Filmpje auto traffic jam
A practical way of gaining insights to build more user friendly cycle highways

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Method

• Participant on a bike
• Observation by researcher
• Equipment to record and measure
• Combine with interview:
  afterwards, in between or during cycling
360 degree camera: observation of participant
GPS-tracking: speed, route and stops
Camera: recording participants view
Environment, land use

Stress-level: heart rate, temperature, skin conductivity

Observations by researcher
Interview: feelings, judgement and situations
Tilburg-Waalwijk (NL) case

- Test new wayfinding concepts
- Participants: 12
- Type of bike: e-bike
- Cycle track: 18 km cycle highway
- Before and after implementing new wayfinding
Results

• Overall cycling experience: before 7, after 8
• Wayfinding: before 6.5, after 7.7
• Expectations: differences in priority result in dangerous and stressful situations.
• Participants cycle in a kind of flow with a nice environment, similar infrastructure and no distractions. An unexpected change might lead to safety issues.
Cycle highway Tilburg-Waalwijk

Participant: lost or hesitation