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# CYCLIST MOBILITY



MIDTOWN, ATLANTA



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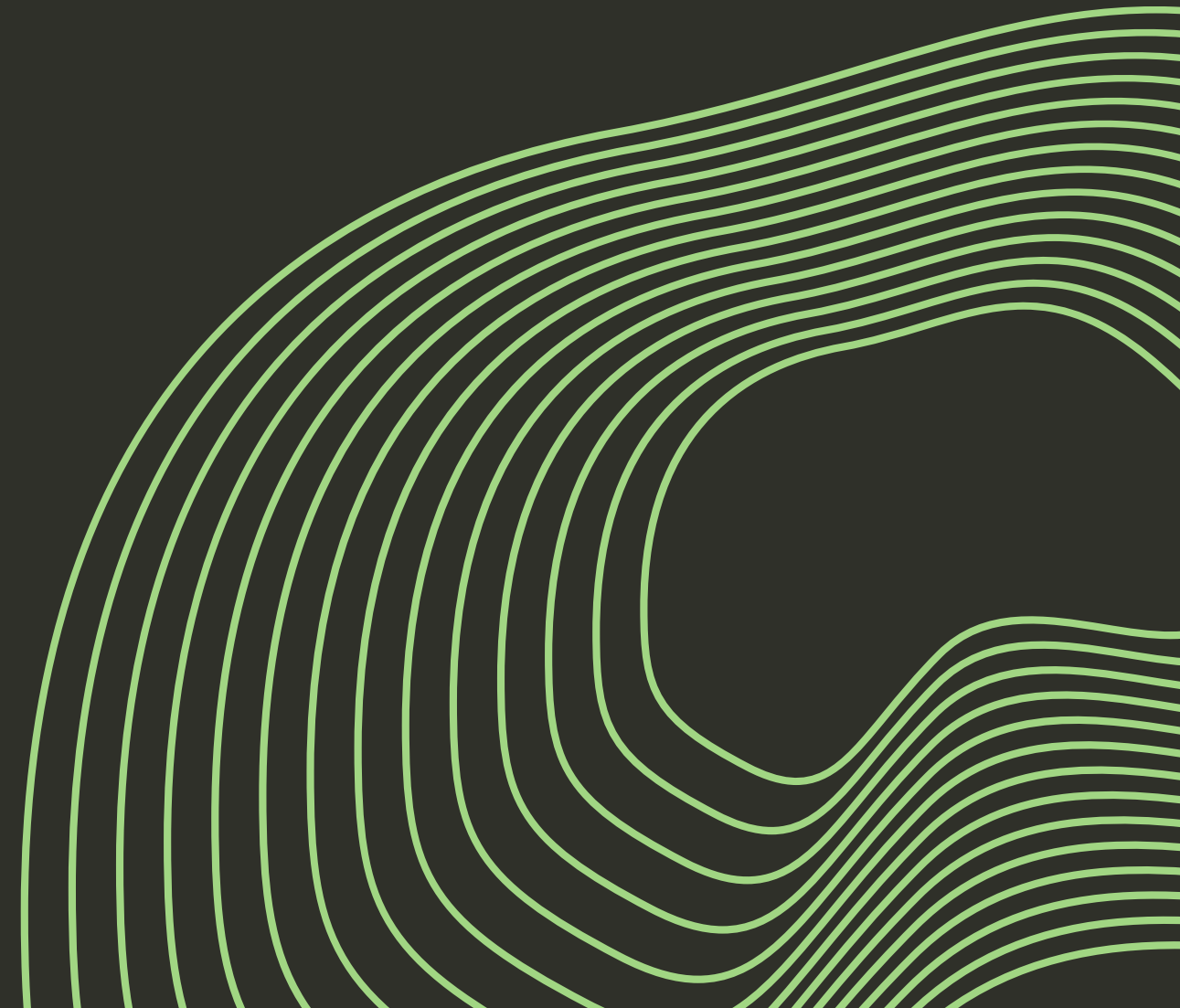






# FIRST SECTION

- 01 INTRODUCTION
- 02 KEY INSIGHTS
- 03 DEMOGRAPHIC





# INTRODUCTION

THE AIM OF THIS RESEARCH IS TO INVESTIGATE THE EXPERIENCE OF MICRO-MOBILITY TO IMPROVE MOBILITY FOR CYCLISTS, FROM AGES 18–34, IN MIDTOWN, ATLANTA. IT WILL IDENTIFY THE MOST SIGNIFICANT FACTORS IN URBAN MICRO-MOBILITY THROUGH OBSERVATIONAL INTERVIEWS, CULTURAL PROBES, AND SURVEYS AND POSSIBLY INCLUDE EXPERIMENTATION TO MEASURE THE EFFECTIVENESS OF DIFFERENT STRATEGIES.

Our goal is better understand the experience of cyclists in Midtown, Atlanta. We want to hear and recognize the advantages and disadvantages of being a bike commuter while using the given bike infrastructure in Midtown. Using qualitative and quantitative research we came to a better understanding of how bike commuters travel and what actions they take to improve their experience.



## OUR RESEARCH METHODOLOGY



### INTERVIEWS

We gathered both qualitative and quantitative data through conducted interviews, the process of observation and ethnographic research.

### SOCIAL CUES

Our sensory-cue research gathered topographical data from interviewed participants. To better understand the ethnographic and geographic data.



# KEY INSIGHTS



1

## INFRASTRUCTURES

Cyclists often talked about the lack of good bike lanes and bike routes. One of the main complains is that there was too much traffic.

In addition, there are not enough bike racks and bike shop. Many of the participants argued that there is not a single bike rack in their vicinity. Likewise, there is only 1 bike shop in the area where they often bike.

2

## SAFETY

Cyclist stated that they have to drive defensively because the cars will not look out for them. In addition, cyclist have had their property stolen before, and been injured.

In addition, there are many blind spots around the area. Many of the participants want pop up around the bike lane that would protect them from vehicles and dedicated bike routes.

3

## REGULATIONS

Majority of participants want laws that will help improve the safety of cyclists in Midtown. For example, they talked about the 2 meters law that exist in some states. This laws penalize vehicles if they are 2 meters or closer to cyclists.

There were also complains about how police officers do not look out for cyclists and their safety on the road.

4

## FRUSTRATIONS

Many of the cyclists had to ride on the sidewalk. In addition, the street is generally busy and is hard for cyclists to ride on.

There are some areas that cyclists tend to avoid due to the traffic and unsafe areas.

5

## PROPERTIES SAFETY

Many of the participants feel that their bikes and other properties are safe when they park their bike in Midtown. In addition, campus and residential area are very safe to park their bikes at.





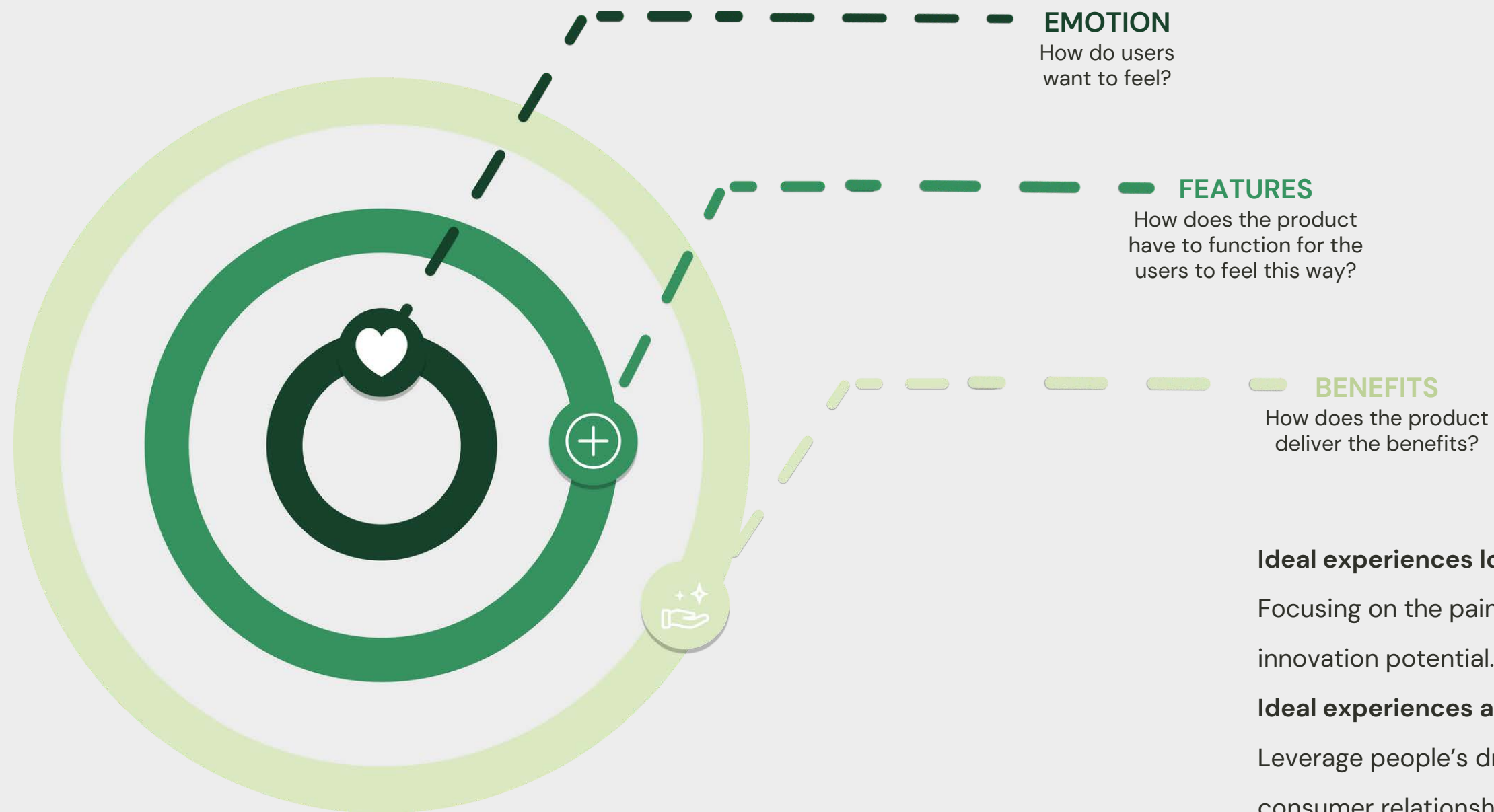
A photograph of a city street at dusk. Tall buildings line the street, with warm light reflecting off their windows. A cyclist is in the foreground, and yellow taxis are visible in the background. The right side of the image is a dark grey overlay containing text.

# SECOND SECTION

- 01 LEXTANT PHILOSOPHY
- 02 THE IDEAL EXPERIENCE



# LEXTANT PHILOSOPHY



## **Ideal experiences look beyond today.**

Focusing on the pain points and barriers of today limits innovation potential.

## **Ideal experiences are aspirational.**

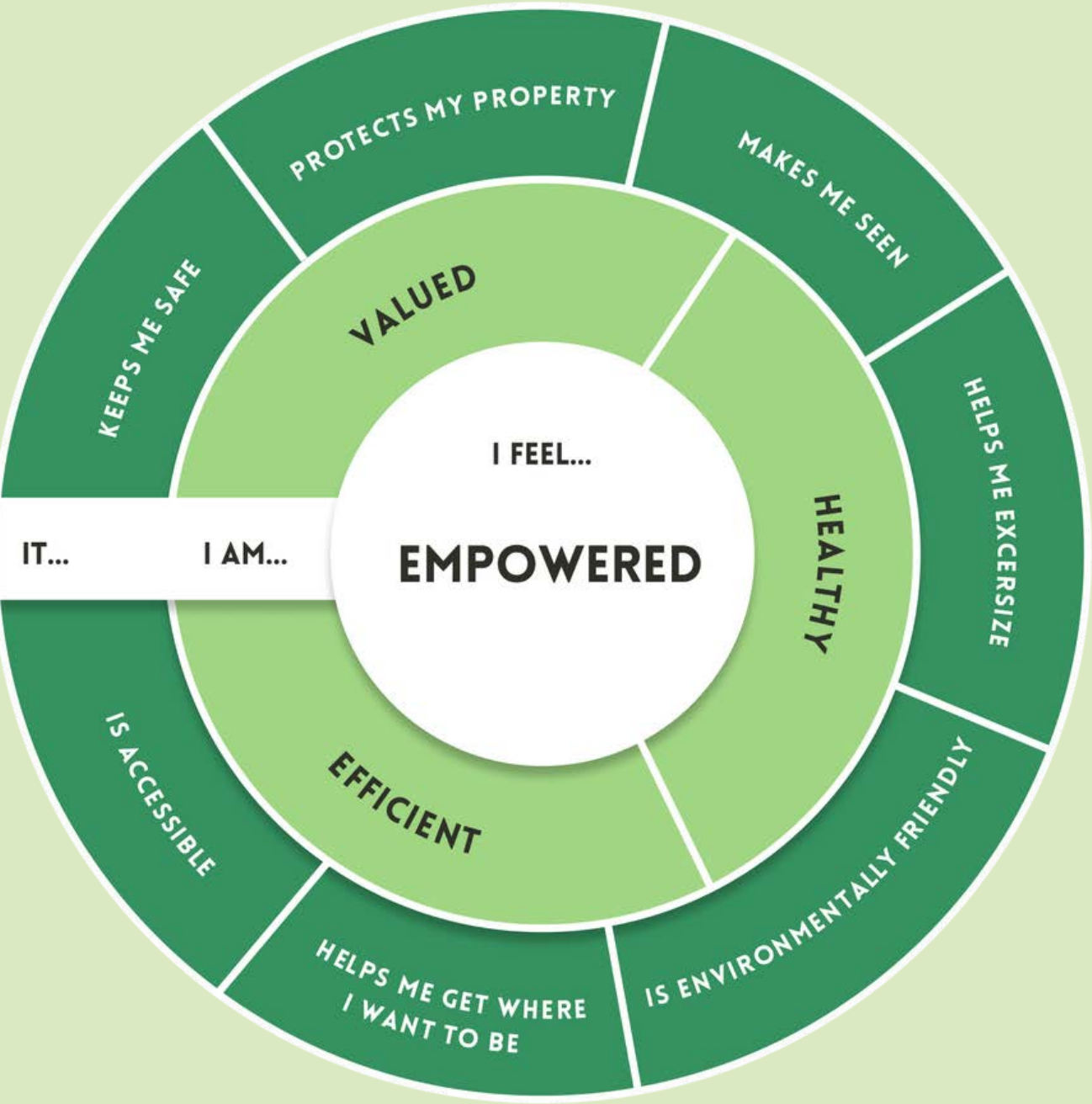
Leverage people's dreams of a perfect future to build strong consumer relationships.

## **Ideal experiences are actionable.**

Understand how the design of things can make an emotional connections with people



# THE IDEAL BIKING EXPERIENCE





# I FEEL... EMPOWERED

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- It enables me to do what I want
- It gives me the power to accomplish tasks

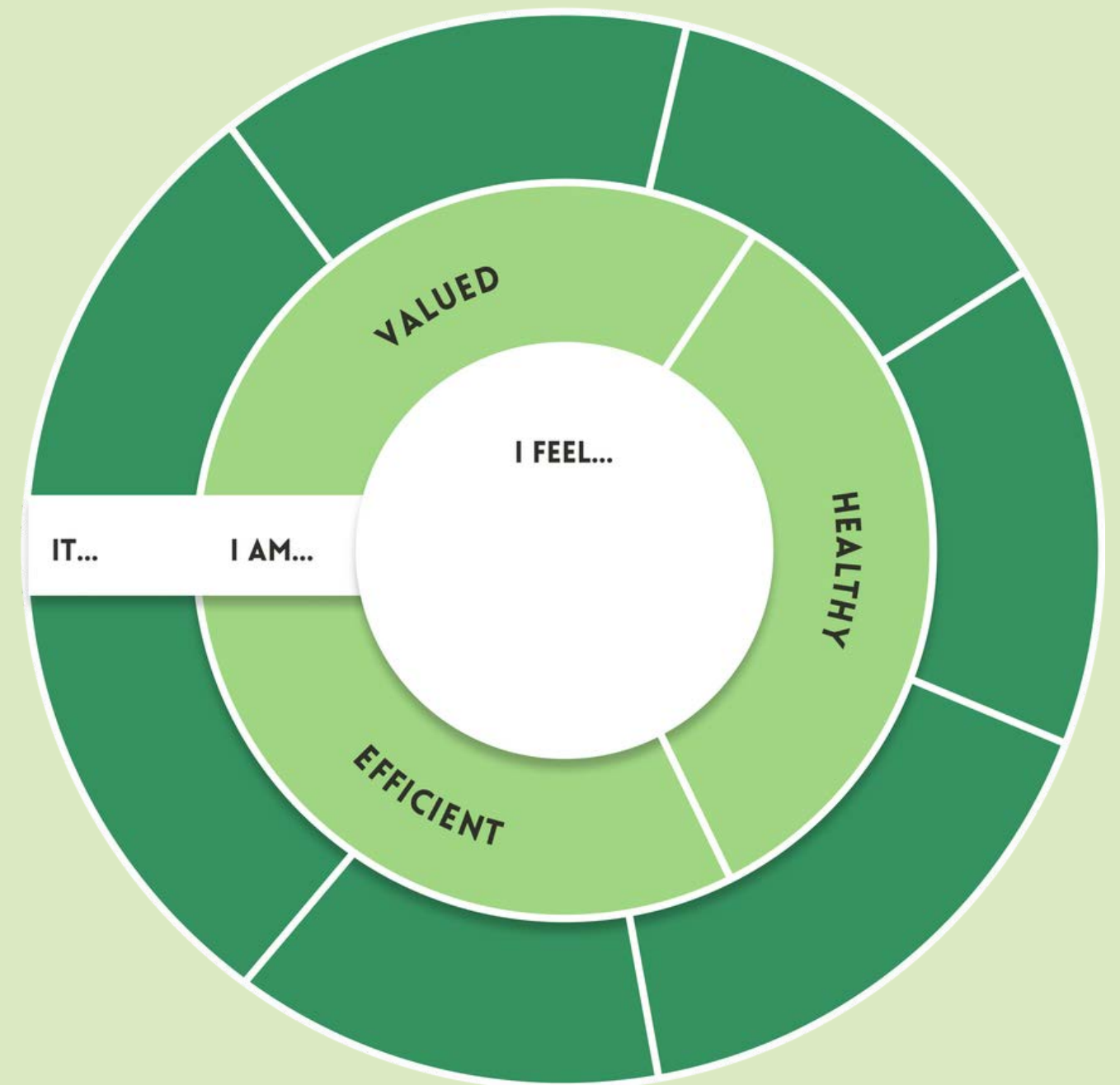
TO ENABLE OR PERMIT; TO GIVE POWER OR AUTHORITY TO







# BENEFITS





# I AM... EFFICIENT

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- It saves me time
- I can go where I need to when I need to
- It is convenient

PERFORMING IN THE BEST POSSIBLE MANNER IN THE LEAST AMOUNT OF TIME





# I AM... HEALTHY

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- It helps me stay in shape
- It allows me to exercise consistently



POSSESSING OR ENJOYING GOOD HEALTH



# I AM... VALUED

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- It is reflects my values
- I feel like I belong
- The infrastructure is well maintained

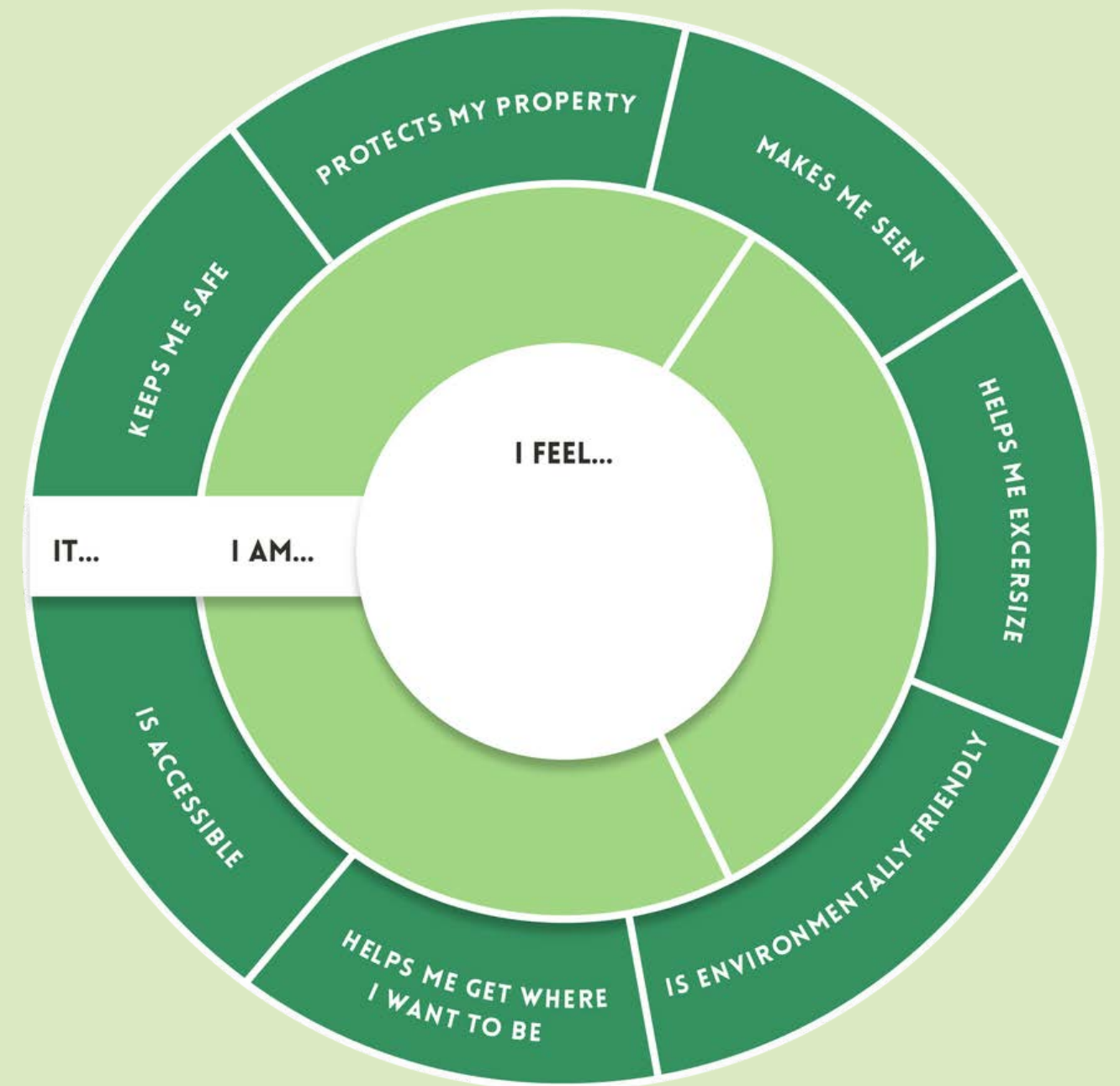
HIGHLY REGARDED







# FEATURES





# IT... KEEPS ME SAFE

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- It provides comfort
- It protects me and my property
- It grants me peace of mind

SECURE FROM LIABILITY TO HARM





# IT...

## MAKES ME SEEN

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- It knows what matters to me
- It helps me stand out
- It makes me feel noticed and understood





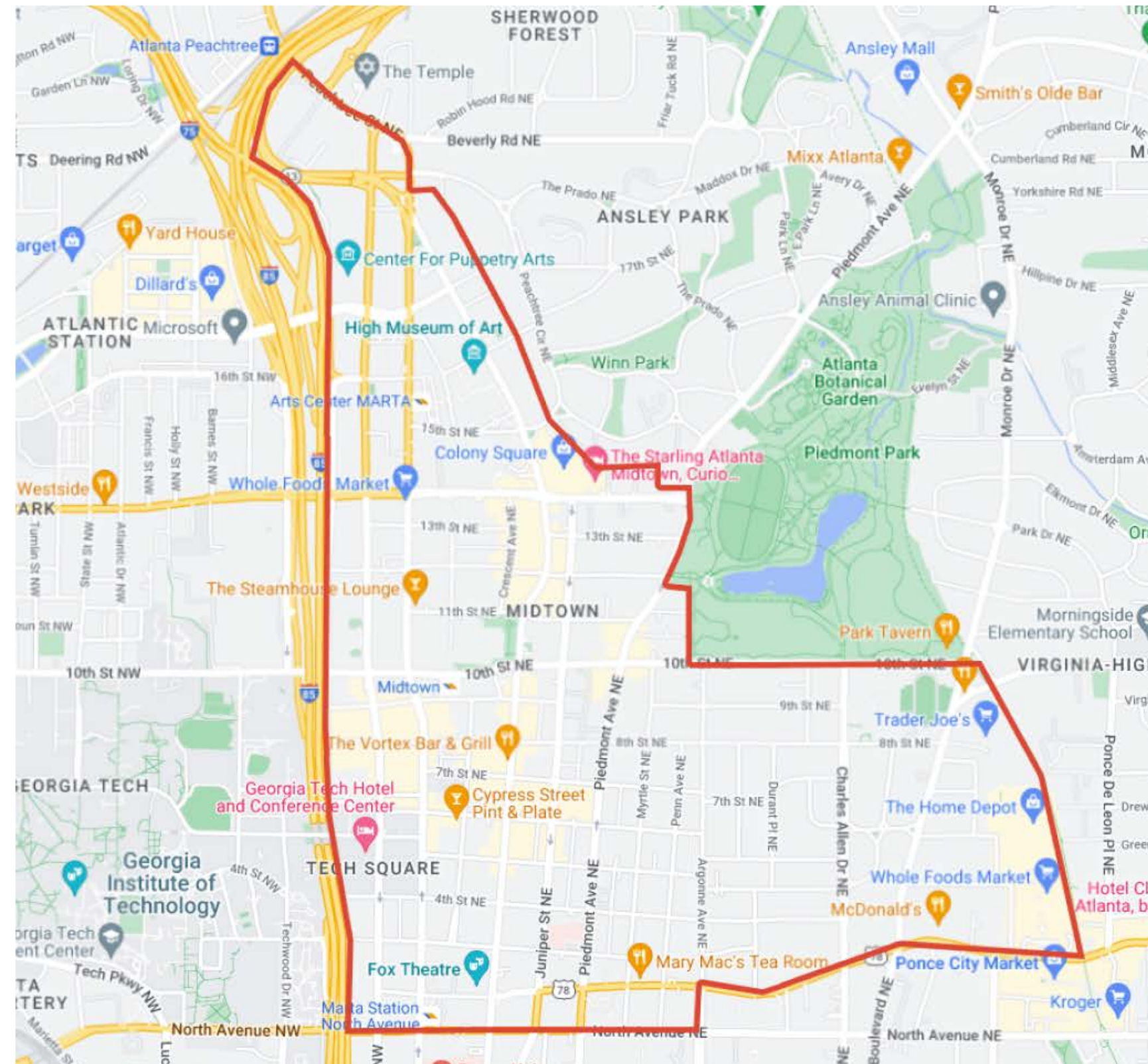
# SENSORY CUES

2/6 interviewees only bike in areas with bike lanes

4/6 interviewees avoid Peachtree Street due to traffic

3/6 interviewees would rather take a longer route to their destination

All Participants want to see improvement in biking culture In Midtown





# THIRD SECTION

01 SUMMARY

02 OPPORTUNITIES

03 CONSIDERATIONS

## SUMMARY

BRIEF AND COMPREHENSIVE

Throughout our research, we found that many of our cyclists have the same problems regarding their user experience of biking in Midtown.

Midtown needs more bike routes and bike lanes. In addition, these routes need to be efficient and safer than the route that we currently have.

In addition, there is a need for safety features regarding the bike lanes such as the 2 meters law similar to other states and better traffic laws.

Likewise, there is a need for more bike racks and bike shops.

There are many potential opportunities regarding the user experience of Midtown cycling which will be detailed in our opportunities section on the next page.

While these opportunities might or might not be possible, they are something to considered.



# OPPORTUNITIES

IDEALS FOR  
IMPROVEMENT



- Increase the amount of bike lanes
- Install bike pop-ups for bike lanes
- Dedicated bike lanes for cyclists
- Rerouting certain routes
- Better traffic laws
- Increase the amount of bike racks
- Attracting bike shops
- Removal of blind spots

# CONSIDERATIONS

METRICS COMPARED TO  
OUR PEERS IN THIS TOPIC

Though we had a small sample size, we were able to focus more closely on the quality of information.

We would like to get more than 100 participants but that is not possible with the amount of time and money that we have.

