



EMBRACE THE RIDE

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CAVALIER

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PROJECT PLANNING

PROBLEM SPACE

Scooter driver don't have many resources, most of the information targets motorcyclist. Making them feel unsafe while riding. Plus it is seen that scooter driver use their vehicle more as their main transportation mode, thereby there is not many "social" interaction, meetups or group rides.

LANDSCAPE MAPPING INSIGHTS

CURRENT STATE

- Scooter riders, most of the time ride by them self
- There are not that many places where to find specific scooter riding rides
- Most of the motorcycle spaces are dedicated to motorcycles and not scooters
- Motorcycles in Canada are used mostly for leisure
- Because of that, there are not that many communities or space to meet more scooter riders
- There is not need to have a special driver license to ride a 50cc scooter
- Scooter are economical a practical that other motorcycles and cars
- Scooters or motorcycles are "dangerous"

FUTURE STATE

- The future is calling that scooters are going to be electric
- By the need of reducing mobility costs peoples will start using more scooters
- As cities grow people will looks for differents ways of moving around
- After combing back from quarantine and assuming that social distancing will stay for a while, riders will be looking for different ways to fconnect with other riders
- Riders don't feel safe riding around cars, mostly because drivers are not aware of motorcyclists

HOW MIGHT WE QUESTIONS

IDEATION

- How might we help scooter rider to find specific rides?
 - How might we connect scooter riders between then so then can do rides together?
 - How might we localize all scooter relate topic in one place?
 - How might we empower new riders to know more about riding?
 - How might we create one space for riders to formulate q&a?
 - How might we provide riders a space to build a safe ride?
- How might we better server riders?
- How might we increase access to information about routes mapping and streets specifications for riders?
 - How might we increase riders confidence and ability to created routes to have a safe ride?



PROBLEM SPACE REFINEMENT

THE PROBLEM TRYING TO SOLVE

Motorcyclists need different and define specifications to create a route. They want to feel while riding, taking some weight off.

WHO DOES THE ISSUE AFFECT?

All motorcyclists, but most affected are:

- New riders
- Riders with not much experience
- Riders that live in a community with not many other fellow riders

WHAT IS YOUR PROJECT GOAL?

Allow motorcyclists to feel confident and safe while riding. At the same time empower riders to share their routes with other riders.

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HOW MIGHT WE QUESTION

HOW MIGHT WE
USE TECHNOLOGY TO EXPAND AND
RE-THINK ROUTE SETTINGS
TO IMPROVE RIDERS
EXPERIENCE AND SAFETY?

HOW MIGHT WE INCREASE
IDEA-ROUTES SHARING AND
COLLABORATION AMONG
RIDERS COMMUNITY?



PRIMARY PROTO-PERSONA

DEMOGRAPHIC ATTRIBUTES

- Age:** 28-32 years old
- Gender:** Male
- Income:** 45k-55k per year
- Education:** Some College degree
- Marital Status:** Single
- Employment:** Full time
- Residence:** Rent other two roommates
- Means of transportation:** Motorcycle owner as main transportation vehicle
- Geographical location:** Mainland Vancouver

NEEDS AND PAIN POINTS:

- He doesn't know that many people in the city
- Most of his friends don't ride/own a scooter
- He would like to discover more rides that he can do on his scooter, where he can find new places
- He wants to discover routes that suits with abilities
- He wants to feel safe while riding

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ATTITUDES, BEHAVIORS, BELIEFS

Attitudes:

- Aspiring
- Motivated
- Decisive
- Social independence
- Self-reliant

Behaviors:

- Cautious
- Logical
- Curious
- Amiable

Beliefs:

- I am in charge of my life
- There are a lot of opportunities out there
- My intentions have effect on my reality
- I am constantly developing and expanding new capabilities

ALLEVIATE PAIN-POINTS:

- Provide tools to allow him create a route based on his specifications and abilities
- Created an space where he can find routes from other motorcyclists
- Provide him with resources to inform himself about motorcycle topics
- Created an space created for other Motorcyclists to share their routes, so he can find inspiration

SECONDARY PROTO-PERSONA

DEMOGRAPHIC ATTRIBUTES

Age: 30-35 years old

Gender: Female

Income: 55k-75k per year

Education: Some College degree

Marital Status: Single

Employment: Full time

Residence: Rent

Means of transportation: Motorcycle and Van owner

Geographical location: Metro Vancouver

NEEDS AND PAIN POINTS:

-Sometime group rides are dangerous when rides let their ego get in their ways

-I would like narrow the search on my routes by rush hours, street conditions, weather conditions

-I don't like to ride on the city, drivers don't pay attention to motorcyclist

ATTITUDES, BEHAVIORS, BELIEFS

Attitudes:

Motivated
Courageous
Devoted
Practical
Responsible

Behaviors:

Self-assured
Gregarious
Assertive

Beliefs:

- Family is of fundamental importance
- I am free to be ME
- My happiness today is simply the result of my thinking

ALLEVIATE PAIN-POINTS:

-Created clear rules while riding in a group

-Provide tools to allow her create a route based on her specifications and abilities

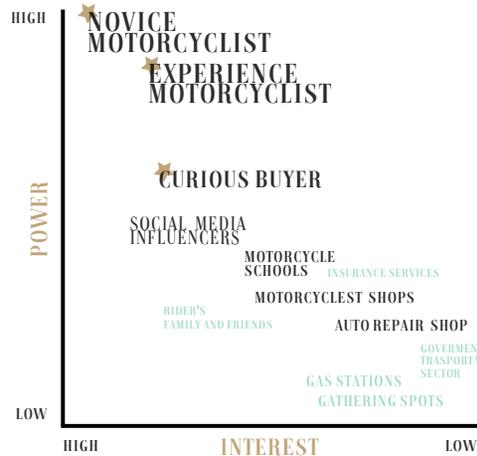
-Determinate different channels to find new riders

-Provide tools to improve visibility while riding on the city

PROJECT BRIEF

HIGH-LEVEL PROJECT DESCRIPTION:

The main idea of Cavalier is provide a space for motorcyclists where they can find resources to create routes based on their abilities, road specifications and weather information. Allowing motorcyclists to feel safe and secure while riding. Additionally, a space to share their rides and routes, meeting new fellow riders and create community involvement.



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External
Internal * Main users

PROJECT OBJECTIVES:

This project will give a online platform for motorcyclist with the objective of provide information that improve decision before riding

CONSTRAINTS:

- Integration with google map
- Data base that include all the different specifications
- Colection of reliable information sources on motorcycle information
- Social integration to connect to their riders
- Ability to handle long periods of no network coverage
- Ability to tracks the most valuable information, from accurate lean angle calculation, the center of mass of the bike, tire width, maximum acceleration, measurement of gravitational acceleration, and calculation of altitude, all the way to the detection of weather conditions
- Offline mapping

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TARGET AUDIENCE:

- Men and women, 30-45 years old
- They value feeling safe while riding, independence and meeting people with same values
- Their use online channels to search for information, meet people

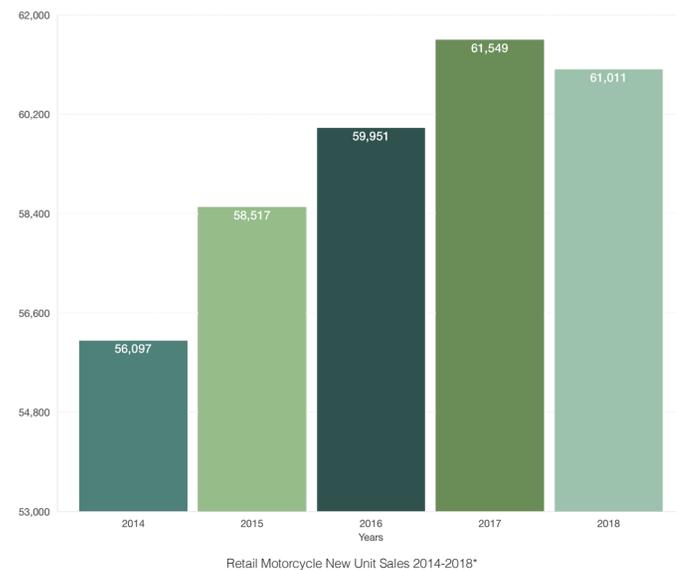


SECONDARY RESEARCH

MOTORCYCLE MARKET IN CANADA

Every year around 62,000 motorcycles and scooters are sold around Canada, and it is a number that keep growing every year, making a total of more than 2 million riders in the whole country. Even though they are used mostly as recreational or summer vehicles, as cities grow, people are looking for more accessible, inexpensive and easy commutes around the city, making Scooters the way to go.

At the same time, motorcycles drivers want to discover new places, meet other fellow riders by sharing points of view, asking questions and setting up rides. Nowadays, scooter riders are currently finding all this information through podcasts, online articles or youtube videos , that on occasions are not easy to discover and the ones that are available are mostly motorcycle related. And for meeting people most is done through facebook groups making it almost obsolete, or motorcycle shows that demand networking skills and travel out of the city.



SECONDARY RESEARCH

REASON WHY PEOPLE BUY MOTORCYCLES

1. Economical

A motorcycle beats a car hands-down in upfront costs and long term expenses as well.

2. Performance

A motorcycle is a half mile down the road before a car ever gets into second gear.

3. Safer

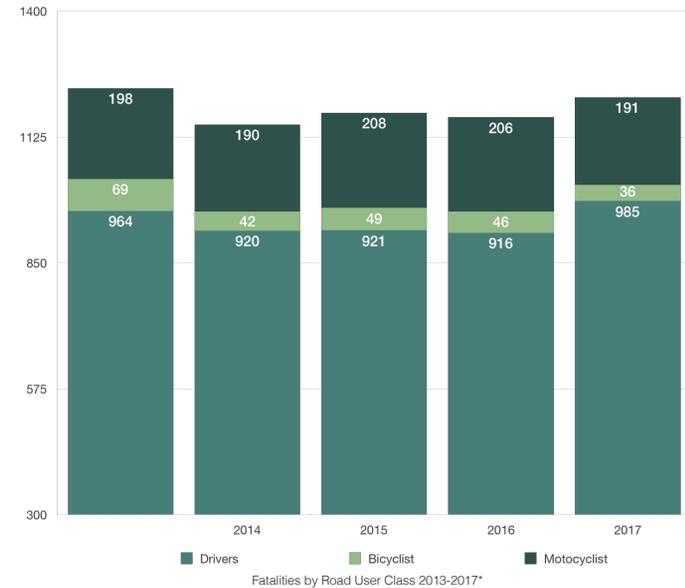
Rarely you will see a rider looking at a screen while riding. Inherent risks so riders take a proactive stance when riding and they are much more aware of their surroundings which makes us safer. Numbers showed that drivers fatalities are 86% and 16% corresponds to motocyclist.

4. Freedom

There's nothing like an open road and the wind in your face.

5. Parking

This one is probably universal too. Motorcycles are not only easier to park but easier to find parking.



ASSUMPTIONS



1. I believe my customers have a need to:

Determine a route based on specific specifications and riders abilities.

2. These needs can be solved with/by:

Having platform that allows them to create a route bases on their needs and abilities.

3. My initial users are (or will be):

Motorcyclists, from novice to experience.

4. The #1 value a person/user wants to get from my product/ service is:

Feel safe and secure while riding

5. The user can also get these additional benefits

Meet fellow riders, share or discover routes, create events/rides, formulate questions, social media integration

6. I will acquire the majority of my users through:

Recommendations, word of mouth, social media sharing, local business partnership, event promotions.

7. I will make money by:

Integrating local motorcycles business, services by sponsorship

8. My primary competition in the marketplace will be:

Apps: Waze, Rever, Eat Sleep Ride, Riser and Dark Sky. Social Platforms: Meet up, Facebook

9. We will beat them due to:

Unique integration of: Creating routes base on riders specifications, weather conditions, social sharing

10. My biggest risk is:

No having enough downloads, not enough interest from motorcyclist. No getting enough reliable data

11. We will solve this through:

Connecting with leaders in the Motorcycle community having them as a ambassador; connecting with major stores, auto repair shop and dealers; particepating on motorcycle events; extensive reasearch and continuing development/integration data.

VALIDATING ASSUMPTIONS

Research method to validate the following assumptions:

By Primary Research through Interviews and surveys:

- Motorcyclist in Vancouver are Season riders
- Not all Motorcyclists enjoy groups rides
- Not all Motorcyclists enjoy groups rides
- Riders that interact with other riders, will feel more confident in their abilities
- Motorcyclist don't feel safe while riding with other riders
- Car driver are not aware of motorcycles on the roads
- Motorcyclist don't use many app while riding

By Secondary Research:

- There is not enough information for scooter riders
- Scooter are getting more a popular
- Scooter are an inexpensive transportation vehicle
- Scooter riders are a minority in the "motorcycle world"
- Motorcycles are dangerous

PRIMARY RESEARCH

RESEARCH PLAN

Research objectives:

Find factors that motociclist look when going for a ride
Evaluating the forces that prevents motoclittist to feel safe and secure while riding
Identifying the importance of meeting fellow riders

Research methods:

Qualitative: Decontextualized Virtual interviews and calls
Quantitative: Survey

Participants criterias:

Main focus on Scooter riders of 50cc, but open to other cubic centimeters of displacements.

Demographics:

Men or Women
19-65 years old

Recruitment methods:

Facebook motorcycles and scooters groups
Instagram stories

TOTAL OF INTERVIEWEE'S: 3 ALL VIA ZOOM
TOTAL OF SURVEYS: 4 THROUGH GOOGLE FORMS

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INTERVIEW GUIDE

Warm up

First, Thank you so much for your help! Currently, I'm a student at BrainStation and as my main project I want to incorporate one of the most important aspect of my life, but most importantly hear what other riders are thinking.

The main idea of you FeedBack today, it is to find out the main reasons you go for a ride, you thought behind that process and the importance of riders community for you.

General Questions

1. Name:
2. Email:
3. Age range: 19-29 30-39 40-49 50-59 60-Older
4. You identify your gender as?
5. Where do you live?
6. What kind of Scooter/Motorcycle do you have?
7. How long have you been riding for? And why did you start?

Specific Questions

8. What is the main reason of using your Scooter? Is your scooter your main mode of transportation?
9. Are you a season ride rider or all year? How often do you ride your scooter per week?
10. Does the place you live influence your ride habits and how? Did the place you live influence the type of scooter your purchase, how?

11. How do you choose where to go? And what characteristics do you look for? (e.g Destination, roads infrastructure and conditions, specific place on mind, scenery, etc)
12. How do you plan your ride?
13. Do you rather to ride solo or in group and why?
14. How often do you ask fellow riders for suggestions for routes? Why kind of feedback are you looking for?
15. How important is it to you to meet other fellow riders?
Really important 1 2 3 4 Not very important
16. How easy or hard is to meet fellow riders?
17. How active is the scooter community in your area?
18. What kind of gadgets do you use while Riding?
19. What apps or websites do you use before , during or after Riding?
20. How much information do you look related to Scooter Ride Life? and What kind of information you look for? (e.g. accessories, garments, fairs, how to fix DYI, events, etc)

Wrap up

You are all done! Again Thank you so much!

Please let me you if you would like to participate in the second part of the project, Online User Testing. This will happen, from Monday May 18- Wednesday May 20.

If you are located in Vancouver, I would love to give back to you by doing a 30 minutes photoshoot for you and your ride. Let's stay in touch and we can find a date after all Covid-19 restrictions are up.

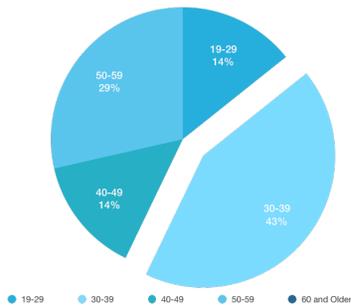
And if you are not in Vancouver, I would to know where you are located and maybe in the future if I'm around we can meet for your photoshoot.

If you want to see some of my work, please go to WWW.RIDERINSIDE.COM

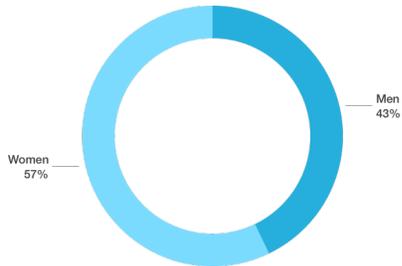
Thank you, Julieth

SURVEY FINDINGS

QUALITATIVE INSIGHTS GATHERED



AGE RANGE



GENDER

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MAIN REASON OF USING THEIR MOTORCYCLE IS:

- 60% as main mode of transportations
- 40% use their motorcycles for fun or lesuire

SEASON OR ALL AROUND RIDER:

- 80% all year around
- 20% seasonal

TOP LIST TO LOOK FOR WHEN RIDING

1. Weather
2. Speed limits
3. Avoid highways
4. Traffic
5. Wind speed

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HOW IMPORTANT IS IT TO YOU TO MEET OTHER FELLOW RIDERS?

- 40% Really important
- 20% Some how
- 40% Not really important

SOLO OR GROUP RIDES

- 60% solo
- 20% group

WHAT APPS OR WEBSITES DO YOU USE BEFORE , DURING OR AFTER RIDING?

- 100% GoogleMaps
- The weather channel

INTERVIEWER NOTES

INSIGHTS

INTERVIEWEE 1: CALIFF 32 YEARS OLD 270CC EAST VANCOUVER

- He used to use public transit, but he started getting sick, so his main reason to get a scooter was to **avoid crowds**. At the beginning he got a 50cc Vespa, but he was feeling that **car drivers wanted running him over**, because he wasn't fast enough.
- 90% of his rides, he knows where he is going, mostly for work and errands. But now due to the covid-19 lockdown, he is taking more "leisure" rides, looking for fresh air and empty spaces.
- He is really careful regarding his route preparations, the main thing he looks after are: **weather, quantity lanes to avoid blind spots, traffic flow, speed limits and parking**.
- He hasn't done many group rides, mostly because he **doesn't want to feel pressure to go faster**.

INTERVIEWEE 1: STEPHANIE 42 YEARS OLD 100-200 & 250 CC NORTH VANCOUVER

- She has been riding for almost 7 years, her friend was the one who influenced her to get one. She got her **motorcycles for fun**, but she has 3 different ones depending where she is going.
- She considers herself a season rider, April-October, and she **won't ride when it is raining or too cold**.
- She likes to do group rides (5 riders max), but she does it only with her friends. Because she knows their pace, they have **unspoken rules** and all are experience riders. Most of their rides have a specific destination, that they choose based on **traffic flow, speed limit and gathering spot**. They will avoid going through cities.
- The website/app she used the most is Google maps

INTERVIEWEE 1: DAVID 33 YEARS OLD 50CC IOWA SUBURBS

- He has been riding since 2007, one of his friends got a Ruckus, David fell in love at first sight. He did so much research, mostly **he has obsessed with the stories** that he keeps finding about **the ruckus life**. The one that inspired him the most, it was of a Japanese rider that rode his scooter from Florida to Washington State, making him see that this scooter was **steady, trustworthy, tough and economical/efficient gas**.
- He rides his scooter 6 days a week, and **he always moves his schedule around to find an excuse to ride it**.
- Because of the cc of his scooter, he needs to **avoid highways, look for wind speed and street limits**.
- There are not many riders where he lives, he has tried to connect through facebook and group, but he **hasn't had an answer yet**.
- He would **love to meet new riders**, but he doesn't mind going for solo rides.

THEME: BELONGING TO A COMMUNITY

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" Brian

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"I would love to! I would say moderately important"
David

"For scenic rides I prefer riding with one friend or possibly a small group, then we can do for lunch or coffee and it's social." Naomi

" You know I'm not connected to many riders here in Iowa" David

"I do both, but prefer riding in groups. It is safer to ride in a group on small scooters than it is to ride alone and it's more fun." Brian

"I have friends that ride, we do at least one ride every weekend in summer" Steph

"There are not many riders in my area, but I would love to go for group rides" David

"I won't mind to go for a group ride, but with rides that share the same values" Caniff

"if something were to happen, you would have your friends around to help" Charinder

"...just happen to ride with dare-devil groups and fall behind..." Bec

THEME:

"I use the sco
getting to spo
Bridge

"For fun, the f

"Cheap insura
ride" Sylvie

"I prefer riding
outing. I most
scooter" Sylvi

"...I'm always
riding the ruc

"Love summe
Sthep

"Now becaus
to go for rides

"I limit my self
drivers there v

"Not all the st
go to new pla

"I'd love to kn
night routes n

HYPOTHESIS STATEMENT

I believe that increasing awareness of and access to routes information will result in safer experiences for motorcyclist. I will know this is true when I see the decreases in the number of accidents involving motorcycles or scooter.

I believe that allowing the documentation of trips, and share experiences with like-minded people will achieve social integration and community belonging. I will know this is true when I see riders star doing more group rides base on their values and abilities.

MARKET COMPETITOR RESEARCH

					
Traffic navigation app					★
Value information <small>Calculation of altitude, speed limits, lane street set up lanes, rush hours times, most dangerous interchanges.</small>			★		
Gas information		★			
Weather Conditions	★				
Create routes				★	★
Social/Sharing Interface				★	
Motorcycle related information			★		
Event Creation				★	
Main features	<ul style="list-style-type: none"> - Hyperlocal weather information - Minute to minute forecast - Days in advance weather - Free 	<ul style="list-style-type: none"> - Keep track of best locations gas price - Discounts if payed through the application - Free 	<ul style="list-style-type: none"> - Hard-line statistics - No coverage network - From Pirelli - Free 	<ul style="list-style-type: none"> - Places suggestions - Custom routes - From Pirelli - Free - Premium content \$4 per month 	<ul style="list-style-type: none"> - Biggest world data - Setting routes routes - Location sharing - Free

- There are a lot of opportunities out there
- My intentions have effect on my reality
- I am constantly developing and expanding new capabilities

efore going

at I have

RENT, HAS TWO RO

ADRENALINE PLUS A SENSE OF DST OF THE THRILL SENDS ME TO MY HAPPY PLACE

I'VE MADE MANY MISTAKES SO FAR BUT I'VE GOTTEN
BACK UP AND CONTINUED TO RIDE AFTER LEARNING
FROM MY MISTAKES.

ATTITUDES:

- Aspiring
- Motivated
- Decisive
- Social independence
- Self-reliant

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o share

PRIM

BEHAVIOURS:

- **Self-assured:** I like to rider with other motorcycles that have similar rider values (set aside ego, safety first)
- **Gregarious:** I love to meet new people
- **Assertive:** I love feeling of freedom while riding

BELIEFS:

- Family is of fundamental importance
- I am free to be ME
- My happiness today is simply the result of my thinking
- Drama and judgments are a waste of perfect happiness

IT'S THE PERFECT BALANCE BETWEEN
VULNERABILITY AND INVINCIBLE. IT CALMS MY
SOUL, IT FILLS ME WITH JOY AND PROVIDES
CLARITY IN HARD TIMES

PAIN POINTS

- Sometime group rides are dangerous when rides let their ego get in their ways
- I would like narrow the search on my routes by rush hours, street conditions, weather conditions
- I know people in the community, but something there is too much drama
- I don't like to ride on the city, drivers don't pay attention to motorcyclist

I THINK HAVING A GOOD GROUP OF
PEOPLE TO RIDE WITH IS CRUCIAL.

ATTITUDES:

- Motivated
- Courageous
- Devoted
- Practical
- Responsible

ORENE

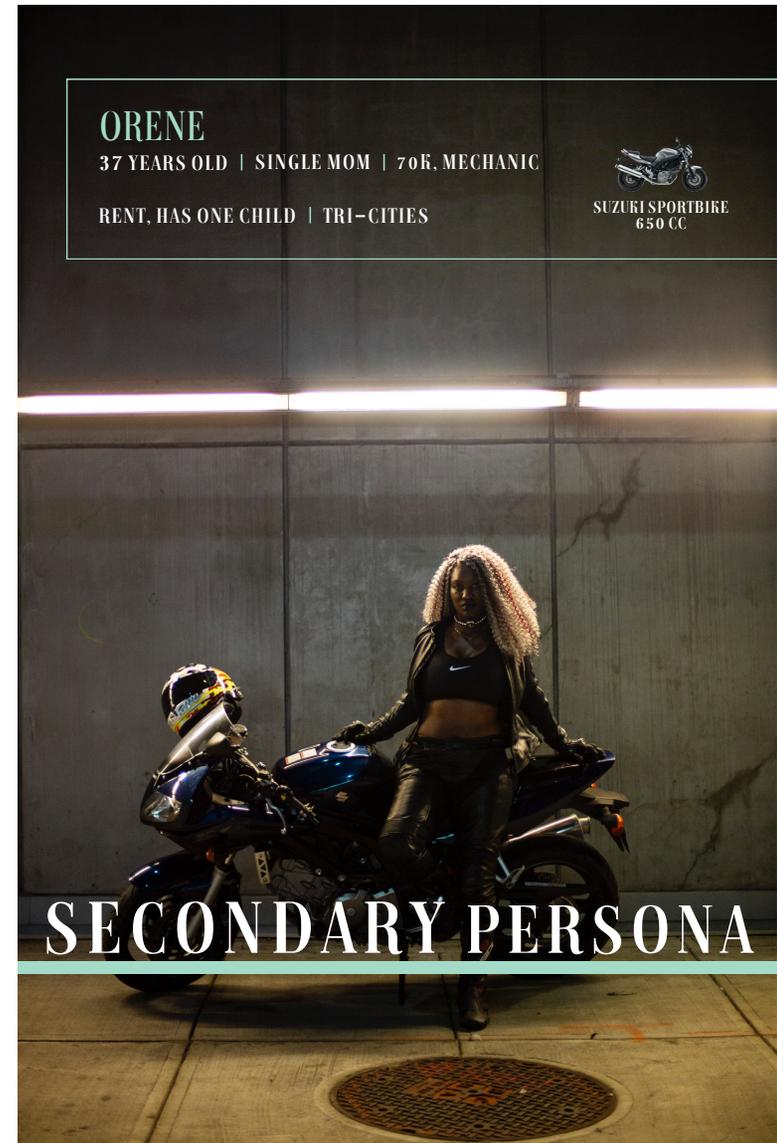
37 YEARS OLD | SINGLE MOM | 70K. MECHANIC

RENT, HAS ONE CHILD | TRI-CITIES



SUZUKI SPORTBIKE
650 CC.

SECONDARY PERSONA





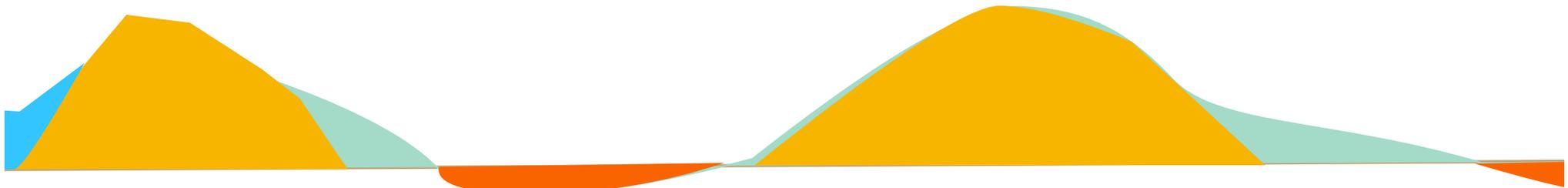
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NS

ASK OTHER
RIDERS FOR
SUGGESTIONS

DOESN'T HEAR ANY
SUGGESTIONS BACK

SEARCH FOR SUGGESTIONS

SPE



- For sure I will get a suggestion
- I would like to go to a new place

- I didn't hear back from anyone
- And the suggestions that I got are too far

- That is ok... I mean the whole point of my ride it is feel the freedom and explore
- Finally I found a place that I can go

- It is rush hour
- Car drivers check their mirrors, change light
- THIS GUY AHEAD OF ME OVER
- Maybe there is a street that I can

- I'm now ready for a new place!
- I want to avoid highways
- I don't really know how a car driver around a scooter here

-Google doesn't have all the specifications I need.
-I have to look in 3 different websites to collect all the information I need.
-Now it is getting to late

Motorcyclists to share their routes, so he can find inspiration

Voice control

Provide tools to improve visibility of the city

possibility to meet new riders

Integration of most relevant social media platforms

Voice notifications, alerting him in advance to change route

TASK PRIORITIZATION

EPIC



Epic	Themes	As a	I want	So that
CREATE A ROUTE	Settings	MOTORCYCLIST	Pick my destination	I can get my destination
	Settings		Pick where I am	I can know how long it will take me
	Settings		Save search settings	I don't have to do it every time
	Check		Check road conditions	I can prevent detours
	Add		Document notes at the end of my ride	I can have a record of my overall
	Check		Check wind speed	I don't get blown over
	Check		Check street speed limits	I have control over how fast to go
	Check		Check street incline	I know that my scooter will be able to go
	Add		Select not to take highways	I can avoid high speed streets
	Check		Find out weather conditions	I can bring appropriate gear
	Add		Specify road conditions	I know what to expect
	Add		Pick the route with less traffic	I feel safer while riding
	Add		Specify lane roads	I won't be on car driver blind spots
	Controls		Hear the navigations guide	I don't have to look at my phone while
	Controls		Voice control while riding	I don't have to stop while riding
	Controls		Voice Alerts of traffic changes while	I don't want to be stuck in traffic
	Add		Avoid most dangerous intersections	I can feel safe while riding
	Add		Add asphalt preferences	I avoid gravel
	Add		Pick 50 max speed limits streets	I know my scooter will have enough power
	Add		Be able to add a stop on my route	I can prepared my route accord

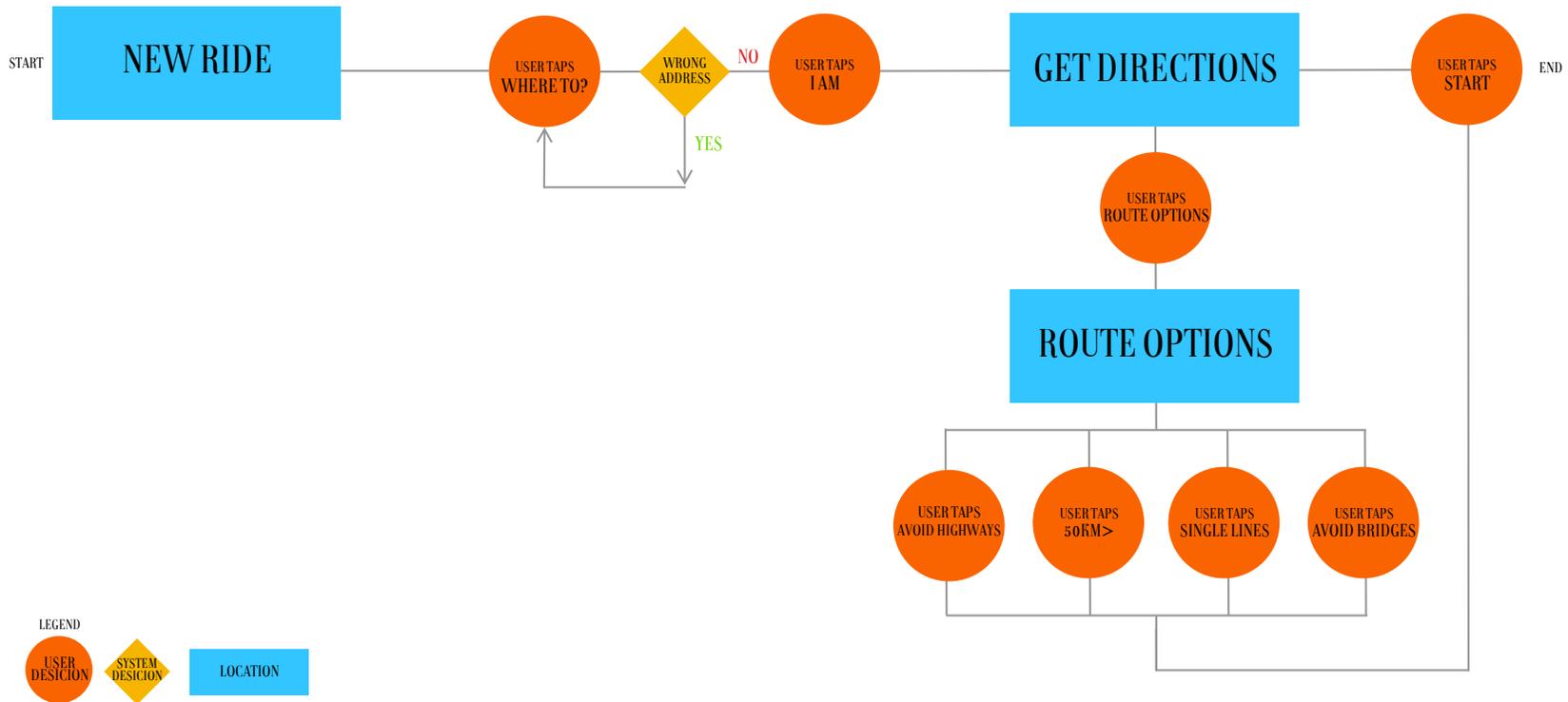
TASK PRIORITIZATION

EPIC

Epic	Themes	As a	I want	So that		
CONNECT WITH OTHER RIDERS	Share	MOTORCYCLIST	Share my routes	I can let other riders were I went		
	Info		See other riders routes	I can get inspirations or suggestions		
	Social		Add feed backs to other routes	I can share my knowledge		
	Social		Add feedback to my routes	I can new developments		
	Share		Add photos to my routes	Other riders can see were I went		
	Share		Add videos to my routes	I can share more specific conditions		
	Info		Find riders in my area	I can connect with fellow riders		
	Social		Post questions	That I can get different points of view		
	Info		Looks for suggestions	I can first hand feedback		
	Social		Create an event	I can meet fellow riders		
	Share		Share my location	I can let my love know where I am		
	Social		Able to answer question from riders	I can share what I have learn		
	Social		Create groups	I can stay in touch with like-minded people		
	Info		Be aware of events happening in my area	I can stay update to thing that interest me		
	Social		Connect with riders with same abilities	I can go with rides and don't feel pressure		
	Share		Post about motorcycle topics	I can share what I'm passion about		
	Info		Find people post about motorcycles	I can learn new thing everyday		
	Info		Get remote places recommendations	I can go to places that I've never been		

TASK FLOW

EPIC: CREATED A ROUTE



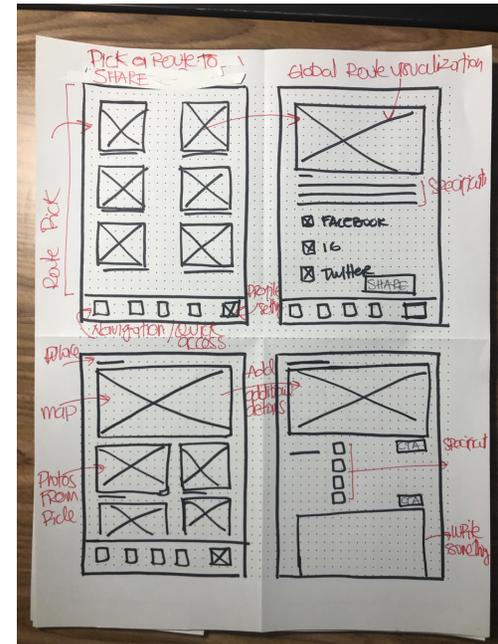
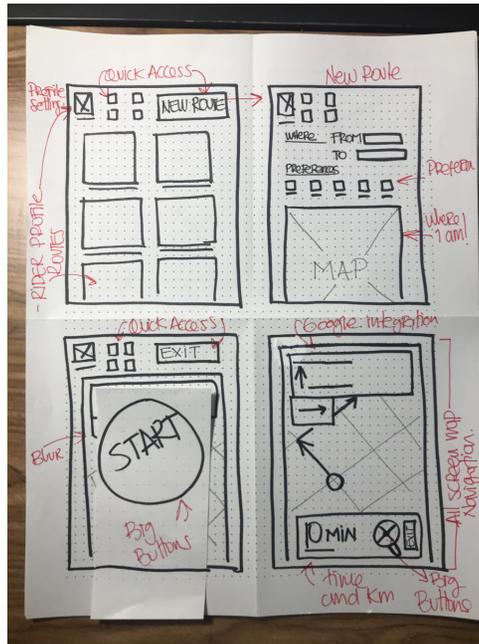
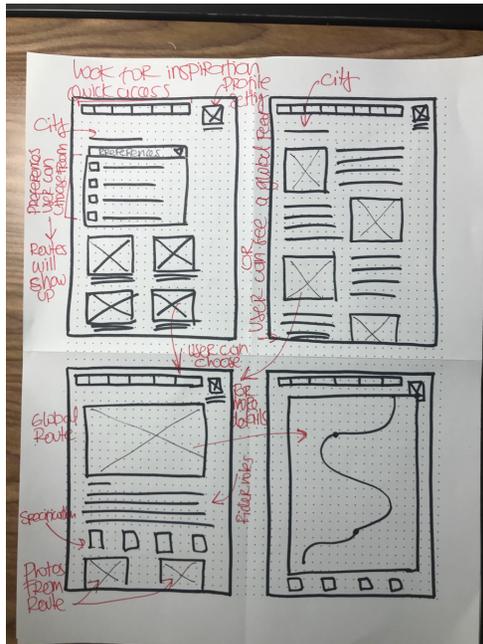
LEGEND



JULIETH FAJARDO

CAVALIER

CONCEPT SKETCHING AND IDEATION



APPENDIX

SURVEY RESPONSES

Scooter Riders FeedBack

Questions Responses 4

4 responses

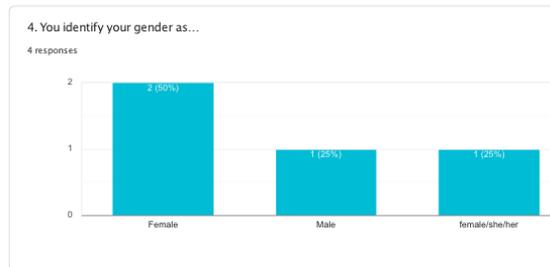
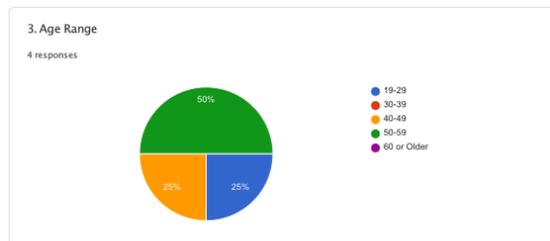
Summary Question Individual

1. Name
4 responses

- Naomi Bridge
- Angela
- Brian G
- Sylvie

2. Email
4 responses

- njbecho@gmail.com
- angela-fe@live.com
- b2dgmedia@gmail.com
- sylviekatdoe@gmail.com



5. Where do you live?
4 responses

- Vancouver
- Surrey BC
- Southern California
- White Rock

6. What kind of Scooter/Bike do you have?
4 responses

- 2020 Vespa Primavera 155cc
- Ducati monster 696. Used to have a honda ruckus
- Honda Rcukus 49cc
- Yamaha BWS 49, Vespa LX 150

7. How long have you been riding for? and why did you start?
4 responses

- started in 2013 (7 years riding) because I was bored one summer and decided to take motorcycle riding lessons
- 2018
- Since November 2019
- I started riding dirt bikes as a child and into my early 20's. I started dirt biking cos my older brother was riding and I wanted to go with him. I quit riding for 30 years then started riding scooters at 50

APPENDIX

SURVEY RESPONSES

8. What is the main reason of using your Scooter? Is your scooter your main mode of transport?

4 responses

My main mode of transport is walking. I use the scooter mostly on weekends for fun and for getting to sports I participate in around town.

For fun, the feeling of freedom. No its my secondary.

Wrecked car, Always wanted to learn to ride, Have seen modified Ruckus's since 2012 and finally pulled the trigger due to needing an affordable daily commuter.

My scooters are my main mode of transport (February-November). Cheap insurance, great parking spots, SUPER FUN to ride.

9. Are you a Season rider or All year Rider? How often do you ride your Scooter per week?

4 responses

I ride about twice a week, but I don't ride if it's raining. And I usually don't ride between mid November until almost March because it's too cold and/or rainy. I was insured for the whole year though.

All year, about 2-3x a week currently

Currently all year due to California weather

Vespa is insured all year round. I commute most days on my Vespa unless theres ice on the ground or torrential downpour. On average I'm on my scooter 5 days per week. The BWS is only insured in the summer June, July, August

10. Does the place you live influence your Ride habits? Did the place you live influence the type of Scooter you purchased?

4 responses

I actually downgraded from a 250cc motorbike to the 155cc scooter because I don't ride on the highway and just need to scoot around town, but the 155cc scooter will do 90-100 km/hr so it's not lacking in speed/power for the city.

I probably would ride more often if it was warmer. No, I would've bought the same bike regardless of location

Yes, I live in the baseline of the mountain foothill. So there are steep inclines and elevation is anywhere between 300-900 ft. So my scooter is tuned for more torque acceleration and lower top end by just a smidge with 38/80 jets and Met gears.

My location didn't influence the type of bike I wanted to purchase, it was mainly the unique style and high-end modified look you could achieve.

Yes. The 49cc is not fast enough for commuting, posted speed is 60 kms but most cars go 80! I was having a hard time keeping up so I purchased a 150cc scooter

11. How do you choose where to go? and What characteristics do you look for (e.g. Destination, infrastructure or openness, specific restaurant, scenery, etc)?

4 responses

Often it's a destination (the gym or field for sports or to visit a friend). When I ride without a destination it's usually for scenery like Spanish Banks and/or Iona Beach

I love riding by farmlands. I like open roads without much traffic or stoplights (ex. O avenue).

I currently ride with another group of grom and ruckus riders. They mostly meet in the downtown area, but have started connecting with other groups to ride with, more specifically in my vicinity.

For joyrides, I enjoy watching other car shows and their cinematics, the scenes with beautiful environments are what compels me the most. So, I do plan on taking more cross country and canyon rides once my bike is modified to handle that. In the meantime, as a foodie, I like to frequent foodie spots. The roads I prefer to take are smoother and local neighborhood backroads or the main blvd. In a group ride it's always a main blvd, but solo I try and steer clear from heavy traffic.

I find reasons to get on my scooter...pick up packages in Blaine, WA, grocery shopping, out to friends, restaurants etc. I choose back roads, NO highways

12. How do you plan your Ride?

4 responses

Google maps if needed although most places I'm going I don't need to plan because I've been there before.

Using google maps if I hadn't ridden that route before. I also don't mind just going on a random road and getting lost

I use gps to plan my ride. time is not as big of a factor. If I could choose, I would most likely stick with the scenic route.

I plan by looking on google map and choosing back roads.

APPENDIX

SURVEY RESPONSES

13. Do you rather to Ride Solo or in Groups? and Why?

4 responses

For scenic rides I prefer riding with one friend or possibly a small group, then we can do for lunch or coffee and it's social.

I haven't rode in a group before. I like riding solo because it's at my own speed, and at my own whim.

I do both, but prefer riding in groups. It is safer to ride in a group on small scooters than it is to ride alone and it's more fun.

I prefer riding with friends as it is more fun, it's a social outing. I mostly ride alone as I commute on my scooter

14. How often do you ask fellow riders for suggestions for routes? Why kind of feedback are you looking for?

4 responses

Rarely. I guess I'm kind of a loner and usually just have one friend I already know who I ride with. Plus most people want to hit the highway and that doesn't appeal to me. If I were to ask for suggestions it would be for fun rides that avoid highways.

I don't ask anyone I just look on Google. I try to find visual images of the route

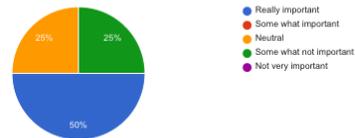
I haven't asked many riders for suggestions yet.

If I were to ask, I would like to know the flattest, smoothest, and the road with the most curves for my route. I might also ask where their favorite food spot is.

Often at first. Now I basically have my routes down pat. What I was looking for was slow speed, back roads to get to certain destinations

15. How important is it to you to meet other fellow riders?

4 responses



16. How easy or hard is it to meet fellow riders?

4 responses

I have a little social anxiety so I just tend not to bother.

Easy because there are regular group rides on Facebook groups.

It's somewhat easy. As I am a social person and part of several scooter Facebook groups.

Easy to find riders on Facebook groups. But most riders are in Vancouver. I have ridden to Vancouver for a scooter rally. The ride takes me at least 90 minutes.

17. How active is the Scooter community in your area?

4 responses

There are a couple of Facebook groups but I don't think events are too frequent.

I see scooters probably 80% of the time I go out on a sunny day

I don't know, since I have only been active with the community for several months, however, there seems to be 2 other groups I am aware of that are consistently riding 1-2x a month. There are more groups popping up.

White Rock...unfortunately pretty much non-existent :(

18. What kind of gadgets do you use when Riding?

4 responses

Umm... none?

None

I have a Cardo Freedom 2+ headset, roam phone mount.

I have a Cardo on my helmet

19. What apps or websites do you use before, during or after Riding?

4 responses

None

Google maps

Google GPS, youtube for streaming music, Instagram, Facebook

Google map, map quest

20. How much information do you look related to Scooter Ride Life? and What kind of information you look for? (e.g. accessories, garments, fairs, how to fix DIY, events, etc)

3 responses

When I used to ride a scooter: I looked for mods I could do to make it faster or look cooler.

I am always looking for scooter content everyday, so it is a lifestyle. I try to maintain a knowledge base of industry news through social media. I am constantly looking for DIY tutorials for maintenance and modifications, pictures for comparison, and content about the industry. I am tuned into some groups on Instagram that frequently posts events. Since my bike is still stock with general mods to get me faster, I am now searching for content that provides info on the next step into maintenance, tuning, and the I will research further swapping my 49cc to a larger engine along with wheel and brake set ups.

All of the above

APPENDIX

RAW INTERVIEWS

David, Thursday 30, 7pm pacific time, zoom chat

1. My friend had a ruckus, but I don't know what I saw. But I was obsessed over and over, and I kept looking at the stats over and over, looking at the website. I'm going to save up and get one. That was on may of 2007. They run forever.
There was a guy in Korea, he wanted to take the ruckus, he jacked all his things, went from washington state to florida back and forward, that was inspired me. ... the story of longevity, and I knew that was a tough, that whatever you throw at it, it will take it.
2. **Season rider or a arounder**
I used to be an arounder, I even have videos of me riding on the snow. Yes, I have done it in the past, but as the years go by, I guess as you get older. In the past two years, I have switched not to ride in the winter.
How cold does it get there?
So I think it was negative 21 degrees f, the coldest I have ever rode before. It was really cold. I think hunting took a more important priority, and for that I need my truck, I need space for all the hunting supplies and gear.
But I realized people are not looking around for scooters in the winter time, especially here in Iowa, so I feel like I will be kind of a surprise or what if I slip. I mean that can happen any time. But it can definitely happen in the snow, so let's say that I got a little bit risky.
3. **Main mode of transportation?**
It was my main, everytime that I can ride, I ride it. I'm always looking for plans to ride it. For example, if I know there is a street that I'm going where the cars won't see me, and I know that there will be a chance of them hiding me I will take my truck.
Priority is riding the ruckus, and the if can't do that. For example tomorrow, I'm planning to go to work, then come back home to pick up the ruckus. And even though the bank is on my way from work, I'm gonna come home, hoop on my ruckus and then go to the bank and then come back. I take every opportunity to ride it.
4. **How often do you ride per week?**
6 days per week
5. **Did the place you live influence your ride habits? And the kind of scooter you get?**
No, because there are not that many scooter riders here, mostly you see motorcyclists. It is not like California, where you seem that everybody has a bike.
6. **How do you choose where to go and what characteristics?**
I want it to state out of interstate and highways, definitely the first is speed limits that I watch for. I love to go anywhere with a round about. We have this street, with 4 of them in a succession of a mile, I always find an excuse to go around that street.
I stayed away from the highway, it happened once when I was new in town, I took it by mistake, and I definitely felt out of place. I got that on camera too. It is just a great thing to cruise around, I love exploring new places. Quick trips, mostly everything here are

errands, so if I can fit on my scooter I'm taking the scooter. And it can fit a lot!! Yes I grab a backpack, fill out

7. **How do you plan your ride?**
First, I will check the weather, I always check the weather before I go
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Definitely think of traffic flow in the city, and what time that happens at, and ohh and the wind have a huge role. Like two days ago, it was tuesday, and it was 36 miles per hour, and I'm like I can't do that! I will be ok, if I'm taking 25 miles per road, but if I'm taking a 45miles ... I don't think that I can't even do a 20miles per hour.
So wind, rain, traffic flow, rush hour or not, speed limits.
8. **How often do you ask fellow riders for suggestions?**
You know I'm not connected to many riders here in Iowa. Funny thing I saw two riders, I was going to the bank, but then I went back to follow them, I couldn't find them. But I really wanted to connect with them. There is this website, you know I tried to connect online, I will try to throw that up there, but no one replied. The online community of rucksters is tighter. I see motorcycles all the time doing group rides all the time, I really wish that my scooter would do the same, you know I see on facebook meetups, and I wish that it would happen here. I don't think the ruckus is really popular here in Iowa. I didn't get to hang out with other people, but it will be cool.
9. **How important is meeting new riders?**
I would love to! I would say moderately important, you know I have tried to chase down other people to connect with, so I can ride with them. But I can still go out and ride by myself and have fun. You know the riders wave, I mean do that with all motorcyclist, all sorts of two wheelers.
10. **Gages?**
Action camera that records my rides
11. **Apps websites?**
Google maps, if it is a new place
The weather channel app
Speedometer app, if im doing speed
12. **Search about?**
I guess it is maintenance type stuff or upgrades.
See what other people have done with their bikes

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APPENDIX

SECONDARY RESEARCH

- The motorcycle and moped industry council

ANNUAL INDUSTRY STATISTICS REPORT SUMMARY 2018

<https://www.mmic.ca/mmic-industry-statistics/statistics/>

- Government of Canada

Canadian Motor Vehicle Traffic Collision Statistics: 2017

<https://www.tc.gc.ca/eng/motorvehiclesafety/canadian-motor-vehicle-traffic-collision-statistics-2017.html>

- Source FORTNINE

How Dangerous Are Motorcycles?

<https://fortnine.ca/en/how-dangerous-are-motorcycles>

- Vancouver Sun

B.C. motorcycle deaths spike in July 2018, prompt safety warning

<https://vancouversun.com/news/local-news/b-c-motorcycle-deaths-spike-in-july-2018-prompt-safety-warning/wcm/2be4701c-02a0-4b48-9508-d5a91b87a926/>

- Statistics Canada

Vehicle registrations, by type of vehicle

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=2310006701>

Moto Sport.com

8 Reasons Motorcycles Are Better Than Cars

<https://www.motosport.com/blog/8-reasons-motorcycles-are-better-than-cars>