



CREATIVE BRIEF

The city of Bellingham has established itself as a place for tourism and a community of green commuters. The city would like to push its initiative to increase the population of cyclists for locals and visitors alike. We were asked to propose a new system that will inform new cyclists of the area and increase the amount of bicycle traffic in Bellingham.

DEFINE PROBLEM

While Bellingham is a city of bikers and the Bellingham Transportation Commission is working a Bicycle Master Plan, there is a severe lack of organization and readability in the system currently in place. Tourists and locals alike find it hard to understand the current system of wayfinding and signage.

BACKGROUND/CONTEXT

Bellingham utilizes similar systems that other cities have in place such as shared bicycle lanes, protected bicycle lanes, and bike boxes. However, the way that they have been implemented in Bellingham is not conducive to the culture and knowledge base of the city's residents.

USER GOALS

Comprehensive

Straightforward

Attractive

Applicable

Reliable

EXPERIENCE GOALS

Navigate Bellingham easily
Get around the city by bike
Ride with ease and efficiency
Familiar branding

PROJECT OBJECTIVES

Create visibility for biking

Encourage new users to bike

Promote safety and community in the current biking culture

USER DISCOVERY

Through a web-based survey and research of the background of biking in Bellingham, we were able to gain a general understanding of our user. By interviewing a select number of the survey-takers, we were able to create a better foundation of who would be using the system that we developed.



“Why would I bike when I have my car?”

PERSONA: Ashley Robbins, 21

OCCUPATION: Student, Resident Advisor

EDUCATION: Completing BA

Ashley is as a Sociology major at Western Washington University this year and also a returning Resident Advisor in the University Residences. She usually finds herself buried in a book either studying or for leisure, but when she gets a bit of free time she likes to go out with her friends downtown. Ashley’s primary mode of transportation is her car. She has never been interested in biking.

USER SCENARIO

Ashley uses her car to get around for the most part, but it’s an older model and it gets taken into the shop relatively often. Whenever this happens, Ashley finds that she has a harder time getting around and is less likely to go out. Her friends have suggested that she get herself a bike but she’s unsure because she doesn’t think she would use it often enough to justify spending the money.



“Biking is the quickest way to commute in this city. Maybe busses can be faster, but you have to leave on their time.”

PERSONA: Elena Dunn, 22

OCCUPATION: Student, Server

EDUCATION: Completing BA

Elena is a student and server in Bellingham. She lives a busy life between being a full time student and part time worker while still trying to hold a social life. She prides herself on biking over ten miles a day and always goes home with a smile on her face even when she’s soaking wet after a long bike ride, cheerfully telling her roommates about her badass day. When she isn’t working or at school, Elena enjoys brewing beer and cooking with her roommates.

USER SCENARIO

Elena uses a bike as her primary mode of transportation in Bellingham. She rides to school to home to work and back again on a daily basis. She knows the basics of bike safety and has the ability to do her own repairs. With her busy schedule, she lives in fear of the day that something will go wrong with her bike and she will no longer have a reliable source of transportation.

SOLUTION

A comprehensive branding system for biking in Bellingham that includes bike rentals, kiosks with maps, an app, and repair stations. This will give citizens of Bellingham a more heightened awareness of the biking culture of the city and encourage them to utilize bikes as a mode of transportation.



Vibrant Understandable
 Cheerful Culture
 Green
 Quirky Modern
 Cohesive Community

LOGO-JAAPOKKI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

HEADLINES-PIER SANS BOLD

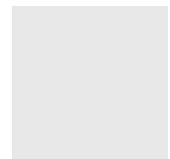
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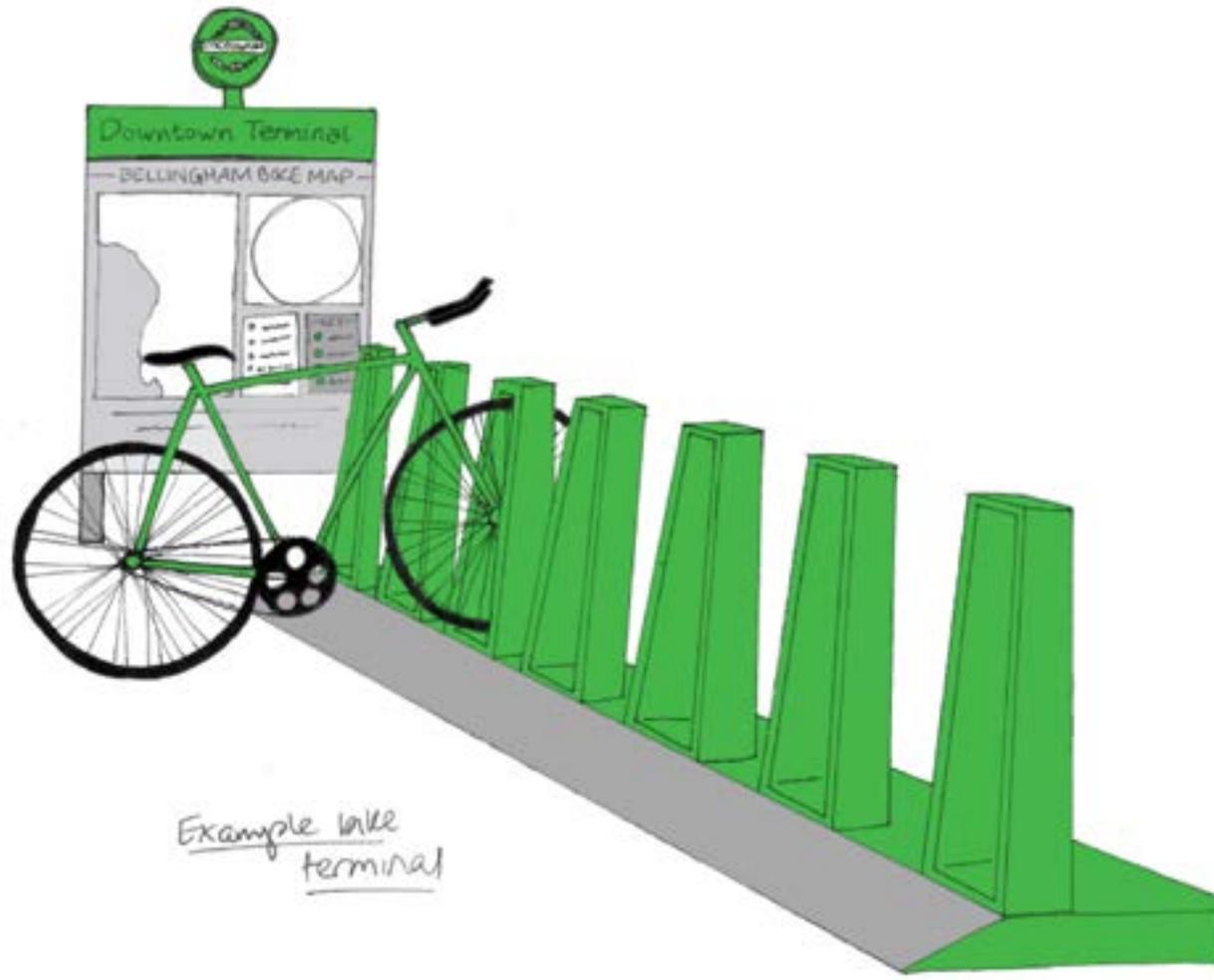
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BODY COPY-PIER SANS REGULAR

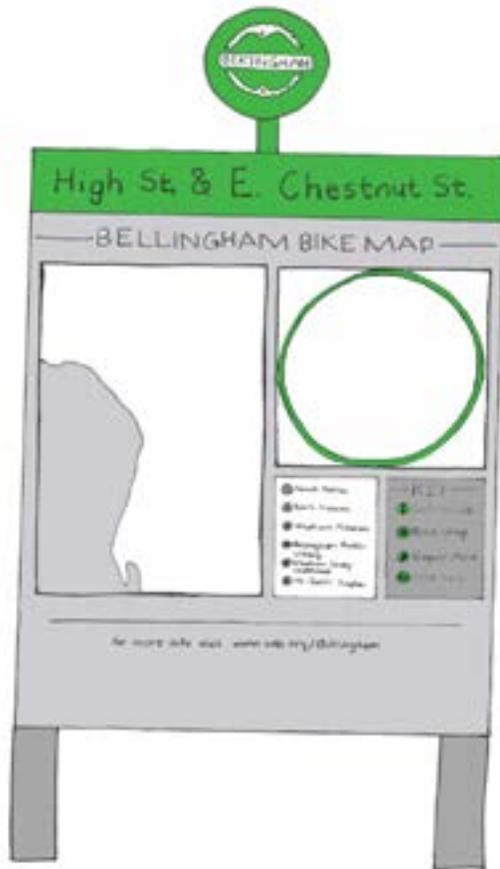
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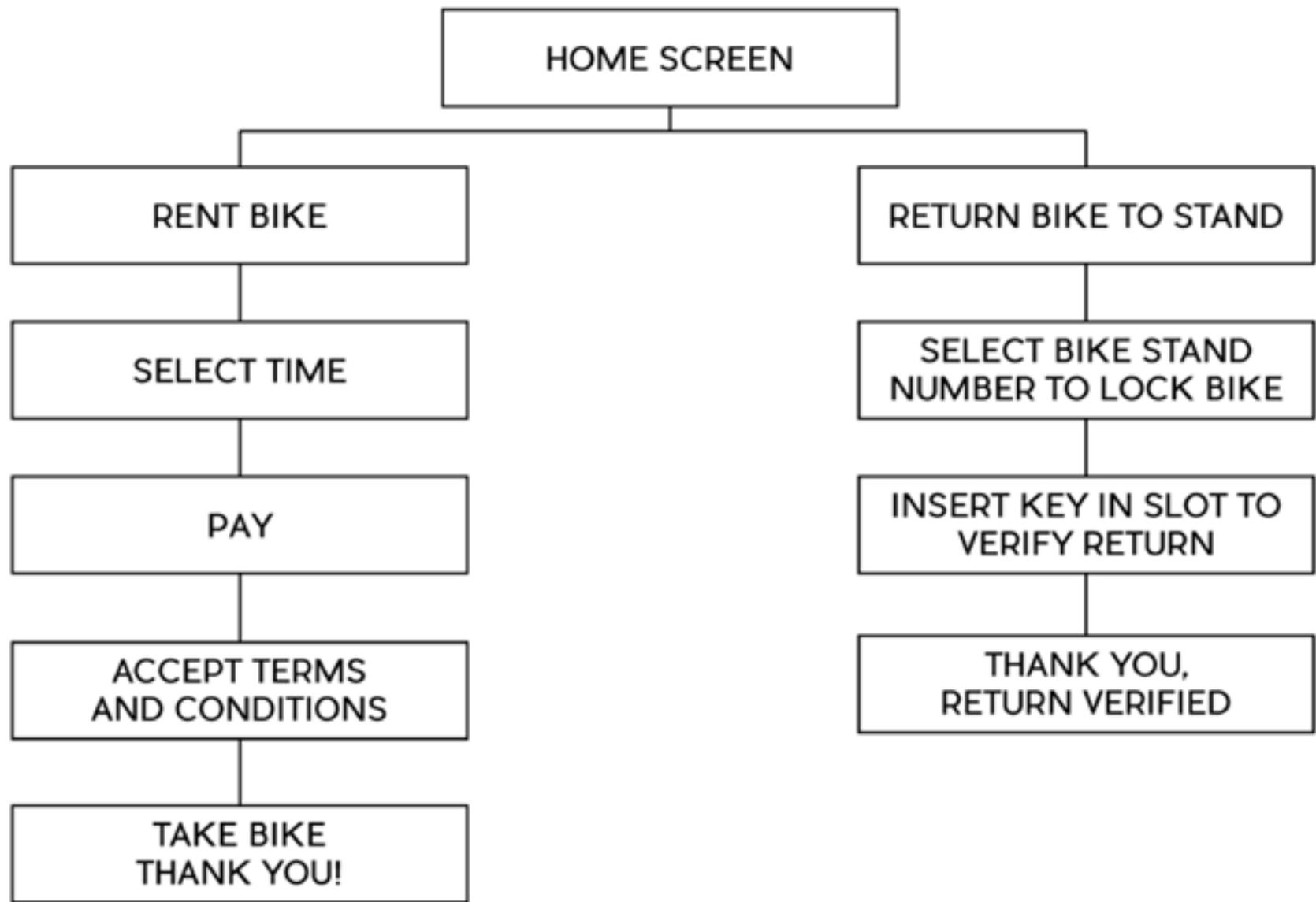
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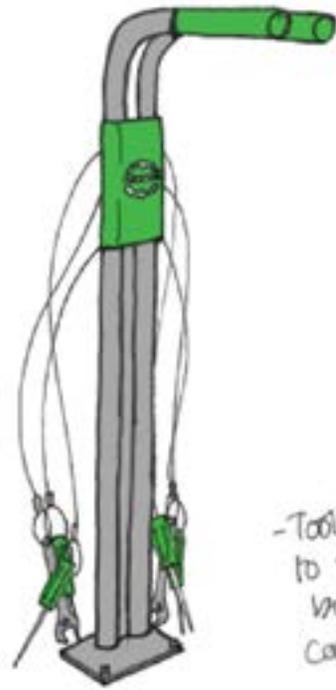




Example bike terminal



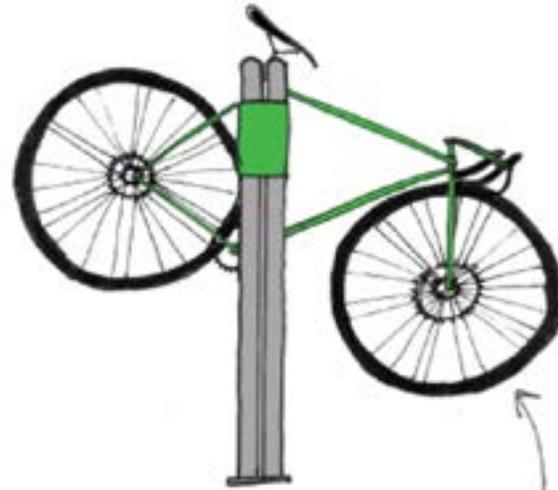




-Tools held to stand by metal cards



Same on both sides



Place bike so that front fork is parallel with stand

Bike Repair
Stand



APP

The Bikingham app allows you to keep the Bikingham maps with you at anytime, and includes a route planner where you can find the most friendly way to get from point A to point B using GPS. You can also find the closest info kiosks, bike terminals, repair stands, and bike shops on our maps. The other aspect of the app is a community forum where users can post local bike-related events and organize meetups, plus a buy/sell/trade section.

USABILITY TESTING

We approached several local people with a visual of a Bikingham kiosk, a rough draft of our map, and our instructions for using the renting system. After introducing these to our interviewees, we asked them a few basic questions about how they would approach using the information, and whether it was straightforward enough.

WHAT WORKED

- Reading the map
- Iconography for kiosk
- Brief, readable info



WHAT DIDN'T WORK

- Figuring out payment
- Too much information in one place
- Wanted a real person to talk to



REVISIONS

More controlled usability testing
Developing multiple ideas further
Include phone number for kiosks