

UX Research Questions Among Harley-Davidson Users

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Chapter 1. UX Research

This UX field research was conducted for the bachelor's thesis, 'Harley-Davidson and its Role in Culture and Society'. The study was carried out at a motorcycle rally in Giżycko.

1. Community and Social Experience

Question: "When you interact with your local riding group or chapter, what is the most valuable non-riding benefit you receive from that community?"

Answer 1	Answer 2	Answer 3
It's a place where we can talk about everything and just have fun during our small, chapter meetings.	I know I can fully rely on my friends from the chapter, which creates a powerful sense of support.	It reinforces the feeling that all motorcycle riders are one big family , regardless of age or bike type.

2. Lifestyle Integration and Relationships

Question: "How does your dedication to the motorcycle riding lifestyle impact your personal relationships with family and partners?"

Answer 1	Answer 2	Answer 3
It has strengthened my family ; my wife was initially jealous, but she bought her own motorcycle, and now our son rides with us, creating a great relationship .	My spouse has her own interests and I have mine. She doesn't care about the hobby, and we respect each other's space.	My time was too divided—six days for the motorcycle and one for my family—and it led to my girlfriend dumping me .

3. On-The-Road Perception

Question: "Describe your typical experience with other drivers and the public when you are riding your motorcycle on the road."

Answer 1	Answer 2	Answer 3
When we ride in a group, drivers have a generally positive attitude , and they wave and toot at us.	We are seen as a very uncommon occurrence . People are interested in our motorcycles, want to take pictures, and stop to talk to us.	Unwanted Competition: When I am on the road alone, drivers in small, less expensive cars (like a Tico or "Maluch") will often try to race with me .

4. Motorcycle Usage and Seasonality

Question: "How does the change of seasons or severe weather affect your use and management of your motorcycle?"

Answer 1	Answer 2	Answer 3
The riding season is never ended for me. I ride on my bike even if the snow lies on the streets because I'm tough.	I'm older now and prefer comfort. In winter, I drive a car while my motorcycle waits politely in the garage .	I usually look for a new bike when the season is ending because I'm fed up with the old one and want to find a replacement.

5. Event Experience Preference

Question: "When choosing a motorcycle gathering to attend, which type of event provides the most satisfying experience for you?"

Table 1.

Answer 1	Answer 2	Answer 3
I prefer big events like this one because I can look around and enjoy the massive scale, parades with over 1000 Harleys, and live performances.	I prefer small ones where there are only about 30 people. We know each other very well and are like a family.	The quality of the organization and the friendly atmosphere are the most important factors for me to relax and have fun, regardless of the event size.