

# TEAM 10

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# TECHNICAL DOCUMENTATION

 rules10.jpg	309 KB	JPEG image
 rules6.jpg	292 KB	JPEG image
 rules7.jpg	255 KB	JPEG image
 rules3.jpg	222 KB	JPEG image
 rules8.jpg	211 KB	JPEG image
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 rules_mobile2.jpg	46 KB	JPEG image
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 level_intermediate.png	12 KB	PNG image
 level_beginner.png	8 KB	PNG image

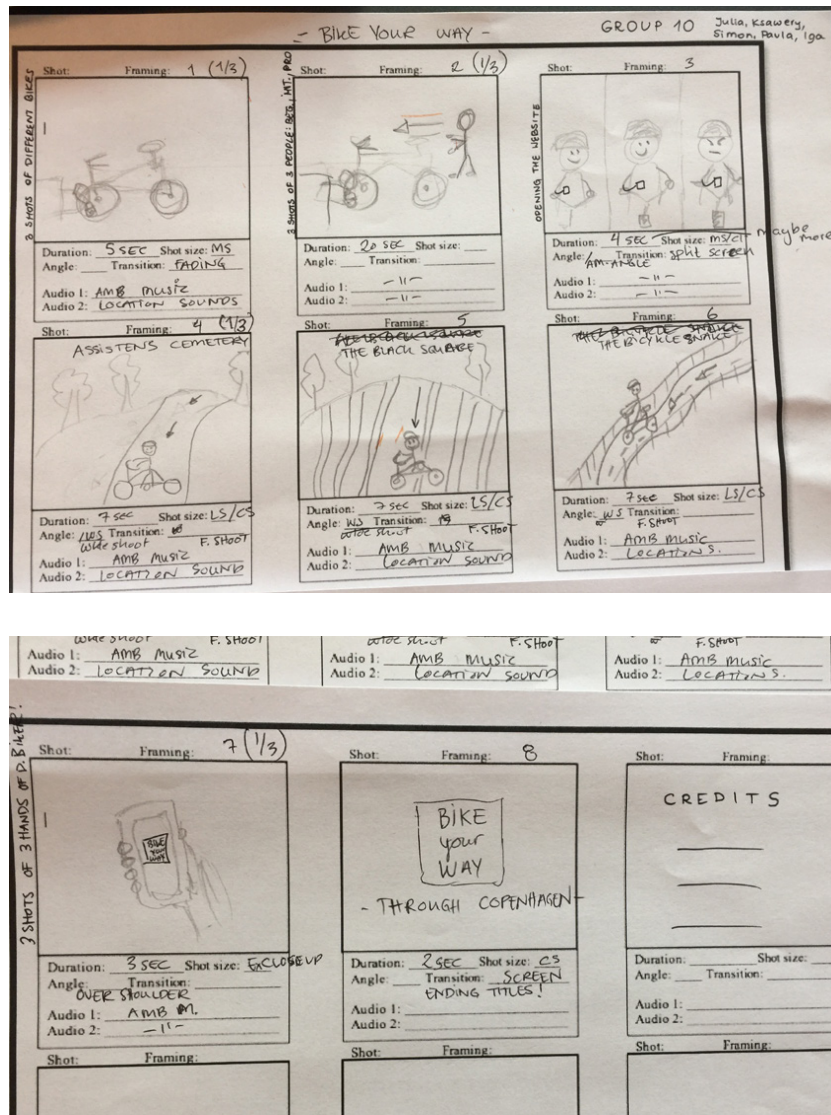
1920x1080px

414x600px

150x293px

# VIDEO DOCUMENTATION

## STORYBOARD



## “Bike your way through Copenhagen”

Theme: “Choose your level and bike around Copenhagen”

Three main characters on three different levels- the beginner, the intermediate and the pro. They are cycling around Copenhagen on different routes, but they all have to obey the rules of cycling in Denmark. The story combines three stories at once and that's what makes it unique.

The story starts with presenting the characters and what the story is going to be about through showing three different people unlocking their bikes and preparing for starting their journey.

The story starts with all the characters together. They all are being shown indifferent outfits and on different bikes (implying their level). When they start cycling, there's different tempo of the music for different cyclists- fast for the pro and calm for the beginner.

They all move to different locations- the beginner is cycling around a park, the intermediate through small streets and the pro through main streets. The closing shot shows that they have been using the “Bike your way” website.

Beginner:  
Evening shooting, Assistens Cemetery

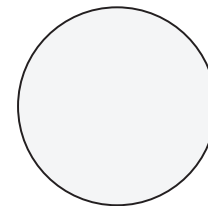
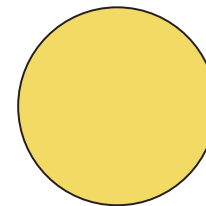
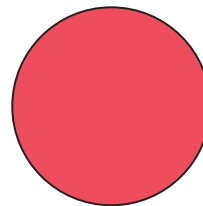
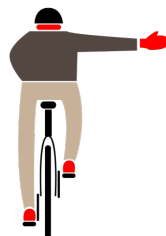
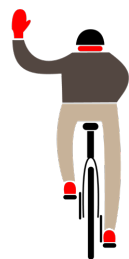
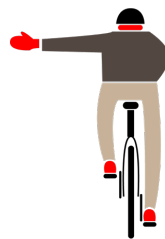
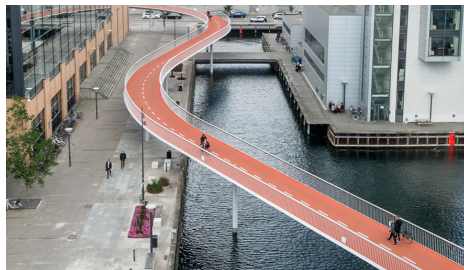
Intermediate:  
The Black Square

Pro:  
Day shooting, The Bicycle Snake

# MOODBOARD

## BIKE YOUR WAY

**RULE  
#1**



**Modern  
Clear  
Minimalistic**

# STYLE TILE



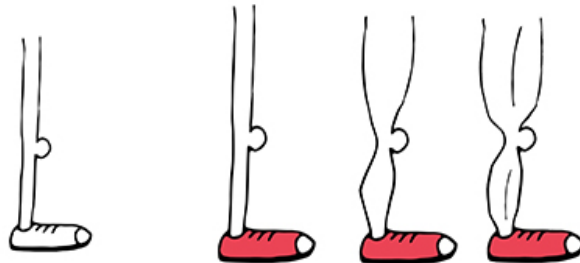
Colors



#EB4454



#FFFFFF



Navigation button



Favicon



Navigation bar



## BIKE YOUR WAY

Style Tile  
version:1

### This is an Example of a Header

Font: Oswald Medium, 27, #eb4454

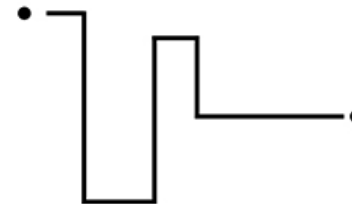
### This is an Example of a Sub Head

Font: Oswald Light, 35, #eb4454

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Font: Montserrat Light, 20, black

### This is an example of a Text link »

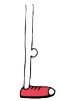


# DESIGN PRINCIPLES APPLIED

BIKE *your* WAY



Which cyclist are you?



Beginner

This route will not break your sweat, but you will surely see some of the most important places in the city.

CHOOSE



Intermediate

A more challenging route, which everyday biker should not find hard to finish.

CHOOSE



Pro

If you always aim for more this route was designed with people like you in mind. Just remember to stay hydrated!

CHOOSE

**THE RULE OF THIRD** - The rule of thirds is one of the main “rules” in art and photographic composition and stems from the theory that the human eye naturally gravitates to intersection points that occur when an image is split into thirds. So by placing the legs on three times we are using the rule of third.

**SYMMETRY** - in everyday language refers to a sense of harmonious and beautiful proportion and balance.

**SIMILARITY** - Two geometrical objects are called similar if they both have the same shape, or one has the same shape as the mirror image of the other.

**CLOSURE**-we are able to see an example of closure just by looking at the way the leg buttons are designed.

**PROXIMITY**- what stands together, belongs together. The choose options and clickable buttons are visibly connected.

**FIGURE-GROUND PHENOMENON**- the buttons are contrasting with the background

**CONTRAST**- color contrast between the background and the buttons makes them stand out

# TEST RESULTS - Mobile version



Which cyclist are you?



This route will not break your sweat, but you will surely see some of the most important places in the city.

*Test layout*

*We asked people following questions about the site:*

1. What is the site about?
2. What navigation options do you have?
3. What can you do on this site?
4. Where there anything you were in doubt of?

We asked these questions to a group of young foreigners, who are our target audience. The test was supposed to reveal any usability errors we might have done.

*The conclusions of the test:*

The test showed that in general people understand the concept of our microsite and what they could expect from it. They understood the topic (all the answers for the first questions were correct) as well as the navigation options between the three levels. On the other hand, the navigation between sites wasn't that obvious for them.

*Changes/improvements:*

We are thinking of changing the navigation buttons on top - maybe making a burger menu that will have the description about where to go or what site you would like to go to when you click it! The test subjects pointed out that the buttons on top of the website were confusing.



Which cyclist are you?



This route will not break your sweat, but you will surely see some of the most important places in the city.

*Changed layout*

GO BIKE