

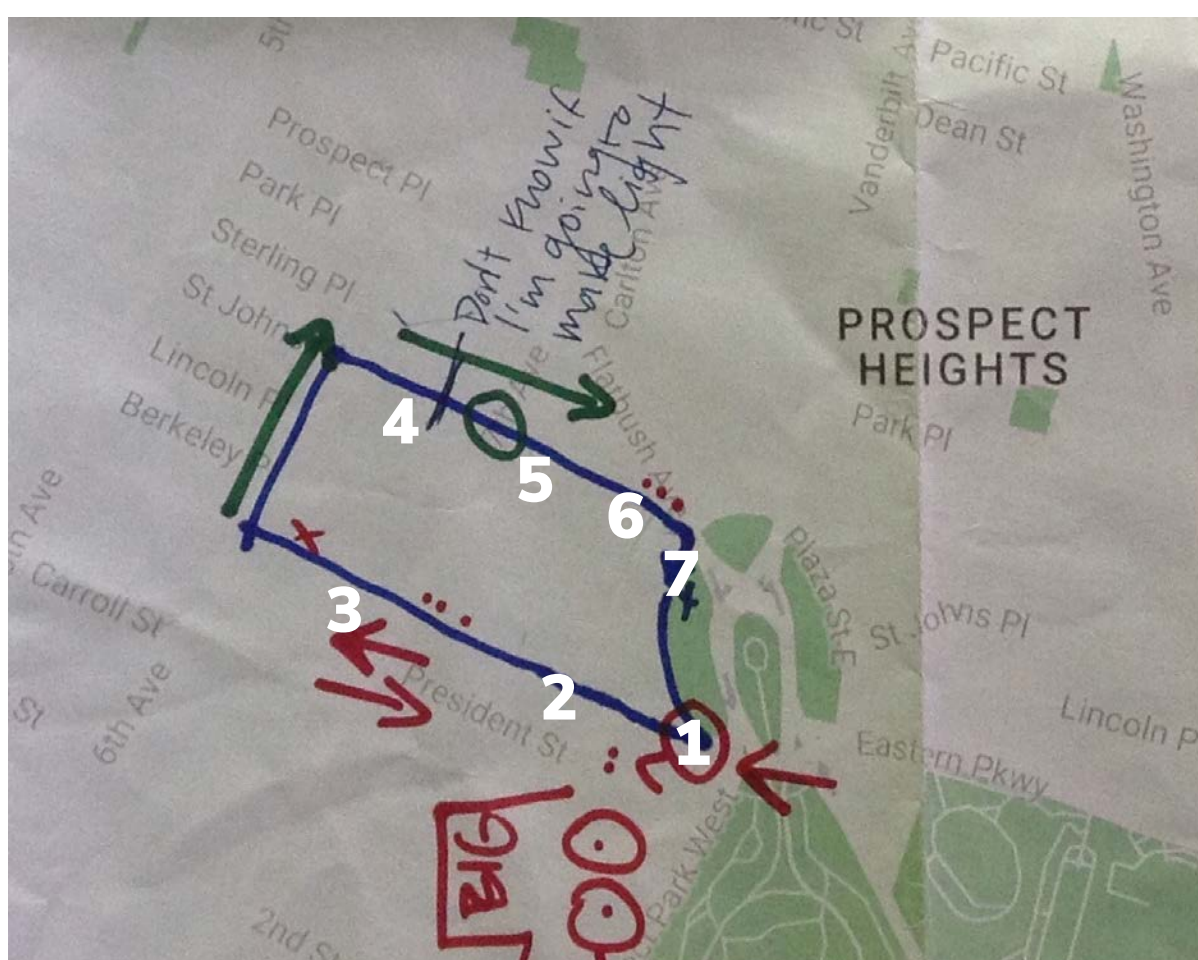
USER EXPERIENCE MAPPING

SAMPLE ROUTE VISUAL

After the mapping session with the participant, the researcher did the mapped ride independently and took photos along the way.

Afterwards, he followed up with the participant and showed her the photos. She was instructed to write a short sentence of the first things that came to mind regarding her experience for each photo.

The researcher's photos and participant's corresponding captions follow.



Above: Approximate Photo locations labeled on participant's drawn user experience map

1



"This is where I had to pass the large truck. This intersection is also unusual, making it different for both bikers and drivers."

2



"There's no bike lane, which makes me feel uncomfortable when there's a lot of cars."

3



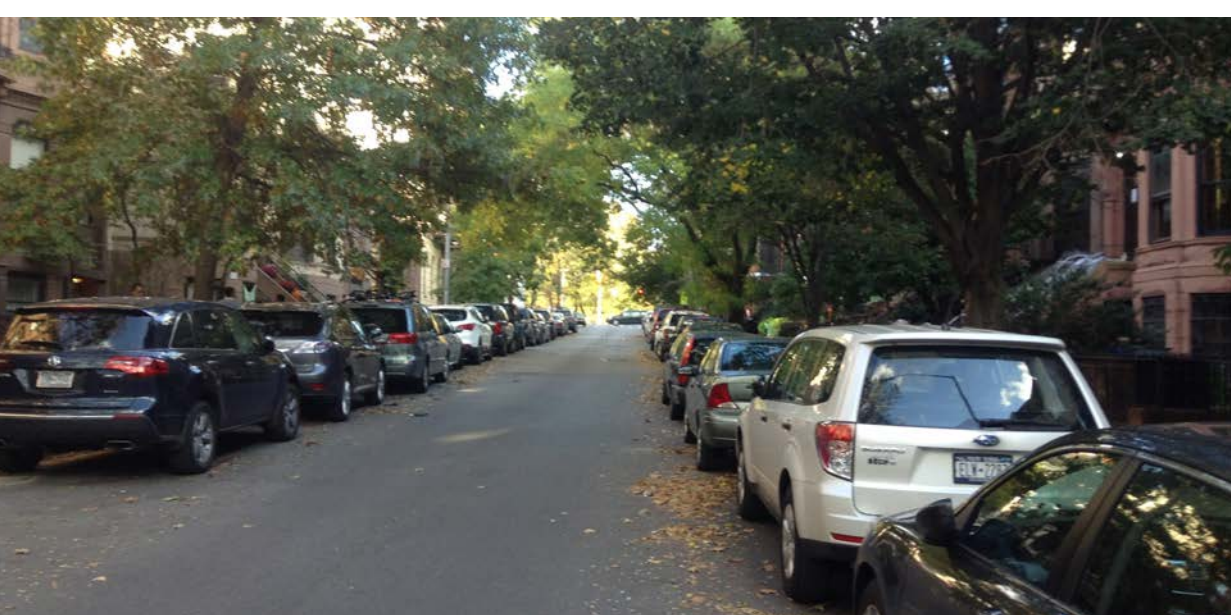
"Free bike valet to coop members allows me to not have to bring my lock when I go to get groceries. I also am not worried about looking for a rack to park my bike."

4



"Going up the hill and not sure if I will make the light. If I don't have a green light I lose momentum."

5



"The one way street is more comfortable to ride on than the two way street. Usually less cars."

6



"Bike lane ends, and merges with large shoulder. Lots of cars turning to watch out for."

7



"I had reached my destination, so I decided to go onto the sidewalk instead of continuing in bike lane."