

# Process Overview

We bicycled on the world's busiest bike paths in Amsterdam. We also ferried, parked, got lost, and talked to the locals along the way.





# Insights

The busier the cycle path, the harder it is to stop to look up directions.

Getting distracted, even for a moment, can result in chaos.

Easy access to the bell is a must.

It's hard to find a parking spot for your bike and easy to lose it in the sea of other bicycles.

Almost everyone has had a bike stolen.

Even in bad weather, everyone cycles.

Biking is the default form of transportation, and you can find people of all ages on bikes.

Using a phone while riding isn't only frowned upon—it's illegal.

Navigation rarely provides instruction with enough foresight for a rider to react.

Sometimes understanding where you are in relation to where you're going is better than having navigation.

# Opportunities



Provide on-bike displays that provide information without requiring interaction while riding.



Provide the rider with confidence that they'll always be able to find their bike, even when it's stolen.



Provide the rider with what they need to know to be prepared for the journey ahead.



Support both the native who knows where they're going and the visitor who needs more help getting to their destination.



Balance showing the rider what's most relevant in the moment with the big picture.