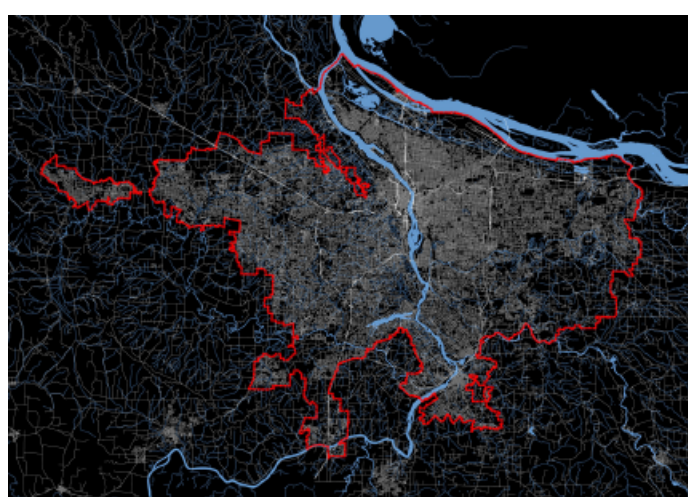


# DENSITY

STUDIO #NETWORKEDURBANISM  
ANGELA CUTRIGHT VANESSA VANDERHOOF

DENSITY IS SET TO INCREASE IN PORTLAND. THE URBAN GROWTH BOUNDARY WAS SET IN PLACE TO HELP DENSIFY THE CITY OF PORTLAND AND HAS YET TO CAUSE A SIGNIFICANT AMOUNT OF DENSITY SO FAR. ONE OF THE MAJOR COMPONENTS OF DENSIFICATION IN CITIES, IS INFRASTRUCTURE AND TRANSPORTATION. THE BIKE RIDERSHIP AND BIKE CULTURE HERE IN PORTLAND ARE FAIRLY HIGH, BUT ACTUALLY DECREASING AS OTHER AMERICAN CITIES INCREASE. WHAT CAN WE DO TO EASE THE TRANSITION OF DENSIFICATION FOR PORTLAND?

WE NEED TO INCREASE BIKE RIDERSHIP. BY GETTING NON CYCLISTS TO BIKE



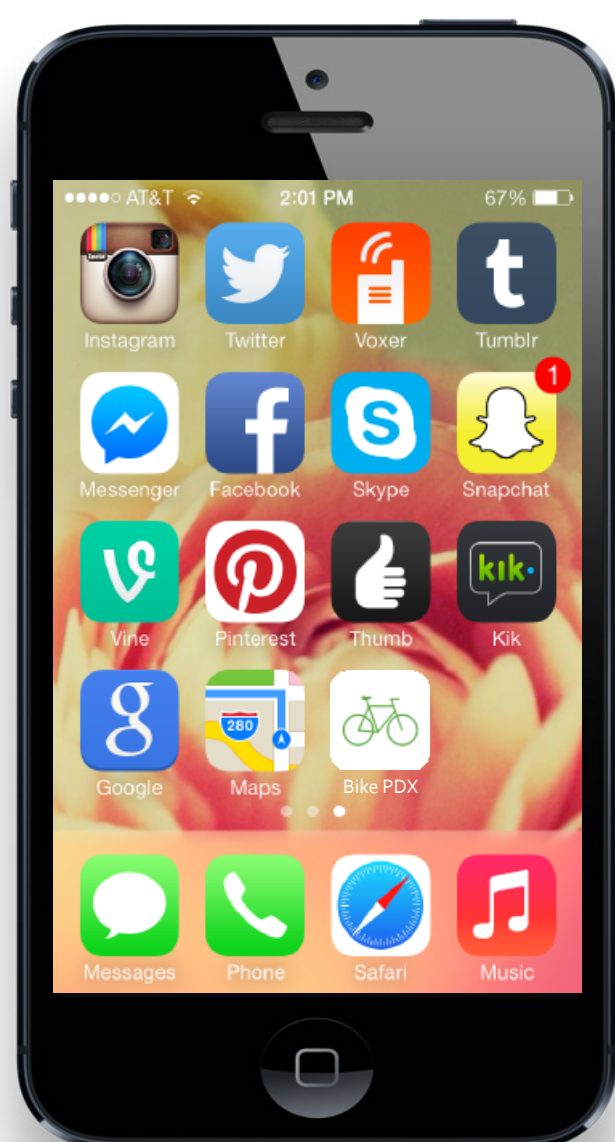
OUR PROJECT IS TO DESIGN AN APP FOR SMARTPHONES THAT FOCUSES ON THE PEOPLE WHO ARE INTERESTED IN BIKING, BUT HAVE CONCERNS FOR ONE REASON OR ANOTHER. THIS APP CURRENTLY HOUSES THREE MAJOR COMPONENTS THAT WILL INCREASE BIKE RIDERSHIP AND BECOME A CATALYST FRAMEWORK TO ENABLE A CULTURAL SHIFT OF IMPORTANCE TO BIKING.

THE THREE COMPONENTS ARE:

EDUCATION- SAFETY, TIPS, TRICKS, ADVICE, CURRENT EVENTS DEALING WITH BIKING AND THE CITY, ETC.

AN INTERACTIVE AND COMPREHENSIVE BIKE MAP OF PORTLAND- YOU CAN MAP OUT YOUR RIDE, BUT ALSO SET PREFERENCES ON WHAT TYPE OF PATHS YOU WANT TO TAKE (GREENSTREETS, BIKE LANE, PROTECTED LANE, ETC.)

THE BIKE BUDDY/SOCIAL NETWORKING- THIS IS THE MAIN FEATURE ITEM OF OUR APP. THE BIKE BUDDY ALLOWS FOR PEOPLE TO SET UP PROFILE ACCOUNTS WITHIN THE APP AND CONNECT TO OTHER SOCIAL MEDIA APPS ON THEIR PHONE, AS WELL AS HAVING THE ABILITY TO PLUG IN RIDES FOR EXAMPLE, TO THE INTERACTIVE MAP OF OUR APP AND CONNECT TO THE CULTURE OR OTHER BIKERS IN PORTLAND. FOR EXAMPLE: SOMEONE COULD SHARE A RIDE THROUGH THE APP, THAT DOES NOT WANT TO COMMUTE TO WORK ALONE, THERE COULD BE A FEW OTHER PEOPLE THAT HEAD IN THAT GENERAL DIRECTION AND MAY CONNECT TO SET UP A BUDDY RIDE. THIS BECOMES KEY BEING THAT BIKE AWARENESS OCCURS THROUGH NUMBERS. THIS WOULD ALSO LEAVE ROOM FOR ADVERTISEMENT FOR LOCAL BIKE SHOPS FOR TUNE UPS OR OTHER BIKING NEEDS



IN MOVING FORWARD WITH THIS PROJECT WE PLAN TO DESIGN THE “INTERFACE” OF THIS APP. MEANING THE DESIGN OR LOOK OF THE APP, AS WELL AS THE FUNCTION OF THE APP. ALSO WE PLAN TO CREATE MARKETING STRATEGIES FOR THIS APP. WE WOULD LIKE TO DELIVER THE PROJECT AND PRESENT IT TO THE CITY (BUREAU OF TRANSPORTATION OR METRO).