

Pathways * f Desire

Mary Lawler * Dr Mark Lochrie * Dr Richard Weston

**Lancashire
School of Business
and Enterprise**





Inspiration





DESIRE LINES CYCLE NETWORK

The Desire Lines Cycle Network project seeks to build on existing technologies and platforms to harness data; building on storytelling to reveal the hidden 'cycling' desire lines of a city to assist cyclists and city planning groups.

Desire lines evolve where formal paths are not considered the optimal route, typically representing the shortest or most easily navigated route and often highlight design flaws.

How Might We ...

Design a system to visualise the desire lines of cyclists in the city?
Encourage safe and enjoyable cycling within the city?

By bringing together artists, designers, technologists, researchers, decision makers and fellow cyclists to identify the challenges of cycling in the city through the data and stories, creating a platform made by cyclists for cyclists.



Are you a cyclist?

or



Ever cycled in Preston?

Come share your insights and stories, and the coffee and cake is on us. You'll be involved in mapping your journeys, which will help us better understand the requirements of cyclists and the need to visualise the hidden desire lines of Preston.

Drop-in workshop
Wednesday 21 February
@ 12:00 - 15:00
& 17:00 - 20:00

Townhouse Coffee and Brew Bar
62 Friargate, Preston PR1 2AT

<https://www.facebook.com/Townhousecoffee62>



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MEDIA
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goo.gl/DW4Be4

#cycletlines

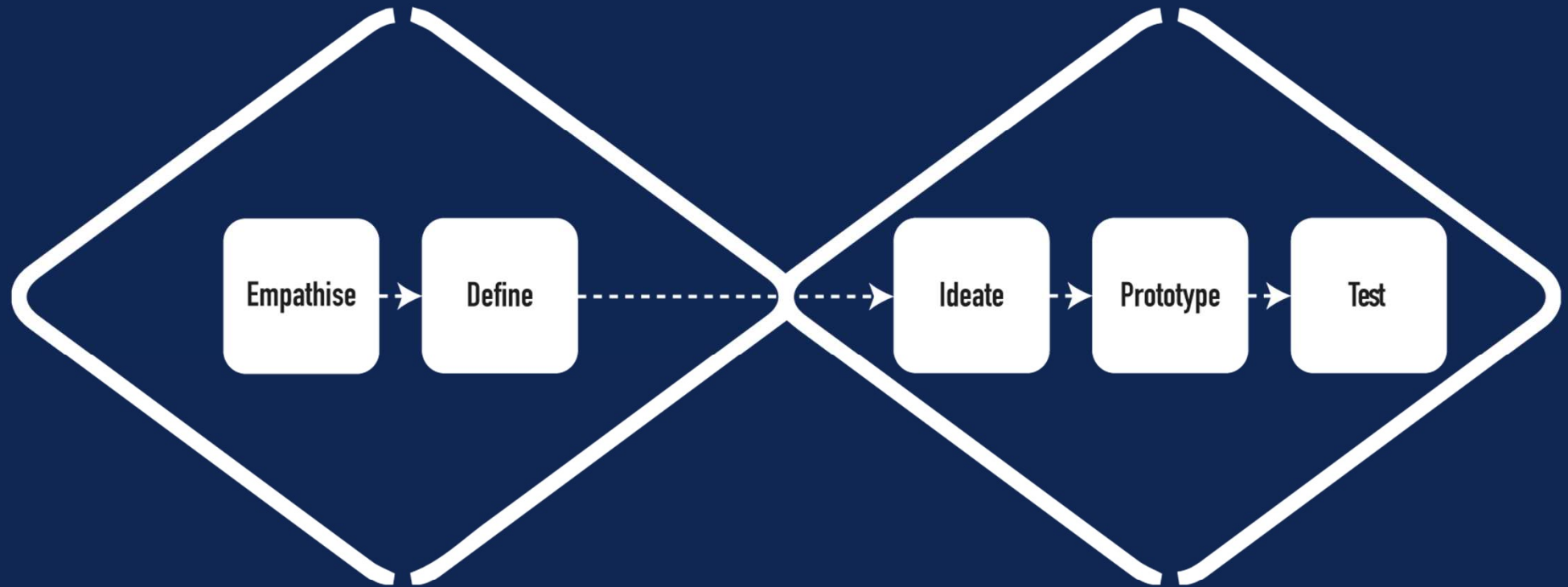
Empathise

Redefine

Refocus

Rethink





Double Diamond > Human-Centered
Design > Design Thinking

High Security
of data
handling

SIMPLE /
CLEAR + EASY TO
USE PLATFORM

Physical / tangible
- Public
- Accessible
Who is using
it
Feedback

4.6. What would encourage you to share
your data?

REPUTATION
OF ENTITY
COLLECTING
" "
↓
HAVING CLEAR
PRIVACY
CONTROLS
CLEAR PURPOSE

ONLY PROVIDE DATA
THAT IS NOT TOO
IDENTIFIABLE (DATA)

STRONG
SAFEGUARDS
IN PLACE
(CLEAR)

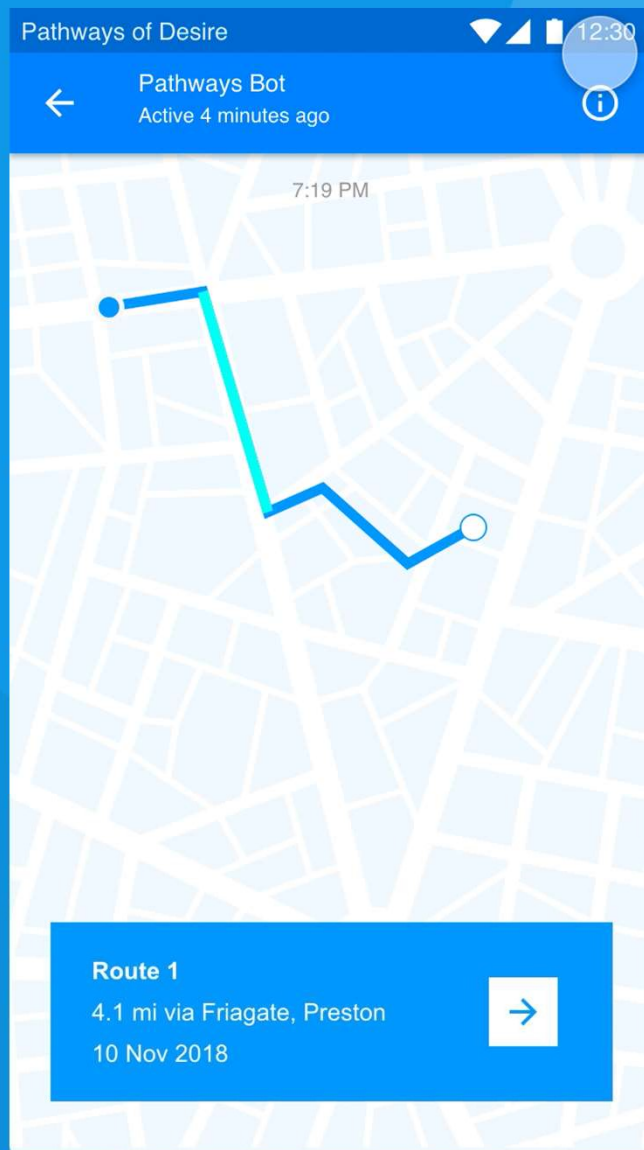
BEING INFORMED
OF OUTCOMES CREATED
BY DATA

Easy to get
access to DATA

Belief it would
lead to action

Clear guarantees
wouldn't be used for
purposes

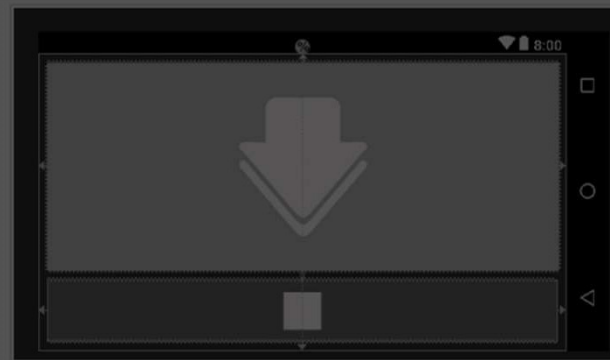
Ideation



Prototype

flashing is usually used to alert, not inform. The best example I can give here is the GPS icon; a few years ago, it used to flash, nowadays, it's just on when recording location. Flashing is something which catches the eye and always directs the viewer's attention to that particular object. I was thinking of this through the use of graphical objects (e.g. arrow pointing down, 'dropping' the anchor, arrow pointing up, after the anchor was dropped) nevertheless, if the version I propose is not suitable or you don't like or find appropriate, I shall change it :)

Attached are some screenshots of the version I've been thinking of



Screenshot 2018-10-12 at 08.10.25.png



Screenshot 2018-10-12 at 08.10.25.png

Iteration

Richard

Arrow pointing up/down, but not flashing, is fine with me. A sufficient reminder to the cyclist. I do still like Mark's idea of being the target, not just the arrow.

Routes of Desire

Message Board

All messages

- Conversational approaches** • The client sees this
Mark Lochrie • Nov 5 — [IMG_20181105_162448.jpg] 2
- In the news** • The client sees this
Announcement by Mark Lochrie • Oct 15 — Seems the guardian has picked up this story on desire paths
- Dev Update #1** • The client sees this
FYI by Mark Lochrie • Oct 10 — Morning all, Just thought i would take the opportunity to update you all on the progress. Since Richard last used the device 20
- Next Steps Meeting 1/8/18**
Mary Lawler • Aug 1 — POD meeting/next steps 1/8/18 Mark/Mary/Richard Discussion about existing technology (Ping if you care/Blubel) -our differences 1
- Design of app/platform from Workshop 1** • The client sees this
Mary Lawler • Jul 24 — Thought this could be helpful. These are the 'orange' notes from Workshop one relating to participants thoughts on design of the platform.
- platform phase 2 (conversational interface)** • The client sees this
Mary Lawler • Jul 24 — Context- how do we build a tracker that allows for route grading by users? How can a disparate agglomeration of A to B travel allow for city
- Dev plan** • The client sees this
Mark Lochrie • Jul 18 — https://docs.google.com/document/d/1nOc4_OR84BkfpNKzsE-
- The platform** • The client sees this
Mark Lochrie • Jul 18 — The client platform should; • Log bicycle routes using GPS • Provide the user a way of creating anchor points during the journey that can be 20

Platform/app spec (from workshop)
Mary Lawler • May 23 — Features: ROUTE BASED Rating of route- do we need to assign set of questions so that we can harmonize one persons grading to



What's
Next?