bike ✪ line

virtual
physical
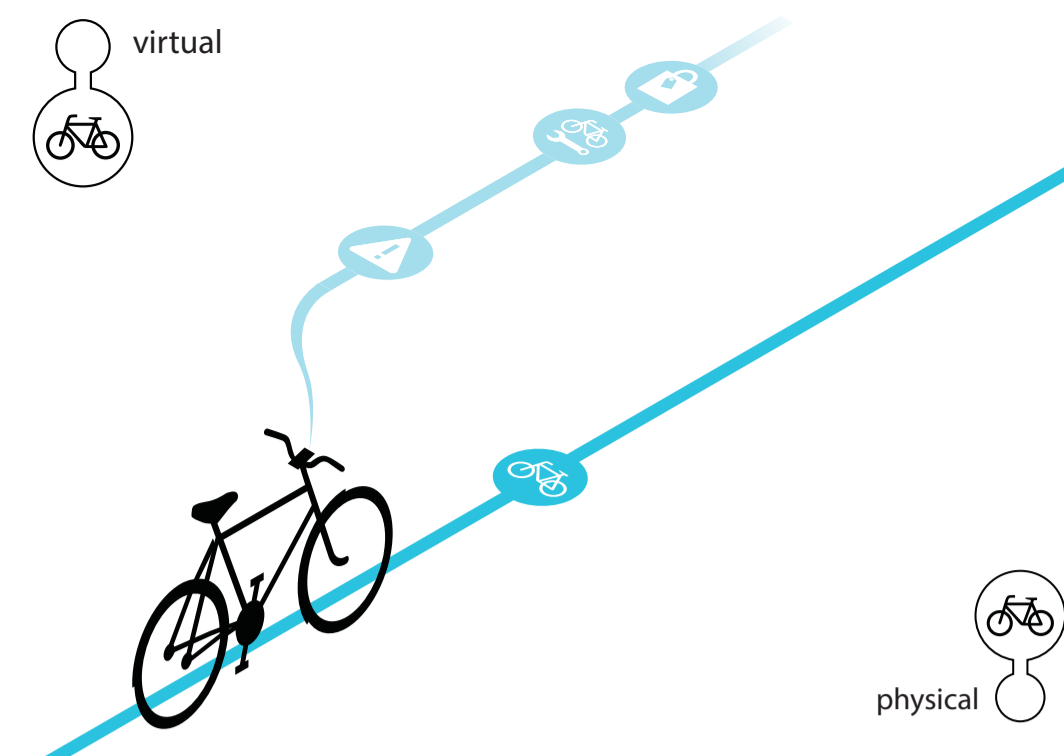

'Bikeline' is a new way of helping cyclists to get the best out of their cities. The 'augmented bike lines' are very simple but striking visual cues that guide the rider along safe and interesting itineraries. But their true power is unleashed by using a mobile app that shows equivalent 'virtual lines' and adds relevant, exclusive and updated information.

'Bikeline' provides quick **answers** to the most common doubts of an urban cyclist:

— How can I get easily and safely to...?
— Great, I found a bike lane, but... where is it taking me to?
— Oh, no... Where can I find a bicycle workshop?

And it brings to your handlebar a whole new range of possibilities for **interaction** with cultural activities, local businesses and other cyclists. You will just get to know and love your way around the city!

PHYSICAL LINE +
Visual signs painted on the ground to guide cyclists through the city. Visible for everyone, they attract attention, saying: Here's something to help you!

MOBILE APP +
An application that recognizes the path you're following and displays complementary information.

VIRTUAL LINE
'Augmented bike lines' will make specific information, services and special deals available for cyclists.

MOBILITY + ACTIVITY: The bikeline project connects bicycles, as a means of transportation, with the different attractions of the URBAN CONTEXT, providing rich urban experiences beyond commute rides and errands.

A BUSINESS PLAN: Several STAKEHOLDERS will join the programme. Public transport providers, shops, stores and many different businesses will be able to provide services, offer special deals for cyclists, and get a profit in return.

AN INCENTIVE TO RIDE: Having content and deals delivered specifically to cyclists will work as an incentive for citizens to GET A BIKE and follow the bikelines.

DEEP IMPACT: While being a 'light' intervention, it will change BEHAVIOURS and mindsets, having a huge impact on bike culture in the long run. It also offers great educational potential for children, through specific activities (meeting points, 'bike buses', etc.) along the safest lines.

ADAPTIVE CITY: The app will collect user preferences, traffic levels along different lines, issues and problems, allowing the government to rapidly fix, adapt or redefine the bike paths and the transportation infrastructure of the city.

COMPATIBILITY + MAINTENANCE: The system can be easily implemented in any place suitable for bikes. In many cases, the same maintenance systems (snowplows, cleaning, repainting...) used for motorized traffic will work for bikes.
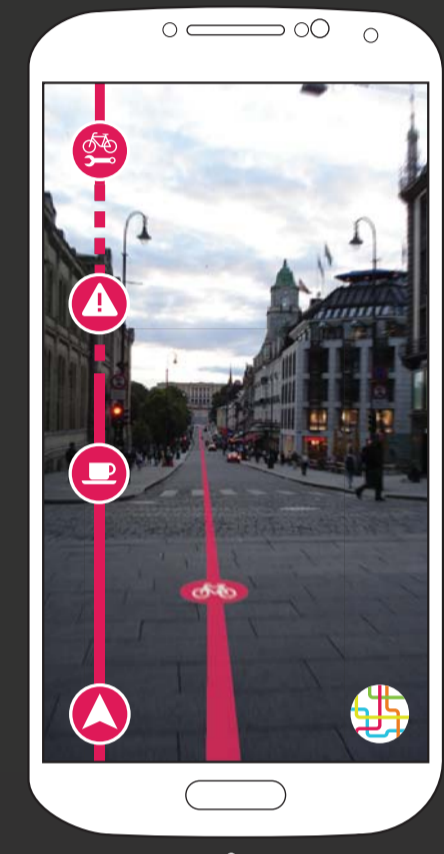
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app + virtual lines = augmented info
The bikeline application turns any smartphone into a context-aware surce of relevant information for the cyclist.

always up to date
In comparison to printed maps and physical signposts, through this application the contents will be very easily updated and served to the citizens in near-to-real-time.

passive and active
The application supports two basic operating modes: Checking maps, routes and tips while stopped, or displaying context-aware information during the ride in a simplified format.
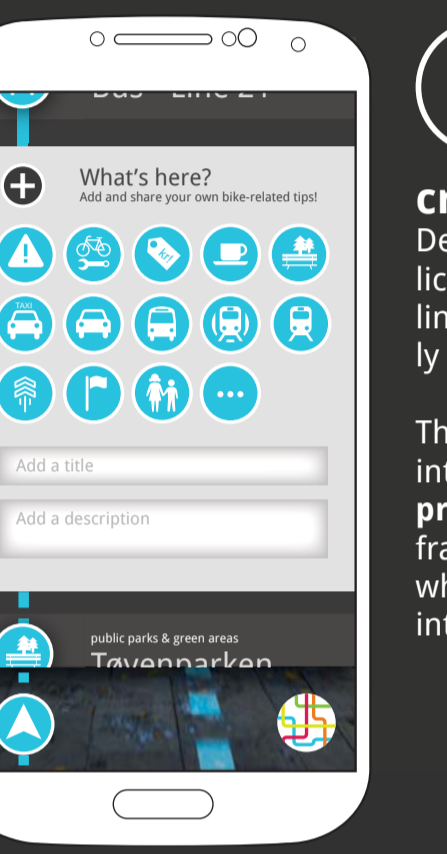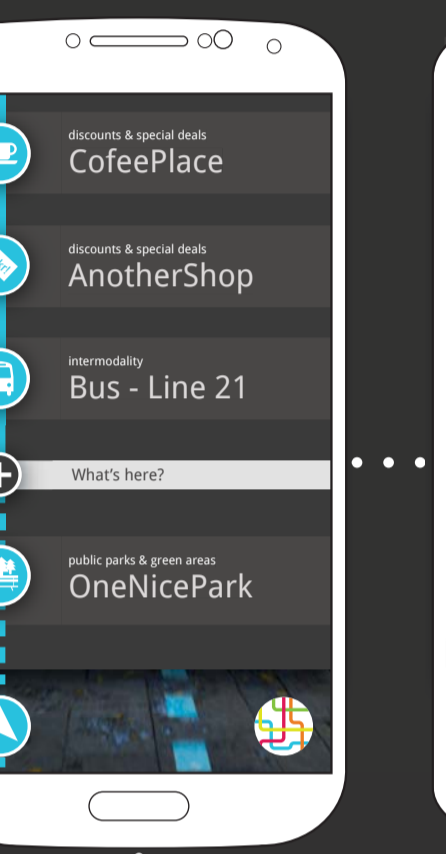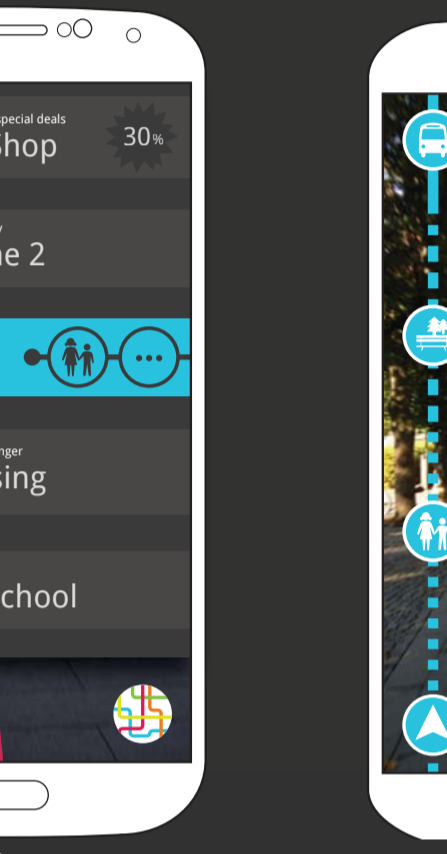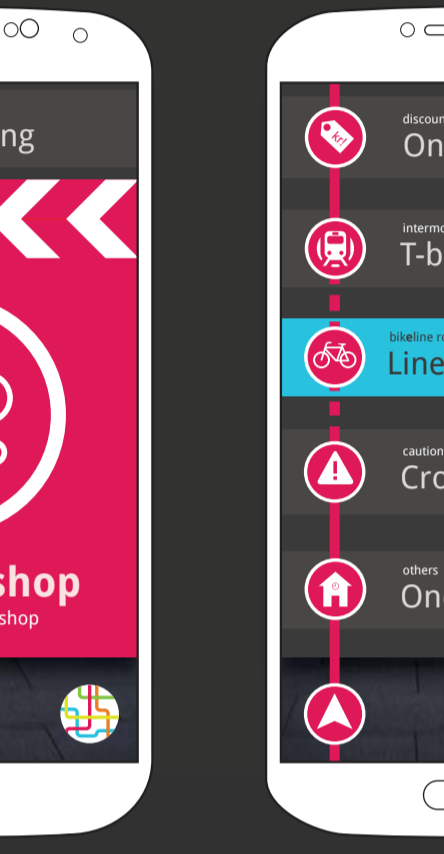
multiplatform
The application will be available for Android, iOS or Blackberry, or even as an HTML5 application for other platforms. Any smartphone or tablet incorporating a camera, WiFi and/or GPS will work.

from Norway to the world
After being tested in Norway, the system can be exported and implemented in other places. It could even be co-developed and co-funded with other partner cities.

physical lines, clean visual design
Using color, style and weight will give more visual information, even without the application.

One single line to follow: less paint, less visual clutter, cleaner concept.

This way, they also work in different conditions:

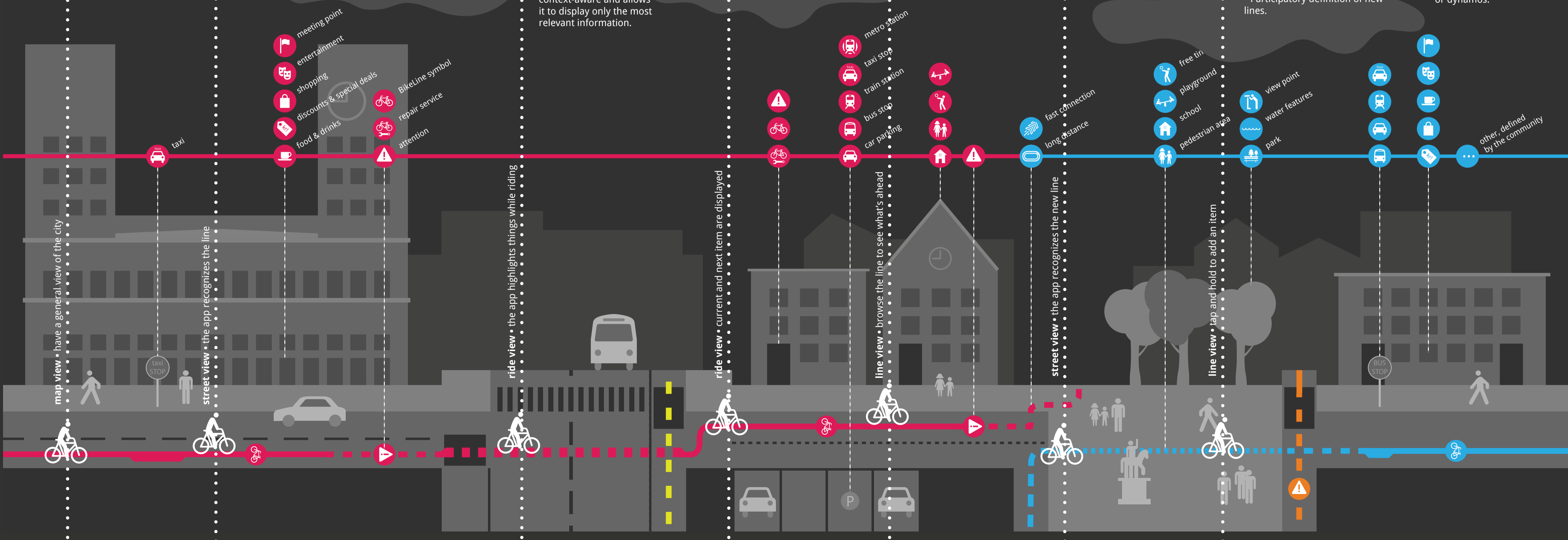Streets shared with cars, with limited speed and where bikes have priority...

... dedicated bike lanes....

... or areas shared with pedestrians, where bikes can ride with caution.

line type can show speed, attention, proximity...

line weight can adapt to visibility needs, add highlights...

color gives a specific character to each bikeline

Each line could have its own name: the 'Cultural Tour', the 'Kid's Line', the 'Speedy Route', or even informal nicknames suggested by citizens.

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map
Different bike lines, shown in both abstract 'subway style' map and geographic map

Follow **Line 1**
Culture house - Central Station

information
• Knowing where a route is leading you.
• Finding the closest workshop along the route.
• Tracking bike movements around the city (statistics of route traffic).
• Find the fastest/safest/shortest way to go somewhere.
• Showing route-specific deals by nearby commerces and shops.
• Showing relevant places along the route.
• Estimating distances and times.
• Displaying security issues: obstacles, repair works, closed streets...
• Get tips and warnings from other cyclists, see real time traffic information...

location
Your smartphone's built-in GPS locates your position and direction precisely along along a line and also when moving away from it. This makes the app context-aware and allows it to display only the most relevant information.

while riding
You can both hear (sounds) and see (color, light, movement) information without having to look closely.

user profile
Profiles allow users to add and share unofficial information, save favourite routes and set what kind of contents they want to be notified about.

add information
Share what you know about the city: a problem you nitieced, a dangerous corner, a good place to have a break...

interactions
• People adding feedback/comments on a certain line.
• Gamified: Getting more points, becoming the 'mayor' of a line, unlocking certain features or perks...
• Feedback on existing lines.
• Participatory definition of new lines.

create
Define, share and publicly suggest your personal lines. They may get officially painted!

This way, bikeline turns into a tool for collective **prototyping** of cycling infrastructure: testing routes which can later be turned into real bike lanes, etc.

power management
The screen turns ON/OFF automatically to save battery. Location mode can be quickly changed between camera/WiFi/GPS. It can use power coming from e-bike batteries or dynamos.

Line 2
Double crossing caution & danger

Car parking
OneBikeshop bike shop & workshop

OneShop 30%
T-bane 2
Line 5
Crossing
OneSchool

CofeePlace
AnotherShop
Bus - Line 21
OneNicePark

What's here?

map view • have a general view of the city
street view • the app recognizes the line
ride view • the app highlights things while riding
ride view • current and next item are displayed
line view • browse the line to see what's ahead
street view • the app recognizes the new line
line view • tap and hold to add an item

meeting point
entertainment
shopping
discounts & special deals
BikeLine symbol
repair service
food & drinks
attention
taxi

metro station
taxi stop
train station
bus stop
car parking
fast connection
long distance

free tir..
playground
school
pedestrian area
view point
water features
park

other, defined by the community