Cyclists in Brisbane are involved in far too many incidents, both when cycling on roads and when cycling on dedicated bikeways. 46 cyclists have died on Australian roads since 2015. But it isn’t just vehicles that cyclists need to be aware of. Serious injuries can occur when two cyclists crash into each other, especially if the incident is head on. Cyclists need a way to be more visible when riding, both to vehicles and to other cyclists.

Cyclists already use a number of performance tracking apps on their smart devices to monitor and record their performance but what they are looking for now is to take the same information and make that available in real time to other road users. This would allow cyclists to see each other as they approach a blind corner on a bike path, or to see that several slower cyclists are moving in a group over a crest.

Drivers need to be able to see cyclists on the road more easily too. In the future drivers of connected vehicles will be aware of nearby cyclists sharing their locations. Drivers of older vehicles will benefit from using the same platform as cyclists to share their location.

If drivers and cyclists can be alerted of potential incidents ahead of time the roads will be safer for all users.
Glen
The Commuter

“I like to cycle to work. It keeps me healthy and give me the freedom to live to my own schedule.”

About
- 50, married, 10+ years of commuting by bicycle
- My commute is a 40Km round trip and while generally I feel safe I need to be constantly vigilant of what and who are around me
- I tend to ride quite fast averaging 35Km/h so when danger presents itself there isn’t much time to react
- I use the Strava app to track my performance and I have a Fly 6 camera to record what is going on
- I am passionate about road safety for cyclists

Responsibilities
- I am the primary wage earner in the family and so I am responsible for earning an income to support them
- In my job as a manager I am responsible for the successful operation of corporate financial systems
- I am responsible for ensuring that my actions on the road are not causing any risk to other road users
- To fulfil my responsibilities I need to be fit and well and avoid any sustained injuries

Needs
- I need to be able to see who is on the road or path around blind corners and over crests
- I need other road users to be aware of my location and directional heading
- I cycle path incident and usage data to successfully lobby for safety improvements

Main Goals
- Keeping a healthy, fit lifestyle
- Maintaining my role as the family’s key source of income
- Education other road users on the importance of road safety for cyclists

Pain Points
- Can’t see around corners
- Unable to react to some incidents fast enough due to speed
- Poor cycle path design and maintenance results in damage to by bike
Point of View

As a cyclist I need a way to be alerted of potential incidents ahead of time so that I can take precautions to avoid

As a proponent of cycle safety I need a way to collect information of cycling infrastructure so that I can successfully lobby for meaningful safety improvements
# User Experience Journey

<table>
<thead>
<tr>
<th>ACTIONS</th>
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<tbody>
<tr>
<td>Start daily commute to work</td>
<td>Heading out to the V1 cycleway</td>
<td>Start riding on the cycleway</td>
<td>Narrowly miss oncoming cyclist at a bend</td>
<td>Passing slower riders on uphill section</td>
<td>Last leg through the city to the office</td>
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<tr>
<th>MINDSET</th>
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<tbody>
<tr>
<td>“These local streets are nice and quiet”</td>
<td>“There is a lot of traffic on this road!”</td>
<td>“This is better, nobody in sight”</td>
<td>“Wow! That was close”</td>
<td>“I hope nobody is coming the other way!”</td>
<td>“Cars are slow and unpredictable”</td>
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<tbody>
<tr>
<td>Local suburban streets</td>
<td>Busy main roads</td>
<td>Dedicated cycleway</td>
<td>Another cyclist</td>
<td>Group of cyclists</td>
<td>CBD streets and road users</td>
</tr>
</tbody>
</table>
Main Screen:
The main screen acts as a main menu to the application. The setting to enable/disable the user’s visibility to other users is placed at the top of the screen for ease of use.

Profile Screen:
The profile screen allows the user to maintain their details and select which details other users may see.

Categories of information include personal details, identifying features and contacts. The purpose of the identifying features is to allow you to be identified by another user if you are found injured. The emergency contacts give other users a person to call if you are found injured.

A user may add an image to represent themselves.
Map Screen:

The map screen allows you to view other users in relation to yourself. Clicking on another user's icon on the map will open their profile.

Other user

This user

Locate Friends Screen:

This screen is similar to the map screen except the view is wider and you can only see the icon of users that you have flagged as being friends.

Friend

This user
Other User Profile Screen:

This screen shows the profiles of other users. Only the profile values they have shared can be seen. You may select and deselect other users as friends from this screen.