BROTHR

BETTER RIDING ON THE ROAD

A Harley Davidson product

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Project Brief

Harley-Davidson wants to grow their ridership and strengthen the social bonds that make riding a group adventure. They want to create a dedicated social network - a blend of Facebook and Meetup - through which riders' groups can form and plan trips.

Research - User Interviews

TOP of HEAD
OUTDOOR CINEMA
INTERURBAN 1 BLK.
SUNDAY MARKET 2 BLKS.
POWERHOUSE
TAIWAN 8753 KM.
RIO DE JANEIRO 1225 KM.
RAPUNZEL 1 BLOCK
FREMONT MISCHIEF DISTILLERY

THIS WAY

Research - Persona

FRED MAD DOG

Mechanical engineer

Age: 58 | **Education**: Bachelor degree | **Hobby**: Baseball, Travel, Food

Frank is a 55-year-old biker who is a skilled mechanic and engineer with a passion for motorcycles. He has extensive experience working on and maintaining bikes and has a deep understanding of the mechanics of different models and brands. He is a hands-on, practical person who enjoys working with his hands and solving problems. He values functionality over aesthetics and has a no-nonsense attitude. Despite his age, he still has a strong passion for riding and enjoys the thrill of the open road. He is likely a respected member of the motorcycle community and may even share his knowledge and skills with others through teaching or mentoring.

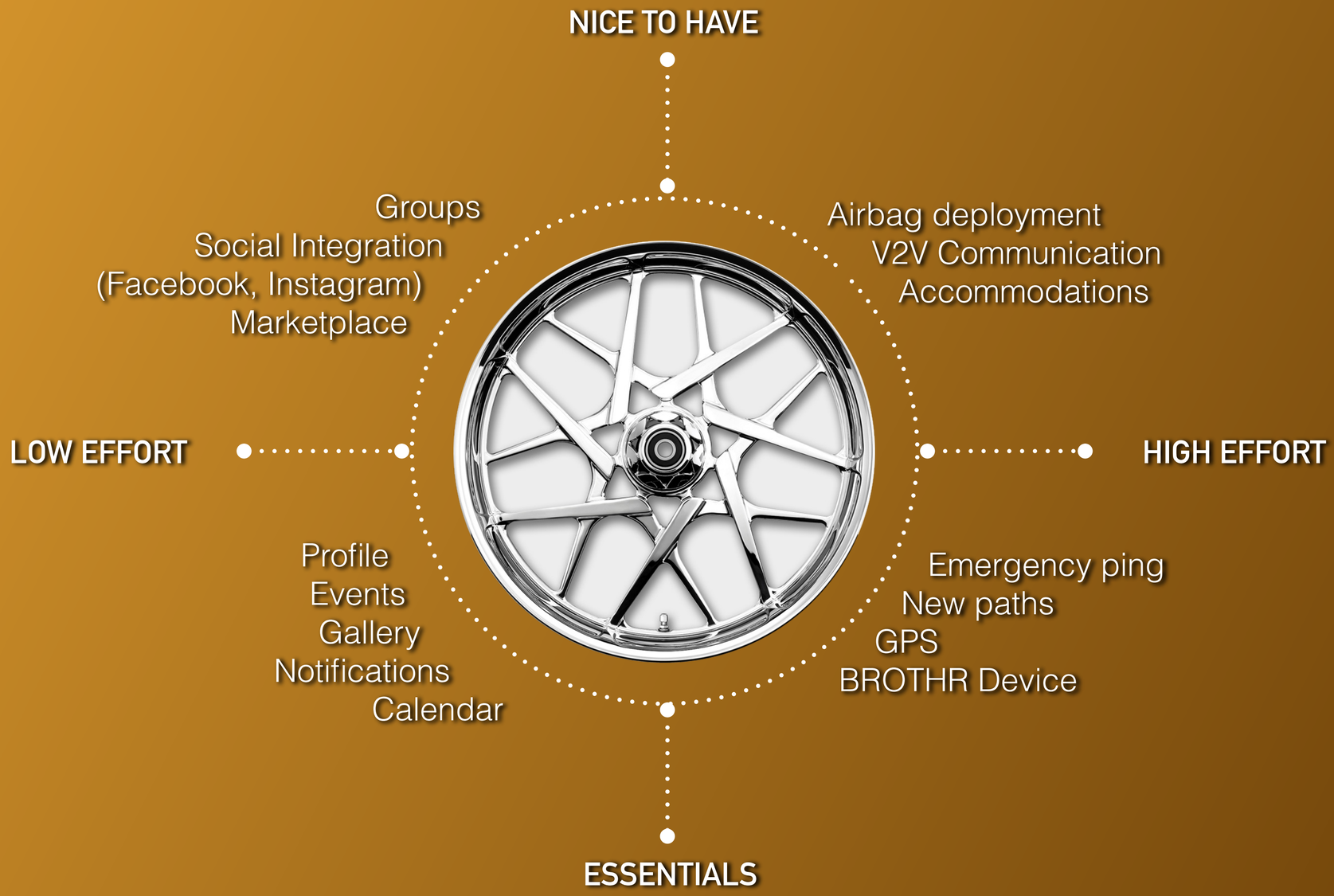
Goals/Needs

- Social activity.
- Easy find new path to ride.
- Safety improvement.

Frustrations/Worries

- Not easy to find good friend to go for a ride.
- Not feeling safe riding alone.
- Always the same ride.

Research: Feature Prioritization



Problem Statement

Motorcycle riders need to remain connected and safe while riding with fellow bikers, because they are a tight-knit group that engages in an extremely dangerous activity.

How might we create a dedicated platform for these bikers while also keeping them safe on the road?

The solution

BROTHR

BETTER RIDING ON THE ROAD

Available on the App Store

GET IT ON Google Play

1st Journey Map

PLANNING THE TRIP

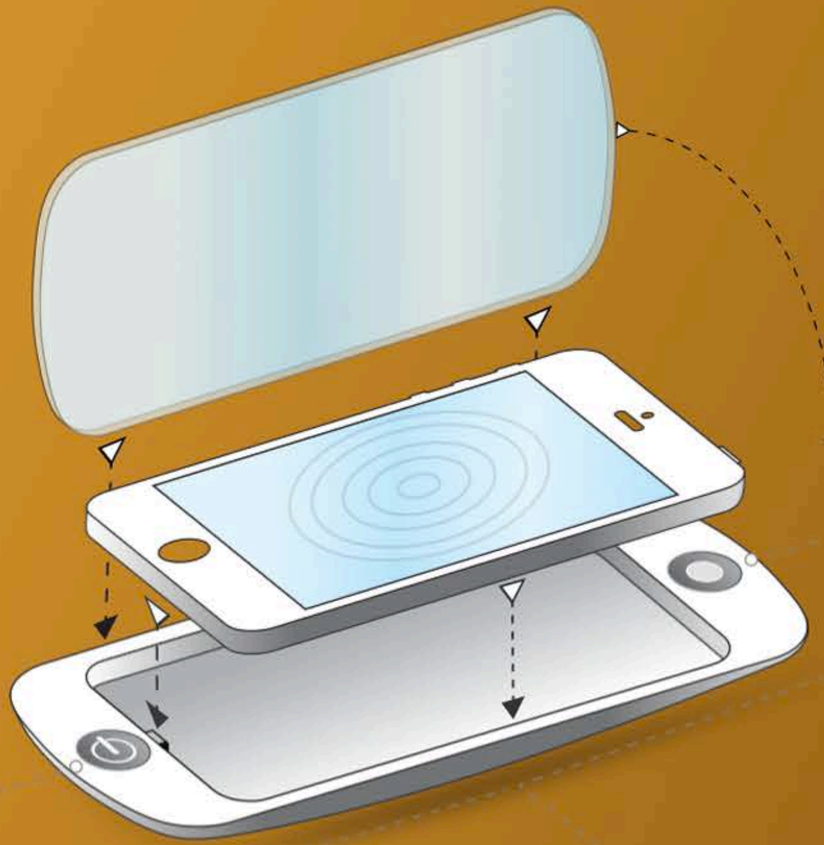
ON THE ROAD

DOCUMENTING THE TRIP

1. Going on that trip
4. FINALLY on the road!
6. Great pictures!
10. Finally arrived
12. unforgettable trip!

2. Facebook
3. To many researches.
5. we lose someone?!
8. Where all are?
9. Danger
11. to long to post

BROTHR: The Device



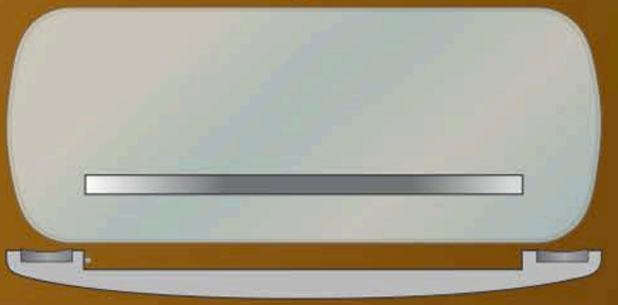
OPTIONS

ON/OFF

CONTAINER

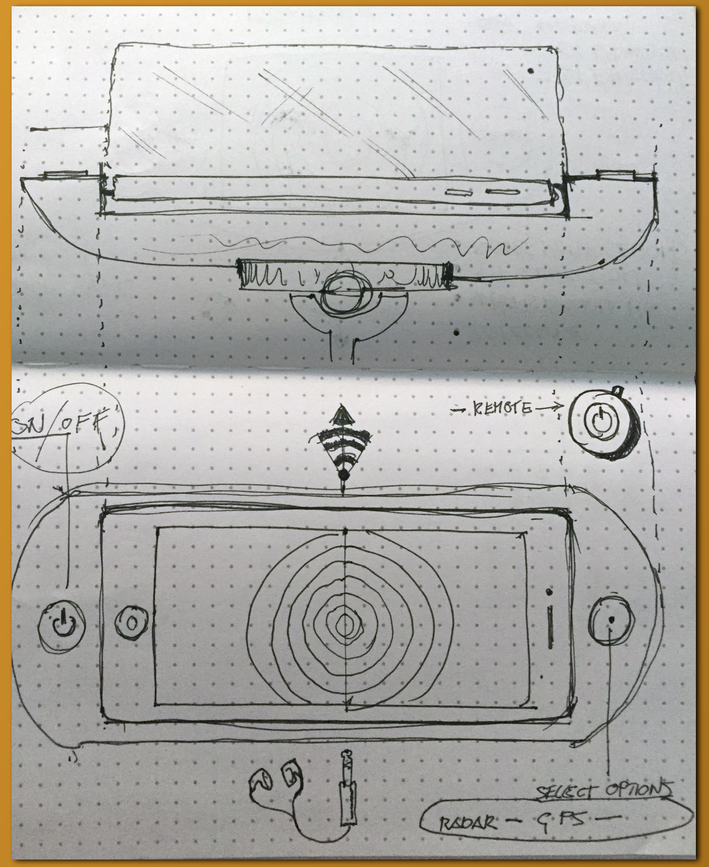
REMOTE

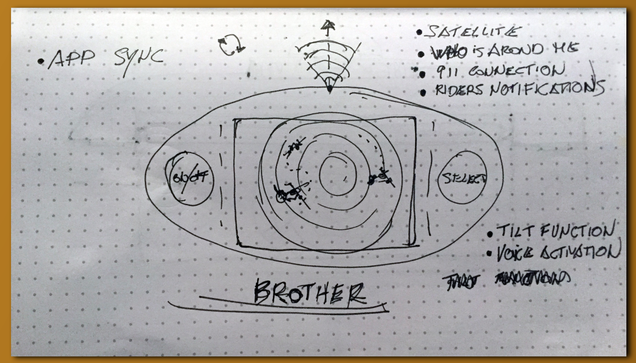
SECTION VIEW

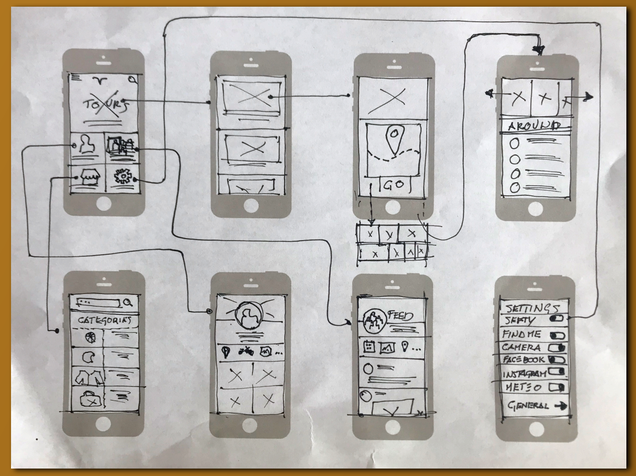


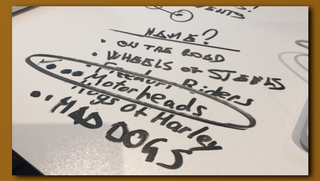
TOP VIEW

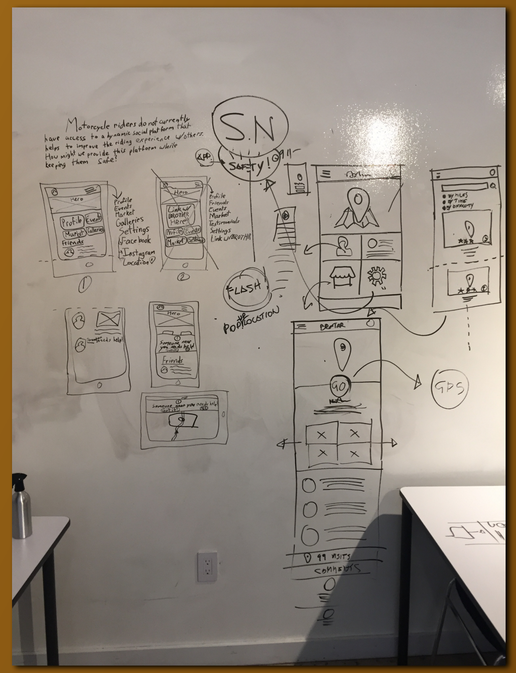
BROTHR: App Sketches



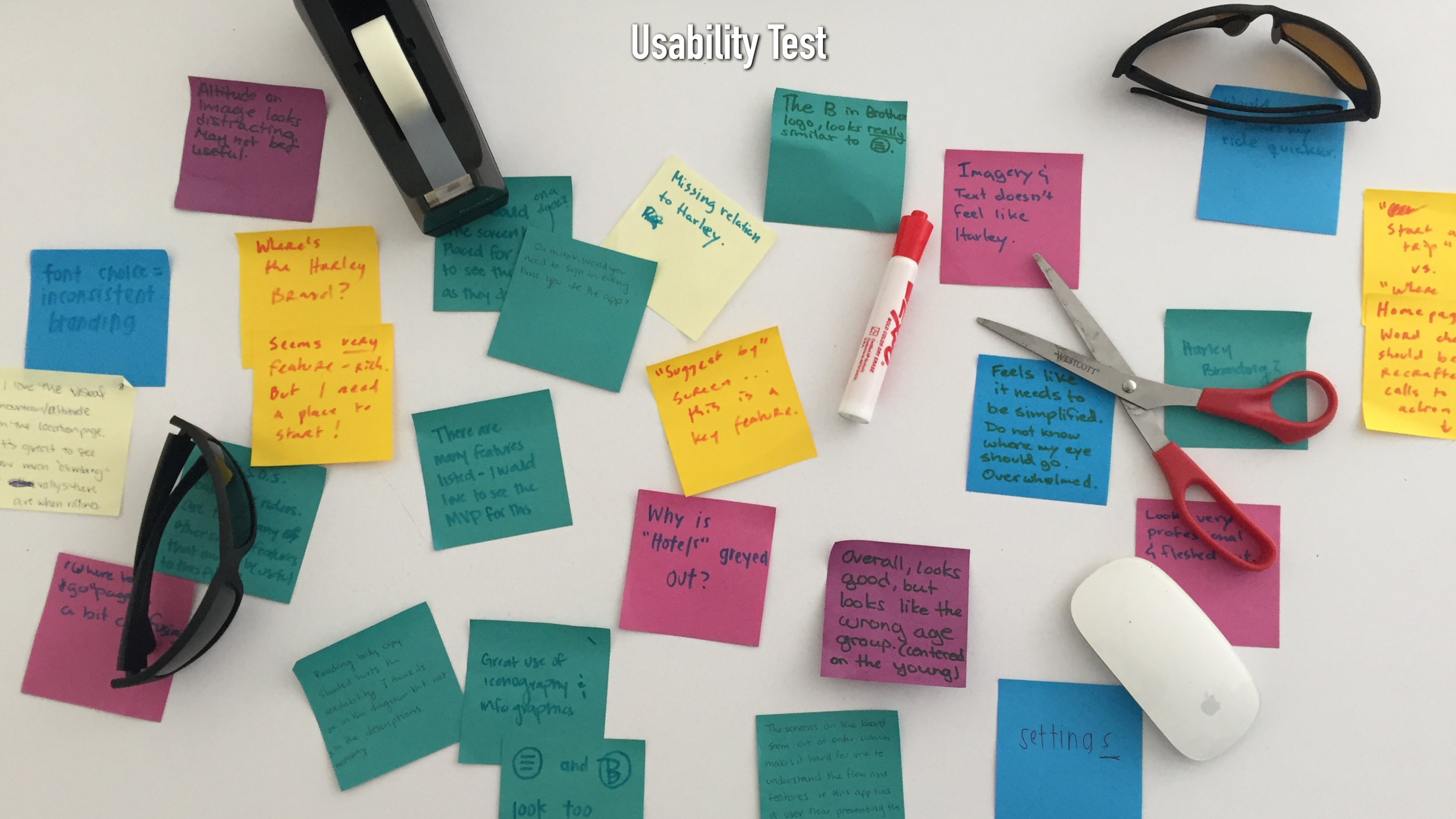








Usability Test



Thanks!

Q&A