

# Experience Principles

## Keep riding at the center of the experience.



Do put the most important information at a glance on the on-bike display.

Do keep functionality requiring heavy interaction on the phone.



Do not encourage the user to interact with the app while riding.

Do not put detailed information on the on-bike display.

# Experience Principles

Prioritize frequent light use over deep exploration.



Do present summaries and quick actions for easy navigation.

Do use notifications to bring important information to the user's attention.



Do not lead with browsable histories and content.

Do not present the user with data that's not immediately relevant.

# Experience Principles

## Balance the big picture with the details.



Do provide multiple layers of resolution for exploration.

Do lead with the most relevant level of information.



Do not limit the user's understanding by providing too little context.

Do not treat all levels of information as equal.

# Experience Principles

Focus on what's happening now and next.



Do present the user with the current status.

Do prioritize immediately upcoming actions.



Do not prioritize past rides or instructions.

Do not present the user with information too far in the future.

# Experience Principles

Interrupt the user's focus only when crucial information needs to be communicated.



Do notify the user when their bicycle needs maintenance.

Do notify the user when their bike has been stolen.



Do not present navigation information in an alarming way.

Do not use notifications for marketing.

# Experience Principles

Be transparent about what's known versus guessed.



Do present the user with data that you know to be correct.

Do visualize uncertainty differently than certainty.



Do not present guesses about the user's behavior or product state as reality.