BIKE +

Sketch Model Presentation
The Need for Bike +

- Safety
- Convenience
- Nothing comparable on the market
Market for Bike+

- $600 million market for bikes in 2012
  - Hoping to capture 1% initially
  - Expand to 10%

[Sources]
- [Terapass Conservation Tips](http://www.terapass.com/conservation-tips/words-of-wisdom-for-bike-commuters-old-and-new/)
## Developing A Language

<table>
<thead>
<tr>
<th>Commands</th>
<th>Signals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right</td>
<td>🔄 R</td>
</tr>
<tr>
<td>Left</td>
<td>🔄 L</td>
</tr>
<tr>
<td>Slight Right</td>
<td>🔄 R, 🔄 L, 🔄 R</td>
</tr>
<tr>
<td>Slight Left</td>
<td>🔄 L, 🔄 R, 🔄 L</td>
</tr>
<tr>
<td>Destination Reached</td>
<td>🔄 R, 🔄 R</td>
</tr>
<tr>
<td>Turn Around</td>
<td>🔄 L, 🔄 R, 🔄 L, 🔄 L</td>
</tr>
</tbody>
</table>
Testing the Language
Testing Results

- 2 tests – Intuition and Functionality
- Slight learning curve to the language
  - R/L signals are the only intuitive ones
- Users did fine navigating once taught the language
Moving Forward

- Learning curve is not steep for 6 commands
  - The fewer signals we have, the better
- Concern surrounding a feasible language removed
- Exploring APIs to link Google/Android to Arduino
- Decide on interface (lights, vibrations, etc.)