



The Commute

Everyday, rain or shine Frank Huang relies on his bicycle to take him to his destinations. Whether it's the ten block ride to class during the week, or the two mile ride to soccer on Saturdays, his bike must get him there. It must carry his belongings, from books and groceries to soccer balls and running shoes.



On a typical school day Frank packs his computer, charger, sketch book, pencil case, camera, and wallet.



He then must attach his book bag or tool bag to the back of his bike on the small rack with bungee cords.



Once the bag is secured to the rack, he must bike cautiously, constantly checking to make sure nothing falls off.

Frank's Bike Routes



University of the Arts



Whole Foods Grocery



Italian Market



China Town



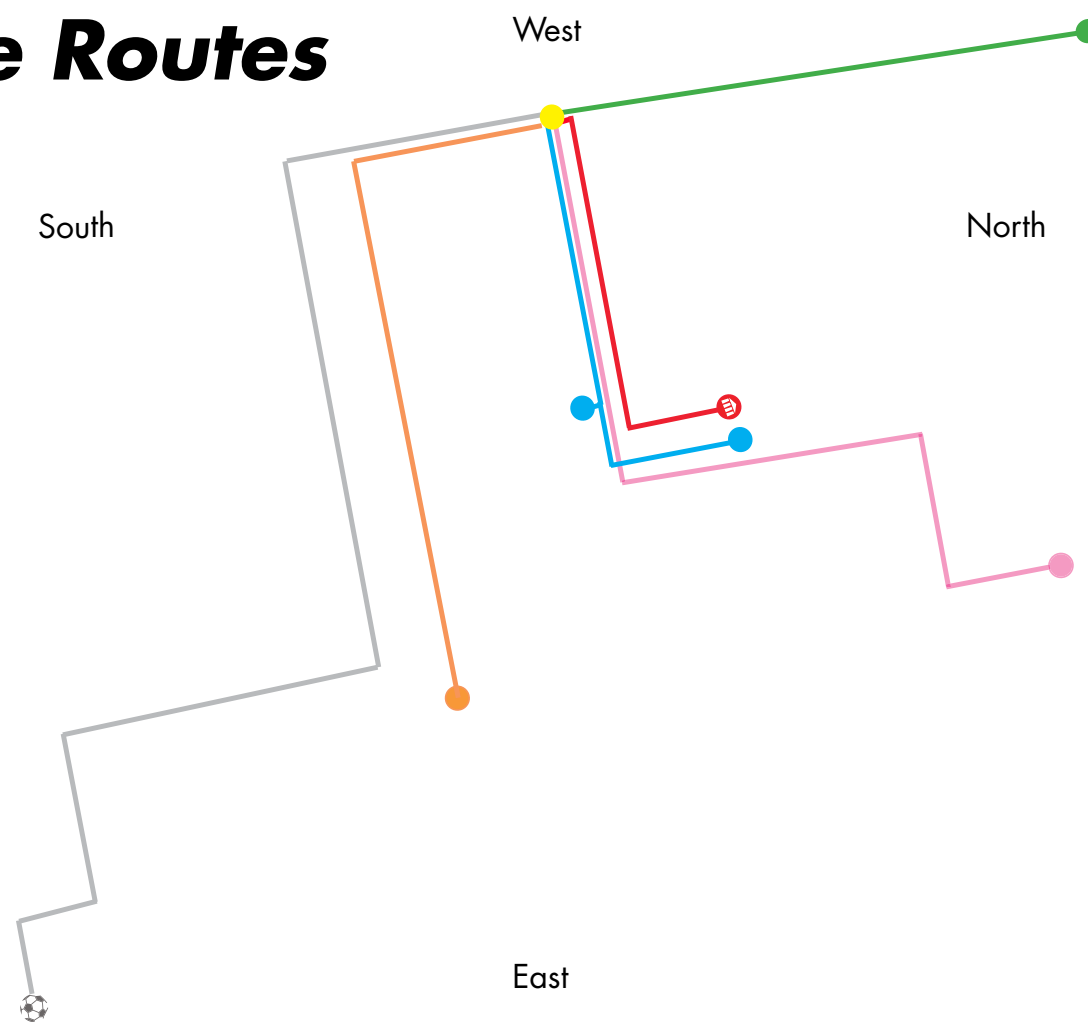
Friends Houses



Soccer



Franks House



This map illustrates Franks routes of travel throughout the city via his bike.

Because Frank is unable to carry more than one bag at a time, he is forced to head home to empty his book bag in order to go grocery shopping after class or on his way home from soccer practice.

Many of his errands could be combined if he was able to carry more supplies on his bike. Making for less trips and a more efficient use of his time.

Frank Huang



How often do you use your bike?

"Every day"

What is your most frequent destination?

"School"

How far is your commute to school?

"10 Blocks"

Do you ever make multiple stops on one trip?

"Yes, usually on my way home from soccer I stop at the Italian market to pick up groceries."

How do you carry all of these things?

"I carry some of these things on my small rear mounted bike rack and others in my book bag"

What happens if you don't bring a book bag?

"With out my book bag I have no way of carrying groceries or any products unless I can strap them to my bike rack, and to do that I have to plan to bring a bungee cord."

Why don't you have a bike basket?

"I think bike baskets are very feminine"

What are the most inconvenient things about your bike?

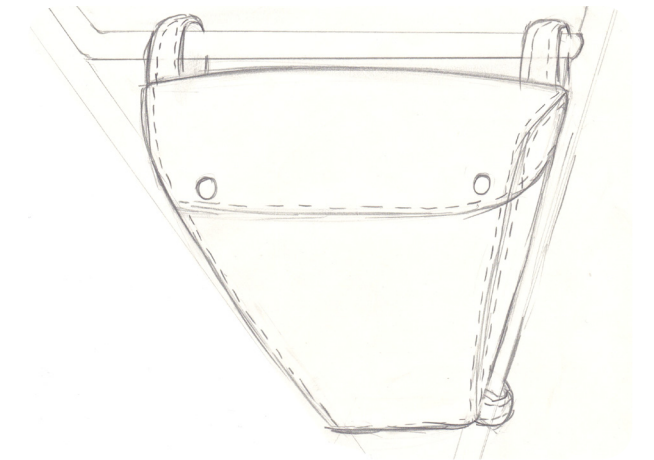


1. "I cannot put anything on the bike rack unless I put it in something bigger with a flat surface. Bungee chords are needed so that my objects don't fall off the bike."

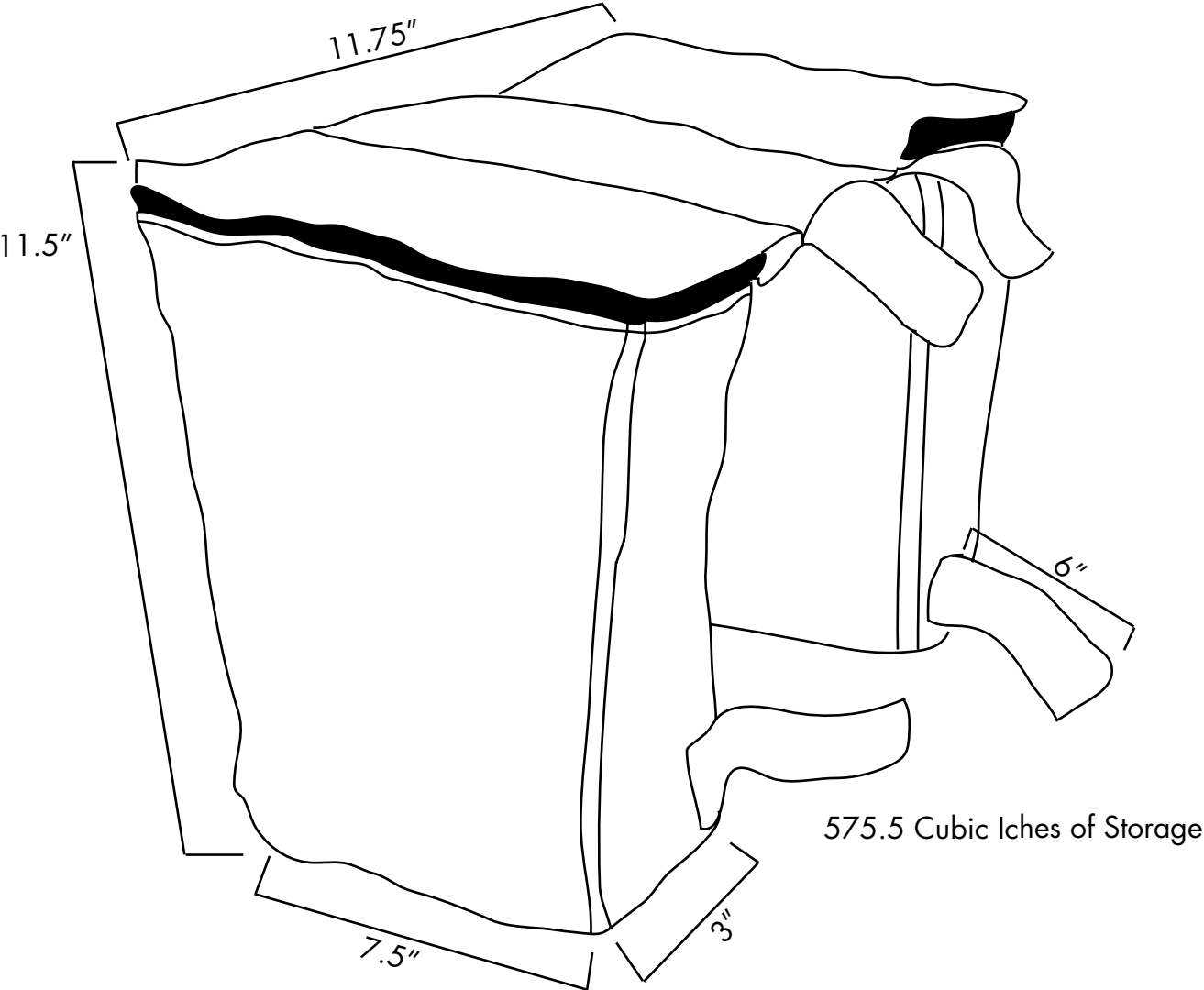
2. "I placed tape over a piece of screw that used to cut my jeans while I biked."

3. "During wet conditions, the back of my leg gets wet. Because of the bike rack I cannot install a fender on the back wheel."

Efficiency in Storage



Testing & Prototypes



Crafted from durable and high quality canvas these rear mount- ed bike bags offer Frank just what his bike lacks, more storage. More importantly they offer him a more efficient way to run his errands. If he wants to buy groceries on his way home from soccer, he now can. Made of fabric they are light and easily- removable. His errands can now be consolidated, leaving him with more time for school work and recreation and less time retracing his steps.