Be a bikenhagen!

Group members:

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Technical documentation

List of all images used on the website and their width, height and file size.

Images one can find on the frontpage:

Image	Width x Height	File Size (in KB)
Biking in nature (small)	480x320	148 KB
Biking in nature 2x (small)	960 × 640	329 KB
Biking in nature 3x (small)	1440 × 960	574 KB
DOT (small)	480x361	194 KB
DOT 2x (small)	960 × 722	430 KB
DOT 3x (small)	1440 × 1083	748 KB
Biking in nature (medium)	1025 × 683	459 KB
Biking in nature 2x (medium)	2050 × 1366	1100 KB
Biking in nature 3x (medium)	3075 × 2049	1900 KB
DOT (medium)	1024 × 768	569 KB
DOT 2x (medium)	2048 × 1536	1300 KB
DOT 3x (medium)	3072 × 2304	2400 KB
Biking in nature (large)	1680 × 1120	828 KB
Biking in nature 2x (large)	3360 × 2240	2200 KB
Biking in nature 3x (large)	5040 × 3360	4000 KB
DOT (large)	1680 × 1260	1100 KB
DOT 2x (large)	3360 × 2520	2800 KB
DOT 3x (large)	5040 × 3780	5000 KB

Images one can find on the Greenroute-page:

Image	Width x Height	File Size (in KB)
Biking in the city (small)	482 × 261	204 KB
Biking in the city 2x (small)	964 × 522	446 KB
Biking in the city 3x (small)	1446 × 783	764 KB
Biking along the river (small)	479 × 241	170 KB
Biking along the river 2x (small)	958 × 482	382 KB

Image	Width x Height	File Size (in KB)
Biking along the river 3x (small)	1437 × 723	661 KB
Old cyclist (small)	480 × 305	119 KB
Old cyclist 2x (small)	960 × 610	336 KB
Old cyclist 3x (small)	1440 × 915	583 KB
Biking in the city (medium)	1024 × 558	697 KB
Biking in the city 2x (medium)	2048 × 1116	1600 KB
Biking in the city 3x (medium)	3072 × 1674	2800 KB
Biking along the river (medium)	1024 × 513	625 KB
Biking along the river 2x (medium)	2048 × 1026	1400 KB
Biking along the river 3x (medium)	3072 × 1539	2500 KB
Old cyclist (medium)	1024 × 651	368 KB
Old cyclist 2x (medium)	2048 × 1302	958 KB
Old cyclist 3x (medium)	3072 × 1953	1700 KB
Biking in the city (large)	1680 × 914	1500 KB
Biking in the city 2x (large)	3360 × 1828	3400 KB
Biking in the city 3x (large)	5040 × 2742	6000 KB
Biking along the river (large)	1680 × 841	1200 KB
Biking along the river 2x (large)	3360 × 1682	2900 KB
Biking along the river 3x (large)	5040 × 2523	5100 KB
Old cyclist (large)	1680 × 1068	712 KB
Old cyclist 2x (large)	3360 × 2136	2000 KB
Old cyclist 3x (large)	5040 × 3204	3700 KB

Images one can find on the DOTBike-page:

Image	Width x Height	File Size (in KB)
DOT (see above)		
Waterbus (small)	481 × 271	164 KB
Waterbus 2x (small)	962 × 542	362 KB
Waterbus 3x (small)	1443 × 813	627 KB
Metro (small)	481 × 320	161 KB
Metro 2x (small)	962 × 640	360 KB

Image	Width x Height	File Size (in KB)
Metro 3x (small)	1443 × 960	630 KB
Train (small)	480 × 370	170 KB
Train 2x (small)	960 × 740	385 KB
Train 3x (small)	1440 × 1110	672 KB
Waterbus (medium)	1025 × 576	513 KB
Waterbus 2x (medium)	2050 × 1152	1200 KB
Waterbus 3x (medium)	3075 × 1728	2100 KB
Metro (medium)	1024 × 682	400 KB
Metro 2x (medium)	2048 × 1364	1100 KB
Metro 3x (medium)	3072 × 2046	1900 KB
Train (medium)	1024 × 788	446 KB
Train 2x (medium)	2048 × 1576	1200 KB
Train 3x (medium)	3072 × 2364	2100 KB
Waterbus (large)	1680 × 946	962 KB
Waterbus 2x (large)	3360 × 1892	2400 KB
Waterbus 3x (large)	5040 × 2838	4400 KB
Metro (large)	1680 × 1119	770 KB
Metro 2x (large)	3360 × 2238	2200 KB
Metro 3x (large)	5040 × 3357	2200 KB
Train (large)	1680 × 1293	858 KB
Train 2x (large)	3360 × 2586	2400 KB
Train 3x (large)	5040 × 3879	4400 KB

Images we used for the background and as placeholders:

Images	Width x Height	File Size (in KB)
Background (small)	480 × 3014	430 KB
Background (medium)	1025 × 4240	4000 KB
Background (large)	1366 × 5097	1000 KB
Video Placehoder (small)	499 × 200	57 KB
Video Placehoder (medium)	884 × 354	99 KB
Video Placehoder (large)	1143 × 456	130 KB

Video documentation

Title: Sweet healthy life

Theme: Man changes sweets for bike and gets healthy

The treatment: The young guy sits on the sofa, scrolling on phone and eating sweets. He sees a photo of a group of girls having fun outside with the bikes. All of a sudden he thinks he can leave the sofa and the sweets and go outside biking. He has good and bad thoughts about this which appear like a "good and bad face" on his shoulders and speak to him. The "good face" shows him our website, he starts scrolling and takes his jacket and goes outside. He goes to rent a bike and he bicycles through the city. He has fun, he feels good, he smiles and he sees nice places. He meets with a group of girls, be becomes friends with them because they are also biking and he has a lot of fun with them. They hang out and so he realises that is more fun outside than staying at home alone. He goes home happy and on his way home he throws the sweets away and he starts exercising at home.

Moodboard:

Be a bikenhegen!

Healthy life style

Green

Nature

Biking

Style Tile:

Be a bikenhegen!

Style Tile

Possible Colors

Textures

Adjectives

Healthy life style   Green

Nature   Biking

This is an example of a header

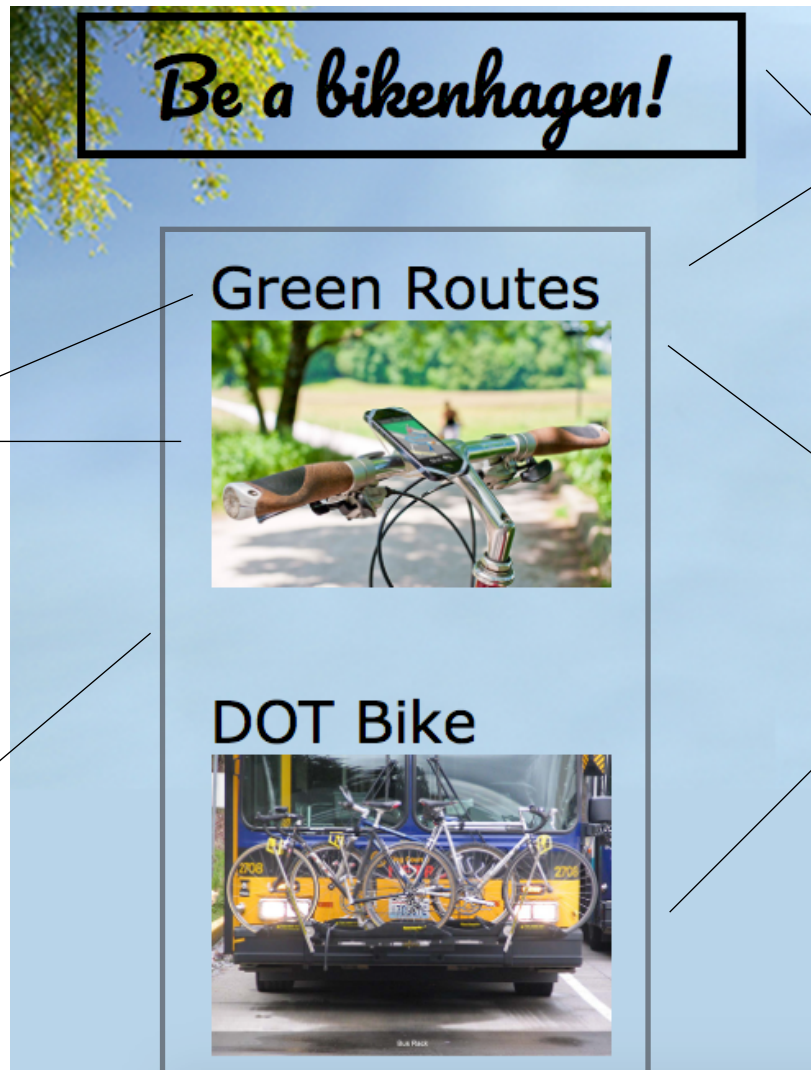Font: Pacifico Regular

This is an example of a subheader

Font: Bold

This is an example of text.

Font: Verdana

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Design principles applied

Contrast (Difference in shape, size)

Proximity to group the two elements

Similarity (size, shape)

Fits law (big and easy to access) , Hicks law (not many options —> easy to decide)

Vertical symmetrie

Similarity to show that the two elements have the same function, Fits Law (Big —> easy to access)

Home

DOT Bike

Contrast (Differences in size, font) to show that one element is the heading, but Similarity (in shape, color) to show that each element leads to a page

Green Routes

Contrast

Copenhagen's Green Cycle Routes are popular with commuters, recreational cyclists and tourists as well. The total of 58km of Green Cycle Routes in Copenhagen let you enjoy slow rides along designated lanes in leafy surroundings away from motor traffic.

DOT Bike

Sometimes you and your bike will be tired or you'll have to travel long distances or over water and for that you don't need to separate, you can just buy an extra ticket.

Bus

Bus Rack

You can bring one bike per person on some buses in Copenhagen. Only two bikes will fit on one bus though, and you have to calculate with baby prams and rush hour as well. The bus driver has the final say, and in general not many locals will take their bike onboard a bus. If you do, you need a bike ticket, which costs DKK 13 and needs to be purchased at the train or metro station, as it is not sold on the bus.

Waterbus

The same design principles as above apply

Contrast (Difference in thickness of the font) to show the content of the bold text is different to the other texts

Similarity to show the same kind of content keeps repeating