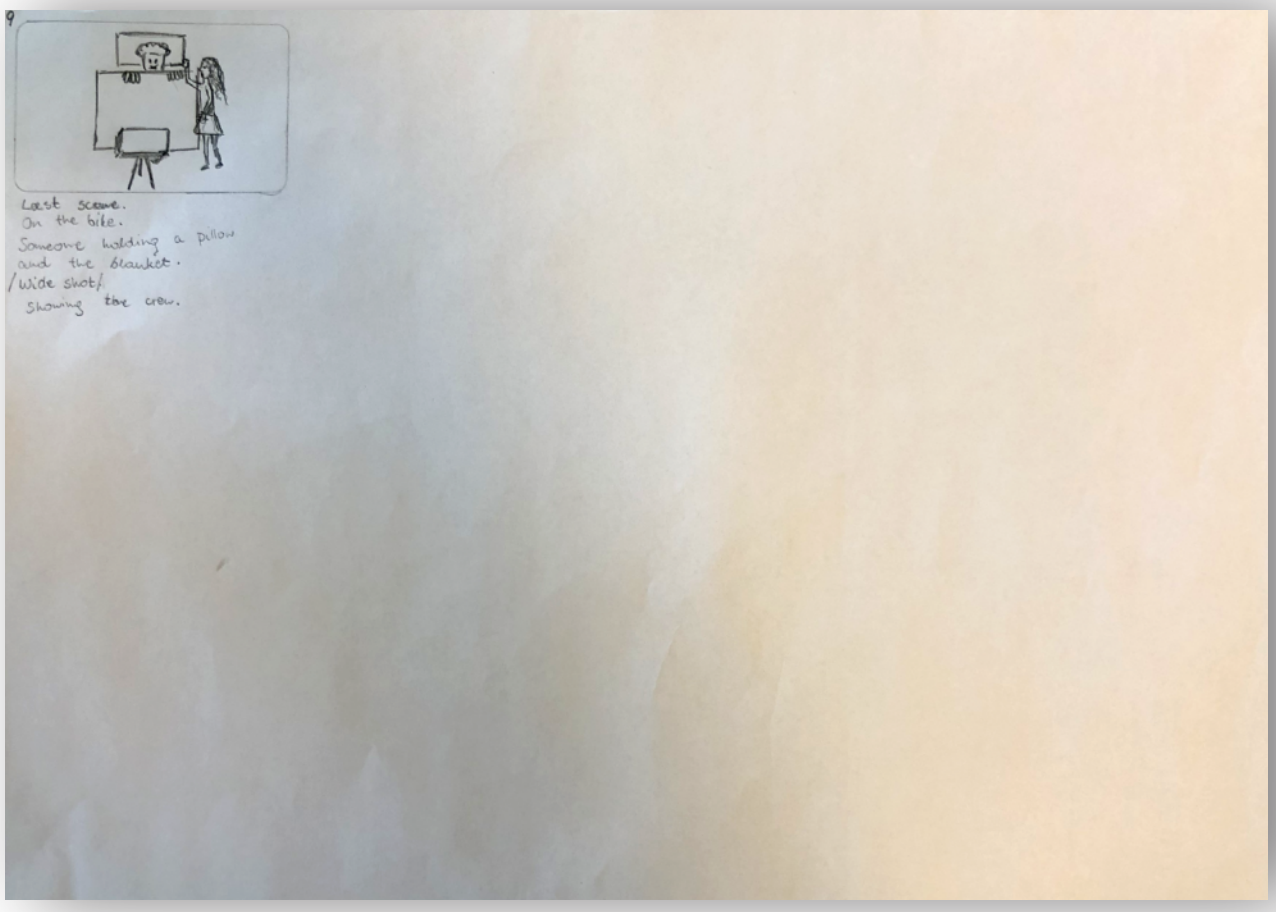
Video documen-tation

Storyboard



Video documen-tation

Storyboard



Mood-board

CITY ON THE WHEELS
MOVEMENT
BIKE CULTURE
LIFESTYLE
NORREBRO
NORE BY
VESTERBRO
AMAGERBRO

Design principles

Contrast

Color:

“Life can only be understood backwards; but it must be lived forwards”

Typography:

Public transport with your bike

Copenhagen has a diverse and developed public transport. You can commute using buses, metro, s-trains, buses and national rail. A lot of people use the public transport with their bikes. However all of those have different rules regarding passengers bringing the bikes.

Proximity

1.Hand signals:
Hand signal to the left: left turn
Hand signal to the right: right turn
Hand signal upwards: stopping

2. When turning left must cycle across the intersection, stop (hand signal), then ride in the desired direction when the lights turn green again.

3. Cycling against the flow of traffic is forbidden.

Alignment

Tomáš Krajník

Maryam Dadkhah

Mateusz Mieciek

Test results

UsabilityHub

Testing method

We decided to make 5 second test for our website with minimum of 3 participants.
The test had standard questions:

What is the purpose of the page?
What are the main elements you can recall?
Who do you think the intended audience is?
Did the design/brand appear trustworthy?
What was your impression of the design?

Test results:

Test result revealed that our site serves it's purpose as the design is easy and straight forward.
One thing we could think about is indication of what the certain page is about or maybe we could put description somewhere in the header. We also know that images gather a lot of attention but that is what we were aiming for.