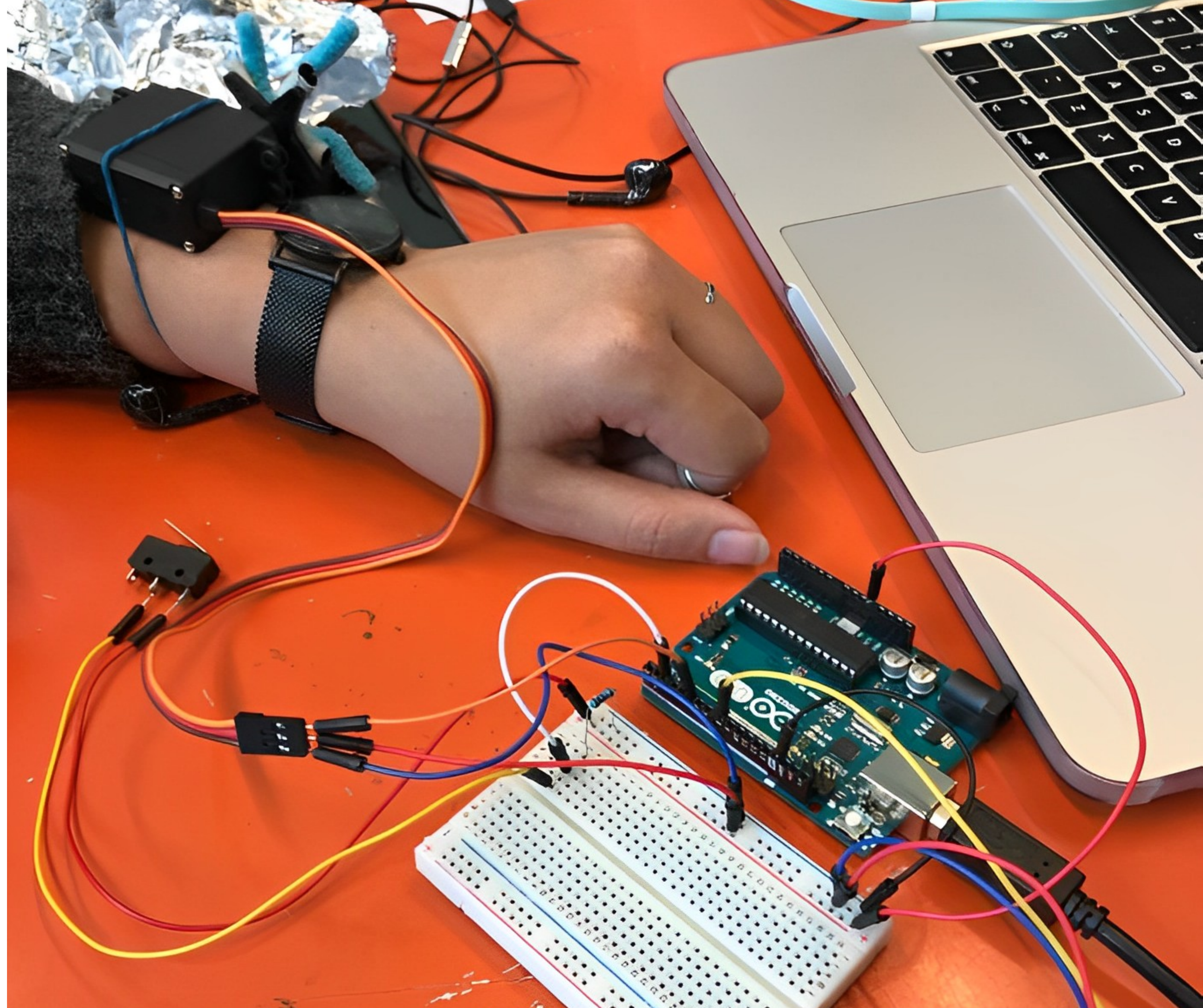


# Introduction

## UX design?

Where utility meets aesthetics

## Why we are doing this project?





# The Project

## **Wearable for cyclists**

Age range 18 - 30\*

### **Our goal:**

- Understand cycling experience in urban areas
- Solve important challenge



# Benefit

Make them:

- spatially aware
- enhance the enjoyment of the experience





# Collaboration

For research and testing

## Connecting with cyclists

### How we would work with them

- Interview
- Workshop
- Prototype testing

Can we contribute?





# Plan

