

# Process Overview

We conducted **ninety-four surveys** with urban commuters and **twenty interviews** with bike commuters across Seattle, Amsterdam, Paris, and New York.



# Insights

Most people use map features regularly and navigation features when they're taking an unfamiliar route.

Being prepared is important and usually requires too many apps.

Infrastructure, not bike technology, prevents people from seeing biking as a viable commuting option.

A small subset of riders use apps for tracking their rides. Usually those people track other physical activities as well.

Many riders are interested in reviewing past routes but won't download an app just for that.

# User Needs

“I need to know where I’m going and the basics of how to get there.”

“I need to be aware of construction and other obstacles to my commute.”

“I always check to make sure the weather doesn’t catch me by surprise.”

“I like knowing how far and how fast I went.”

“I like seeing past routes so I can decide which routes to repeat and which to avoid.”

“I need an app that doesn’t take my attention away from the ride.”

“I want to see all of my rides in one place so I can compare them and see my progress.”

## Apps Used while Cycling:



Strava



Google Maps



Dark Sky



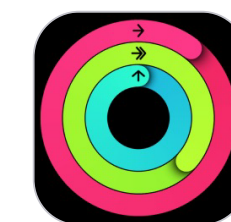
Cyclemeter



Komoot



Map My Ride



Apple Activity



MapOut



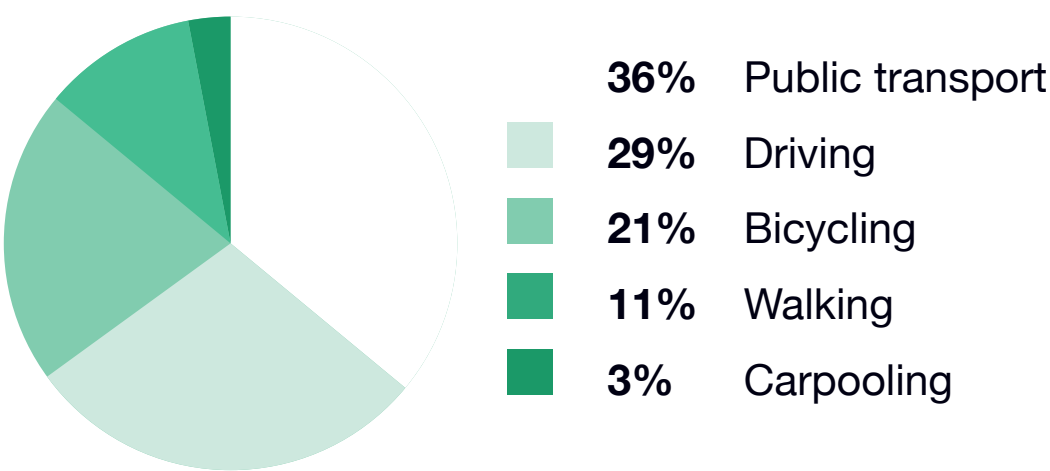
Buienalarm



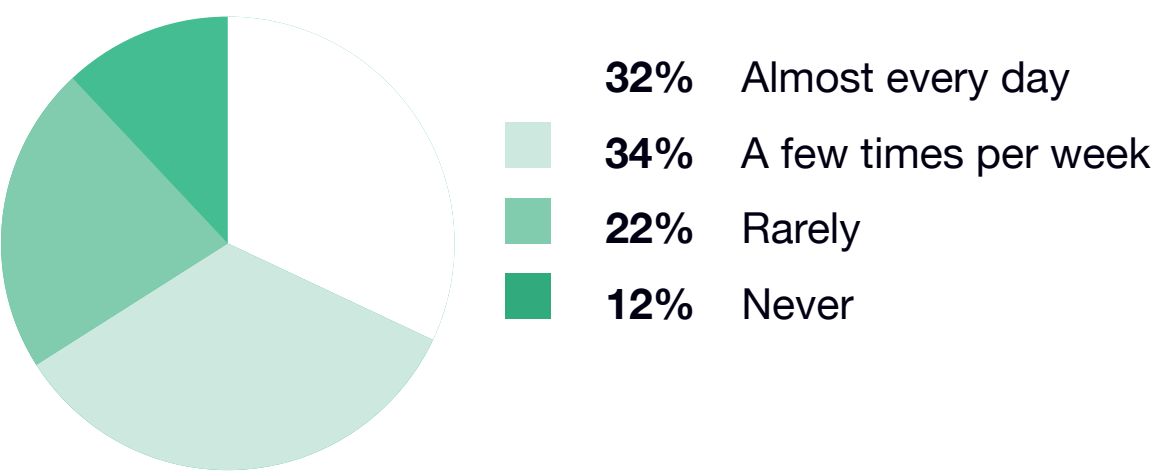
Weather Underground

# Survey Results

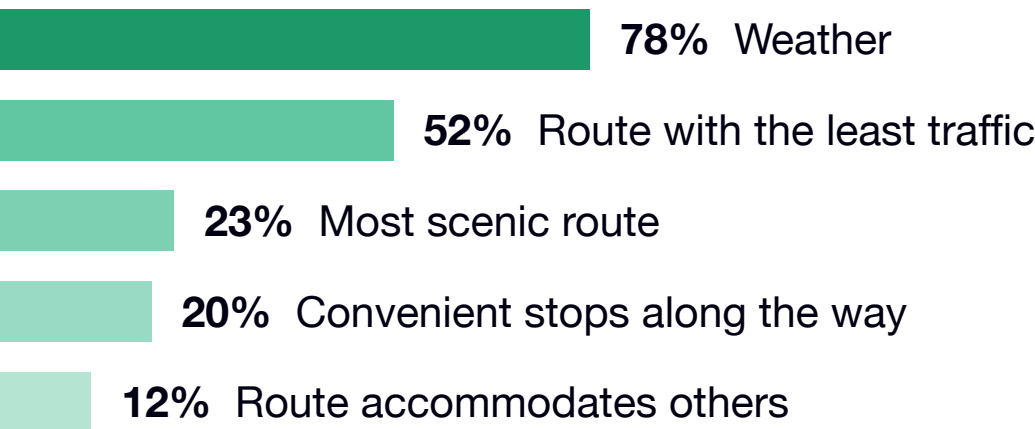
How do you normally get to work?



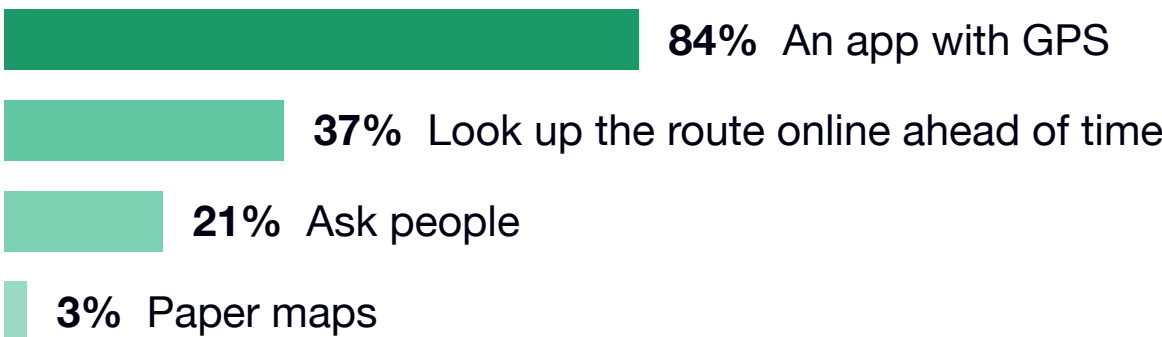
How often do you ride a bike?



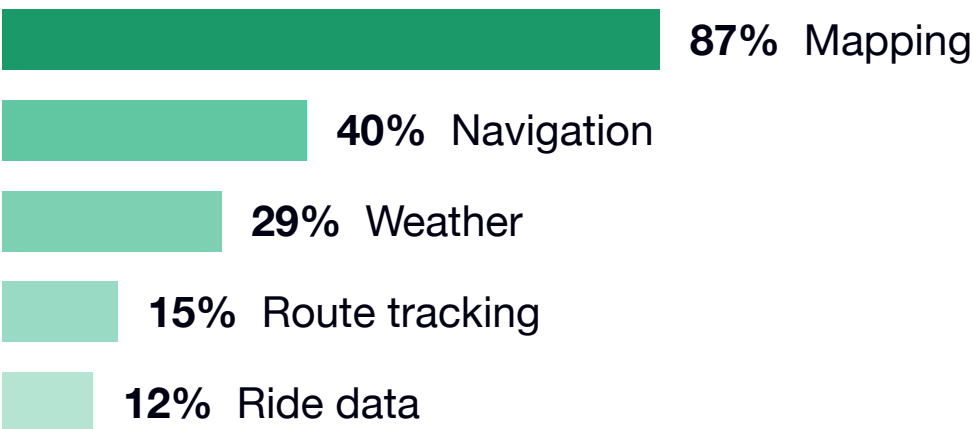
What do you consider before your commute?



How do you navigate a new or unknown place?



When you ride, what features are most relevant to you?



What would make you more likely to ride a bike to get around?

