

STORY BIKE MARKETING AND OUTREACH STRATEGIES



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Report Submitted to:

Diana Foster
People's Museum of Somers Town: A Space for Us

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This report represents the work of WPI undergraduate students submitted to the faculty as evidence of completion of a degree requirement. WPI routinely publishes these reports on its website without editorial or peer review. For more information about the projects program at WPI, please see <http://www.wpi.edu/academics/ugradstudies/project-learning.html>

Abstract

The People's Museum in Somers Town is looking to promote their latest initiative, the Story Bike, a passenger cargo bicycle capable of transporting elderly and less mobile residents around the area. We used a variety of marketing strategies to promote the bike, such as riding it through populated areas, distributing physical and digital media, and conducting interviews with organizations that could benefit from the bike. Through these marketing strategies and interviews, we identified how different audiences engaged with the Story Bike. We recommend the People's Museum continue to reach out to local organizations, follow up on the connections that we established, and focus on word-of-mouth marketing. We also recommend a number of safety precautions for the bike in the future.

Acknowledgements

We would like to thank Diana Foster for her guidance and assistance throughout the duration of this project, as well as the staff and volunteers at the People's Museum, including Jaimie Tarquin Denholm and Esther Leslie. They were a tremendous help and an excellent source of information.

We would also like to thank our project director, Dominic Golding, and our advisors, Ruth McKeogh and Shamsnaz Bhada, for their unwavering support throughout the project. They kept us motivated and inspired to continue our work.

Executive Summary

Somers Town, a small neighborhood in central London, has a rich history of radicalism and social reform. However, gentrification threatens to displace working-class residents and erase the area's history. The People's Museum, founded by Diana Foster, aims to preserve this history through workshops, art, historical exhibitions, and celebrating local culture.

The Story Bike

The People's Museum's newest initiative, the Story Bike, is an electric passenger cargo bike that can transport two people (see Figure ES1). It promotes inclusivity, sustainability, and well-being. There are four use cases for the bike:

- ★ Free transportation for the elderly and less mobile residents of the neighborhood
- ★ Accompanying guided historical walking tours hosted by the People's Museum
- ★ Rental to organizations, businesses, or individuals for their own uses
- ★ Volunteering opportunity for those looking to drive the bike



Figure ES1: The Story Bike in action.

Project Objectives

The goal of our project was to promote the Story Bike as a service that brings the community together. To accomplish this goal, we developed three research objectives:

1. Immerse ourselves within the Somers Town community to understand how locals would benefit from the Story Bike service.
2. Employ various marketing strategies to increase public interest in the Story Bike service.
3. Provide the People's Museum with recommendations for sustaining the Story Bike service.

Methods

To carry out our research objectives, we offered free trial rides on the Story Bike, observed participant experiences, collected feedback through surveys, and interviewed organizations.

Our passenger survey included questions about their background, reasons for riding, and overall enjoyment. This survey, alongside participant observation, provided insights into public engagement with the bike, effectiveness of our marketing strategies, and potential improvements to the service.

To gauge organizational interest, we interviewed a variety of local organizations who would benefit from the Story Bike, including Camden Mobile Food Bank, St. Aloysius R.C. Church, and Voluntary Action Camden.

We used four major forms of marketing: promoting through organizations, physical marketing, digital marketing, and word-of-mouth. We promoted the bike through organizations by networking at community events and conducting interviews. Physical marketing encompassed designing fliers and a flag for the bike. Digital marketing included posting on social media and writing an advertisement for local newsletters. Word-of-mouth consisted of interacting with the Somers Town community and offering free rides around popular locations.

Findings

Rider Experience

We found that participants had positive experiences with the Story Bike. They often engaged in conversations, helping to combat social isolation. People also mentioned feeling “royal” or “important” while riding the Story Bike. The bike allowed those with mobility issues to easily traverse Somers Town and socialize.

In addition, there is a significant population of Bangladeshi women located within Somers Town. Some mentioned that riding the Story Bike reminded them of the rickshaws from their childhoods, bonding with their peers over this shared memory.

Bike Uses for Organizations

Through our interviews, we found that organizations are most interested in renting the Story Bike or using it as a transportation service. Additionally, we found that a few organizations had an audience of potential volunteers to drive the Story Bike.

Most Effective Marketing Strategies

We found that our most effective marketing strategy was word-of-mouth. 96% of responses to our participant survey indicated that they had learned about the bike by hearing about it (word-of-mouth or through an organization) or seeing it in person (see Figure ES2).

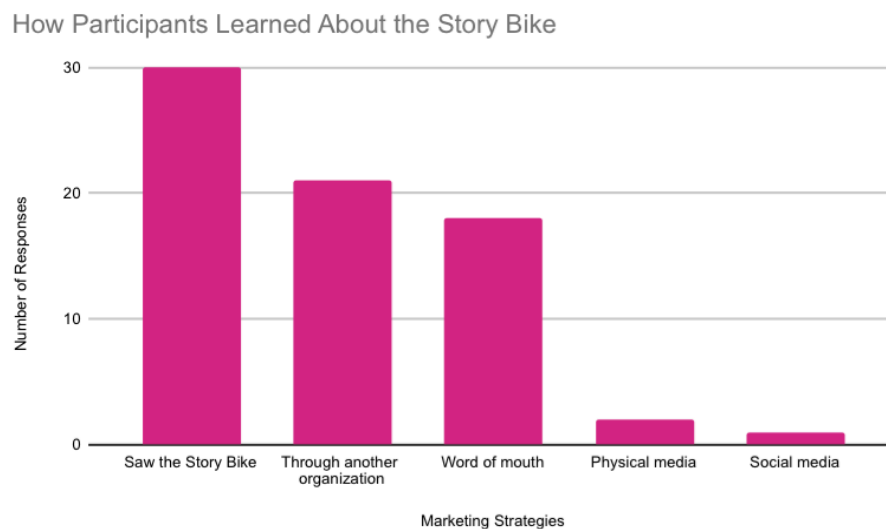


Figure ES2: How Story Bike participants learned about the service (n=72).

We also observed that more people were willing to try out the Story Bike if they saw a participant already riding the bike. Other variables that influenced the bike's popularity were date and time. Some areas that we visited had a greater amount of foot traffic at certain days and times.

In comparison to word-of-mouth, only 2.7% of participants reported hearing about the bike through social media. Despite this low success rate, social media has potential to be an effective form of marketing in the future. Instagram was the most widely used social media platform among participants, especially younger audiences (see Figure ES3).

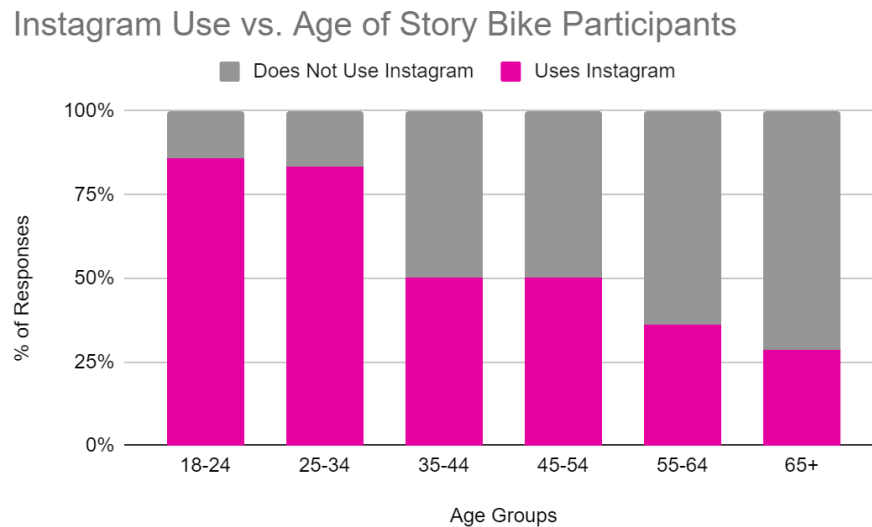


Figure ES3: Instagram use by age group of Story Bike participants (n=73).

Sustaining the Story Bike Service

During our time promoting the bike, we found several ways to improve the Story Bike service. A booking system for the Story Bike would be a convenient way to track the bike’s usage and whereabouts. A tablet attached to the bike would enhance the guided historical tours by providing riders with an augmented reality display. Additionally, drivers must be aware of how to properly operate the Story Bike. Some important features of the bike that drivers must know how to utilize are the canopy, keys, storage, battery, parking lock, bell, foot plate, and seatbelts.

Recommendations

Story Bike Use Case Recommendations

In regards to renting the Story Bike, we recommend that the People’s Museum connect with Food for All UK, Camden Mobile Food Bank, and Global Generation. For the free transportation service, we recommend contacting Camden Mobile Food Bank, St. Aloysius R.C.

Church and Cock Tavern. To discuss volunteering opportunities, we recommend reaching out to Voluntary Action Camden and St. Aloysius R.C. Church. When contacting organizations about guided historical walks, we recommend calling or visiting in person to establish a line of communication.

Marketing Strategy Recommendations

To continue marketing the Story Bike, we have concluded that word-of mouth is the most effective way to reach Somers Town residents. Within Somers Town, we recommend the Story Bike be positioned outside the People's Museum, active in the area around Chalton Street, or present at community events.

To gain the interest of those outside of Somers Town, we recommend taking the Story Bike to busy areas such as Euston Road, Eversholt Street, and Granary Square. Through our observations, we recommend taking the bike by restaurants during meal times, by schools in the afternoon, and by King's Cross Station at the end of the work day.

To reach the elderly population, we recommend promoting the Story Bike through local organizations, such as the Somers Town Medical Centre. We also recommend advertising through social media to reach a younger audience, as we identified that Instagram is widely used among young adults. While marketing, we recommend highlighting the social aspects of the Story Bike service, such as the fulfillment and happiness it brings to passengers.

Sustaining the Story Bike

We recommend that the People's Museum use Calendly as a booking service for the Story Bike. Calendly would allow the People's Museum to set specific dates and times that the Story Bike would be available and enable them to collect email addresses for future marketing.

We recommend that the People's Museum purchase the Samsung Galaxy Tab A8 tablet. It would satisfy the needs of the guided historical tours that the museum offers, such as internet connection, reasonable pricing, long battery life, and a large display.

Using our personal experience with the Story Bike, we have developed a guide for drivers that explains how to use the bike properly.

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1.0 Introduction

Hidden in the heart of London, the neighborhood of Somers Town is a deprived community. Since it was established, Somers Town has been a home for activists, radicals, and social reformers, which has contributed to its rich history of social change. Over time, Somers Town attracted many immigrants from around Europe looking for work and cheap housing. The town developed into a working-class community, known for its radical ideas. Now, gentrification threatens to erase its heritage. As middle-class citizens take up residence in Somers Town, the cost of living is driven up, displacing the working-class residents. Additionally, due to the isolating effects of COVID-19, the people's history is now scattered and is in danger of being lost.

Because of these stresses, Somers Town is rapidly losing its sense of community. However, the Somers Town People's Museum works to preserve the local voice and history. Since its opening in 2022, the People's Museum has launched several programs and initiatives to bring the community together, such as workshops, guided historical tours, and community events. The People's Museum hopes to engage the elderly and less mobile residents of Somers Town in a sustainable way through their newest initiative. The Story Bike is an electric passenger cargo bike capable of transporting up to two people at a time. The Story Bike service has four use cases. First, the bike serves as a free transportation service, allowing individuals with reduced mobility to get around Somers Town. Second, the bike can be used to transport individuals alongside guided historical tours offered by the museum. Third, the bike can be rented by organizations or businesses for their own purposes. Fourth, the Story Bike provides a volunteering opportunity for those looking to drive the bike.

In the spring of 2023, a team of WPI students conducted a feasibility study to determine if the Story Bike would be beneficial to the Somers Town community. They concluded that there was significant interest in the Story Bike from the Somers Town community and London residents. However, these students did not physically have the Story Bike, which made it difficult for members of the study to indicate how they would best use the service.

The People's Museum purchased a single Triobike Taxi and began taking community members on rides around Somers Town to gauge general public opinion.

The purpose of our research is to promote the Story Bike as a service that brings the community together. Our team has developed three primary objectives to accomplish this goal:

1. Immerse ourselves within the Somers Town community to understand how locals would benefit from the Story Bike service.
2. Employ various marketing strategies to increase public interest in the Story Bike service.
3. Provide the People's Museum with recommendations for sustaining the Story Bike service.

The rest of our report will include background context for our project, the methods we used to achieve our objectives, findings from our data, and recommendations for the People's Museum. In the background section, we will discuss people's museums, marketing strategies for a community transportation service, and the role of the Story Bike in the Somers Town community. In the methods section, we will examine our main objectives and explain how each was achieved. In the findings section, we will analyze the data we collected to identify significant takeaways. In the conclusions and recommendations section, we will go over the significance of our findings and provide the People's Museum with recommendations regarding the Story Bike.

2.0 Background

2.1 What Is a People's Museum?

People's history is a narrative of the experiences, struggles, and contributions of ordinary individuals, particularly those who have been marginalized, oppressed, or overlooked in traditional historical narratives. As Raphael Samuel wrote, “‘people’s history’ is also a term which might be retrospectively applied to those various attempts to write an archive-based ‘history from below’ which have played such a large part in the recent revival of English social history” (Samuel, 1981). People’s history provides a more comprehensive understanding of the past by capturing the perspectives of everyday people, rather than exclusively focusing on political leaders, elites, or major events. This approach highlights the role of workers, women, minorities, Indigenous groups, and other historically marginalized communities in shaping societies, cultures, and historical developments. By questioning the stories that have traditionally dominated history and highlighting the perspectives of those who have been overlooked, people's history challenges us to rethink how power operates, how inequalities are perpetuated, and how the human experience is understood.

One of the earliest definitions of people’s history was in “A People’s History of England” by A.L. Morton. According to Morton, people’s history differs from traditional history because it is “not in terms of kings and dates and battles – nor yet in terms of dry economics – but in terms of people, showing how the English people have shaped their own history and their social institutions from the time of the Norman Conquest” (Morton, 1938). The idea of a bottom-up approach to history has been adapted across the globe in various contexts. “A People’s History of the United States” describes the history of the United States from the perspective of underprivileged groups, such as factory workers, immigrant workers, women, African Americans, and Native Americans (Zinn, 1980).

Multiple different factors can lead to the creation of a people’s museum, but the primary cause is a significant cultural change in the area. For example, the Apartheid Museum in Johannesburg was created in support of the anti-apartheid movement. It opened in 2001, not long after the “historic and traumatic events that led up to South Africa’s first ‘free and fair’ democratic elections in 1994”. It exists to pay homage to those that died in the struggle for

freedom and equality (MoAfrika Tours, 2023). Another museum concerned with human rights is the International Slavery Museum in Liverpool, which aims to provide “greater awareness and understanding of the legacy of slavery today” (International Slavery Museum, n.d.). This museum was notably founded on the bicentenary of the slave trade being abolished in Britain. In contrast, the Tenement Museum in New York was founded in part to help preserve historic buildings. Its idea was first conceived when the founders discovered a “dilapidated tenement building whose upper levels had been shuttered for more than 50 years”. This building contained artifacts from the families that had lived in it in the late 1800s and early 1900s, which would have been lost if not preserved (Tenement Museum, n.d.).

People’s museums tend to have a variety of initiatives that they seek to fulfill. One of their overarching goals is to amplify the voices of marginalized communities. The Museum of Us in California aims to have “Black, Indigenous, and People of Color (BIPOC) representation and voice integrated within all levels of decision-making” (Museum of Us, n.d.). Similarly, the People’s History Museum in Manchester emphasizes solidarity and inclusion. They describe themselves as an organization “committed to standing in solidarity with people who face persecution and discrimination. Examples of this include but are not limited to dismantling racism, championing trans inclusion, standing with sanctuary seekers, and embedding the social model of disability” (People’s History Museum, n.d.). In addition, people’s museums prioritize community engagement by offering programs that involve the local community and educate visitors about contemporary issues. This can be seen with the Tenement Museum in New York, which has a focus on immersive experiences and community events. According to their site: “Rather than having visitors wander through galleries reading wall text, we work with these objects and primary sources, and educators share them with visitors on our interactive tours” (Tenement Museum, n.d.). The People’s Museum of Limerick shares this same focus. In their words: “We educate and create awareness of the value of Limerick’s heritage through publishing books and pamphlets, organizing lectures, and running guided historical tours throughout the year” (The People’s Museum of Limerick, n.d.). Yet another notable role that people’s museums fulfill is to provide spaces for healing, reflection, and contemplation. This can be seen with the Apartheid Museum, which was designed with these principles in mind – it contains tranquil gardens that offer visitors space for contemplation (Apartheid Museum, n.d.).

People's museums also play a crucial role in promoting awareness and representation on behalf of marginalized communities. For example, the Decolonizing Incentives program of the Museum of Us seeks to raise awareness on behalf of indigenous peoples by addressing the harm caused by colonialism (Museum of Us, n.d.). In addition, people's museums actively engage with their communities to empower residents and create a sense of belonging and solidarity. A good example of this is the Tenement Museum, which collaborates with local community organizations and residents to help develop programs that address immigrant issues (Tenement Museum, n.d.). Additionally, the St Fagans National Museum of History in Wales emphasizes their commitment to inclusivity by offering free entry to "people from all communities", which helps the museum show that "Wales – past, present and future – is a diverse nation" (St Fagans National Museum of History, n.d.).

2.2 Marketing a Community-Focused Transportation Service

Mobility is a staple within a community setting, enabling people to come together and participate in local events, socialize with each other, and support local businesses. For the less mobile, public transportation allows them to travel from place to place. These services emerged through the marketing and execution efforts of the organizations and businesses that operate them.

The cornerstones of effective marketing are widely known as the "seven Ps" and are essential to properly marketing a service. The seven Ps are product, price, place, promotion, people, process and physical evidence. They consist of what the product is, the price of the product, the convenience of obtaining the product, how the product is marketed, the target audience, the execution of the service, and the evidence of the product's effect (Do & Vu, 2020). When marketing services, it is essential to identify the customer's needs to form a relationship between them and the service.

For example, a community member with limited mobility would be interested in the promotion of a transportation service, such as a passenger cargo bike, that allows them to engage in community events. This potentially leads to a positive customer-service relationship where the customer can partake in other events and services which they would be unable to participate in otherwise. The ability to be involved in the local community distinguishes a custom transportation service from common public transit systems, such as buses or trains. A cargo

passenger bike service would satisfy two Ps of marketing, product and place, due to the product's value to the customer and the convenience of location. Enabling residents to more easily attend community events increases mental health and well-being (Sundar et al., 2016).

Prices are another important point to consider when promoting a service. Many countries lower fees for public transportation, which increases accessibility. Higher fees make transportation services inaccessible to those with lower incomes. From 2001 to 2002, Germany's public transit accounted for 8% of travel within the country, while public transit accounted for a mere 1.6% of travel within the United States (Buehler & Pucher, 2011). This is due to Germany's lower cost of public transportation, which allows more people to use these services.

There are many established organizations that provide smaller-scale forms of transportation for their communities. One example is Cycling Without Age, an organization that helps the elderly and less mobile members of the community partake in cycling despite their disabilities. They strive to do this through the "trishaw," a bike that seats two passengers while another person drives them around (*Cycling Without Age*, n.d.) Another similar organization is Beryl, which is a bike rental service that provides easy and convenient access to bikes for easy transportation (*Beryl*, n.d.). Both groups also use other aspects of their service, such as sustainability, to further promote their organization.

Although an organization may have great incentives, it is essential to promote the services to the appropriate audience. Marketing materials such as signs, fliers, and social media are vital to spreading the word about a service, especially one that is holistic. One of the most effective ways to reach an audience is to have them witness the service in action. This is a form of marketing in itself, as it can increase outreach through word-of-mouth and visibility to passersby. A large aspect of community-based organizations, like Cycling Without Age and Beryl, is partnering with other organizations and attending events. This grants them wider outreach and increases their recognizability. Partnerships also allow organizations to share resources, such as other connections and volunteering networks (Morgan & Hunt, 1999).

2.3 Somers Town and the People's Museum: A Space for Us

Somers Town is a small neighborhood in central London rich with people's history. This working class district has always been a hot spot for activism and social reform since it was established in the 1790s, particularly in the subject of social housing. When it was founded,

Somers Town was home to Mary Wollstonecraft, William Godwin, and their daughter Mary Shelley. Wollstonecraft and Godwin promoted social reform during the age of enlightenment, especially on the subject of women's rights (Leslie, 2020). During the 1800s, Somers Town attracted a melting pot of people: about 40,000 refugees of the French Revolution, immigrants from Italy and Spain, and laborers from Ireland looking for work (Hanson, 2000). Throughout this time period, Somers Town provided inexpensive housing for workers, especially those constructing London's railways, allowing Somers Town to become home to radical ideas. Over time, the neighborhood gained a reputation for rundown and overpopulated streets (Hanson, 2000; Leslie, 2020). By the 1900s, Somers Town was known as the worst slums in all of London. Newly created organizations, such as the London County Council and the St Pancras Housing Association, clearing the slums and providing social housing "estates" (Jeffery, 2008; Howells, 2022). While this new form of housing was effective throughout the 1930s and 40s, the quantity and quality of social housing decreased as it fell out of favor of the British government. During Margaret Thatcher's time as Prime Minister, she instituted the "Right to Buy," which privatized social housing (Sait, 2016). As a result, many working class residents without affordable housing took to squatting: the practice of illegally occupying uninhabited buildings. Notably, the "Somers Town Squatters" became notorious for occupying rundown social housing estates (Leslie, 2020).

Approaching the 2000s era, a new issue arose for Somers Town: gentrification. Gentrification is defined as the process of middle-class people moving into working-class neighborhoods and displacing the working-class people due to rising prices of housing (Hamnett, 2003). Leon-Ablan and Kawalerowicz (2024) explored the connection between gentrification and social unrest by examining participation in the 2011 London Riots. The study explained how gentrification reduces the chance that any single member of a neighborhood participates in a demonstration of social unrest. While neighborhoods may see improvements to public services, most working-class residents are displaced, and those who remain are unlikely to find other social reformers (Leon-Ablan and Kawalerowicz, 2024). Thus, gentrification threatens to erase the radical history of Somers Town and local culture of reform.

The People's Museum: A Space for Us is a community-led project intended to preserve the local voice of Somers Town in a time of change, record the working-class heritage of the

area, and bring together the fractured community (A Space for Us n.d). It began as an oral history project founded by Diana Foster in 2019, and the People's Museum itself opened in 2022 (A great opening, 2022). The museum captures the history and memories of the common people of Somers Town including stories of radical history and the working class (Puri, 2022; O'Carroll 2021). However, unlike other people's museums, this museum acts as a hub of community activity, collaboration, and celebration. In an interview with WeMakeCamden (O'Carroll 2021), Diana explains, "we want to get away from that idea that it's a museum and you can't touch anything. My ambition is that this space is a space for art, for this community, but also a space to reflect on the pace of change." A few moments inside the People's Museum will reveal the beautifully messy history of Somers Town. Every inch of the museum is used to display the history of radicalism, social reform, and change that has made Somers Town so special. Among their primary achievements have been the interactive film *Spirit!*, detailing the history of Somers Town's social housing, and creating the Phoenix Road mural (A Space for Us n.d.). Above all, a key value of the people's museum is inclusion; as Diana says, she hopes, "to preserve a sense of place for this community" (Puri, 2022).

The People's Museum's newest initiative to promote inclusion is called the Story Bike: an electric passenger bike capable of providing two people with transportation. The Story Bike is a Trio Bike Taxi, as shown in Figure 1. The driver sits behind the two passengers, steering the vehicle with the assistance of a rechargeable battery.

The Story Bike has four use cases: offering free transportation for the elderly residents of Somers Town, accommodating less mobile individuals during guided historical tours, enabling local organizations to rent the bike for their own needs, and providing volunteering opportunities to those who want to drive it. In the Spring of 2023, a team of WPI students determined there was significant interest in the community for the Story Bike (Barckholtz et al. 2023). Since then, the People's Museum purchased one Trio Bike Taxi and spent the summer and fall of 2023 using the Story Bike to promote the People's Museum.



Figure 1: A Trio Bike Taxi model, the same model as the Story Bike (*Trio Bike*, n.d.).

This sustainable method of transportation has the potential to bring together the community of Somers Town. The People's Museum has always been a vocal advocate for preserving the diverse, radical history of Somers Town, promoting inclusivity, and supporting mental well-being. The Story Bike demonstrates these ideals, allowing those who struggle to walk to accompany guided historical tours and be outside in the fresh air. At its core, the Story Bike is an inherently inclusive service to support the elderly and less mobile residents of Somers Town.

3.0 Methods

The goal of our project was to promote the Story Bike as a service that brings the community together. To accomplish this goal, we developed three research objectives:

1. Immerse ourselves within the Somers Town community to understand how locals would benefit from the Story Bike service.
2. Employ various marketing strategies to increase public interest in the Story Bike service.
3. Provide the People's Museum with recommendations for sustaining the Story Bike service.

To carry out these objectives, we identified use cases for the Story Bike and target audiences for its services. There are four use cases for the bike: free transportation for people who struggle to walk; guided historical tours; rental for organizations, businesses, and individuals for personal use; and volunteer opportunities to drive the bike. The primary audiences include three interest groups: organizations, businesses, and community groups in Somers Town to form partnerships with; potential volunteers capable of driving the bike; and elderly and less mobile residents of Somers Town and the surrounding area. We used interviews, surveys, and participant observation to gauge different perspectives of the Story Bike. Afterwards, we utilized this information to provide the People's Museum with recommendations regarding these services.

3.1 Immerse Ourselves Within the Somers Town Community

To understand how the Somers Town community engages with the Story Bike, we acquainted ourselves with the community. We attended community events, interacted with residents, networked with local organizations, and expanded our presence within Somers Town.

One step of our community engagement was offering free rides to Somers Town locals. During the free rides, we observed passengers and how they interacted with the Story Bike. After each ride, we surveyed passengers about their experience. Carrying out participant observations and surveys enabled us to gain a better understanding of how passengers engaged with the Story Bike and our marketing strategies. They also provided us insight into possible flaws with the service, ways it could be improved, and other potential use cases (see Appendix B for survey questions). We offered free trial rides at local community events and popular locations in Somers

Town. Additionally, we interviewed local organizations using the connections we formed at events and other networking opportunities. During these interviews, we discussed how an organization would benefit from the Story Bike service, any questions or concerns they might have, and other organizations that could benefit from the Story Bike (see Appendix C for interview questions).

3.2 Increasing Public Interest in the Story Bike Service

Our primary objective was to increase public interest in the Story Bike by marketing it as an inclusive service. We used four major forms of promotion: marketing through organizations, physical media, digital media, and word-of-mouth. In addition to these crucial marketing strategies, we also made bike improvements. Marketing through organizations involved searching for local organizations that could benefit from the Story Bike service. Physical marketing included traditional forms of media, such as distributing fliers, brochures, and posters. Digital marketing involved posting on the People's Museum's social media accounts to expand their online presence. Word-of-mouth marketing referred to networking at local events, personal involvement with the community of Somers Town, and taking the bike out for rides. Finally, bike improvements involved adding marketing material to the bike and addressing safety concerns while using the bike.

3.2.1 Promoting the Story Bike Through Organizations

Organizations, businesses, and community groups played a significant role in our marketing. We identified four categories for organizations based on how they would use the Story Bike. Some organizations belonged to multiple categories.

The first step that we took was gathering contacts. We spoke with representatives at the various events we attended and researched local organizations. We identified what aspect of the Story Bike each organization would be the most interested in, allowing us to sort them into one or more of the following categories: transportation, guided walks, bike rental, and volunteers. During this process, we created four email templates, each catered towards a specific category. We used these templates to contact each organization about the service they would be most interested in. After sending out emails, we scheduled interviews with organizations to discuss the logistics of the Story Bike service, any questions or concerns raised, and whether they knew of

any other organizations that could benefit from the Story Bike (see Appendix C for all interview questions).

Our first category, “transportation,” was used for organizations that could benefit from using the transportation service that the Story Bike provides. People using this service do not necessarily have to be a part of the organization. For example, potential passengers at the Somers Town Medical Centre would be patients attending appointments, not employees.

Our second category, “guided walks,” was used for organizations, typically businesses, that would be interested in paying for lunchtime guided historical tours delivered by the People’s Museum. Members of the organization that have difficulty walking, but would still like to participate in these tours, could use the Story Bike. An example of an organization in this category is the Francis Crick Institute, a biomedical research center down the road from the People’s Museum.

Our third category, “bike rental,” was used for organizations that would be interested in booking the Story Bike for a certain period of time and using it for their needs. This category is similar to a “miscellaneous” category, as the reasons for renting the bike may vary between organizations. An example organization in this category is the Euston Clothes Bank, an organization dedicated to collecting and redistributing clothes to those who need them. They could rent the bike and use it to pick up bags of donated clothes from resident’s homes.

Finally, our fourth category, “volunteers,” was used for organizations with the ability to recruit potential volunteers to drive the Story Bike. These volunteers could be a resident of the area looking to engage with the community of Somers Town, or a student attempting to complete community service hours. An example of a volunteer organization that falls under this category is JoyRiders, whose mission is to teach women how to ride bicycles. Once these women are confident in their bicycle riding skills, they may be interested in helping the People’s Museum drive the Story Bike.

In total, we found 108 organizations and contacted 78 of them. The majority of organizations fell under either transportation or guided walks. Among these organizations were community groups, businesses, restaurants, hair salons, churches, and charities. A graph showing the breakdown of the organizations we contacted can be seen in Figure 2.

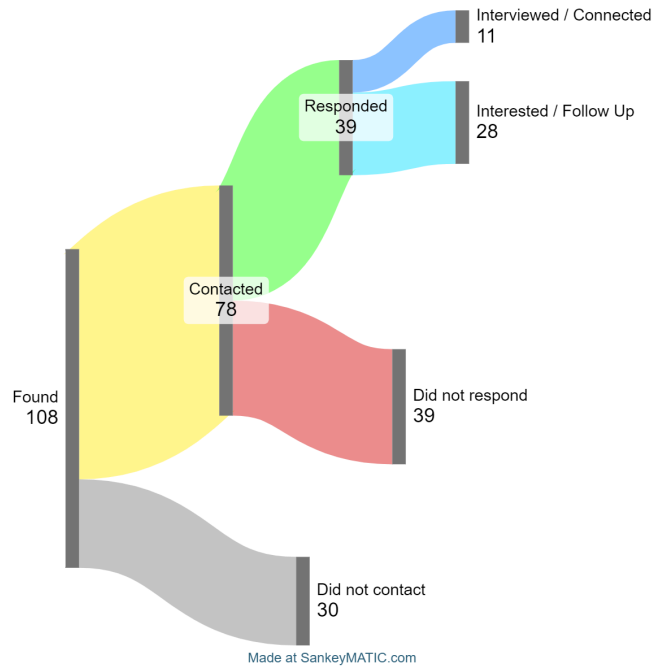


Figure 2: Sankey diagram of organizations contacted and their status.

We interviewed 8 organizations in total: Camden Mobile Food Bank, Food For All UK, Global Generation, Cock Tavern, St. Aloysius R.C. Church, Voluntary Action Camden, Mind in Camden, and the Somers Town Community Association. There were 3 other organizations that we connected with, but did not get the chance to interview: Euston Food Bank, Euston Clothes Bank, and Somers Town Medical Centre. Each category of organization had their own introductory statement and set of interview questions, outlined in Appendix C. If an organization fell into two or more of our categories, we decided on a primary category and asked that set of questions, while also discussing the other categories of partnership afterwards.

While forming these connections, we compiled all of our contacts into a list. It includes contact information, the service that each organization would be interested in, and if that organization had been contacted. This list can be found in Appendix D.

3.2.2 Physical Marketing Strategies

One of the forms of marketing we used is physical media. This is a simple and direct method of advertisement due to its versatility and ease of display. As part of our physical marketing plan, we created a flag, logo, and various fliers aimed at different audiences. We

targeted our elderly and less mobile audience through physical media due to their lack of presence on social media.

We sketched out a design for a flag that could be attached to the Story Bike. We did this by creating a text stencil, laser cutting a sheet of cardstock, and spray painting the words onto gray fabric. We sewed the two fabric sheets together to finish the flag, which is pictured in Figure 3.



Figure 3: Flag design for the Story Bike.

We designed several signs and fliers targeting residents of Somers Town. We ended up creating two different fliers in total, both aimed towards potential volunteers willing to drive the bike. The first flier was intended to target the general public, and the second was created to target students at a “Lightning Hack” event hosted by the University College London (UCL). Both designs included a QR code to access the volunteer sign-up form. The goal of this form was to build a network of volunteers that would be able to continue operating the Story Bike service following the conclusion of our project. These fliers can be seen in Figures 4 and 5.



Figure 4: General volunteer flier.



Figure 5: Volunteer flier for University College London "Lightning Hack" event.

We also created a trifold brochure with information about the Story Bike and a logo for it. Both sides of the brochure can be seen in Figure 6, and the logo can be seen in Figure 7. These promotional materials went through multiple revisions, and we had to discuss each version to determine whether it was suitable for distribution.

The People's Museum:
A Space For Us

Featuring the Storybike Service!

@aspaceforusnow





When

11:00am - 5:30pm
Wednesday to Friday
11:00am - 4:00pm
Saturday

Where

52 Phoenix Rd, London NW1 1ES,
United Kingdom

Contact Us! At:

Info@aspaceforus.club
<https://aspaceforus.club>

Learn More!



<https://aspaceforus.club/2023/10/10/story-bike-taxi/>




See our website page for more info!

Looking for partnerships!

We are looking for events and organizations to work with through the Story Bike! Transportation can be offered to and from events, shops, and medical centers. Short rides can be given to community members who wish to participate in events that require travel.

View the back of the leaflet for contact information!



What is the Story Bike?

We would like to introduce you to a new way to of transportation and story telling!

- An electric passenger cargo bike for two!
- Includes a retractable canopy and blanket for colder rainy days.
- Sustainable transportation for the elderly and less mobile.
- Detachable tile in front of seats for easy boarding
- Compartment under the seats for storage




Figure 6: Trifold brochure marketing the Story Bike to organizations.



Figure 7: Sample logo for Story Bike.

Lastly, the People's Museum provided two different fliers for us, both of which were created before our arrival in London. They can be seen in Figure 8 and 9.



Figure 8: Story Bike transportation flier provided by the People's Museum.



Figure 9: Story Bike partnership flier provided by the People's Museum.

As part of our marketing strategy, we sought out businesses, organizations, and public areas in Somers Town where we could leave advertisements in the open for people to see. We placed fliers on tables or windows where customers and locals could see them, with permission from the business. We used two different flier designs for this: the volunteer flier shown in Figure 4, and the flier shown in Figure 8. We placed fliers at the tables and reception desk of the Camden Library and 25 businesses located along Chalton street.

Clyde Court, an elderly home in Somers Town, distributed our fliers to their residents. There are 45 flats in Clyde Court and fliers were distributed to all occupants. Moreover, we handed out fliers at both our sponsor's events and those we were invited to attend.

A few challenges we faced were costs and permission concerns. We were limited in how much physical media we could print due to its cost. We were also obliged to request permission before distributing our materials in businesses and organizations, and this permission was denied in some cases. Finally, due to time and cost constraints, we were not able to use the materials seen in Figures 5, 6 and 7.

3.2.3 Digital Marketing Strategies

The People's Museum has social media pages on various platforms, including Instagram, Facebook, X (Twitter), and LinkedIn. They use these platforms to advertise the museum's mission of preserving local heritage and upcoming events in the community. We utilized these platforms to market the Story Bike by providing our sponsor with digital fliers, photos, and videos to post on social media.

This digital media worked as a supplement to promote events to a wider audience that our physical media could not reach. Our materials included a square digital flier that promoted the free trials of the Story Bike (see Figure 10), and a short reel encapsulating the many different types of passengers that ride the Story Bike (see Figure 11). Posting the bike on the People's Museum's platforms allowed us to reach a more widespread audience, including individuals from outside Somers Town.



Figure 10: Story Bike social media advertisement.



Figure 11: Screenshot taken from the Story Bike reel.

Additionally, we added a volunteer sign-up form to the LinkTree in the People's Museum's Instagram bio. LinkTree is a service that allows for the compilation of multiple websites onto one page, accessible through a singular link. The form collects the contact information of interested volunteers, their availability, and reasons for volunteering. This will make it easy for the People's Museum to follow up with them in the future.

Another type of digital marketing we utilized is through newsletter articles. Larger organizations tend to have a mailing list of members who have opted to receive promotional emails. One of these organizations is Voluntary Action Camden (VAC), an infrastructural

organization that assists other businesses, organizations, and charities. Recently, they have been involved in social prescribing, which is the practice of connecting lonely or isolated people with social opportunities. VAC sends out a monthly newsletter read by thousands of people in Camden, including organizations, businesses, and individuals. We were invited to write a section for the newsletter on the Story Bike, which is included in Figure 12. We also provided St. Aloysius R.C. Church was the same segment for their weekly newsletter. Promoting the Story Bike in this manner had two main benefits: it allowed us to reach a wider audience and gave us credibility due to the strong reputation of the publishing organization.

Somers Town People's Museum Story Bike Project

Do you know someone who struggles to walk? Would you be interested in guided historical walks around Somers Town? Are you looking for volunteer opportunities? People's Museum are excited to announce this new initiative: The Story Bike! It is an electric passenger bike to: transport people around Somers Town for free, accompany guided historical walks, and allow businesses or individuals to hire the bike for personal use. Additionally, the People's Museum is looking for volunteers excited to drive the Story Bike! If you're interested in volunteering, please fill out [this form](#)! For more information, please contact diana@spaceforus.club.

Figure 12: Story Bike advertisement that was published in the VAC newsletter on June 7th.

We also reached out to the Community Links team at VAC. This branch of VAC connects people to volunteering or social engagement opportunities. Now, the Story Bike will be among those volunteering opportunities.

3.2.4 Word-of-Mouth Marketing Strategies

Another form of marketing we used was word-of-mouth. We did this by attending community events and getting the Story Bike out into the streets of Somers Town. At events, we handed out fliers, offered rides, and networked with attendees. The physical presence of the Story Bike often made it a talking point during these events. Additionally, by traveling on the streets and offering rides, residents and passersby frequently noticed the bike, generating conversation.

Attending events was our primary method of conducting word-of-mouth marketing. We found that by splitting up into two groups, we were able to carry out this process more efficiently. The group with the Story Bike would display it at events, generating conversation and simultaneously networking, while the team without the bike would focus on key tasks, such as forming connections, gathering contacts, and distributing fliers.

We had specific goals in mind for each event. To familiarize ourselves with Somers Town and its locals, we attended an event in the Story Garden hosted by Future Neighborhoods 2030 and a party hosted by the People's Museum. Next, we showcased the Story Bike, using it as a conversation starter and allowing more people to see it in person. We attended the reveal of the blue plaque for Irene Barclay in Somers Town, the People's Museum's two-year anniversary celebration, "Sharing Space" in the Doreen Bazell Hall, weekly well-being sessions at the Somers Town Community Association, World Bike Day at the STCA, and the Chalton Street market. We offered rides in the Story Bike at most of these events. Additionally, we intended to seek volunteers at a "Lightning Hack" event hosted by UCL, but could not attend due to complications.

We also offered free rides in the Story Bike along busy areas in and around Somers Town. Specifically, we rode the Story Bike for roughly 60 hours throughout the duration of our project. We drove the bike around Chalton Street, Eversholt Street, Euston Road, Granary Square, Francis Crick Institute, King's Cross Station, and the British Library (see Figure 13).



Figure 13: Map of Story Bike travel around Somers Town and the surrounding area. The red pin indicates the location of the People's Museum.

3.2.5 Bike Improvements

The Story Bike's appearance played a large role in its marketing. We made many changes to the bike itself to address safety concerns and attract more attention.

When we first used the Story Bike, we discovered that it had been assembled incorrectly. The attached canopy obscured the driver's vision and was unable to fold down. The seat lock had also been tightened, fixing the seat at a specific height. We fixed both of these issues. Following these repairs, we decorated the bike with laminated promotional material, including fliers advertising the Story Bike and volunteering opportunities. (see Figure 14).



Figure 14: The Story Bike decorated with advertisements.

We observed that the bike would easily tip over if someone attempted to step onto the front ledge. To solve this, we covered the front ledge of the Story Bike with caution tape and a “Do Not Step” sign, as pictured in Figure 15. Lastly, we attached warnings to the seats of the Story Bike instructing riders to board the bike with supervision.



Figure 15: Caution tape along the Story Bike foot plate.

3.3 Sustain the Story Bike with Recommendations

Our final objective was to provide the People's Museum with recommendations for sustaining the Story Bike service. We will make recommendations regarding the following:

- Organization Connections
- Continued Marketing Strategies
- Story Bike Usage and Safety

We gathered our recommendations for each area in a different manner. We sent emails to different categories of organizations and set up interviews with representatives. The People's Museum will be able to follow up on these connections in the near future. We also included a question in our surveys (Appendix B) and interviews (Appendix C) asking how people had heard of the People's Museum and the Story Bike. In our results section, we will analyze which types of marketing reached specific audiences and provide recommendations for future strategies. Finally, we used our personal experience riding the bike and the feedback of the participants to determine what safety precautions must be taken in the future.

4.0 Findings

By analyzing the data gathered through our participant observation of the Story Bike, passenger surveys, and interviews with organizations, we developed the following findings concerning the marketing and outreach strategies for the Story Bike:

1. The Story Bike service provides a sense of fulfillment to its passengers.
2. Organizations are most interested in the transportation and bike rental services.
3. Word-of-mouth is the most effective marketing strategy in Somers Town.
4. Social media has marketing potential for the Story Bike.
5. Marketing through organizations is the best way to reach the elderly.
6. Somers Town residents respond to informal marketing.
7. The Story Bike attracts more attention at specific locations and times.
8. The Story Bike is inclusive.
9. A booking service for the Story Bike would be beneficial.
10. Adding a tablet to the Story Bike would increase engagement during guided walks
11. Drivers must be trained to use the Story Bike

4.1 Gaining Familiarity With the Somers Town Community

Over the course of our research, we attempted to gain familiarity with the Somers Town community. This was essential to understand the nature of Somers Town residents and their everyday needs. Through our observation of Story Bike riders, passenger feedback, and discussions with organizations, we developed findings regarding how the locals of Somers Town would benefit from the Story Bike.

4.1.1 The Story Bike Service Provides a Sense of Fulfillment to Its Passengers

The Story Bike service had an overall positive reception and was shown to provide people with a sense of fulfillment. The passengers expressed fascination and excitement during their experiences, as it was the first time many of them had used a passenger cargo bike. A few passengers mentioned feelings of “royalty” or “importance”. Others thought of it as fun due to its novelty. It was typical for pairs of riders to know each other beforehand, frequently resulting in enjoyable conversations between them and the driver. Even when riders did not know each other,

the service sparked conversations regardless, demonstrating the bike's ability to combat social isolation. In our survey of Story Bike participants, 100% of responses would recommend the service to a friend. Furthermore, on a scale of 1 to 5, with 1 being awful and 5 being excellent, the average rating for the Story Bike experience was a 4.81 (see Appendix B for survey questions).

There is a notable Bangladeshi population in Somers Town, and we observed that a large portion of Story Bike participants were Bangladeshi women. While observing their experiences and speaking with them, we discovered a significant connection: passenger cargo bikes are an important form of transportation in Bangladesh. About 54% of all transportation via a vehicle within the capital takes place on a passenger cargo bike, meaning it is more widely used than every other form of transportation besides walking. Many people depend on rickshaws as a form of transportation, including low income families, the elderly, women, and children; rickshaws also provide a reliable occupation for those in need of income (*Rickshaw Use and Social Impacts in Dhaka, Bangladesh*, n.d.). These women had a very positive outlook on rickshaws, which could be seen in their behavior throughout our trial rides. They would laugh together, take photos of the bike, and call friends and relatives to tell them about their experience. Furthermore, their peers would often congregate around the bike and play music, highlighting the community aspect of the service.

4.1.2 Organizations Are Interested in Transportation and Bike Rental

Through our interviews, we found that organizations are most interested in the rental and transportation aspects of the bike. Food For All UK and Global Generation are interested in the bike rental service, whereas Cock Tavern and St. Aloysius R.C. Church are interested in the transportation service. Camden Mobile Food Bank expressed interest in both of these services. Additionally, St. Aloysius R.C. Church and Voluntary Action Camden have an audience of potential volunteers.

Food For All UK and Camden Mobile Food Bank were interested in hiring the Story Bike to offer a food delivery service. Both organizations highlighted the importance of community support. Additionally, Camden Mobile Food Bank was interested in using the bike to drive locals to and from the food bank. Global Generation was interested in transporting people or materials between their locations: the Story Garden, Floating Garden, and Triangle Garden.

Global Generation also holds events at these gardens, such as “Feel-Good Fridays”. These events aid those who are socially isolated, making them an ideal location to use the Story Bike.

Some other organizations that expressed interest in using the bike as a transportation service were Cock Tavern and St. Aloysius R.C. Church. The interviewee from Cock Tavern explained that the pub is a very community-oriented location. Many people come to the tavern to get out of their houses and socialize. The interviewee also explained that many customers are elderly or less mobile residents of Somers Town. Additionally, St. Aloysius R.C. Church holds mass six days a week, which many locals attend, including some elderly and less mobile people.

The interviewees from both Voluntary Action Camden and St. Aloysius Catholic Church offered to promote driving the Story Bike as a volunteer opportunity to their audience. Unfortunately, we were unable to recruit any volunteers from these organizations, mainly due to time constraints.

One of our interview questions asked if interviewees knew of other organizations that could benefit from the Story Bike service (see Appendix C). This was an effective way to grow our connections, as we discovered 19 additional organizations using this method (see Table 1).

Table 1: List of all organizations referenced by interviewees that could benefit from the Story Bike service.

Name of Organization	Story Bike Use Case
Camden Disability Action	Bike Rentals
Euston Clothes Bank	Bike Rentals
Little Village	Bike Rentals
Age UK Camden	Bike Rentals, Transportation
Mind in Camden	Bike Rentals, Transportation
Hopscotch Women's Centre	Bike Rentals, Volunteer Opportunities
New Horizons Youth Centre	Bike Rentals, Volunteer Opportunities
Young Camden Foundation	Bike Rentals, Volunteer Opportunities
Best One Convenience Store	Transportation
Blossom House School Euston (special needs school)	Transportation
Clyde Court (elderly home)	Transportation
Euston Food Bank	Transportation
King's Cross and Brunswick Neighborhood Association (KCBNA)	Transportation
Somers Town Medical Centre	Transportation
Think and Do Camden	Transportation
Holy Cross Church	Transportation, Volunteer Opportunities
Old St. Pancras Church	Transportation, Volunteer Opportunities
St. Aloysius R.C. Church	Transportation, Volunteer Opportunities
St. Mary Church, Somers Town	Transportation, Volunteer Opportunities
St. Pancras New Church	Transportation, Volunteer Opportunities

A major limitation we faced was the logistics of the Story Bike service. The service has not been fully implemented by the People's Museum, and some aspects have yet to be finalized. Due to this, we lacked information relating to bike pricing, the booking service, and communication between organizations. Additionally, we were unable to interview any

organizations regarding guided walks, our final use case of the Story Bike. We reached out to 35 local organizations via email, but did not receive a reply from any of them.

4.2 Marketing Practices for the Somers Town Community

Through our marketing strategies, we developed findings about the Story Bike and learned how the public engages with its services. Our strategies included marketing through organizations, physical marketing, digital marketing, and word-of-mouth. Many of our findings involved participant observation, personal experiences with the bike, and the survey given to bike participants.

4.2.1 Word-Of-Mouth Is the Most Effective Marketing Strategy for Somers Town

Of the marketing strategies we executed, word-of-mouth was the most effective within Somers Town. Through our survey, we asked passengers how they initially heard about the bike, allowing us to assess which form of marketing was most successful. As seen in Figure 16, word-of-mouth had the most impact. 67% of participants indicated that they learned of the Story Bike either through word-of-mouth or seeing it in person. Additionally, 29% of respondents noted that they learned of the Story Bike through another organization, which is similar to our word-of-mouth strategies.

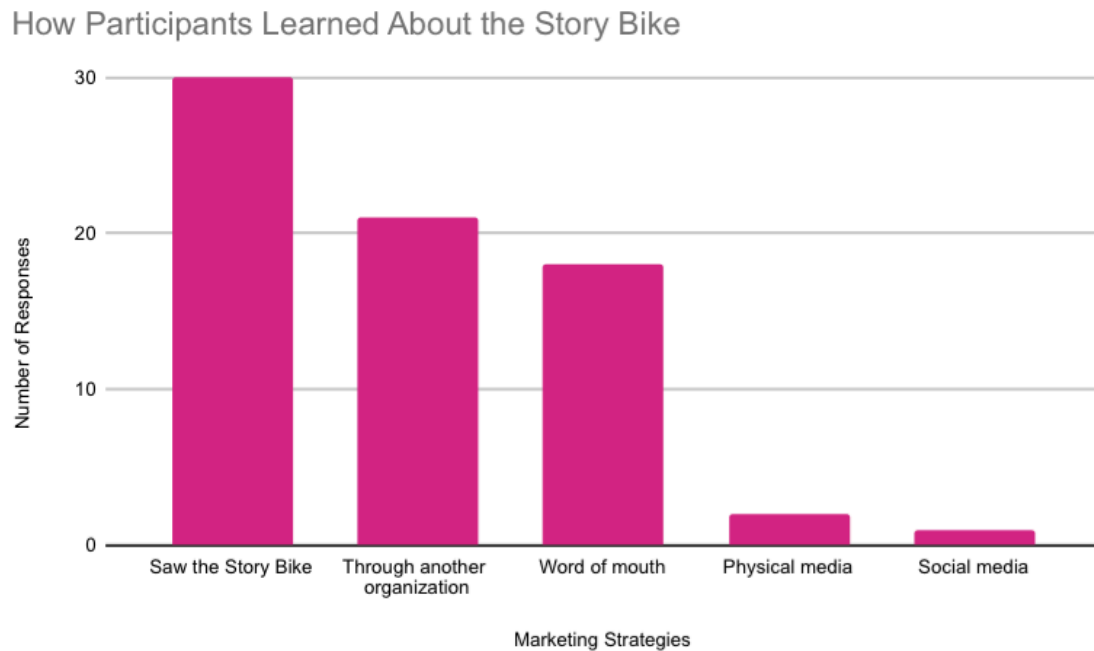


Figure 16: How Story Bike participants learned about the service (n=72).

We also asked participants why they were interested in riding the bike, to which many replied that simply seeing others on it sparked their interest. Some mentioned that “it looked fun” or was something they had never seen before. We coded participants’ responses into groups to demonstrate overall themes, as shown in Figure 17. When taking the bike around King’s Cross Station, we observed that once a person rode on the bike, it encouraged others to show interest.



Figure 17: Coded reasons for riding the Story Bike (n=74).

Furthermore, in our interviews with organizations, multiple interviewees said they had seen the Story Bike in action previously, demonstrating the effectiveness of word-of-mouth marketing.

4.2.2 Social Media Has Marketing Potential for the Story Bike

The majority of responses to our participant survey indicated that they learned about the bike's existence either by seeing it in person or hearing about it from a friend. In comparison, 2.7% of participants reported discovering the bike through social media. Due to time constraints, we were only able to contribute one post on social media (see Figure 18), which affected this statistic.

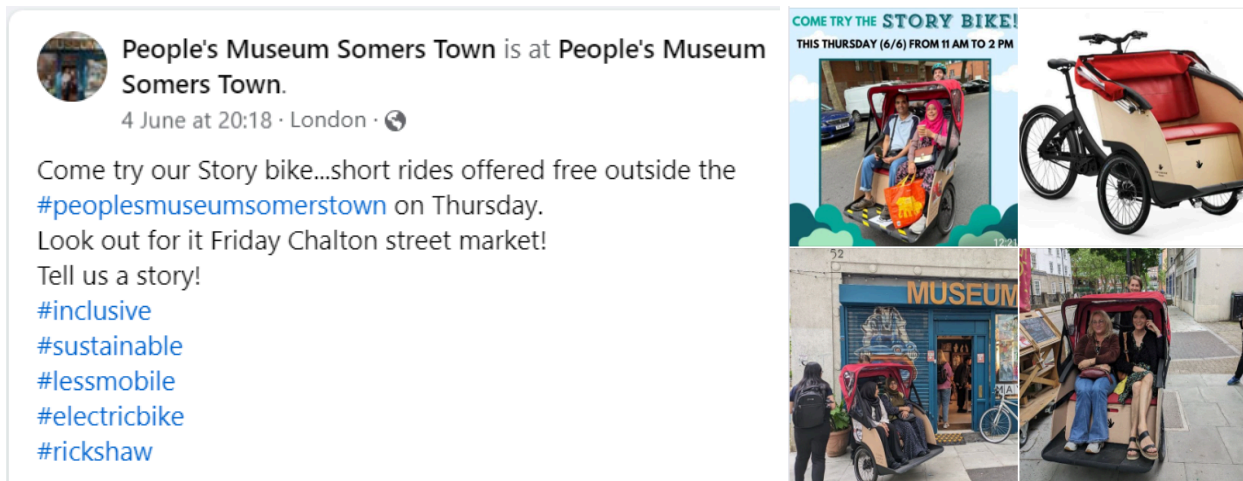


Figure 18: Social media post on Facebook about the Story Bike.

However, social media is a promising marketing avenue, as it is used by 74% of participants. According to our survey responses, participants frequent many different social media platforms, as seen in Figure 19. The most popular social media platforms were Instagram, Facebook, and WhatsApp.

Social Media Used by Story Bike Participants

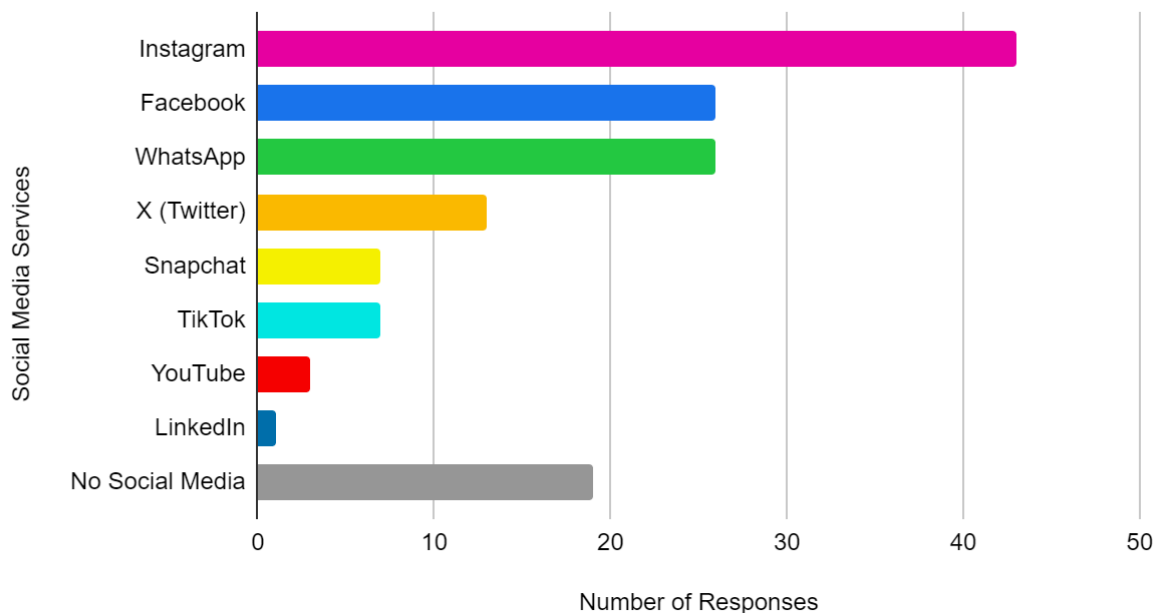


Figure 19: Different social media platforms used by Story Bike participants (n=74).

Younger participants were more likely to use Instagram and middle-aged participants were more likely to use Facebook. Our survey responses show a strong negative correlation between age and Instagram use, which is displayed in Figure 20. Additionally, Facebook was most popular with middle-aged respondents, with those aged 45 to 54 reporting the highest usage (see Figure 21). Marketing on these social media platforms presents an opportunity for the Story Bike to reach both of these audiences.

Instagram Use vs. Age of Story Bike Participants

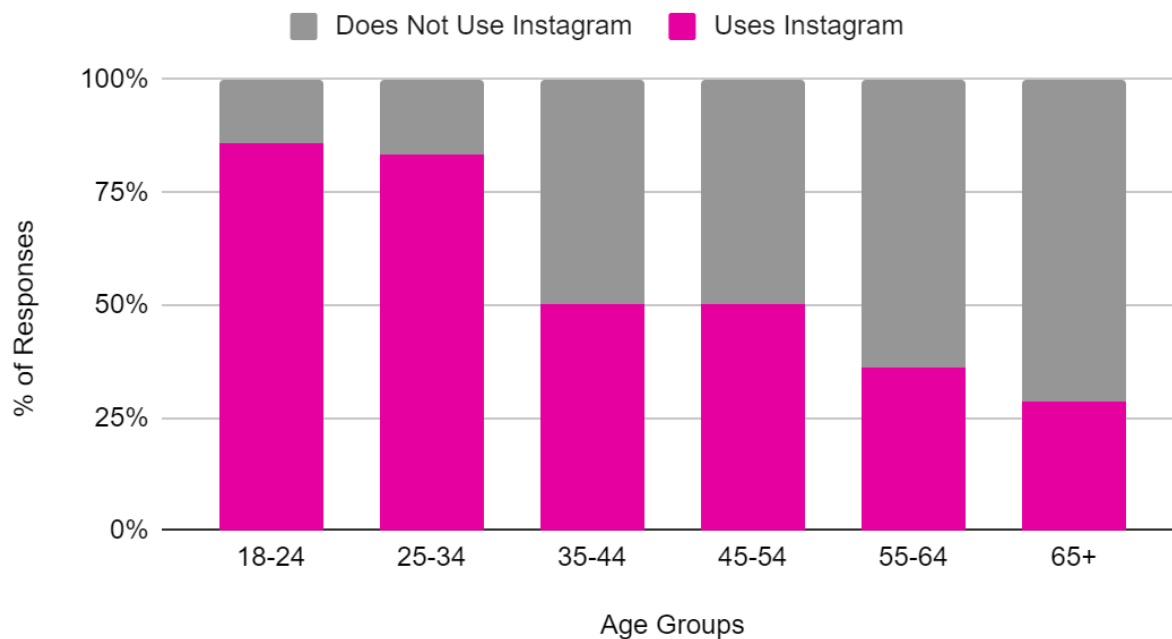


Figure 20: Instagram use by age group of Story Bike participants (n=73).

Facebook Use vs. Age of Story Bike Participants

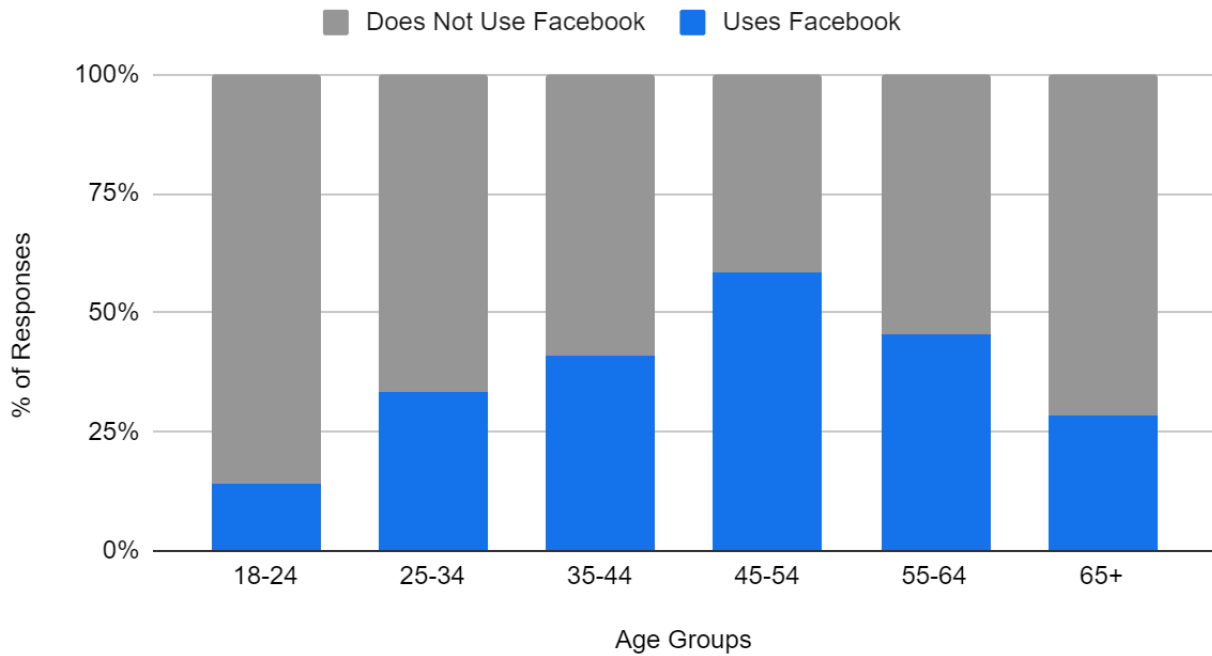


Figure 21: Facebook use by age group of Story Bike participants (n=73).

4.2.3 Marketing Through Organizations Is the Best Way to Reach the Elderly and Less Mobile

To reach one of the main target audiences for the Story Bike, the elderly and less mobile, marketing through organizations was the most effective strategy. The 65-and-over age group uses significantly less social media than other age groups. Figure 22 shows a stacked bar chart representing the social media use of each age group. Only 29% of participants 65 and older used social media compared to the other age groups, which were all over 68%.

Social Media vs. Age of Story Bike Participants

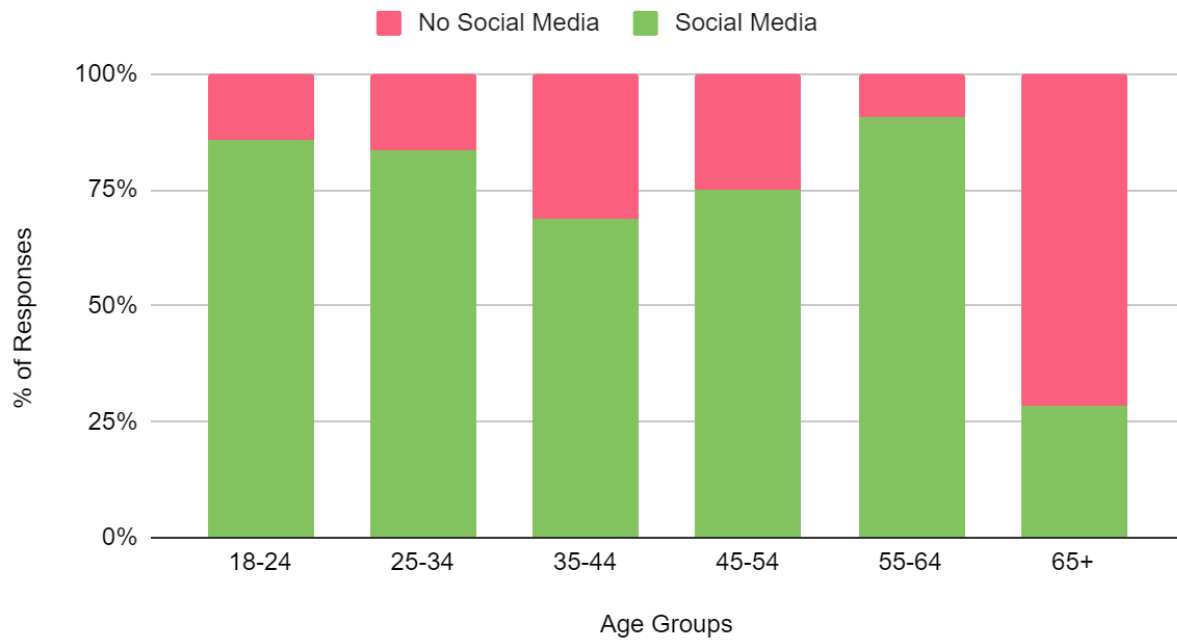


Figure 22: Social media use by age group of Story Bike participants (n=73).

Furthermore, we found a correlation between age and mobility, which can be seen in Figure 23. The 65-and-over group had the least mobility out of all the age groups, demonstrating an overlap between the elderly and the less mobile audiences.

Mobility vs. Age of Story Bike Participants

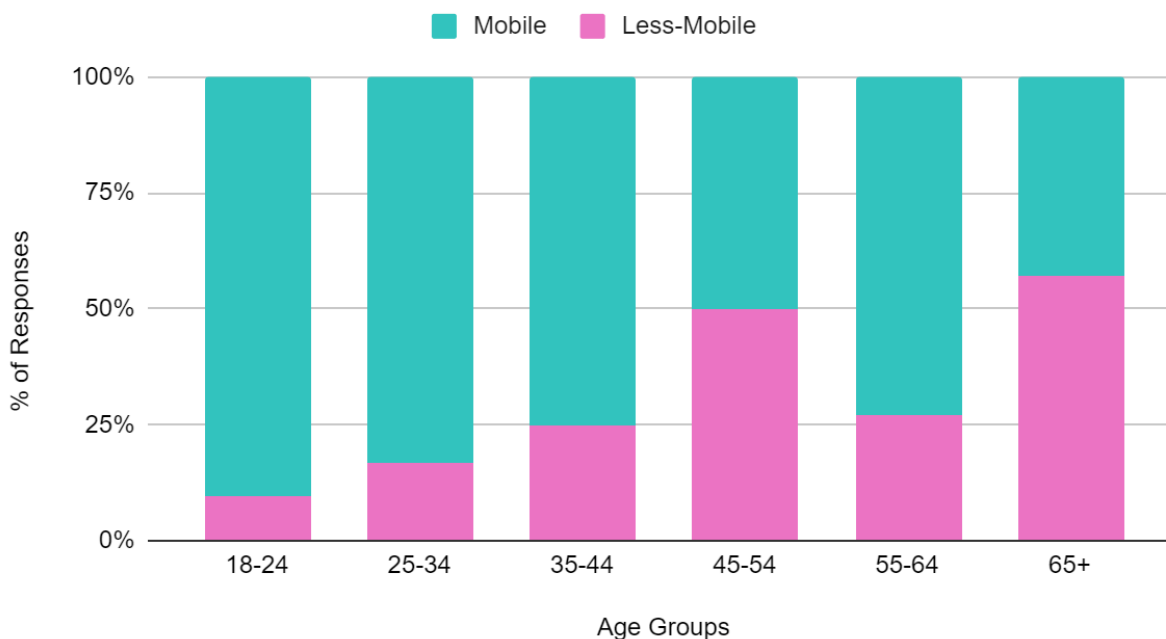


Figure 23: Mobility status by age group of Story Bike participants (n=73).

We observed that an older demographic was present at events hosted by community organizations like the Somers Town Community Association, Somers Town Medical Centre, and Think & Do Camden. Furthermore, most attendees at the community events that we visited were interested in riding the Story Bike. Therefore, we found that connecting with community organizations was an effective way to reach elderly and less mobile individuals. This audience frequents events hosted by these organizations and are not easily reachable by other means, such as social media.

4.2.4 Somers Town Residents Respond to Informal Marketing

During our time promoting the Story Bike, we found that an informal marketing strategy proved to be effective, especially within Somers Town. Our initial strategy was riding the bike around populated areas and calling out to passersby. We had very limited success using this

method, likely due to people not knowing the purpose of the bike. To solve this, we created a small sign stating “Free Ride” in capital letters. Despite not being digitally designed like our other marketing materials, the sign was still effective at increasing public interest in the bike.

When we took the Story Bike outside of Somers Town, we observed that our Free Ride sign had limited results. However, the opposite effect could be seen within Somers Town. This neighborhood is a tight-knit community where residents know each other and are familiar with the People’s Museum. Moreover, the People’s Museum has a very personalized and intimate atmosphere compared to traditional museums. The benefits of the sign are also consistent with our observation that word-of-mouth marketing is effective.

4.2.5 The Story Bike Attracts More Attention at Specific Locations and Times

Our participant observation showed that visiting certain locations at specific times led to a surge of interest in the Story Bike. Euston Road, Chalton Street, and Eversholt Street all receive heavy foot traffic, making them ideal zones for the bike. Some locations with higher amounts of activity at certain times are restaurants during lunchtime (11 AM to 1 PM), Edith Neville Primary School at the end of the school day (3 PM to 4 PM), and King’s Cross Station at the end of the work day (5 PM to 7 PM). Figure 24 highlights all of the locations we identified as optimal places to promote the bike.

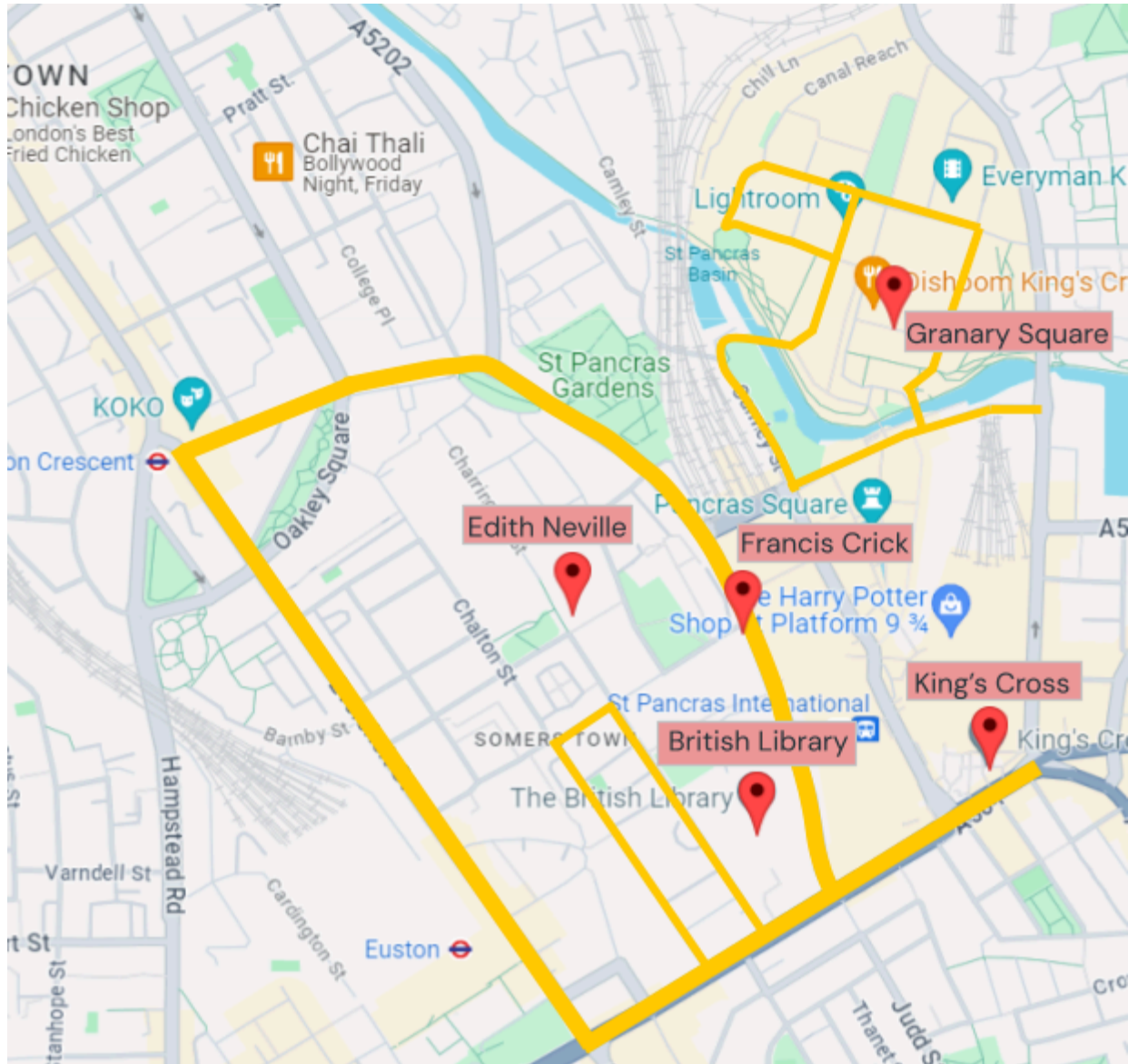


Figure 24: Ideal locations to promote the Story Bike.

4.3 How to Sustain the Story Bike Service





We found ways to sustain the Story Bike service through desk research and our personal experience with the Story Bike. Creating an online booking service for the bike makes it more convenient to use, and the presence of a tablet during guided historical walks would increase user engagement. Additionally, as a result of our experiences riding the bike, we found that drivers must be trained how to use it properly.

4.3.1 A Booking Service for the Story Bike Would Be Beneficial

We found that a booking service would be beneficial for keeping track of the Story Bike's whereabouts. In the feasibility study conducted last year, WPI students recommended using an online system to book the bike (Barckholtz et al. 2023). Furthermore, our personal experience with the Story Bike showed that an online booking service would allow for a more organized approach. Having the location of the bike documented would enable volunteers to have a more structured schedule.

We compared four different booking services: Calendly, Setmore, SimplyBook.me, and YouCanBookMe. Table 2 contrasts important aspects of the services such as price, number of bookings, and the use of email reminders.

Table 2: Booking service comparisons.

				
Booking Service	Calendly	Setmore	SimplyBook.me	YouCanBookMe
Price	Free	Free	Free	Free
Number of Bookings	Unlimited	200 per month	50 per month	Unlimited
Email Reminders	No	Yes	Yes	No
Mobile App	Yes	Yes	Yes	No
Linked Calendar	Yes	No	Yes	Yes
Rating (App Store)	4.9	4.7	3.7	N/A

4.3.2 Adding a Tablet to the Story Bike Would Increase Engagement During Guided Walks

The People's Museum is looking to incorporate a tablet into their guided walks, which would use augmented reality to engage Story Bike passengers. Augmented reality (AR) is defined as a way of enhancing the physical world by superimposing images, sounds, or animations using a device (Ajayi et al. 2020). Since the early 2000s, museums have been using AR to visually represent museum artifacts, enhancing the visitor experience with 3D models, images, and text (White & Liarokapis, 2003). Case studies in Spain, France, and Italy used smartphones and tablets as a tool to learn about local culture in an engaging manner. These studies found that the user experience was improved as a result of AR (Garau 2014). Thus, adding a tablet to the Story Bike would enhance the experiences of guided walk participants.

The People's Museum has a budget of £200 for the purchase of a tablet. Table 3 compares four different tablets that are suitable for the needs of the museum. The higher prices listed in the table are only applicable to models with increased storage and cellular capability, which are not required for guided historical walks. We looked into displays that were 25.4 to 27.94 cm long and under 500g in weight, as the tablet would need to fit within an attachment connected to the bike. Additionally, since the AR component of the tours requires internet connection, options with cellular data have been provided in case the People's Museum prefers this over a Wi-Fi hotspot.

Table 3: Tablet comparisons.



Tablet	Amazon Fire HD 10	Lenovo Tab M10	Samsung Galaxy Tab A8	YOTOPT U10
Price (pounds)	£149.99 – £189.99	£115.99 – £219.99	£149.15 – £249.38	£65.08 – £75.99
Screen Size	10.1"	10.1"	10.5"	10"
Battery Life	13 hours	9 Hours	6.25 Hours	6 Hours
Display	1080p display (1920 x 1200) (224 ppi)	FHD IPS (1920 x 1200), 320 nits	1920 x 1200 (WUXGA)	1280 x 800
Storage (Price Increases with more storage)	32 GB or 64 GB	32GB or 64GB or 128GB	32 GB or 64 GB	11 GB or 64 GB
Connection	Wi-Fi only	Wi-Fi only	Cellular option Available	Cellular Option Available
Weight	434 g	460 g	476 g	490 g

4.3.3 Drivers Must Be Trained to Use the Story Bike

Throughout our time spent riding the Story Bike, we learned how to properly operate it. We found that the compartment below the bike can be used to store the lock, the helmet, and any promotional material. There are two distinct keys, one for the bike and one for the battery, both of which must be carried by the driver to avoid theft. We discovered that the battery only lasts for about 8 hours maximum, and therefore requires frequent charging. Using the parking brake when passengers board the bike minimizes the risk of it tipping over. All of these findings led us to create a guidebook for the People’s Museum to operate the Story Bike properly and safely (see Appendix E).

5.0 Conclusions and Recommendations

In this section, we review the conclusions drawn from our findings and provide recommendations for the People's Museum regarding the Story Bike service. We review organizations that we recommend contacting regarding the bike and where to find potential volunteers. We also describe the best ways to promote the bike within Somers Town, how social media can be effectively used as a marketing technique, and places to take the bike to maximize local engagement. Finally, we discuss ways to sustain the Story Bike service in the future, such as the implementation of a booking service, the use of a tablet for guided tours, and the application of various safety measures to minimize the risk of passenger injury.

5.1 Story Bike Use Case Recommendations

There were four use cases for the Story Bike: free transportation for those who struggle to walk; guided historical walks aimed at businesses; bike rentals for organizations, businesses or individuals; and volunteer opportunities to drive the Story Bike.

Through interviews with local organizations, we found the most common use cases were bike rentals and transportation. In regards to renting the bike, we recommend partnering with Camden Mobile Food Bank, Global Generation, and Food For All UK. These organizations are all interested in using the Story Bike for their own services, such as a food delivery service or the transport of materials. In regards to free transportation, we recommend contacting the Camden Mobile Food Bank, the St. Aloysius R.C. Church, and Cock Tavern. All three of these organizations support the Somers Town community, and less mobile residents of the area would benefit from riding to and from these locations.

We did not interview any organizations regarding guided historical tours despite emailing 35 businesses and organizations. Therefore, we recommend the People's Museum contact local businesses or organizations about guided walks using different means, such as phone calls or in-person visits.

We recommend partnering with St. Aloysius R.C. Church and Voluntary Action Camden to seek out volunteers. These organizations have connections to locals that may be interested in volunteering. Additionally, both organizations have newsletters that they share with a sizable audience, and we recommend using these to promote volunteering opportunities.

Although we did not have the opportunity to interview them (besides St. Aloysius R.C. Church), we recommend contacting the organizations listed in Table 1. One of our interview questions asked about other organizations that would benefit from the Story Bike service. The table contains a list of organizations referenced by interviewees and which service each organization would benefit from.

5.2 Marketing Recommendations

To continue marketing the Story Bike service within Somers Town and its community, we recommend an informal approach alongside word-of-mouth marketing. We recommend stationing the Story Bike outside the People's Museum, taking the bike to popular locations around Somers Town, and bringing the bike to various community events. The latter method would likely be effective in reaching the elderly population. In contrast, we recommend using social media to promote the Story Bike to other age groups. Specifically, we recommend using Instagram to reach younger audiences and Facebook to reach middle-aged audiences.

To promote the Story Bike among residents of Somers Town and the neighboring area, we recommend actively riding it along Euston Road and Eversholt Street. We also recommend taking the bike to Granary Square, where it would be seen by a large audience. Another location we recommend taking the Story Bike to is Chalton Street due to its many businesses and recurring Friday market. Specific times are important as well. We recommend taking the Story Bike to local restaurants at lunch time (11 AM to 1 PM), Edith Neville Primary School when school ends (3 PM to 4 PM), and King's Cross Station at the end of the work day (5 PM to 7 PM).

In order to reach the elderly population of Somers Town, we recommend taking the Story Bike to community events and partnering with organizations that work with an older audience, such as the Somers Town Community Association. We recommend using the Story Bike to transport people to and from well-being sessions held at the STCA. Incorporating the Story Bike into a weekly event would further establish the bike within Somers Town by increasing its visibility and reliability. Additionally, we recommend partnering with the Somers Town Medical Centre to offer transportation for less mobile patients.

We also recommend using key words and qualities about the bike in future marketing materials. For instance, the service can be promoted as granting a sense of “fulfillment” and

“happiness”. The experience of riding can also be advertised as providing a feeling of “royalty” to draw in those looking to experience something new.

5.3 Recommendations for Sustaining the Story Bike

The booking service that we recommend the People’s Museum use is Calendly, which is a free, easy-to-use scheduling platform (Calendly, 2024). Calendly would enable the People’s Museum to set specific dates and times that the Story Bike would be available and allow them to collect email addresses for future marketing. Calendly has an unlimited number of bookings per month, a mobile app, and the ability to link to Google Calendar or Outlook.

We recommend the People’s Museum use the Samsung Galaxy Tab A8 tablet because it meets the needs of accompanying the guided historical walks on the Story Bike with augmented reality. The tablet has a cellular option available for an added cost. Online shopping platforms such as Amazon typically have deals on this Samsung tablet, so it is possible to purchase the tablet for less than £200. The battery life is 6.25 hours, which is adequate for historical tours. The screen size is also sufficient at 26.67 cm. Additionally, we recommend purchasing the model with 32GB of storage because 64GB of storage is expensive and not needed for guided walks.

Using our extensive time and experience with the Story Bike, we have come up with a guideline of recommendations for proper use of the bike that could be passed to future volunteers. We recommend storing the lock, helmet, and any promotional material in the compartment underneath the bike. We also recommend that the driver carry the keys for the lock and storage at all times. Additionally, the battery needs to be removed every night and charged within the People’s Museum. In order to conserve battery life, we recommend using the “tour” setting. To ensure passenger safety, we recommend applying the parking brake and removing the foot plate while mounting and dismounting the bike. For a more detailed set of instructions on how to properly operate the bike, see the attached guide in Appendix E.

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7.0 Appendices

Appendix A: Statement of Informed Consent

For Surveys

We are a student group from Worcester Polytechnic Institute in Worcester, Massachusetts. We are conducting this interview as a part of an initiative to market and promote the Story Bike service for the Somers Town People's Museum: A Space for Us.

This survey is entirely voluntary and will take about 5 minutes of your time. You may choose not to answer any question, and you may choose to stop participating at any time. **Any personal data you share with us will be stored securely and disposed of August 31, 2024 in line with the UK General Data Protection Regulation of 2018.** Worcester Polytechnic Institute (WPI) and the People's Museum will create research reports and other outputs using the data collected from this interview. This interview will be recorded and all information included will be anonymous.

If you have any questions about the interview, or would like to update or erase your personal information, please contact any member of our team (gr-londone24storybike@wpi.edu), our project director, Dominic Golding (golding@wpi.edu), or our project advisors, Shamsnaz Bhada (ssvirani@wpi.edu) and Ruth McKeogh (rmckeogh@wpi.edu). If you have any questions about the Somers Town People's Museum, please contact diana@aspaceforus.club.

For Interviews

We are a student group from Worcester Polytechnic Institute in Worcester, Massachusetts. We are conducting this interview as a part of an initiative to market and promote the Story Bike service for the Somers Town People's Museum: A Space for Us.

This interview is entirely voluntary and will take about 30 minutes of your time. You may choose not to answer any question, and you may choose to stop participating at any time. **Any personal data you share with us will be stored securely and disposed of August 31, 2024 in line with the UK General Data Protection Regulation of 2018.** Worcester Polytechnic Institute (WPI) and the People's Museum will create research reports and other outputs using the data collected from this interview. This interview will be recorded and all information included will be anonymous.

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Appendix B: Survey Questions for Story Bike Participants

Preamble

We are a student group from Worcester Polytechnic Institute in Worcester, Massachusetts. We are conducting this interview as a part of an initiative to market and promote the Story Bike service for the Somers Town People's Museum: A Space for Us.

This survey is entirely voluntary and will take about 5 minutes of your time. You may choose not to answer any question, and you may choose to stop participating at any time. **Any personal data you share with us will be stored securely and disposed of June 30, 2024 in line with the UK General Data Protection Regulation of 2018.** Worcester Polytechnic Institute (WPI) and the People's Museum will create research reports and other outputs using the data collected from this interview. This interview will be recorded and all information included will be anonymous.

If you have any questions about the interview, or would like to update or erase your personal information, please contact any member of our team (gr-londone24storybike@wpi.edu), our project director, Dominic Golding (golding@wpi.edu), or our project advisors, Shamsnaz Bhada (ssvirani@wpi.edu) and Ruth McKeogh (rmckeogh@wpi.edu). If you have any questions about the Somers Town People's Museum, please contact diana@spaceforus.club.

Questions

- 1) I have read the preamble and agree to completing this survey.
- 2) How old are you?
 - a) Under 18
 - b) 18 to 24
 - c) 25 to 34
 - d) 35 to 44
 - e) 45 to 54

- f) 55 to 64
 - g) 65 and over
 - h) Prefer not to say
- 3) Where are you from?
- a) Somers Town
 - b) A district close to Somers Town
 - c) Greater London
 - d) Elsewhere in the United Kingdom
 - e) International
 - f) Prefer not to say
- 4) Would you consider yourself to be less mobile?
- a) Yes
 - b) No
 - c) Prefer not to say
- 5) What is your main mode of transportation? Select all that apply.
- a) Walking
 - b) Biking
 - c) Bus
 - d) Train
 - e) Car
- 6) How did you hear about the Story Bike? Select all that apply.

- a) Word-of-mouth
 - b) Physical media (flyer, leaflet, etc.)
 - c) Social media (Facebook, Instagram, WhatsApp, etc.)
 - d) Thought another organization
 - e) Other:
- 7) What social media services do you use? Select all that apply.
- a) Facebook
 - b) Instagram
 - c) X (Twitter)
 - d) WhatsApp
 - e) I don't use social media
 - f) Other:
- 8) Why did you decide to ride on the Story Bike?
- 9) On a scale of 1 to 5, with 1 being awful and 5 being excellent, how would you rate your overall experience today?
- a) 1
 - b) 2
 - c) 3
 - d) 4
 - e) 5
- 10) Are there any aspects of the Story Bike experience that you think could be improved?

11) Would you recommend this service to a friend?

a) Yes

b) No

12) Do you have any additional questions or comments?

Appendix C: Interview Questions for Organizations

Preamble

We are a student group from Worcester Polytechnic Institute in Worcester, Massachusetts. We are conducting this interview as a part of an initiative to market and promote the Story Bike service for the Somers Town People's Museum: A Space for Us.

This interview is entirely voluntary and will take about 30 minutes of your time. You may choose not to answer any question, and you may choose to stop participating at any time. **Any personal data you share with us will be stored securely and disposed of June 30, 2024 in line with the UK General Data Protection Regulation of 2018.** Worcester Polytechnic Institute (WPI) and the People's Museum will create research reports and other outputs using the data collected from this interview. This interview will be recorded and all information included will be anonymous.

If you have any questions about the interview, or would like to update or erase your personal information, please contact any member of our team (gr-londone24storybike@wpi.edu), our project director, Dominic Golding (golding@wpi.edu), or our project advisors, Shamsnaz Bhada (ssvirani@wpi.edu) and Ruth McKeogh (rmckeogh@wpi.edu). If you have any questions about the Somers Town People's Museum, please contact diana@aspaceforus.club.

Transportation

Intro

The Story Bike is an electric passenger bike capable of carrying two people while a third person drives them around. The Story Bike is an environmentally sustainable alternative to transportation and is intended to be inclusive of the elderly and less mobile. (provide picture)

Questions

1. Do you have any concerns or questions regarding the Story Bike?
2. What events do you hold?
 - a. Are they weekly/regular events? When and where are they held?
 - b. Would you be interested in having the Story Bike transport attendees to these events to and from the event?

3. Could we put physical media, such as fliers or leaflets, at your organization for members to see?
4. Had you heard of the People's Museum prior to our team reaching out to you?
 - a. Have you worked with the People's Museum before?
 - b. How did you hear about the People's Museum? (social media such as Instagram, word-of-mouth, personal connections, work they have done, etc.)
5. Have you heard of the Story Bike service?
 - a. How did you hear about the Story Bike service?
6. Do you know any other organizations that could benefit from using the Story Bike? (for transportation or hiring, for example)

Volunteer Organizations

Intro

The Story Bike is an electric passenger bike capable of carrying two people while a third person drives them around. Right now, the People's Museum is looking for volunteers to drive the Story Bike around Somers Town. Volunteers would transport less mobile people to and from events or appointments, or accompany guided historical tours provided by the People's Museum.

Questions

1. Do you have any concerns or questions regarding the Story Bike?
2. What events do you hold for members of your organization?
 - a. Are they weekly/regular events? When and where are they held?
 - b. Would you be interested in having members of the People's Museum attend some of your events? (possibly with the Story Bike)
3. Could we put physical media, such as flyers or leaflets, at your organization for people to see?
4. Had you heard of the People's Museum prior to our team reaching out to you?
 - a. Have you worked with the People's Museum before?
 - b. How did you hear about the People's Museum? (social media such as Instagram, word-of-mouth, personal connections, work they have done, etc.)

5. Have you heard of the Story Bike service?
 - a. How did you hear about the Story Bike service?
6. Do you think people from your organization would be interested in volunteering to drive the Story Bike?
7. Do you know of any other organizations that may have volunteers interested in driving the Story Bike?

Guided Tours

Intro

The People's Museum of Somers Town is an organization dedicated to preserving the rich history and unique voice of Somers Town residents. They do this in many ways, including guided historical tours around Somers Town, which we can offer to your staff. Additionally, the Story Bike, an electric passenger bike, can accompany the guided tours to include members of your organization who may have difficulty walking.

Questions

1. Do you have any concerns or questions regarding guided historical tours or the Story Bike?
2. Are you interested in having members of your staff participate in guided walks around Somers Town during lunchtime? (given that this is a paid service provided by the People's Museum)
3. Would you be interested in scheduling guided walks or hiring the bike for your own services?
 - a. If yes, do you have a date and time in mind?
4. Had you heard of the People's Museum prior to our team reaching out to you?
 - a. Have you worked with the People's Museum before?
 - b. How did you hear about the People's Museum? (social media such as Instagram, word-of-mouth, personal connections, work they have done, etc.)

Renting the Bike

Intro

The Story Bike is an electric passenger bike capable of carrying two people while a third person drives them around. The People's Museum is looking to offer organizations and individuals the opportunity to rent the Story Bike and use it as they see fit. For example, the Story Bike could assist with a food delivery service or connect those who struggle to walk to the community in a new way.

Questions

1. Do you have any concerns or questions regarding the Story Bike?
2. Would you be interested in hiring the bike for your own services? (given that if you hire the bike, you are liable for any damage caused to it)
3. Had you heard of the People's Museum prior to our team reaching out to you?
 - a. Have you worked with the People's Museum before?
 - b. How did you hear about the People's Museum? (social media such as Instagram, word-of-mouth, personal connections, work they have done, etc.)
4. Have you heard of the Story Bike service?
 - a. How did you hear about the Story Bike Service?
5. Do you know of any other organizations that could benefit from hiring the bike?

Appendix D: Contact List

Included here is a table of contacts we collected. All names, emails, phone numbers, and other identifying information has been excluded. The list contains the names of organizations, which Story Bike service they would benefit from, and the status of the contact.

Service	Contact Status	Organization Name
Community Resource	Interviewed	Support and Connect: South Camden Mental Health Core Team
Hire the bike Transportation	Interviewed	Food For All UK
Hire the bike Transportation	Interviewed	Camden Mobile Food Bank
Transportation	Interviewed	Cock Tavern
Transportation Volunteers	Interviewed	St Aloysius R.C. Church
Transportation	Interviewed	Global Generation
Transportation Hire the bike	Interviewed	STCA (Somers Town Community Association)
Volunteers Transportation	Interviewed	Voluntary Action Camden (VAC)
Hire the bike Transportation	Connected	Euston Clothes Bank
Hire the bike Transportation	Connected	Euston Food Bank
Transportation	Connected	Somers Town Medical Center
Community Resource	Interested	Future Neighborhoods 2030 (FN2030)
Hire the bike	Interested	Doreen Bazell Hall
Hire the bike	Interested	Edith Neville Primary School
Transportation	Interested	Camden Council Member
Transportation	Interested	Somers Town Coffee House
Transportation	Interested	LifeAfterHummus Community Benefit Society
Transportation	Interested	Clyde Court
Volunteers	Interested	New Horizons Youth Centre
Transportation	Interested	Best One Convenience Store
Transportation	Interested	Chalton Street Dental
Transportation	Interested	Coffee Art Net, P2 Gallery and Cafe
Transportation	Interested	Flori Canto
Transportation	Interested	H-YOSHI Hair Salon
Transportation	Interested	NHS Baban Pharmacy

Transportation	Interested	Siam Body and Soul
Transportation	Interested	SN Estates
Transportation	Interested	Woolf Kings X, Hair Salon
Transportation	Interested	Yatri Indian Restaurant
Transportation	Interested	Dashuo Chinese Restaurant
Transportation	Interested	Al Grano Coffee House
Transportation	Interested	Chalton's Estate Agent
Transportation	Interested	Cheezelo, Artisan Cheese, Wine, Charcuterie
Transportation	Interested	City News Convenience Store
Transportation	Interested	Gazelle Dates Coffee Shop
Transportation	Interested	Greenland Travel Plus
Transportation	Interested	Nisa Local Convenience Store
Transportation	Interested	Pinner Cafe
Transportation	Interested	Rozi's Hair & Beauty
Guided Walks	Contacted	Academies Enterprise Trust
Guided Walks	Contacted	Account Me In, Accounting Firm
Guided Walks	Contacted	Actineo Consulting LLP, Business Management Consultant
Guided Walks	Contacted	Alan Turing Institute
Guided Walks	Contacted	Ampersand, Business Management Consultant
Guided Walks	Contacted	August, Business Management Consultant
Guided Walks	Contacted	DHTS, IT company
Guided Walks	Contacted	DV Partners, Business Management Consultant
Guided Walks	Contacted	Empac Sales
Guided Walks	Contacted	Francis Crick Institute
Guided Walks	Contacted	GetChargeBack, Business Management Consultant
Guided Walks	Contacted	Kensai Tech
Guided Walks	Contacted	Method Accounting
Guided Walks	Contacted	The Doctor's Laboratory (TDL)
Guided Walks	Contacted	The Gestalt Centre
Guided Walks	Contacted	DL Business Consulting
Guided Walks	Contacted	Phoenix Court
Guided Walks	Contacted	The Gestalt Centre
Hire the bike	Contacted	The Basic Ingredients, import/export company
Hire the bike	Contacted	Children's Centre Euston
Transportation	Contacted	Age UK Camden
Transportation	Contacted	King's Cafe (next to People's Museum)
Transportation	Contacted	NHS St Pancras Hospital

Transportation	Contacted	Young Camden Foundation
Transportation	Contacted	Hopscotch Women's Centre
Transportation	Contacted	British Library
Transportation	Contacted	Canopy Square Market
Transportation	Contacted	The Living Centre
Transportation	Contacted	Mind in Camden: Social Prescribing
Transportation	Contacted	Mind in Camden: Healthy Mind
Transportation	Contacted	Kings Cross and Brunswick Neighborhood Association (KCBNA)
Volunteers	Contacted	Al Rahman Mosque and Community Centre
Volunteers	Contacted	St. Mungo's Social Services
Volunteers	Contacted	Islamic Cultural & Education Centre
Volunteers	Contacted	Joy Riders
Volunteers	Contacted	University College London
Transportation	Contacted	Origins Housing
Volunteer	Contacted	Individual
Community Resource	Not Contacted	Think and Do Camden
Guided Walks	Not Contacted	73 Oakley Square (Hotel)
Guided Walks	Not Contacted	Avonmore Hotel
Guided Walks	Not Contacted	George Hotel
Guided Walks	Not Contacted	Harlingford Hotel
Guided Walks	Not Contacted	Kabannas London St Pancras (Hotel)
Guided Walks	Not Contacted	Mabledon Court Hotel
Guided Walks	Not Contacted	Mentone Hotel
Guided Walks	Not Contacted	Premier Inn London Euston (Hotel)
Guided Walks	Not Contacted	Premier Inn London St Pancras Hotel
Guided Walks	Not Contacted	Prince Arthur (Hotel)
Guided Walks	Not Contacted	Pullman London St Pancras (Hotel)
Guided Walks	Not Contacted	St. Pancras Renaissance Hotel London
Guided Walks	Not Contacted	Studios2let (Hotel)
Guided Walks	Not Contacted	The Euro Hotel
Guided Walks	Not Contacted	The Judd Hotel
Guided Walks	Not Contacted	The Mornington Camden (Hotel)
Guided Walks	Not Contacted	The Pack and Carriage (Hotel)
Guided Walks	Not Contacted	Travelodge London Central Euston (Hotel)
Hiring the bike Transportation	Not Contacted	British Somali Community Centre
Hiring the bike Transportation	Not Contacted	Camden Chinese Community Centre

Transportation	Not Contacted	Camden Disability Action
Transportation	Not Contacted	Blossom House School Euston
Transportation Hire the bike	Not Contacted	Kilburn Older Voices Exchange
Transportation Hire the bike	Not Contacted	Santé Refugee Mental Health Access Project
Volunteers	Not Contacted	Training Link
Volunteers	Not Contacted	Teaching Women to Ride
Volunteers Hiring the Bike	Not Contacted	Bengali Workers Association
Hire the bike	Not Contacted	Little Village
Hire the bike	Not Contacted	Individual
Transportation	Not Contacted	Godwin and Crowndale TMC

Appendix E: Story Bike Guidebook

About the Bike

The Story Bike is an electric cargo passenger bicycle designed to transport up to two individuals sitting in the front via one bike driver. It includes an adjustable canopy to account for unpredictable weather, as well as a blanket for passengers to use. There is a compartment underneath the bike for storing items such as the blanket, battery, helmet, and promotional material.



Storage and Keys

There are two keys to be carried with the driver while using the bike. The first key is used for the bike lock and the other key is used for inserting and removing the battery underneath the bike. The bike is stored in the Somers Town Energy storage unit, which is accessible on weekdays. There is an ID provided by the People's Museum that must be used to gain access. There is also a rack inside the storage unit that the bike can be locked to for extra security. The battery must be removed from the bike and stored in the People's Museum in case of theft.



Bike lock and chain.



Battery inserted beneath bike.

Battery System

The Story Bike has battery-assisted pedaling, which makes it possible to transport two passengers with ease uphill and over the course of longer journeys. The battery plugs into the bike in the compartment underneath the seat. To detach the battery, insert and twist the battery key, and slide the battery out sideways to the right. The battery life varies, lasting for approximately 4 to 8 hours of constant use, so it is recommended to charge the battery in the People's Museum every night once the bike is returned to the storage location. To utilize the battery assisted pedaling, press the power button on the battery system, which is located near the left handlebar of the bike. There are four modes: eco, tour, sport, and boost. To change the mode, press the plus or minus button on the bottom of the system. The “tour” mode is optimal when operating the bike with passengers. There is also a bell on the bike located on the left handlebar near the battery system.



Battery system and bell.

Safety

It is important to be aware of the essential safety features of the bike to ensure proper use and minimize potential accidents. The bike has a parking lock built into the hand brakes on each handlebar. To lock the bike, push the black lever on each side forward, then squeeze the hand brakes. To unlock the bike, push the red levers onto the black levers and pull forward.



Left handlebar and parking lock system.

It is recommended for the driver of the bike to wear a helmet and high-visibility vest, which can be stored in the compartment underneath the bike. For passenger safety, the plate in the middle of the front ledge should be removed before boarding the bike. The passenger should stand in the gap where the plate was removed and turn around to sit onto the bike seat. If a passenger steps onto the sides of the front ledge, the bike will tip over, which should be avoided. Once the plate is reinstalled, passengers should fasten their seatbelts for a safe ride.



“Do Not Step” plate removed from front ledge.