

# RIDE DUTCHLY KIT BOX

EXPLORING INTERACTION

CHANG, WEN-WEI

## DESIGN GOAL

*Let Foreign Cyclists  
Feel Embedded  
in the Dutch Cycling Culture*



INTERACTION VISION

# BAND JAMMING



ACTIVE



INVITING



IN PROGRESS



# PROTOTYPE TESTING



Medals should be also shown during cycling



The "calendar form" provides continuous motivations



Painting work should be done in the bike stores

FINAL DESIGN



# RIDE DUTCHLY



RIDE DUTCHLY  
SPOKECARDS

RIDE DUTCHLY  
TIRES PAINT

RIDE DUTCHLY  
KIT BOX



# Why Ride Dutchly?

## Unfamiliar Cycling Culture



For most of the foreign cyclists, the rules and routines of cycling are unfamiliar and vague. However, there are few resources for them to learn about it.

## Unfriendly Environment



According to the questionnaire, lots of new cyclists have encountered with unfriendly and mean dutch cyclists. It's also a main factor make new cyclist feel nervous when cycling on the road.

## Lack of Confidence



Because of the unfamiliar cycling culture and the unfriendly environment, the new cyclists can easily get confused and nervous. In this way, they lack the confidence to practice and fail.





# RIDE DUTCHLY

# SPOKE CARDS



# RIDE DUTCHLY

# TIRES PAINT



**NEW CYCLIST**

PLEASE BE NICE!

WEEK 7

**CYCLING WITH HARING**

A totally Dutch Life.





WEEK 4  
25.6 km  
THE BEST IS YET TO COME

WEEK 3  
EMBRACE THE RAIN  
WATER IS YOUR FRIEND

WANT TO...  
WANT TO...  
WANT TO...

WEEK 9  
OVERTAKE THEM ALL  
DON'T LET THEM PASS

WEEK 6  
CYCLING WITH PHONE  
DON'T LET YOUR PHONE CONTROL YOU





**Hey!  
Please Be Nice!**



**One Week,  
One Goal**



**Show Your  
Achievements**



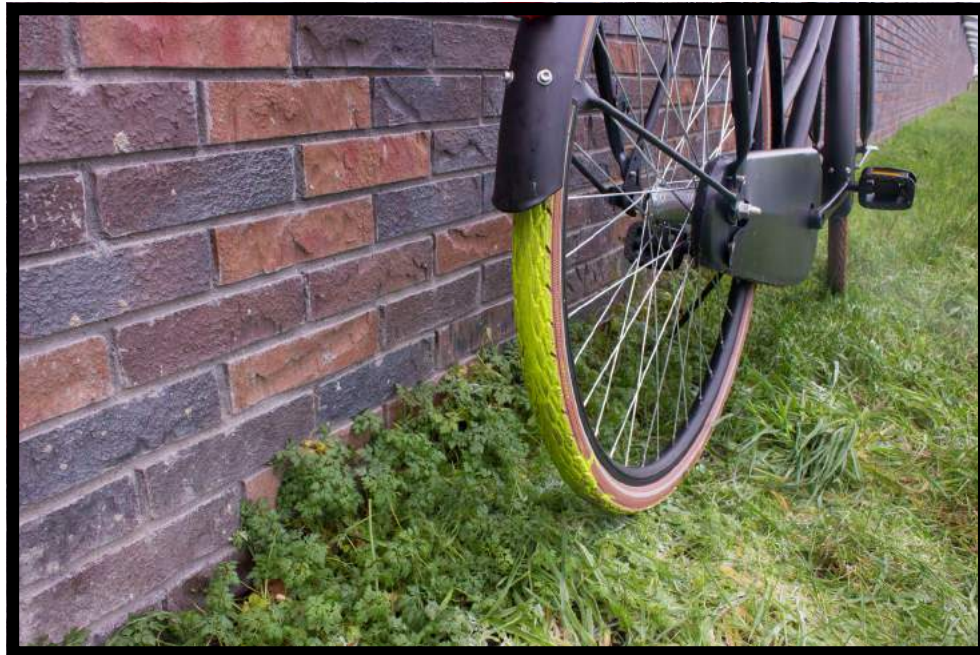


**RIDE DUTCHLY**  
**TIRES PAINT**









**I'm New Cyclist.  
I'm Green.**

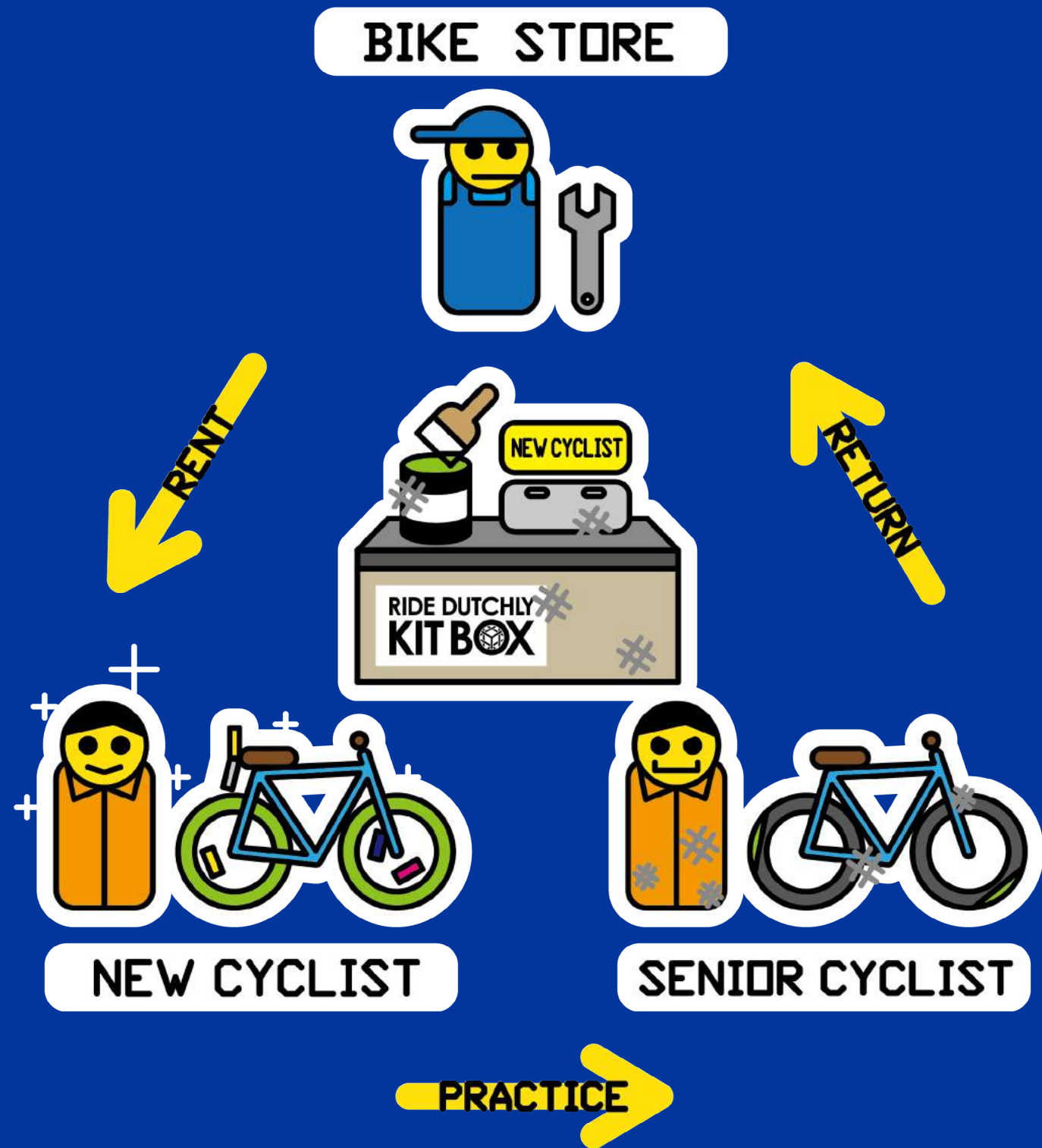


**Show Your  
Progress with traces**



**From Special  
to Normal**





## The System of Ride Dutchly

The Ride Dutchly Kit Box is a reusable product that facilitates new cyclists one by one. New cyclists can rent the Ride Dutchly Kit Box in specific bike stores and practice their cycling skills with it. After ten weeks training, the kit will be returned back to the bike store and help another new cyclist. In this way, the Ride Dutchly Kit Box is not only help the new cyclists to know the Dutch cycling culture, but also build up the relationship among new cyclist, senior cyclist and the bike store.



MOVIE TIME



# FINAL EVALUATION



**1 New Cyclist**



**1 Dutch Cyclist**



**1 Bike Store**





### New Cyclist

1. This good to have something can help you to 'practice' rather than just teaching you. In most of the time I've told the rules and routines of cycling, but it's practice make me really learn them.
2. With this kit, I feel more wellcoming and warm. It's like a wellcoming gift for foreigners.
3. Maybe the signs could be more personal.



### Dutch Cyclist

1. Recognising a international cyclist is not hard. You can easily tell the differences with their riding, speed and appearance. However, if they show themselves as new cyclists in this way, I do feel they are trying hard to adapt. I will be nicer and more friendly to them.
2. I'm not sure that I can always tell how good are them with the green paint on the tires. There might be some people ride a lot, but still ride badly.



### Bike Store

1. Most of the foreign students don't complain about the unfriendly cycling environment here, but I do know` most of the Dutch cyclists are not that kind. They're some concerns and worries that foreign cyclists keep in their minds.
2. We can have more cooperations basing on this wellcoming kit for foreign students. For example, our store could provides 50% discount for people who use this kit!



# THANKS!

