

Inclusive and Sustainable Transportation

Story Bike

The People's Museum: A Space For Us

Somers Town

Future

Neighbourhoods

2030

ASPACE
FORUS
PEOPLE'S MUSEUM
SOMERS TOWN



Casey Costa
Lauren Coutu
Lukas Gandras
Kaitlyn Nguyen

26 June 2024



WPI

Meet the Biker Gang

Casey



Interactive Media &
Game Development

Lauren



Biology & Biotechnology
Bioinformatics &
Computational Biology

Lukas



Interactive Media &
Game Development

Kaitlyn



Mechanical
Engineering

The People's Museum of Somers Town



The Story Bike

Promotes:

Inclusivity

Sustainability

Well-Being

What are its use cases?



Introduction

Methods

Findings

Conclusions

Project Goals & Objectives

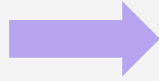


Goal

Promote the Story Bike as a service that brings the community together.



Immerse ourselves in the Somers Town community



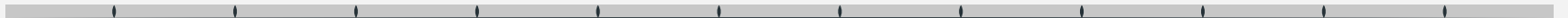
Increase public interest in the Story Bike service.



Provide recommendations for sustaining the Story Bike service.



Methods





Immerse Ourselves Within the Somers Town Community





Increase Public Interest in the Story Bike Service

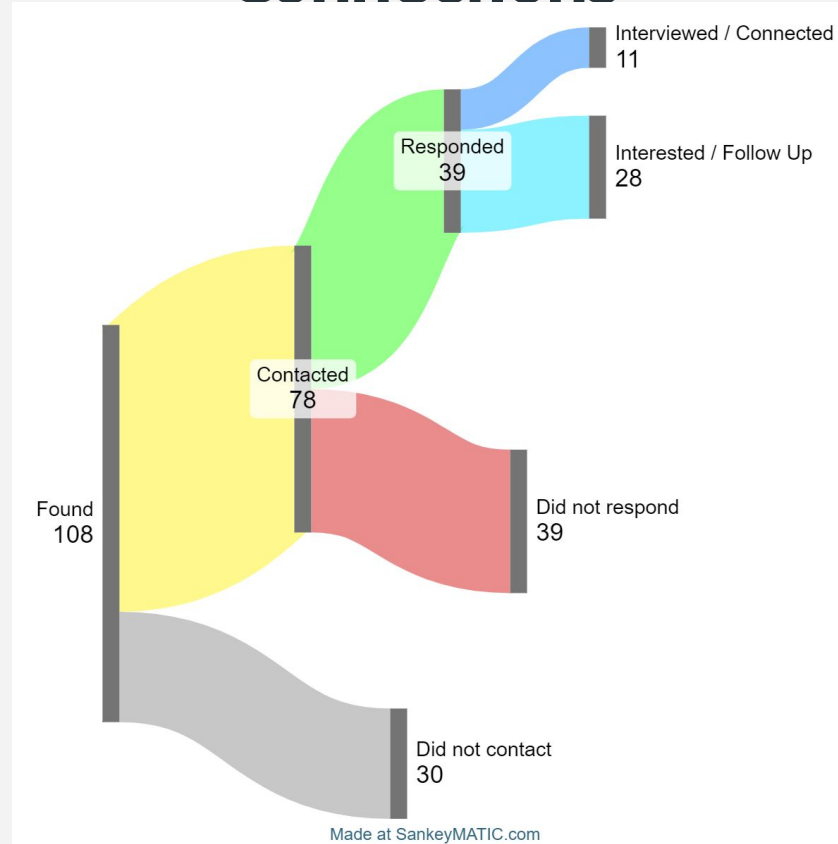
- Promoting Through Organizations
- Physical Marketing
- Digital Marketing
- Word-of-Mouth
- Bike Improvements



Promoting Through Organizations: Gathering Connections



GLOBAL
GENERATION



Somers Town
Future
Neighbourhoods
2030



Physical Marketing: Media



Physical Marketing: Distributing Fliers



Digital Marketing



VOLUNTARY
ACTION
CAMDEN



Story Bike Volunteer Interest Form

B I U ↻ ✕

Join our bike-driving volunteer team today!

- Enhance inclusivity for those with mobility challenges
- Promote environmental sustainability
- Support community events
- Meet new people
- Stay active

COME TRY THE STORY BIKE!

THIS THURSDAY (6/6) FROM 11 AM TO 2 PM



Word-of-Mouth: Attending Events



Bike Improvements: Safety and Maintenance



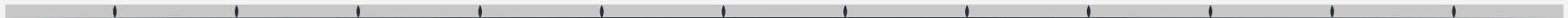


Recommendations for Sustaining the Story Bike Service

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



Findings



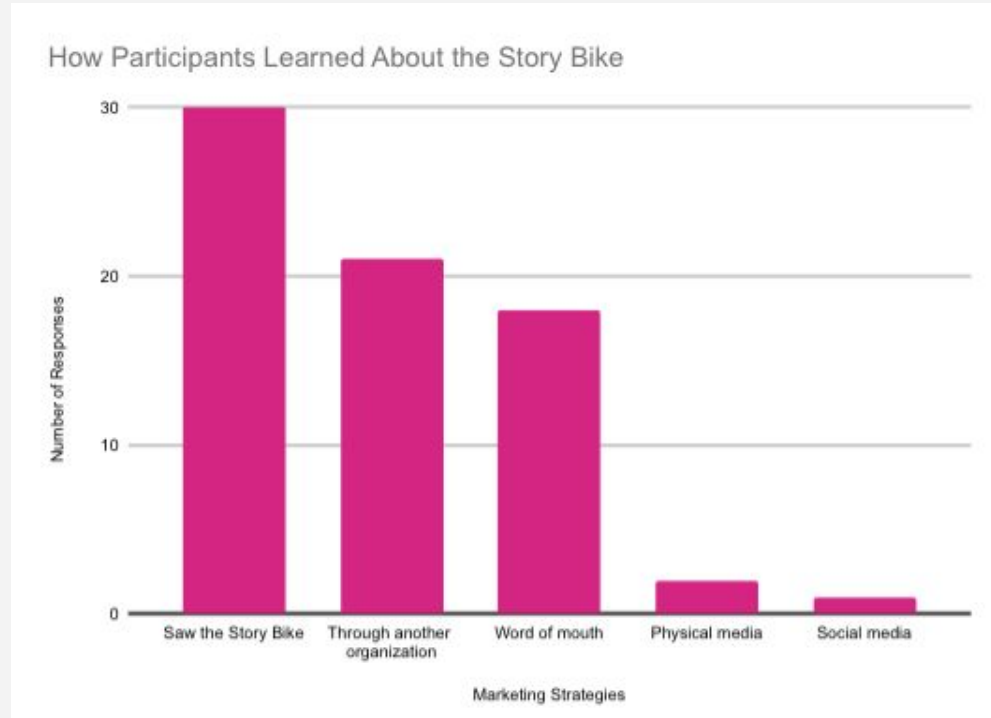
The Story Bike Provides a Sense of Fulfillment to Its Passengers



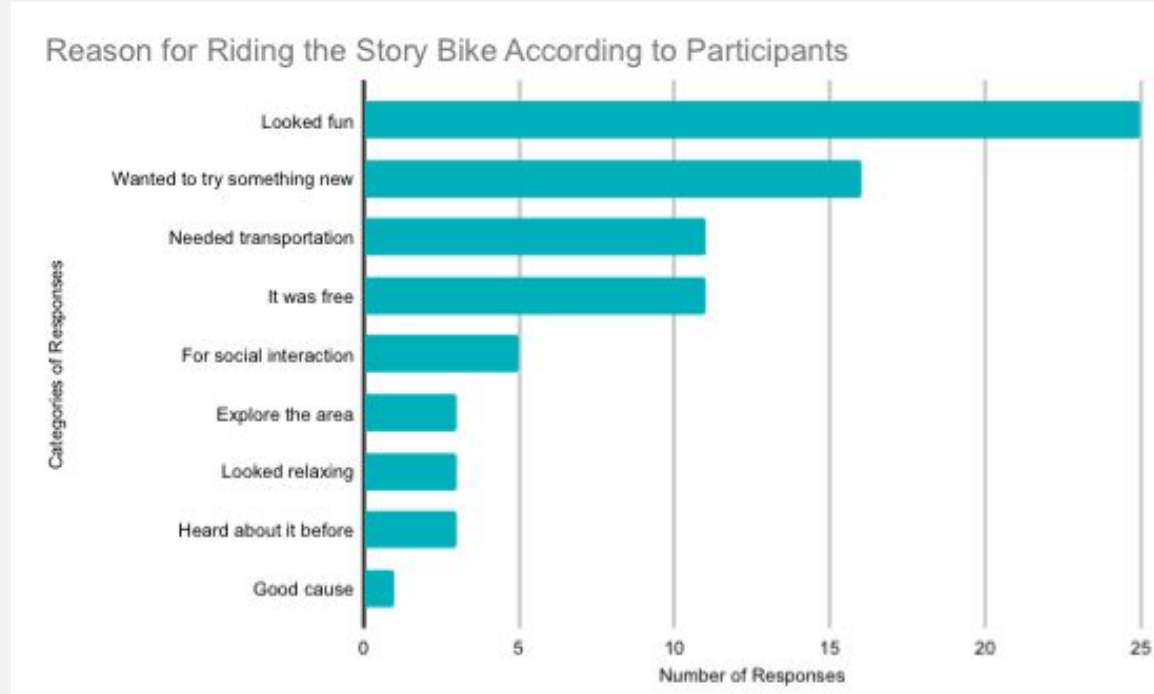
Organizations Are Interested: Hiring & Transportation



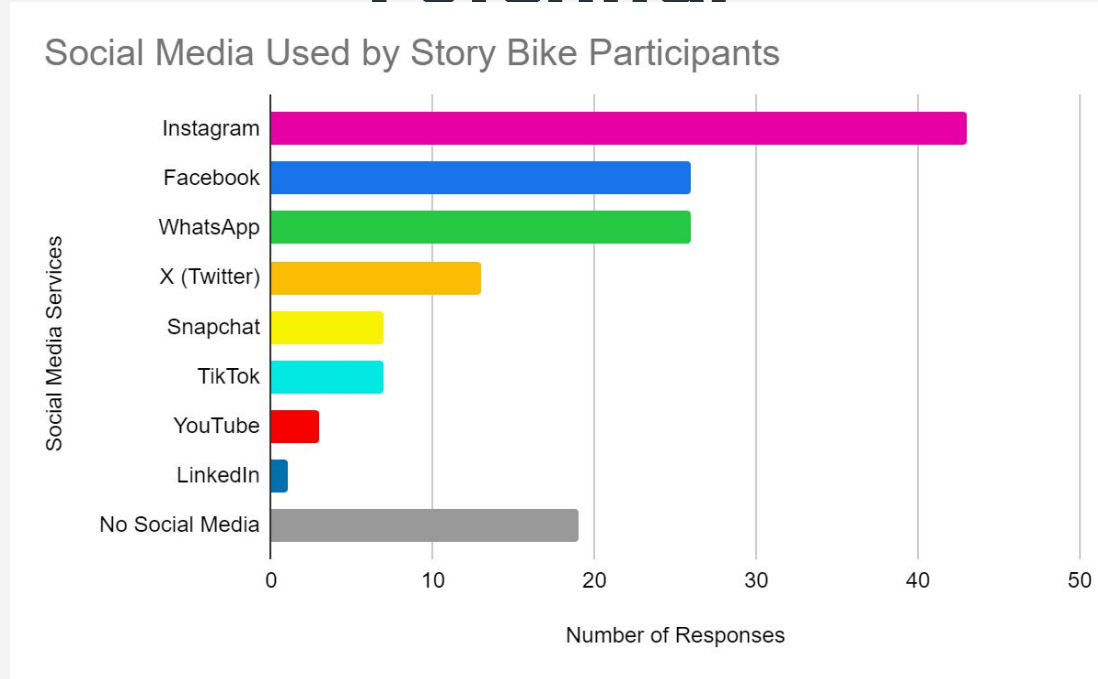
Word-of-Mouth Is the Most Effective Marketing Strategy for Somers Town



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

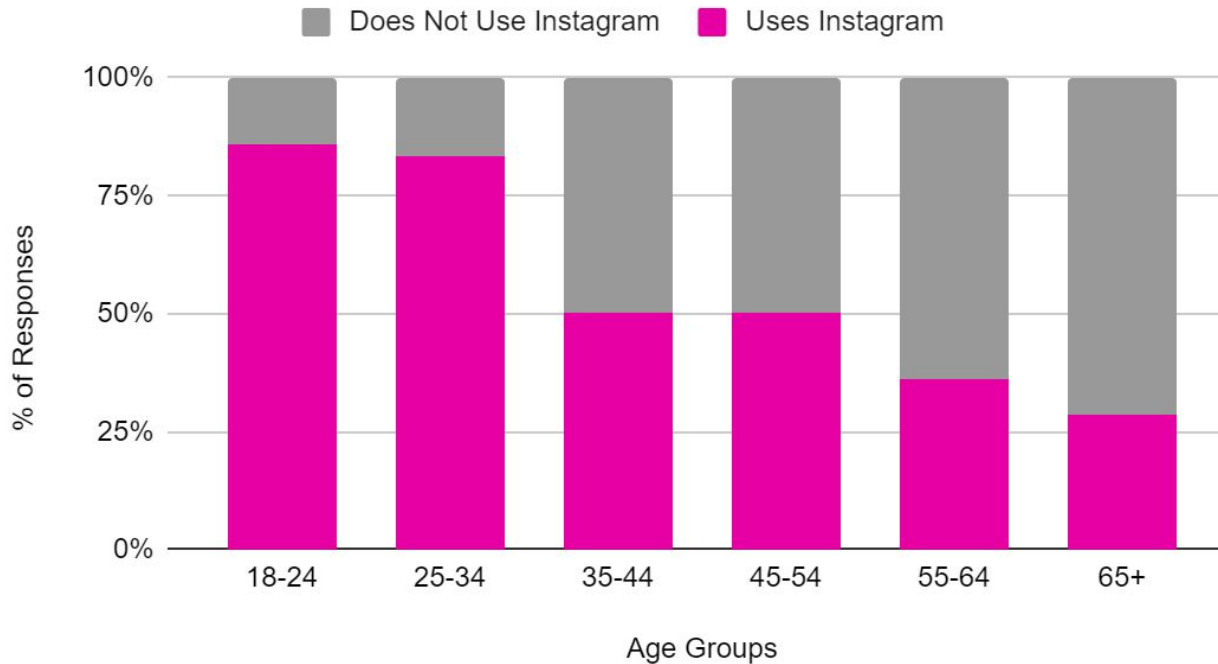


Social Media Has Marketing Potential



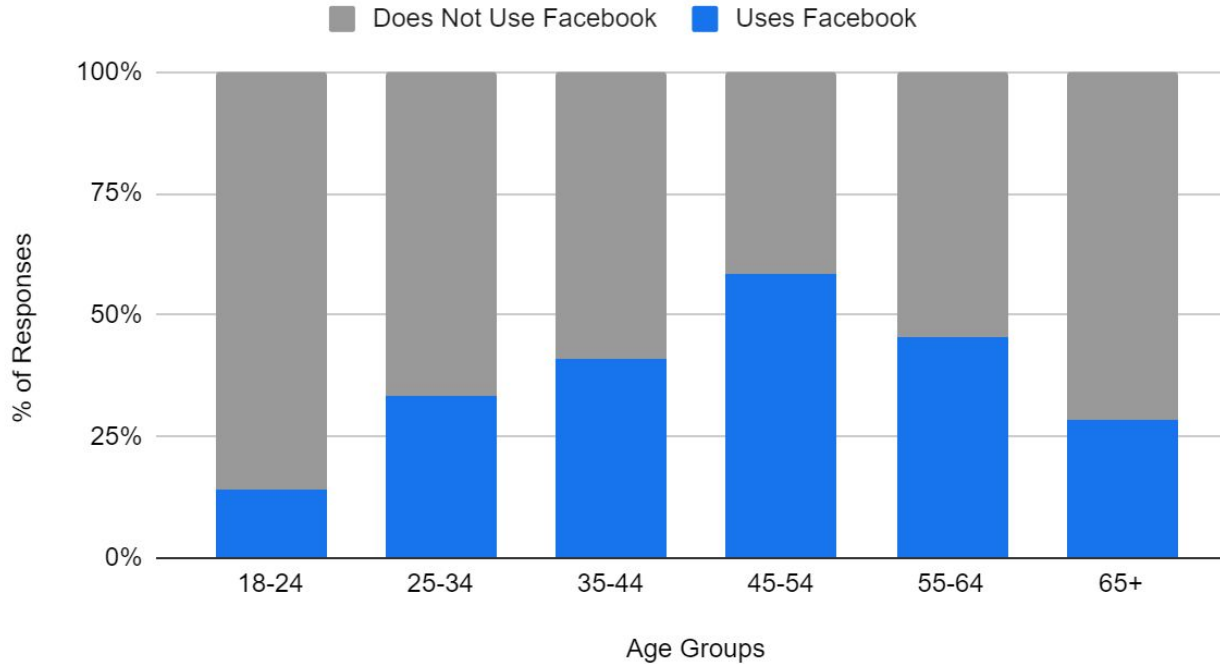
Social Media Has Marketing Potential

Instagram Use vs. Age of Story Bike Participants

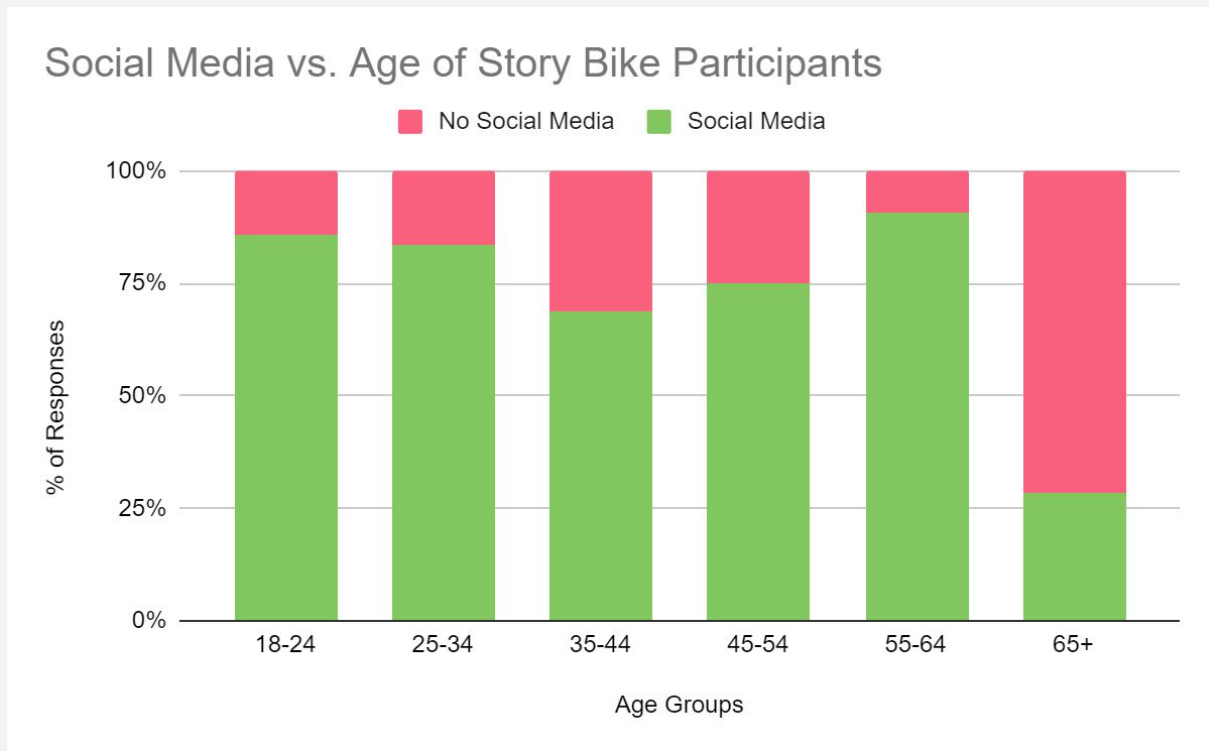


Social Media Has Marketing Potential

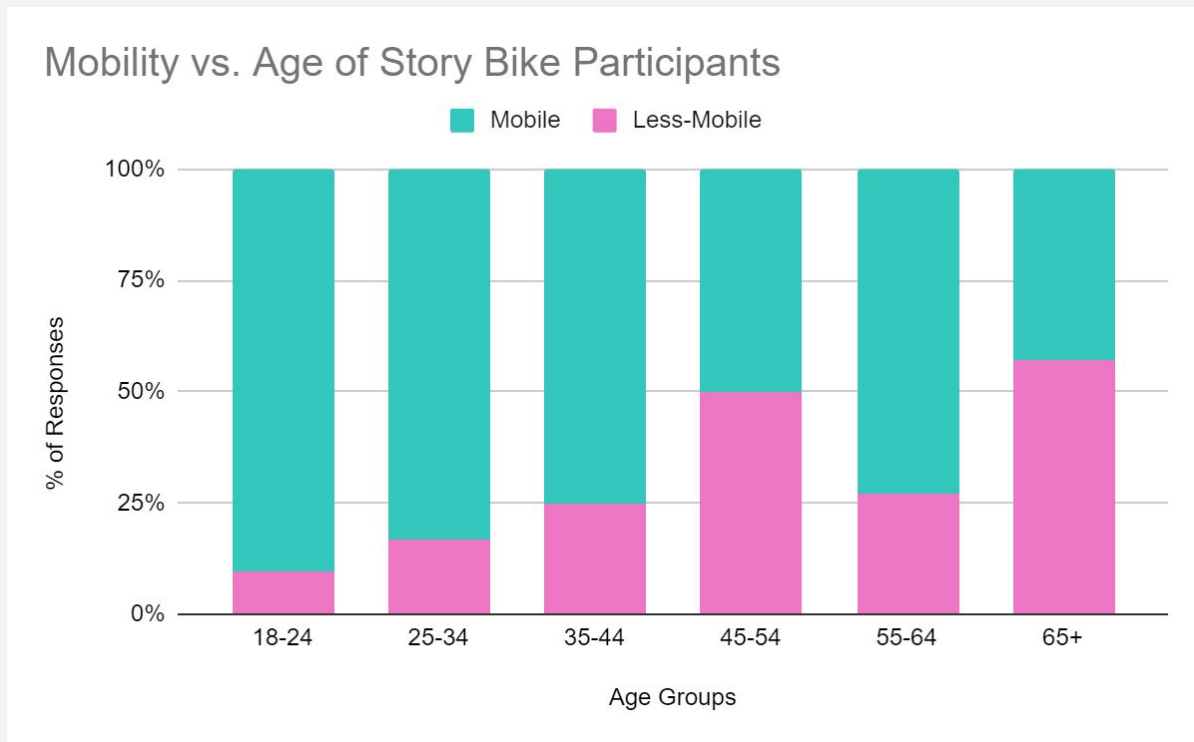
Facebook Use vs. Age of Story Bike Participants



Organizations Are the Best Way to Reach the Elderly and Less Mobile



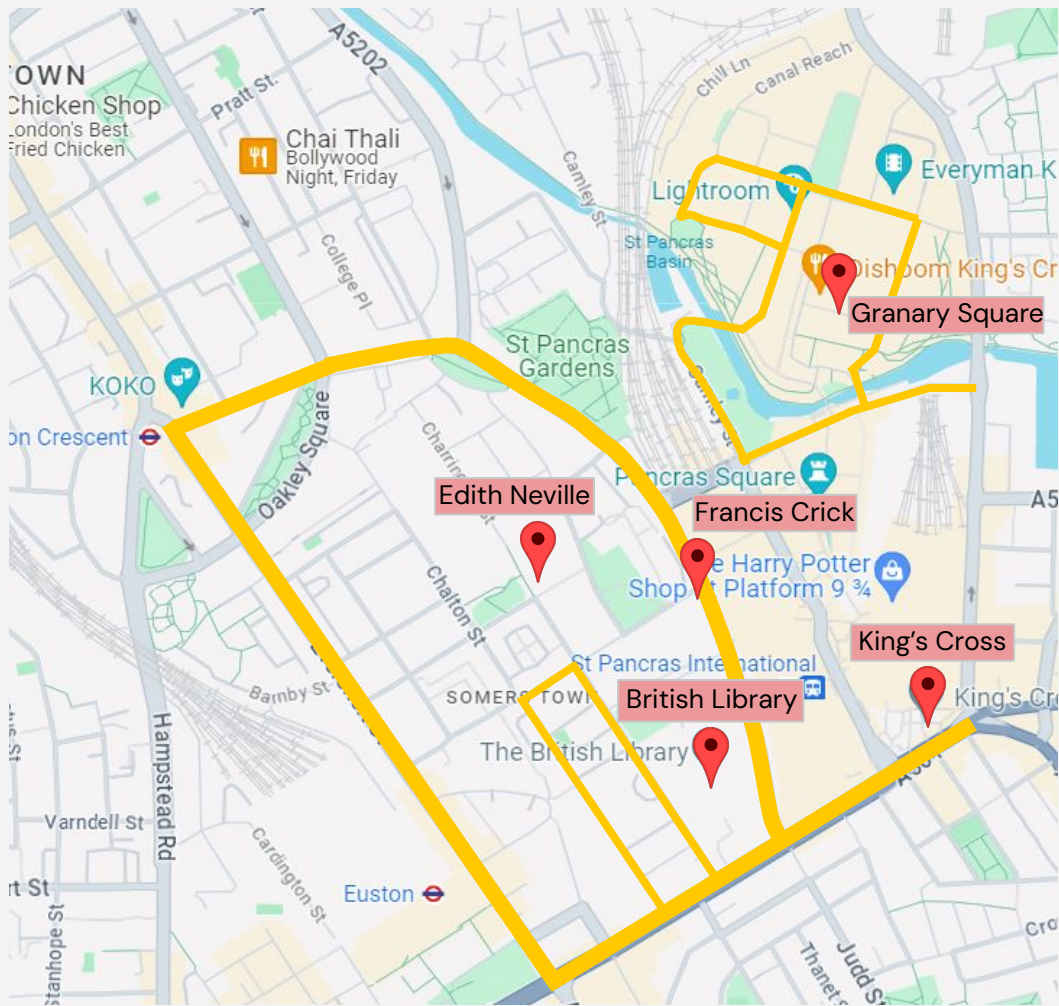
Organizations Are the Best Way to Reach the Elderly and Less Mobile



Somers Town Residents Respond to Informal Marketing



The Story Bike Attracts More Attention at Specific Locations and Times



A Booking Service for the Story Bike Would Be Beneficial



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

Tablet for Story Bike Guided Walks



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" (25.654 cm)	10.1" (25.654 cm)	10.5" (26.67 cm)	10" (25.4 cm)
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

Drivers Must Be Trained to Use the Story Bike



Conclusions & Recommendation

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Organizations to Partner With



Camden Mobile Food Bank



Hiring



St. Aloysius R.C. Church



Transportation



Voluntary Action Camden



Volunteers

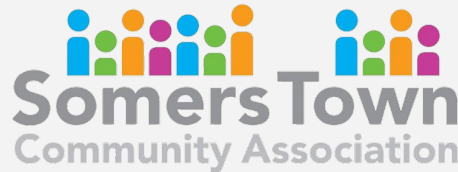
Marketing Recommendations

Most Effective: Word-of-Mouth

Alternatives: Fliers, Social Media

How to Reach:

- Youth
- Middle-aged
- Elderly



Where to Take The Bike



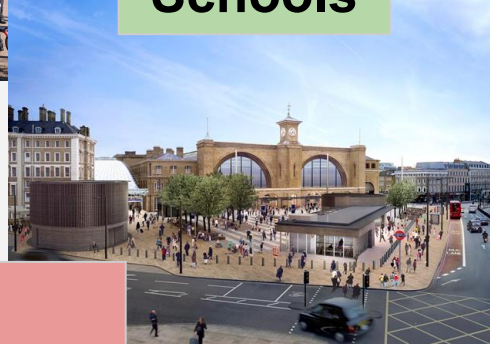
Stations



Restaurants



Around Granary Square



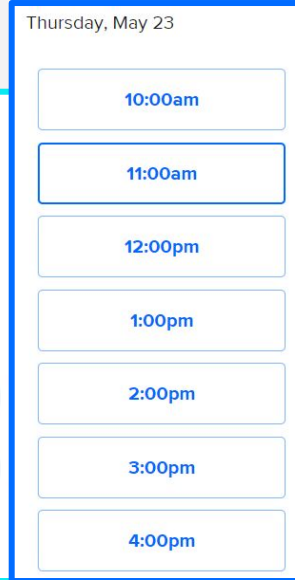
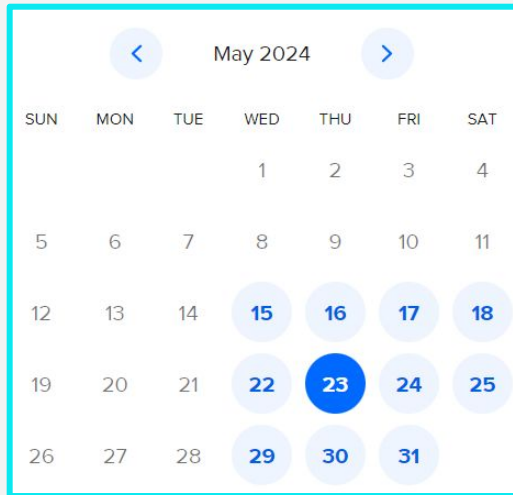
Schools



Euston Road



Booking Service and Tablet Recommendations



Samsung Galaxy Tab A8

£149.15 – £249.38

10.5"

6.25 Hours

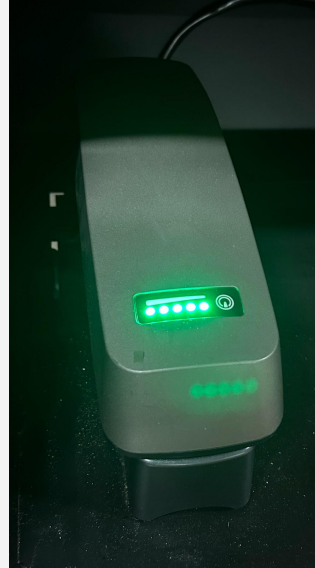
1920 x 1200 (WUXGA)

32 GB or 64 GB

Cellular option
Available

476 g

Bike Proper Use Recommendations



Special thanks to...

Dominic Golding

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Esther Leslie

John-Michael Davis

Stephen McCarthy

Katy Devlin

Thank You!!!

