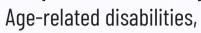# Cycle through life

Designing a non-stigmatising stabilised bicycle for Beixo

The problem of stability

Age-related disabilities, such as reduced balance and strength, can cause elderly people to fall with their bicycle. A fall often leads to injuries and fear of falling again. This feeling of insecurity causes many elderly to stop cycling, giving up an important part of their mobility.

The problem of stigma

Assistive devices that help elderly to stay mobile, like tricycles, already exist, but these aids are perceived as stigmatising and are not easily accepted by users. Users fear that others see them as being dependent and vulnerable.

The design goal

Design a non-stigmatising bicycle for elderly that provides stability when getting on and off the bicycle.

Design strategy

In the design, stigma is avoided by adding additional benefits, a trendy design and creating the association with cargo bikes, which is an accepted product category.

A compact cargo bike for everyone

The trendy three wheel cargo bike provides stability and is ideal for transporting small cargo, like groceries.

great adjustability

quick fastening

easy loading

low entry

electric pedal support

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