



DESIGN PROCESS

The Coasting Bike...

DESIGN PROCESS

- understand
- observe
 - insights
- point-of-view
- prototyping & testing
- concept prototyping

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UNDERSTAND

Cycle America

U.S. statistics

Number of Cyclists

25 million

Number of non-cyclists

160 million

% of children who biked to school in 1970

More than 50%

% of children who biked to school in 2000

13%

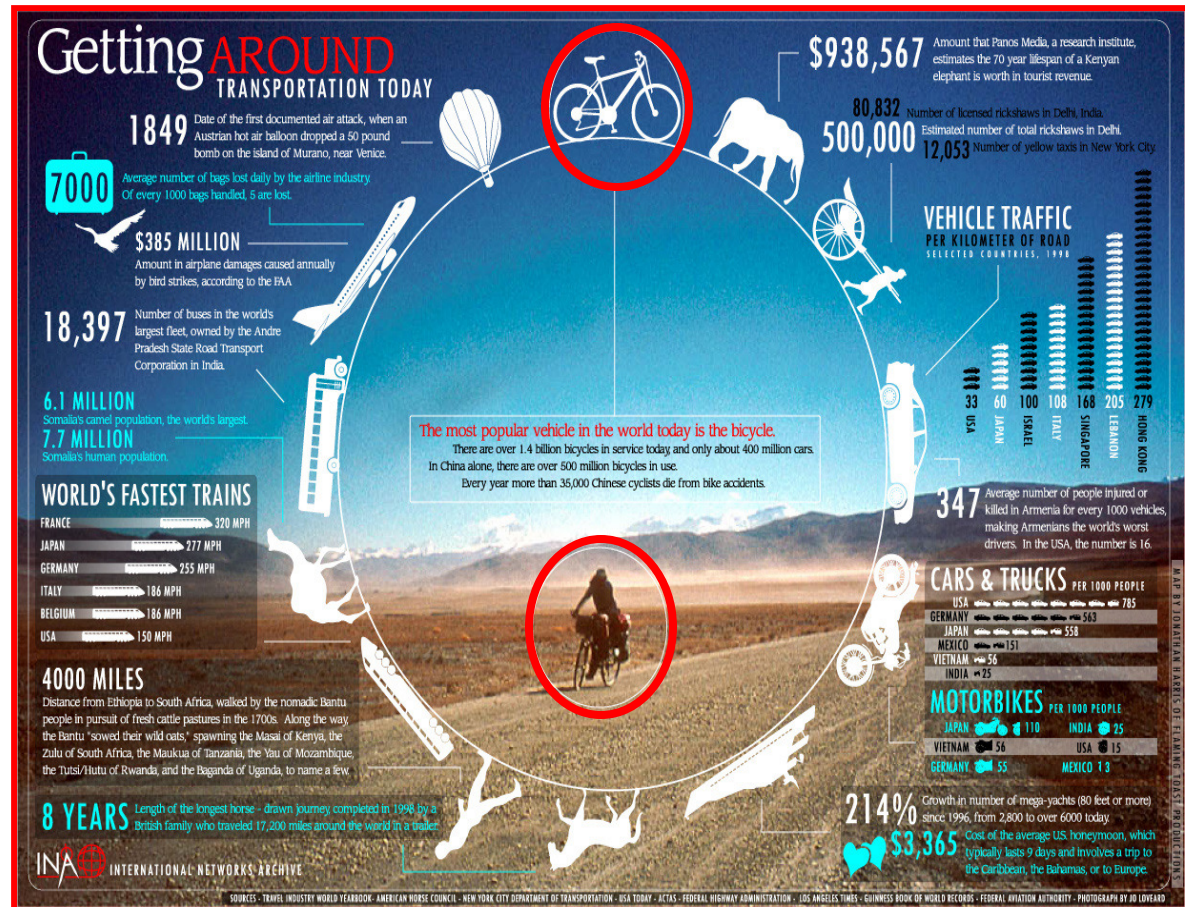
Rail-trail mileage open today:

13,489 miles

Rail-trail mileage in the works:

14,247 miles

Allocation for bicycling and walking paths in the 2005 federal transportation bill: \$4.5 billion



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OBSERVE

- 50 people *in their homes*
- *Show* rather than tell
- Video in bike stores



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INSIGHTS



- A-HA moment: fun childhood memories
- Unpleasant retail experience
- Gear is a means to an end
- People care about safety

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P.O.V.

Something **simple** and **affordable**;

Something **traditional** yet **innovative**;

Something designed **less for fitness** and
more for fun;

FOR CASUAL BIKERS...

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PROTOTYPING & TESTING



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CONCEPT PROTOTYPING



<http://coasting.com/publish/content/coasting/sac/en/flashintro.htm>

NOTE!

Understand - Observe - POV - Prototyping - Testing

- Not always such *linear* process!
- Requires creativity
- Own your own process