

# So You Want a Cruiser?

Picking your first motorcycle is an exciting process!

There are at least a dozen motorcycle manufacturers that you can pick from.

This document has hand-picked 4 options for you.

All 4 bikes are within the small displacement engine or beginner category.

They each have their own quirks and creature comforts.

Remember to pick the one that "feels" right for you.

Utilize the data on this document to help anticipate what you'll feel on the road!

**Remember to Ride Safe!**

Mark Kolodii

Neil Lindeman

545 Design

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Seating position

photos sourced from

<https://cycle-ergo.com/>

## Honda Rebel 300



Seating Position: **Leaned Forward**

Foot Placement: **Feet Forward**

Seat Height off the Ground: **27 inches**

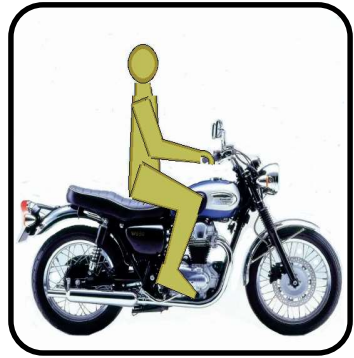
Weight: **365 lbs**      Top Speed: **85 mph**

Horse Power: **27**      Torque: **17 lb-ft**

Intended "Feeling": **Aggressive and Sporty**

Price Brand New: **\$4,599**

## Kawasaki W230



Seating Position: **Upright**

Foot Placement: **Feet Behind Knees**

Seat Height off the Ground: **29 inches**

Weight: **315 lbs**      Top Speed: **73 mph**

Horse Power: **17**      Torque: **14 lb-ft**

Intended "Feeling": **Relaxed and Comfortable**

Price Brand New: **\$5,499**

## Yamaha Vstar250



Seating Position: **Leaned Back or Upright**

Foot Placement: **Feet Forward**

Seat Height off the Ground: **27 inches**

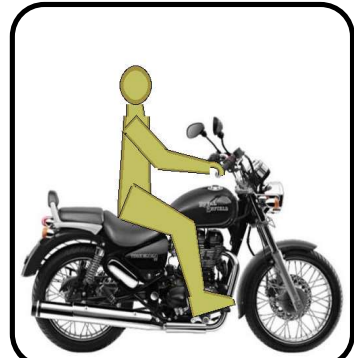
Weight: **302 lbs**      Top Speed: **85 mph**

Horse Power: **21**      Torque: **15 lb-ft**

Intended "Feeling": **Laid Back and Easy**

Price Brand New: **\$4,699**

## Royal Enfield Meteor 350



Seating Position: **Upright**

Foot Placement: **Feet Forward**

Seat Height off the Ground: **30 inches**

Weight: **420 lbs**      Top Speed: **74 mph**

Horse Power: **20**      Torque: **19 lb-ft**

Intended "Feeling": **Aggressive and Comfortable**

Price Brand New: **\$4,699**

To: Neil Lindeman

Author: Mark Kolodii

12/20/2024

Subject: PP4 "So You Want a Cruiser" Rationale Statement

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At first I wanted to compare and contrast three models from the same manufacturer: Honda Rebels 300, 500, and 1100. However, I soon realized that the differences between the same model are few. If I were to go down that route: the final product would have been boring, to say the least. So then the brighter idea came to mind of creating a diagram comparing different manufacturer models with at least similar engine displacements. I was set on comparing different beginner motorcycles from various companies.

When compiling my list of motorcycle models, I remembered that there exist categories of bike other than the one I ride. There are dirtbikes, sportbikes, adventure bikes, and so on. I had my first significant project decision: restricting the scope of the document to only include cruisers. That meant I wouldn't include small displacement bikes if they were sporty or for offroad use. Even though small displacement is often synonymous with beginner or entry level. The single page design would not benefit from an extensive list of every small engine two wheeled vehicle, nor would it be visually appealing.

I wanted to use a grid design because of its inherent separation of white space. The grids create quadrants. In this way, I utilized the white space to my advantage by neatly distancing content from one another. Then I started the process of designing a layout that neatly presented text. At first I wanted vertical columns, however, I changed to horizontal columns so that lengthy sentences may be formed neatly without hyphenation.

The look of the document started reminding me of an advert flyer, a consumer catalog, or even a newspaper ad. The rounded corners of the blocks in conjunction with the dotted lines make this something you can print out and easily cut with scissors.

I chose a san serif typeface because I wanted digital readability. It's very prominent and exciting, even though the information itself can seem boring to many people.

The information I chose to express has the user and audience in first priority. What would a beginner motorcycle rider be interested in? I intentionally put price last because I didn't want that to be the first consideration. Instead we have seating position, foot placement, how high you'll sit off the ground, and weight. These are ergonomic factors that will be the deciding factor for whether you feel comfortable or not. Then we have information on performance and top speed. Performance should be a secondary consideration when compared to how you feel. Lastly, I provide an intended "feeling" based on what the manufacturer advertises. It is not taken directly from the manufacturer's website. It is also relative to what people say online and how the seating position will feel from a glance.

I wanted the user to be able to get a sense of how the bike will "feel." Feeling and vibes are a very important aspect of motorcycle riding. Companies often try to sell the feeling or culture around motorcycles, just look at Harley Davidson. Feeling is essentially an opinion, however. Angling data in a way that prioritizes "the feeling" of riding: a user can at least try to think about what the image or video of a bike will feel like before they sit on it for the first time. For example, the Vstar250 is 118 pounds lighter than the Meteor 350. Weight will be an important consideration for a lot of people.

There is not a lot of color, other than the photographs of the vehicles. A lack of color is important for putting emphasis on the motorcycles instead of the document. Though special care had been placed on the use of bold and larger fonts. In essence, the use of white and black is carefully considered in order to place user attention on the numbers.. The use of grey within text bubbles is furthering the concept that this document can be printed and cut out with scissors.

I conducted a usability test with my friend over the phone. He had been planning to get into motorcycling by late 2025. He is conveniently part of the target audience for this document. I was surprised to get little to no notes from him! He remarked positively about what he saw yet could find no errors or things to change. I asked him what he thought about the double posting of images, having two photos of the same motorcycle. He found the second photo with a model on it to be helpful and reinforce the ergonomic data provided. I took the lack of notes on his end as a sign of document competency and completeness.

All in all, I am very satisfied with how this project turned out. It uses white space advantageously and content is structured neatly around the entire page. I like how it looks virtually and would love to get it printed out. The use of images is both aesthetically pleasing and informational. The data presented is intentionally targeting beginners and aspiring motorcycle riders. I believe this format can be replicated to include more motorcycles on subsequent pages. However, the content blocks would need to be resized or at least crammed towards the edges in order to allow 6 blocks per page instead of 4.