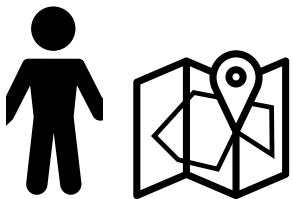


TASK BREAKDOWN SAMPLE WORKFLOW

1 → 2 → 3 → 4 → 5

PREPARATION

Ride on route to get acquainted; select user if analyzing from a specific perspective



IDENTIFY TASKS

Identify what the person cycling needs to do; go through their whole journey



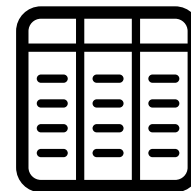
VIVID DESCRIPTIONS

Build a full story, capture nuances and motivations behind the actions



ANALYSIS

Analyze across different factors; optional: compare to other modes



DETERMINE INTERVENTIONS

Decide where to intervene to improve the cycling experience

