

Case Study

Persona Carlos Alvarez

Carlos Alvarez:

I am 29 years old and live alone in a large Spanish city. Because I work, I get up early in the morning every day. To get to work quickly, I have an old racing bike that I sometimes take on the subway or bus. However, when I take the bike, I enjoy the peace and relaxation of cycling, but in some corners of the city I have to be wide awake, because I have to react quickly to the city traffic and people or, if necessary, avoid them. When I arrive at work all sweaty, I want to get changed as quickly as possible and therefore sometimes forget to lock my bike. I usually lock it hours later, but it doesn't actually get stolen because it's so old. On the other hand, it's reliable and durable, which is important to me with the things I own. After work I ride to my friends who live all over the city. I usually have a beer, talk with them a little bit and drive back to my apartment afterwards, which means I'm usually home by around 10 pm.

