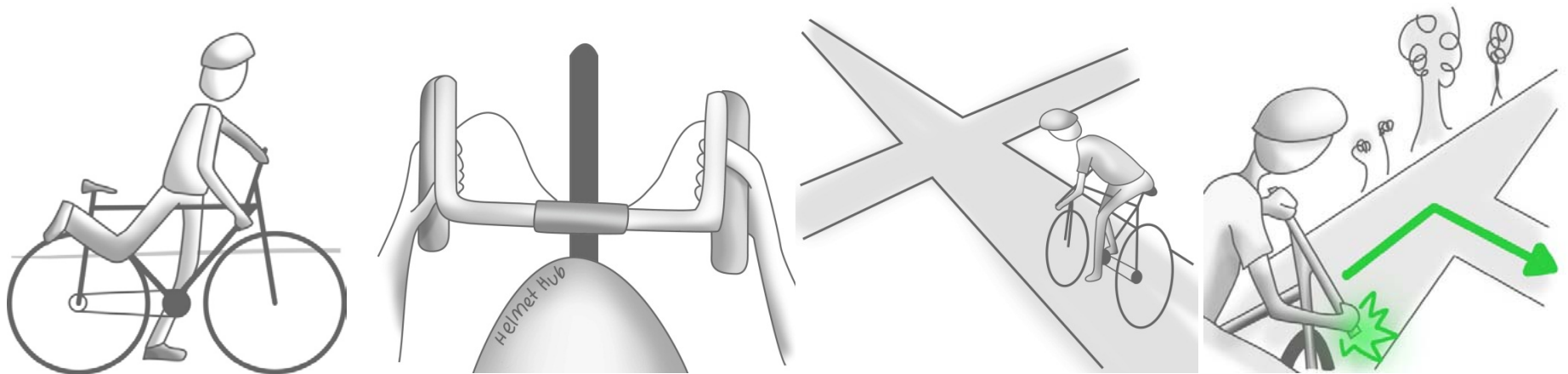


BIKE +

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%














<http://www.terrapass.com/conservation-tips/words-of-wisdom-for-bike-commuters-old-and-new/>



<http://illinoisobserver.org/2011/11/07/state-rep-kelly-cassidy-pushes-texting-talking-while-biking-ban/>

Developing A Language

Commands	Signals
Right	
Left	
Slight Right	  
Slight Left	  
Destination Reached	   
Turn Around	    

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.)