

WINK

AN INTERACTIVE BICYCLE LIGHT SYSTEM

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EXPLORING INTERACTION 2012-13

DESIGN GOAL

*“Enhance the group bonding
between urban cyclists”*

IN THE PREVIOUS EPISODE



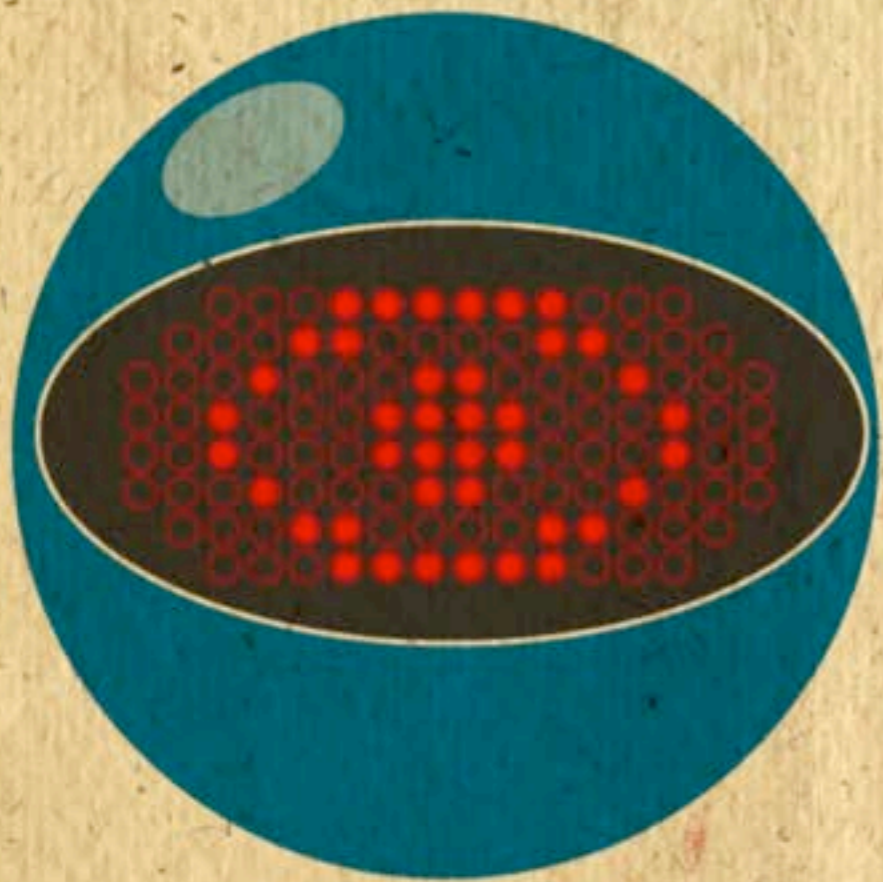
RESEARCH

RESEARCH



RESEARCH





WINK
AN INTERACTIVE
BICYCLE
LIGHT SYSTEM

RESULTS

-The funny character of wink was appreciated during the tests

RESULTS

-The long conversation between two winks might be experienced as annoying and awkward

RESULTS

- Cycling with wink mounted on the bike attracted the attention of somebody,*
- people are really distracted, and it wasn't loud enough*

RESULTS

-The entire system is really difficult to test, a lot of working devices are required to see how does wink behave in a real system, and how much does it influence the cyclists

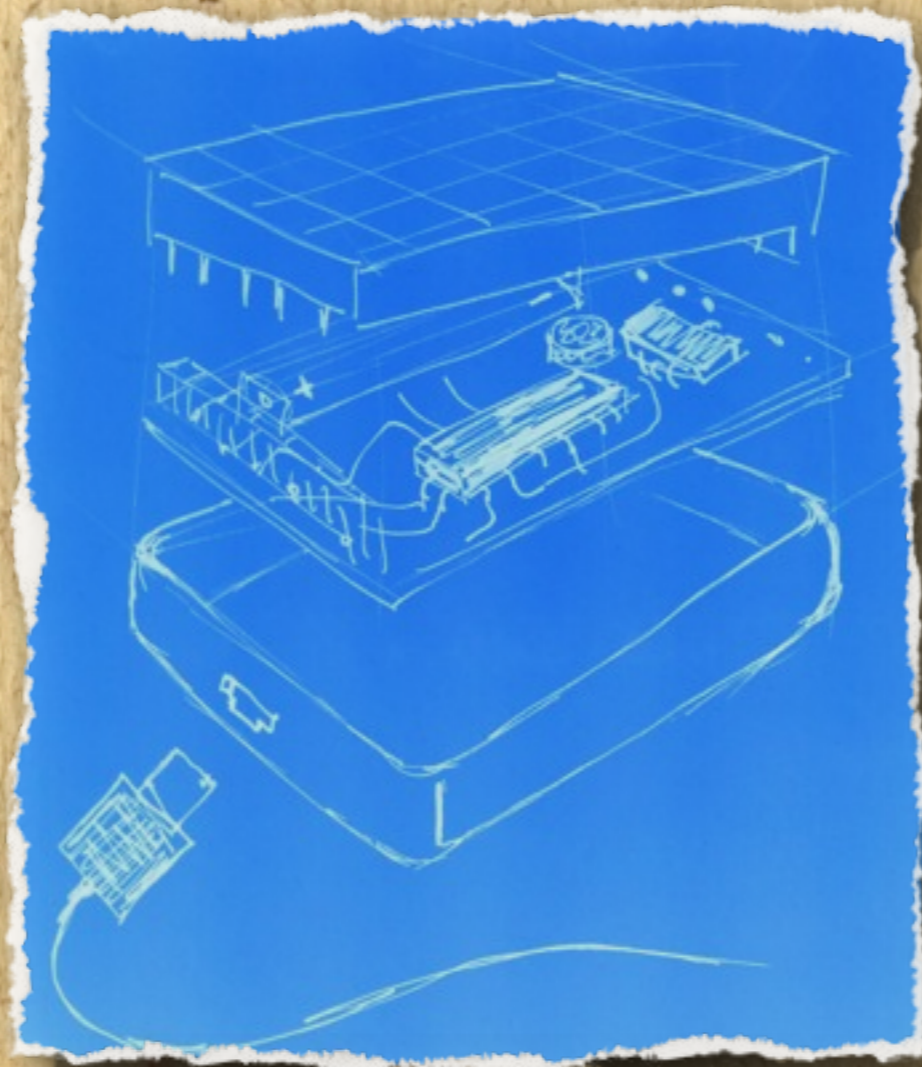
COMMERCIALIZATION

-Bike Sharing



COMMERCIALIZATION

-DIY customizable kit



COMMERCIALIZATION

-bike Shop



FURTHER DEVELOPMENT

Question 1

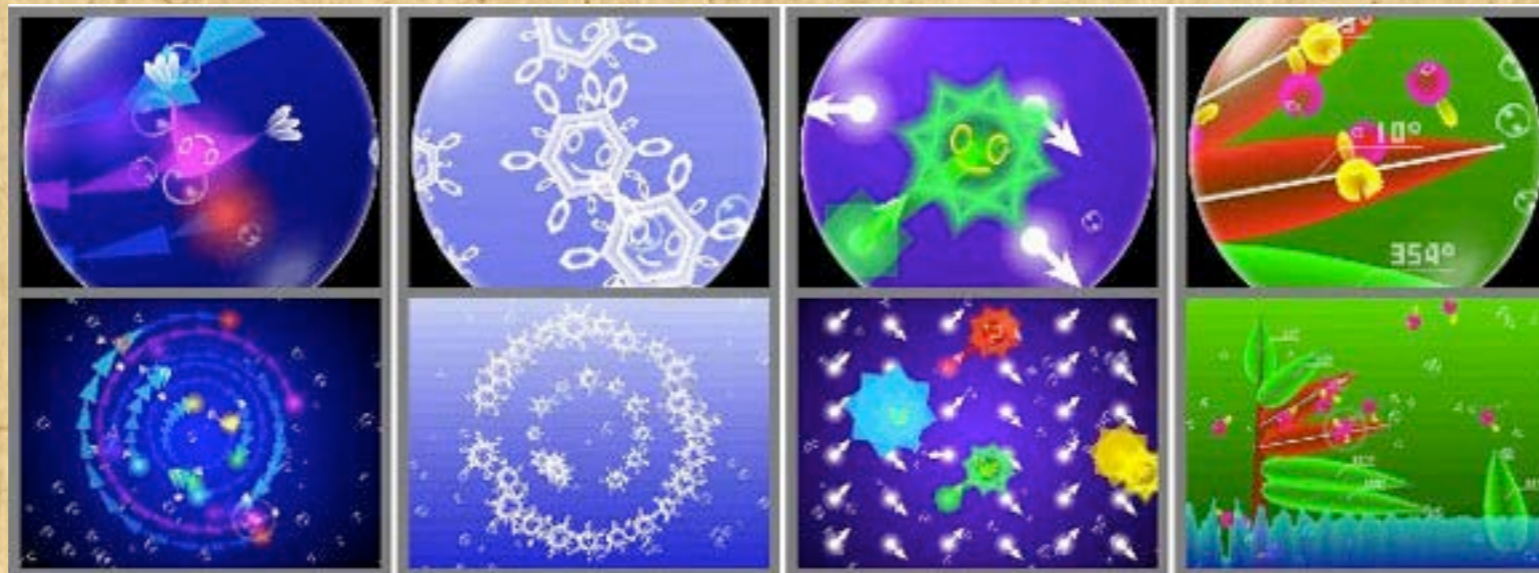
*-what happens when a lot of
wink meet together?*

*how can we use the sound to
engage people in cycling
together?*

FURTHER DEVELOPMENT

idea 1

-a musical sequencer



electroplankton by Toshio Iwai

<http://www.youtube.com/watch?v=d3v6npP80Zk>

FURTHER DEVELOPMENT

Question 2

-usability issues with a real scale size object.

FURTHER DEVELOPMENT

Question 3

-Does the design has to be so close to the metaphor of the eye, or can be simplified keeping the interaction