

Pedal Plan

A Bike Commuting App

Bike Commuters

Sensitive to changes in conditions

Need up-to-date information

Interviews

What's Important to Bike Commuters?

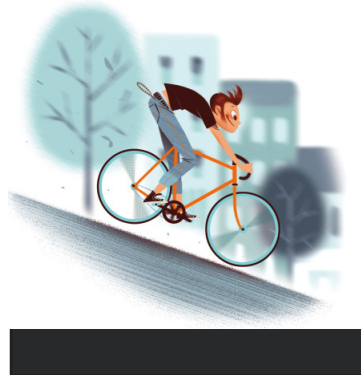
Road Speed



Dedicated Bike Lanes/Shoulder



Street Incline

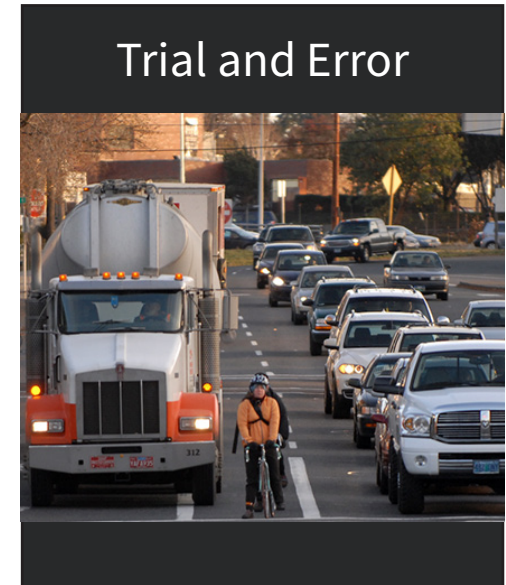
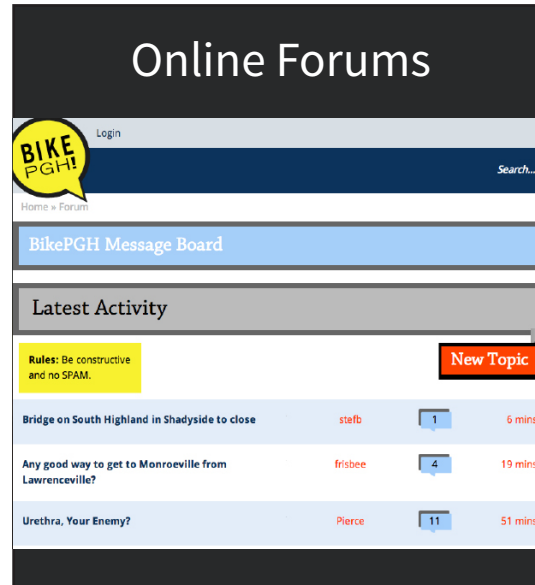
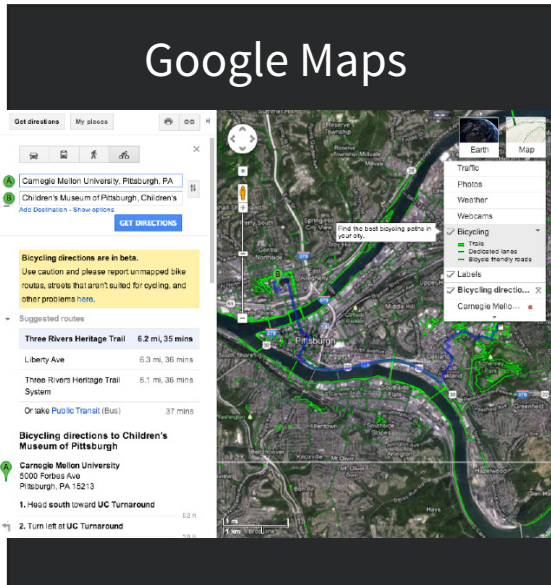


Intersections/Merges



Interviews

Where Do They Go for Information?



User Types

Expert Riders

- Think of route in miles
- Owns special gear and safety equipment
- Owns multiple bikes
- Bikes for recreation

Casual Riders

- Shorter commutes (walkable)
- Owns special gear
- Avoids biking at night or in bad weather
- Often Students

Biking Community

- Collective Action
- Data to Support Improvements

Functionality

Report hazardous conditions

Find bike-friendly routes

Leverage reported data

Expert Rider: Alcyia Philips



Professor of Astrophysics at
the University of Pittsburgh

Lives in the suburbs of
Pittsburgh

Married with two daughters
and three dogs

Member of the Bike PGH for
the past year and a half

IN A SENTENCE

An educated, working mom who bikes for fun and to get to work, and wants to avoid problems on her commute.

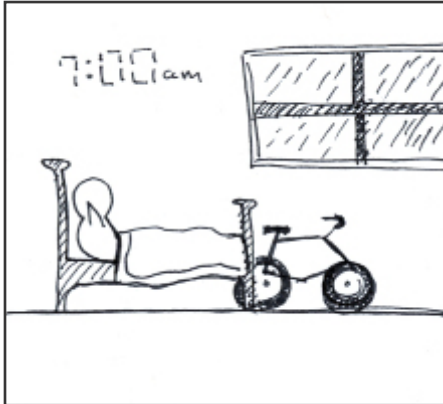
ALYCIA'S COMMUTE

Alcyia has been biking to work for the last 3 years. Her commute is 15 miles. She always looks for ways to make her commute more efficient. She commutes in most conditions, but sometimes will have her husband pick her up from work when it's too late out (she doesn't want to bike by the bars) or if she gets stuck somewhere.

WANTS TO

- Get tenure at her job
- Help her 6 year old daughter learn to ride her bicycle
- Balance her work and family life
- Enjoy the outdoors

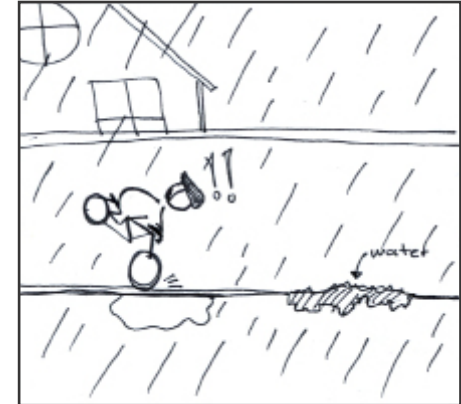
Scenario 1



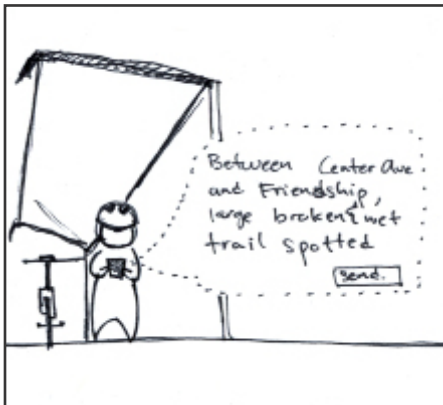
Alycia wakes up early in the morning to go to work.



Despite the weather, Alycia decides to bike and wears her rain gear.



Along the way, she runs into a large puddle. Her bike skids and she gets splashed as she rides through it.



Once Alycia gets to a stopping point, she reports the puddle as a hazard using pedal plan, so that no one else runs into it.

Casual Rider: Todd Evanston



Pre-med student at
University of Pittsburgh

Lives in Oakland, pretty close
to Pitt

Volunteers as an EMT on
nights and weekends

Enjoys playing video games
with friends and organizing a
fantasy football league

IN A SENTENCE

A college student who is just trying to get from place to place faster.

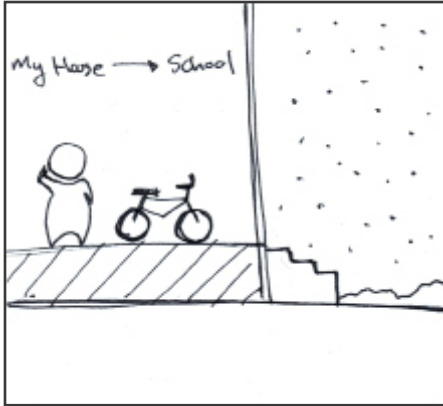
TODD'S COMMUTE

Todd bikes to and from classes on campus every day, but recent construction in the neighborhood has really hurt his ability to travel by bike (he walks instead some days). He and his girlfriend Laura, who is also a pre-med student, bike together every Monday and Wednesday when their schedules intersect. They text each other information about road closings and the weather on the days they are not able to ride together.

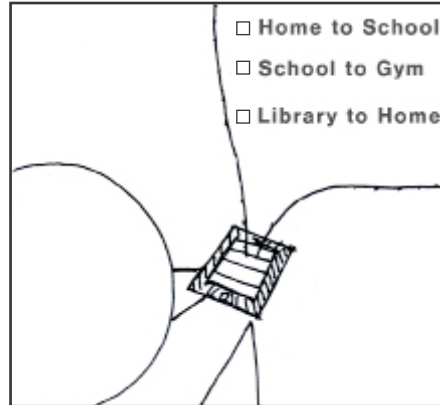
WANTS TO

- Keep his GPA above a 3.0
- Maintain his relationship with Laura, his girlfriend of 2 years
- Get an internship at Johns Hopkins
- Not waste time

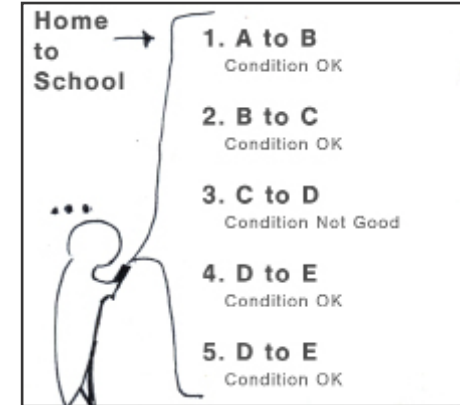
Scenario 2



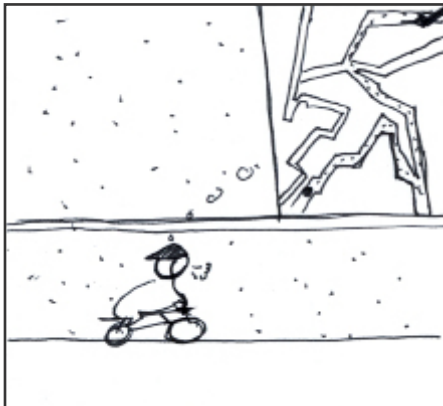
Todd needs to go to his class, but it's raining outside and he's worried about the route being flooded.



He goes into Pedal Plan and checks the status of his route "Home to School".



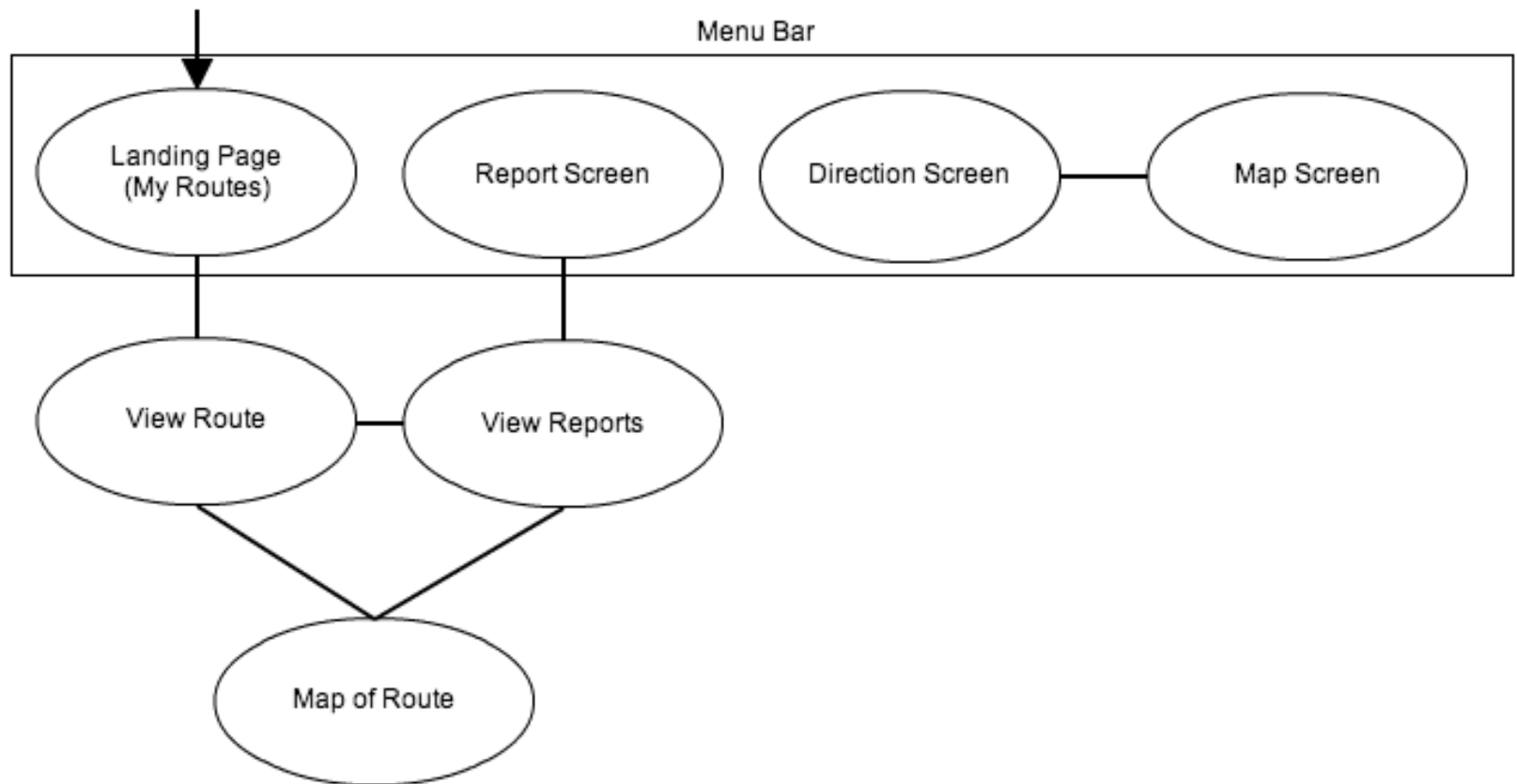
Todd sees which roads are route in bad condition, and looks at his options for a different route.



Todd follows the new route and gets to class without any trouble.

Scenario 3

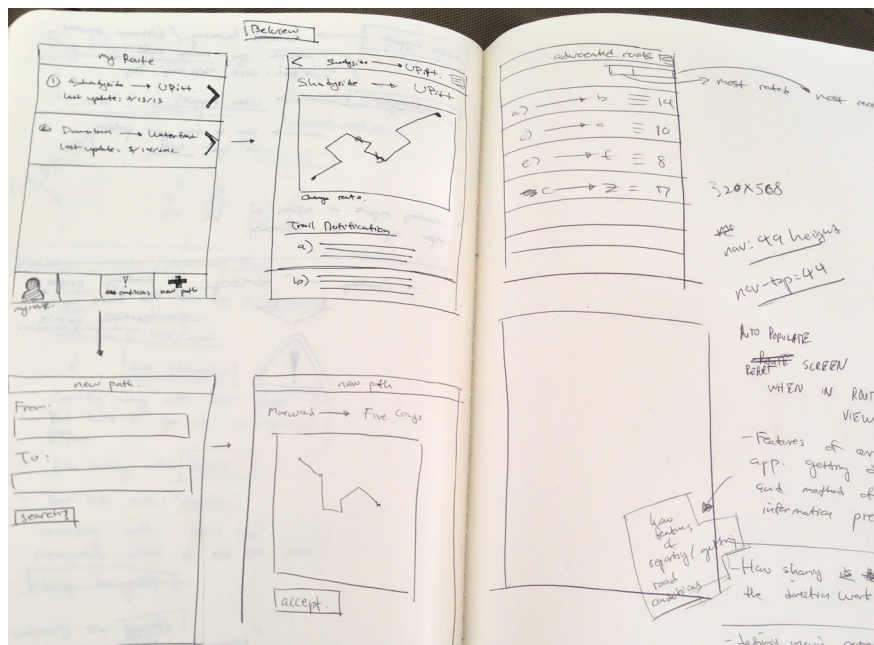
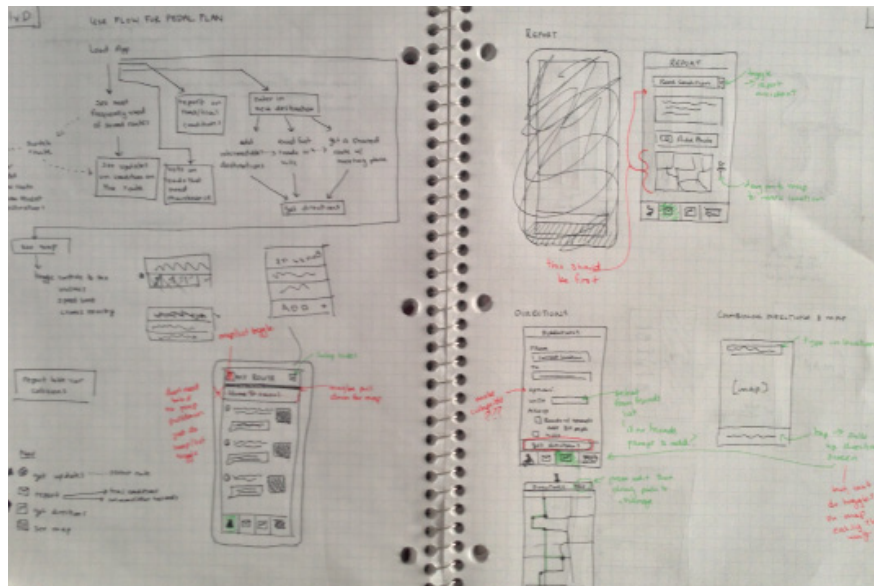
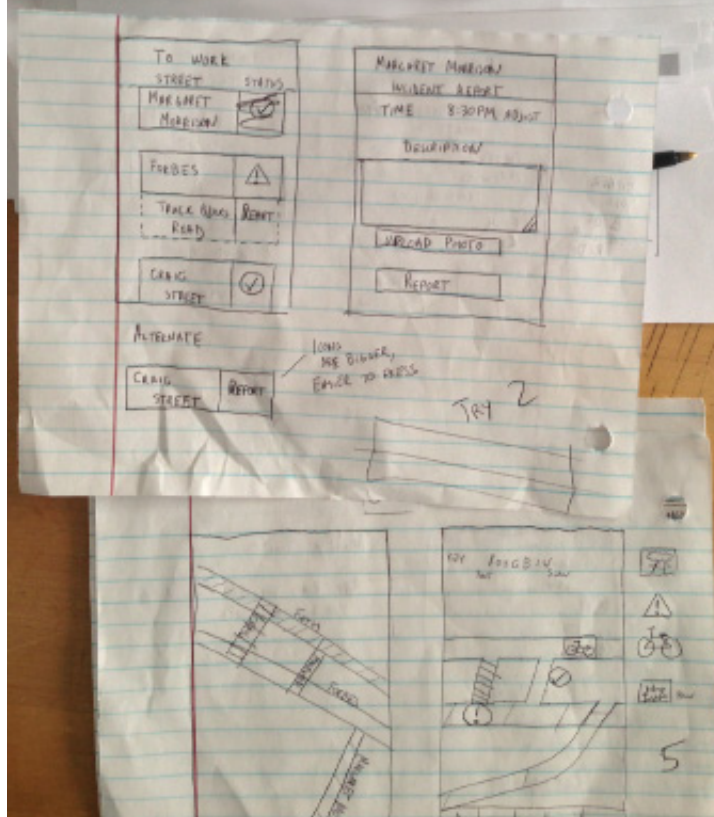
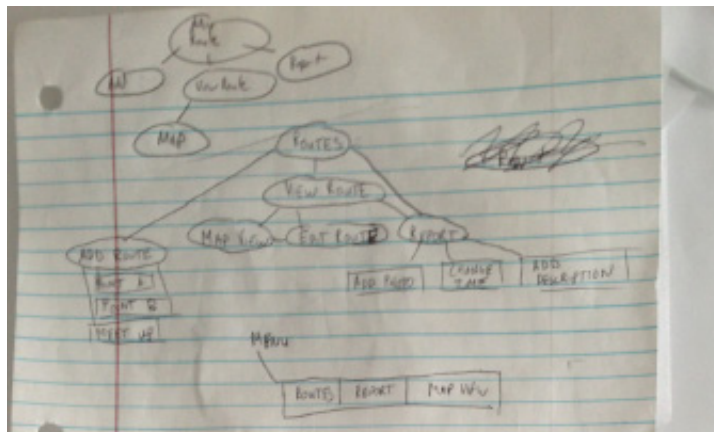
Navigational Map

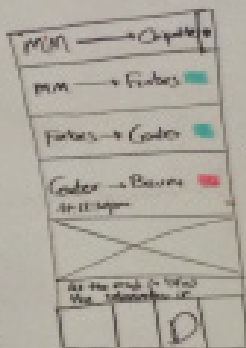


DESIGN GOALS

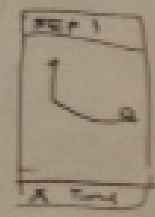
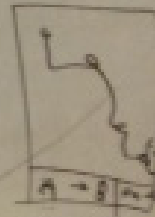
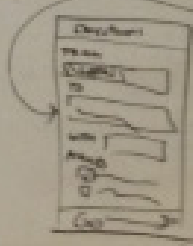
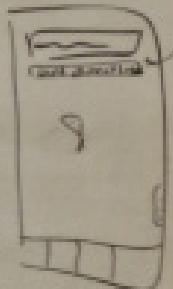
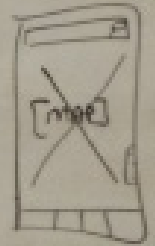
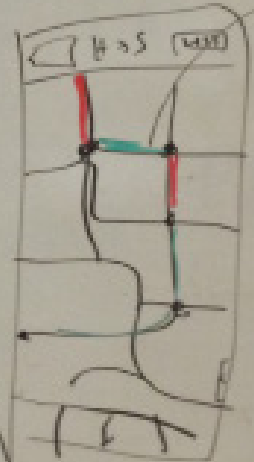
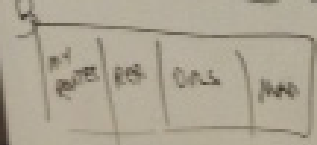
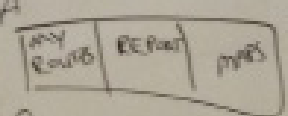
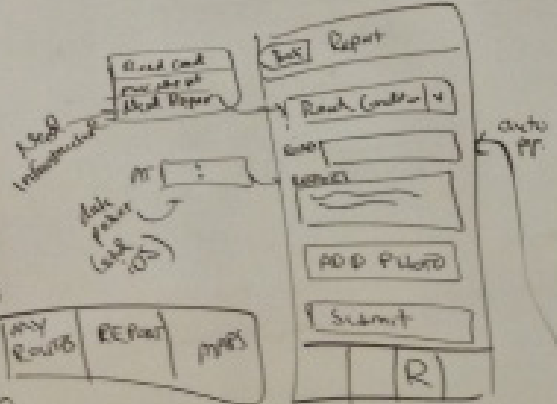
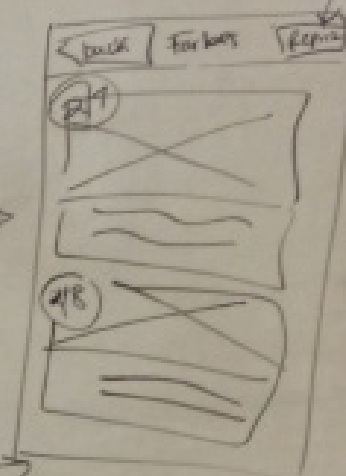
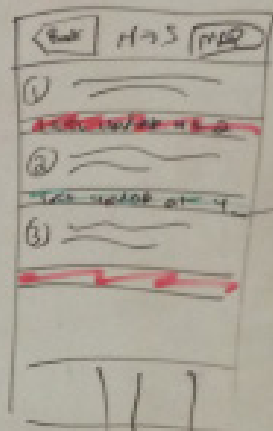
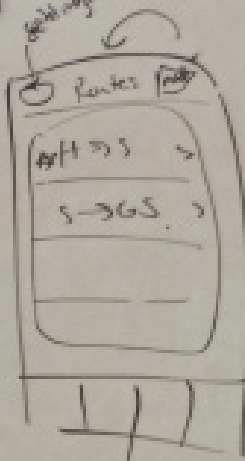
APPROACHABLE

TRUSTWORTHY

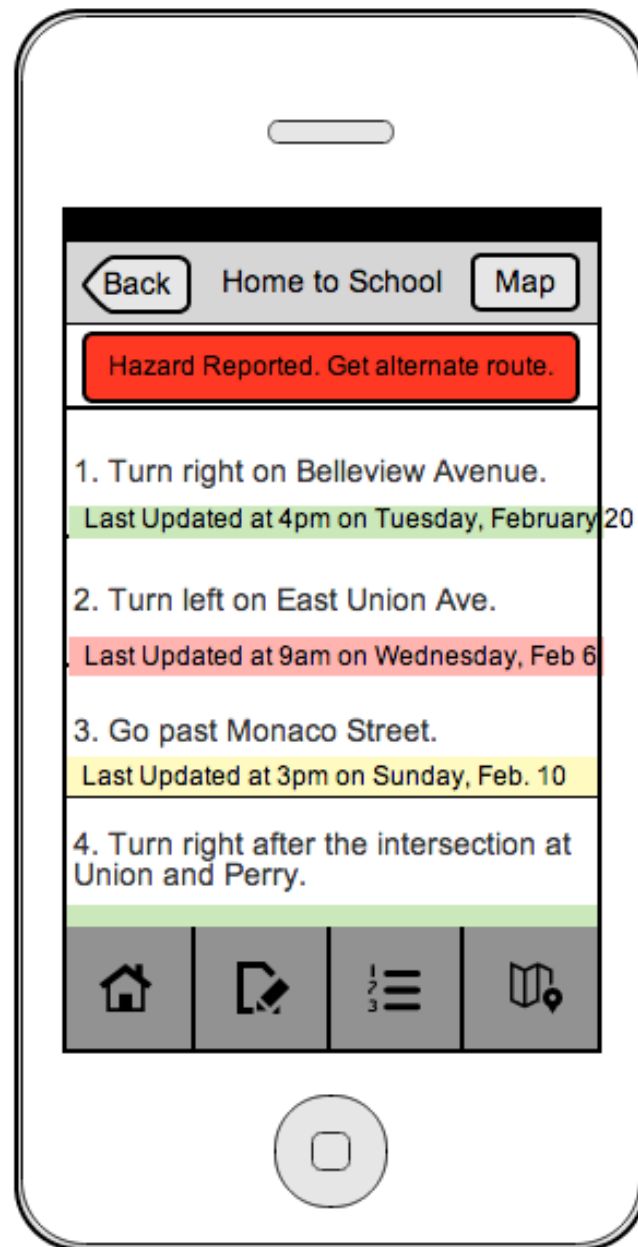
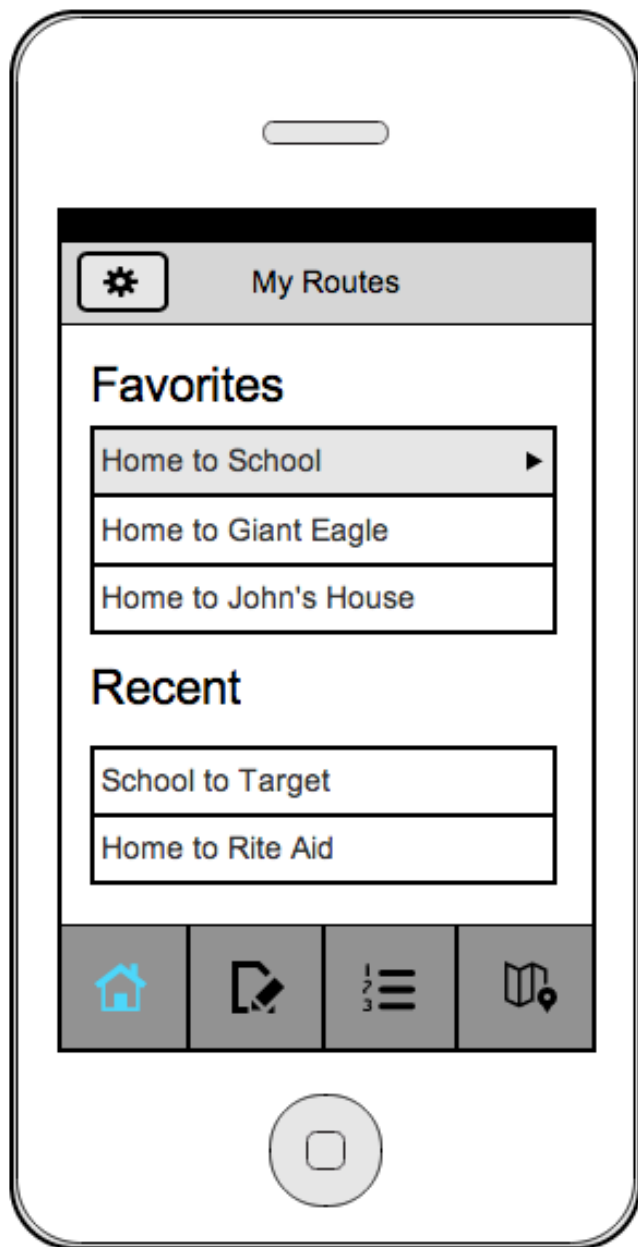


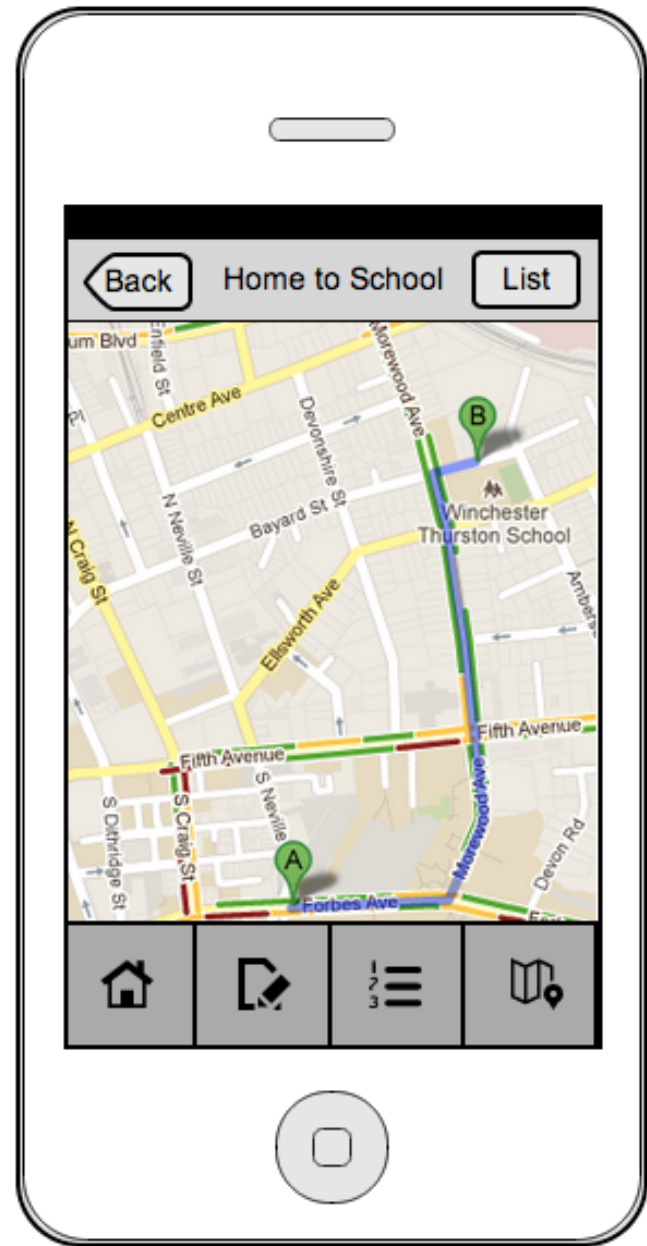
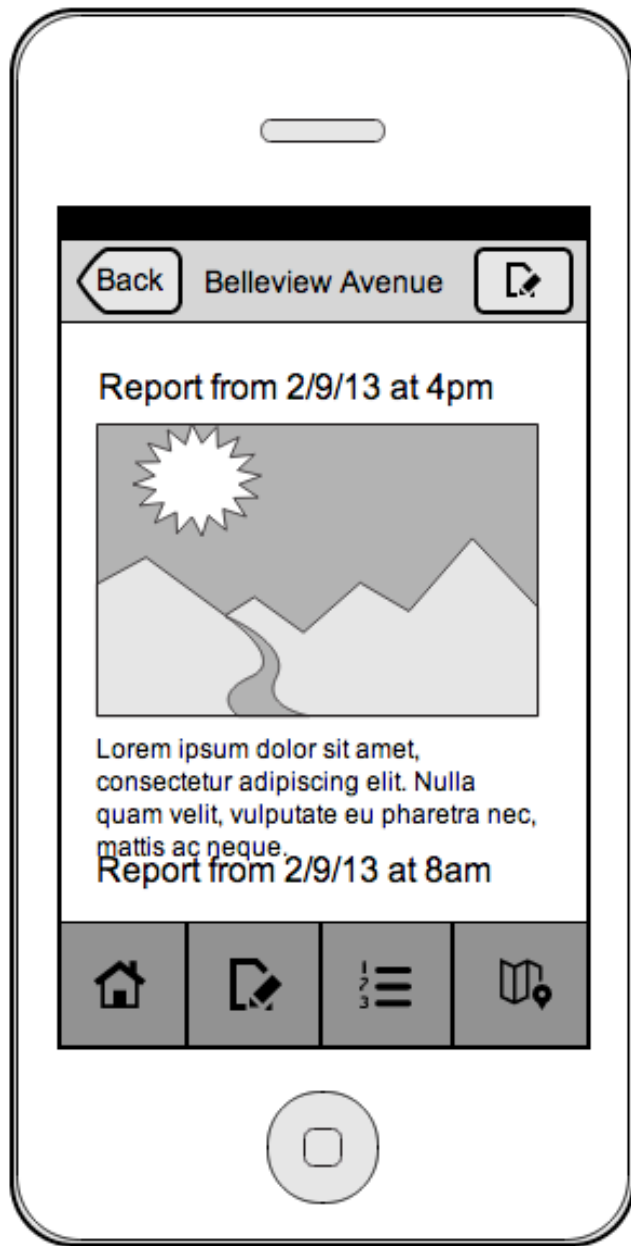


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Image of bike commuter Helen Scholtz



Julia Teitelbaum from bikecommutetips.blogspot.com



DC subway line has an interesting style. Maybe we could use these colors



Michael Bove from itunes.apple.com



The bike pgh logo is good, but more importantly, the page where this is from is actually a blog all about biking advocacy.



Julia Teitelbaum from peoplepoweredmovement.org



The New York Subway Line has a unique, friendly style



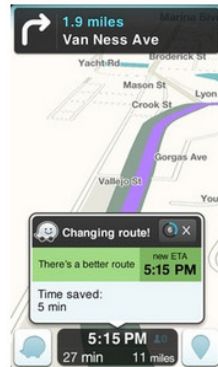
Michael Bove from itunes.apple.com



I like the overall feel of this logo. It seems to balance friendly and formal.



Julia Teitelbaum from localmotion.org



Just a reminder of Waze



Michael Bove from itunes.apple.com



We should be less hipster than this.



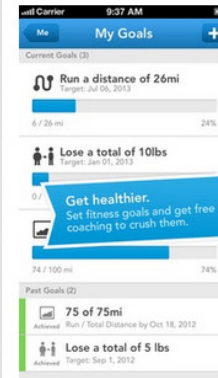
Julia Teitelbaum from thebozemanfix.blogspot.com



This is clean but feels harsh and very serious/intense to me.



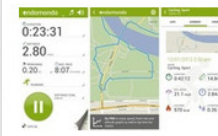
Julia Teitelbaum from androidauthority.com



I think that this looks friendlier than most other fitness/bike navigation apps



Michael Bove from itunes.apple.com



I like this one for it's friendly, clear, feel.

1 comment



Julia Teitelbaum from androidauthority.com



Michael Bove This is the best so far



Add a comment...



I thought this style was unique



Michael Bove from itunes.apple.com



Julia Teitelbaum I like that the signs make it look more universal, but at the same time I think they're a kind of weird metaphor.

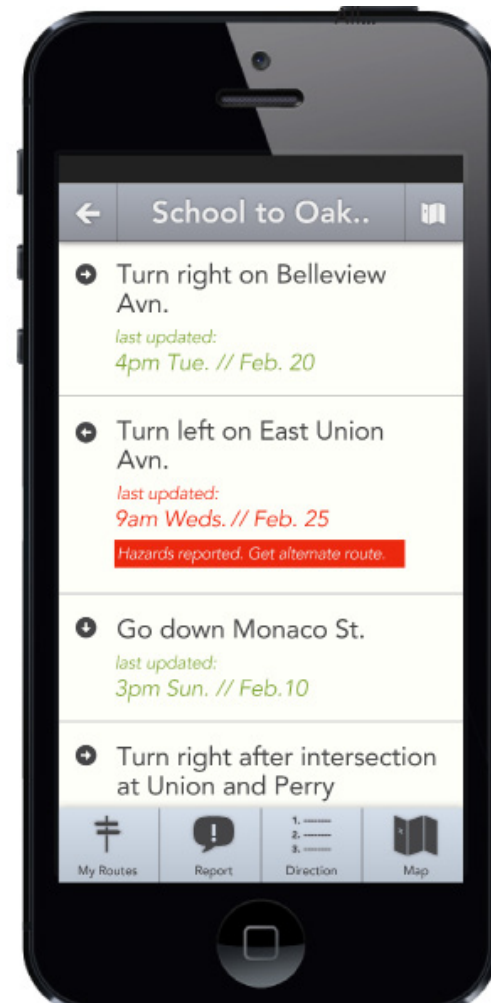
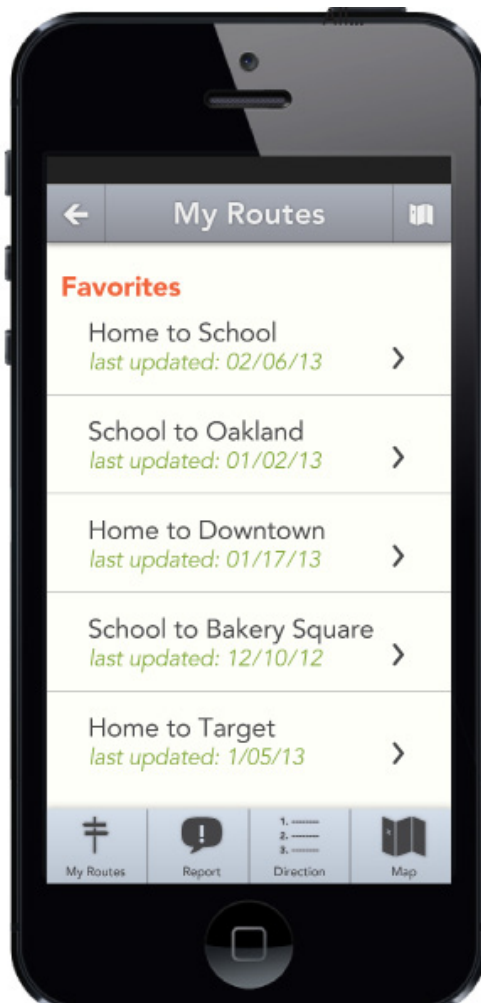


Add a comment...



I think this is a bit too professional/utilitarian. It feels intimidating/non-beginner friendly.

1 comment



Next Steps

Hand-off designs to Bike PGH

Possible funding from Code for America

(grants for technology which addresses civic issues)

To finish:

- user testing and design refinement
- development/implementation

Thank you.

Credits:

JQT: jqtjs.com

Icons from The Noun Project. (James Benfenton, P.J. Onory, Johnathan Higley)