

Approach

We recruited twelve cyclists from the bike paths of Amsterdam and worked with them one on one to design their ideal on-bike display. We used a premade selection of both in- and out-of-scope features to understand users' priorities in addition to ideal layout.

User Statistics



7 users

disliked the bell
as a button



9 users

wanted to see
the current time



11 users

placed the map
in the middle



5 users

wanted more detail
in the map

User Recommendations



Commit to a consistent layout with limited information.

“It’s really hard to read and bike, so the screen can’t be changing with new messages all the time.”

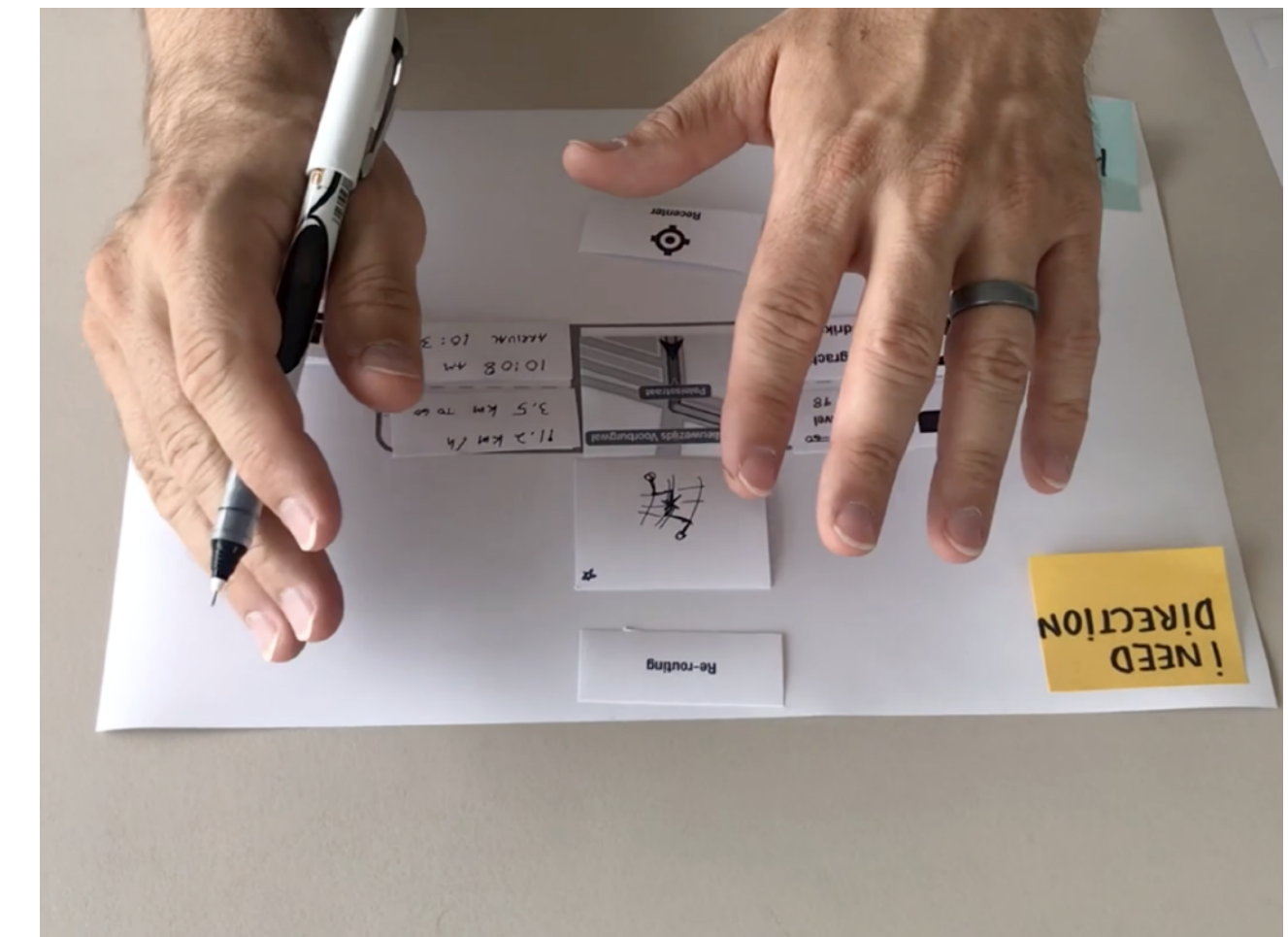
“There won’t always be notifications, but putting other stuff in their place might make me think I’m missing something.”



Regardless of mode, keep the map in the center.

“The map is the most important thing to me.”

“I want the most important stuff in the center, and since the map is the only thing I’ll probably be looking at while I’m riding—it goes in the center.”



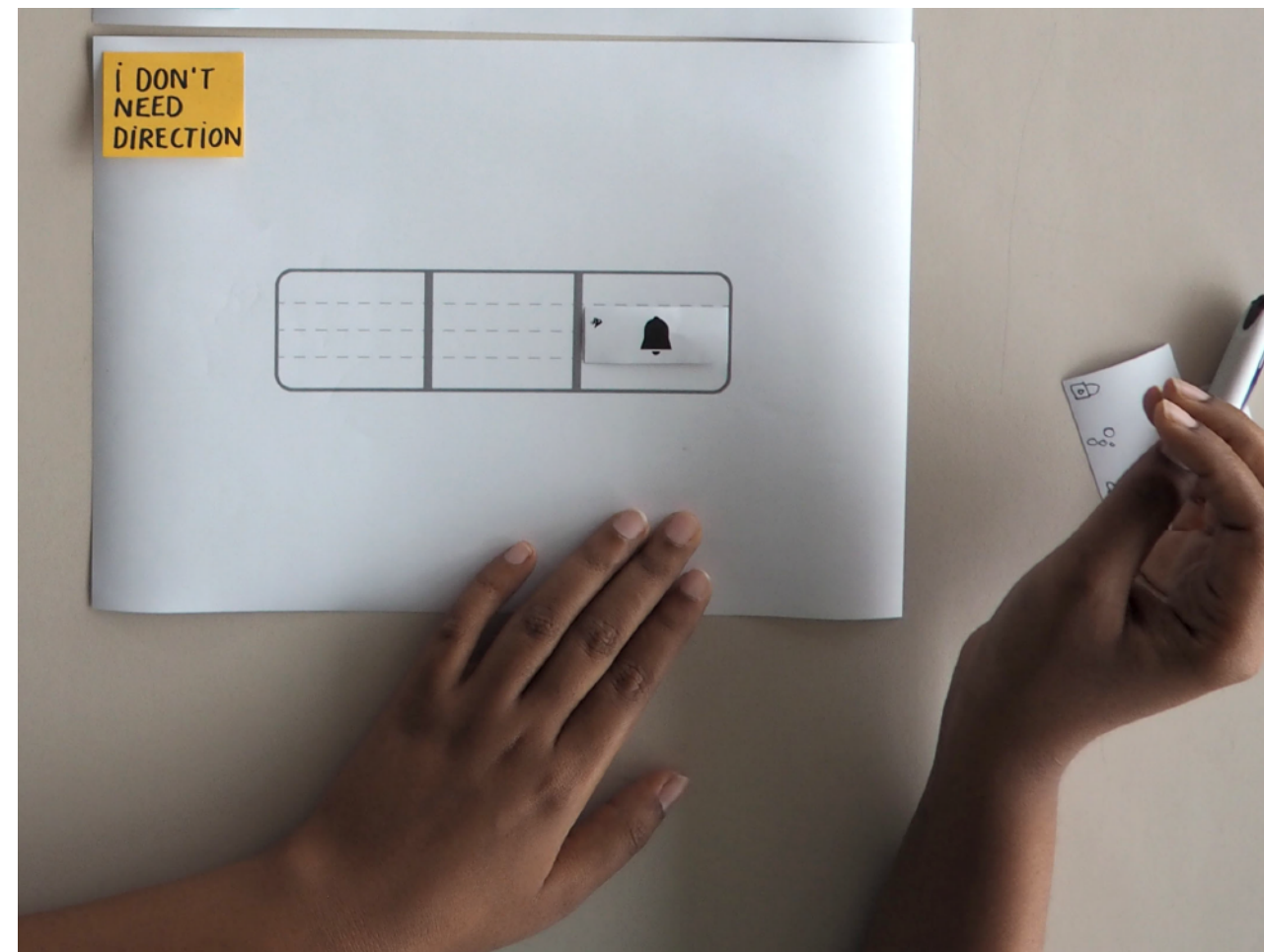
Show the user more of their journey on the map.

“I want to be able to zoom out on this view.”

“Biking is so different than driving; it makes sense to have different navigation for a bike as well.”

“I want to see my current location and my destination all in one screen.”

User Recommendations



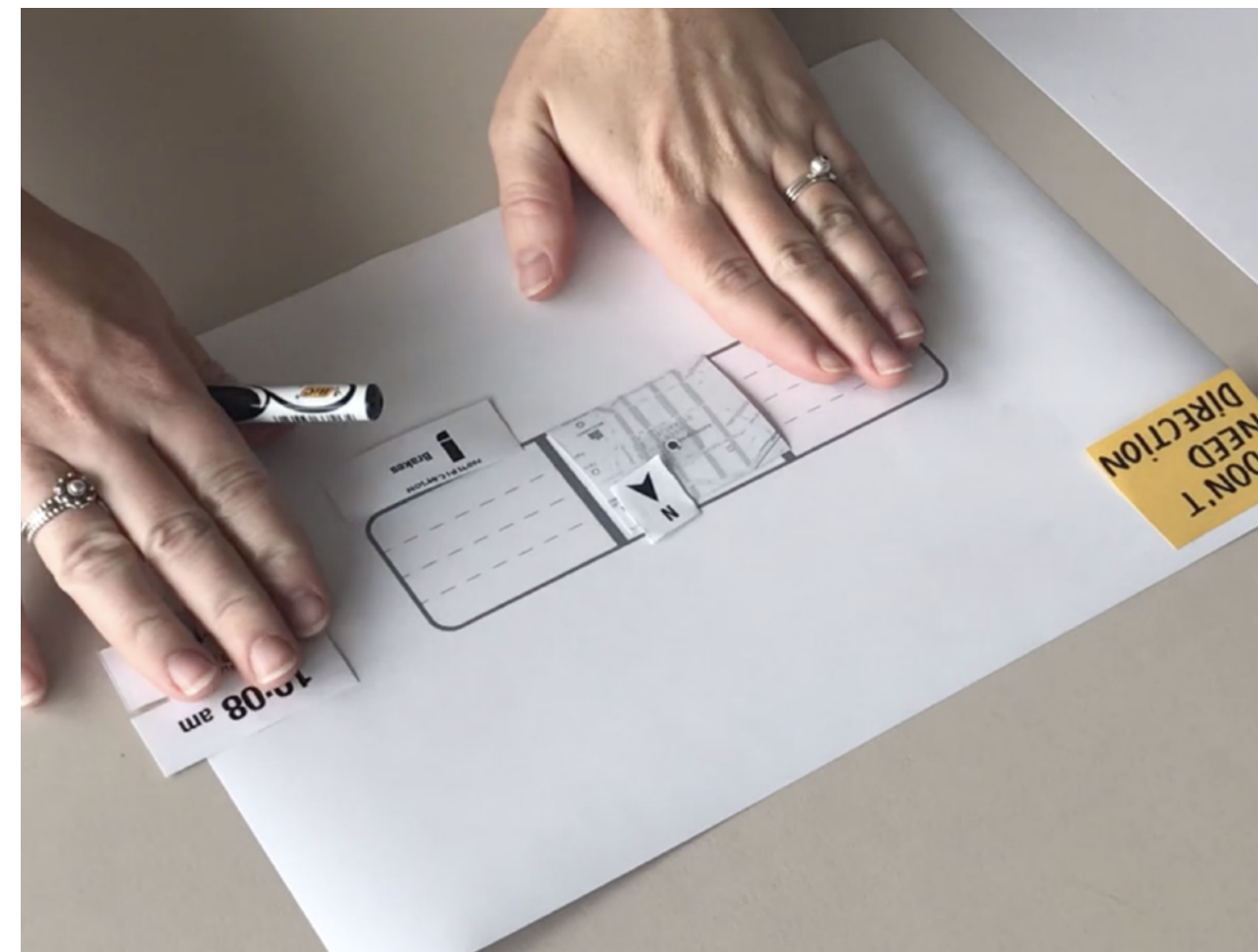
Make the entire screen area the bell.

“I don’t want to cause an accident because I was looking for my bell.”

“When I need to ring the bell, I usually don’t have the time to search for it.”

“The bell should be intuitive. I shouldn’t have to look for it.”

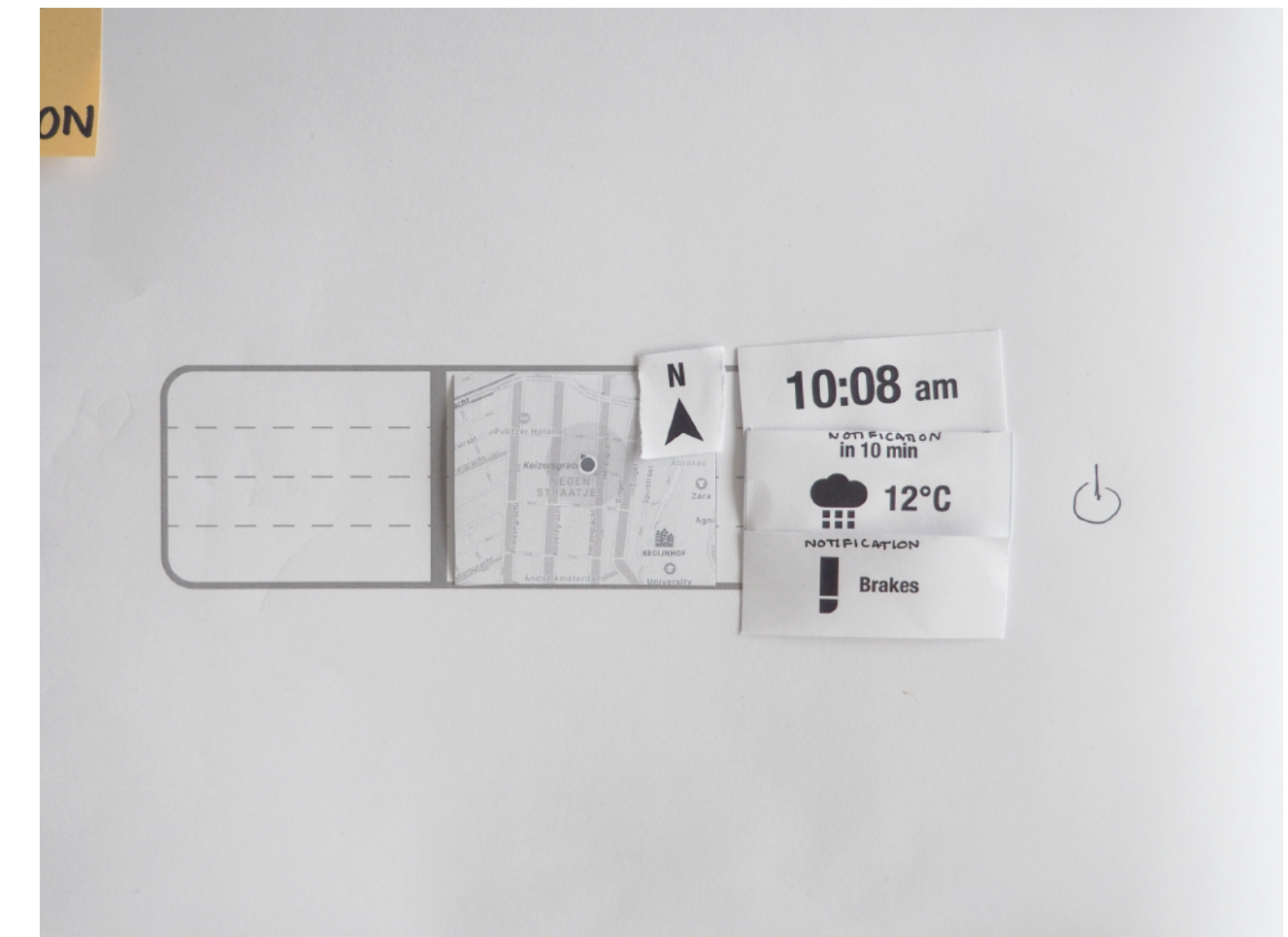
“Having a bell that just works is the most important thing after having a bike that just works.”



Keep the user apprised of status, even if there’s nothing alarming.

“Sometimes the best notification is having no notifications at all.”

“Especially here, I think it’s always nice to know whether or not I’m going to get rained on.”



Allow the user to turn off the on-bike display if they don’t want to use it.

“Especially at night, I can imagine the screen being a distraction. Maybe I just want to turn it off.”

“I don’t think I’d use the screen all that often, to be honest.”