

Imagine cities where cycling is a key part of how people get around
– what's the kind of future we're exploring?
Let's think together:

RQ1. How will the concept of mobility evolve by 2035, and what role can bicycles play in shaping sustainable urban mobility in Hamburg?

RQ2. What are the primary mobility needs and preferences of Hamburg residents in 2035?

RQ3. How can Kalkhoff products be designed to meet customers' expectations in 2035?

Streamline Adaptability

Future of Sustainable Mobility in Germany with Kalkhoff Bikes

This project helps the electric bicycle company Kalkhoff plan for the future of sustainable transportation. It aims to bridge this gap by developing a clear and actionable product vision for Kalkhoff, enabling the company to better understand and navigate the opportunities and challenges presented by the shift towards sustainable mobility. We used proven design process and methods investigate what people will need from their e-bikes in the future, what's happening in transportation trends, and what other bike companies are doing. This helped us create a picture of what urban transportation in Hamburg might look like in 2035.

We focused on Hamburg, Germany,
a city already working hard to encourage cycling 🚲



Design for
parents looking for
seamless and convenient
e-bike riding experiences
with children,
adaptable to evolving
family stages.

Key Themes in Future Urban Mobility

Product Design Directions

Design Principles

- Easy and Safe Parking
- Comfortable and Safe for Kids
- Lighter, Compact Urban Bike
- Flexible Cargo Space

Based on this future vision, we developed ideas for new Kalkhoff bikes. We worked with different people involved (like potential customers and experts) and built simple models (prototypes) to test and improve these ideas.

The result is three promising bike concepts, a working model of the best one, and a plan for Kalkhoff to develop and launch these innovations. These outputs give Kalkhoff a clear vision of what their future products could be and how they can play a key role in sustainable transportation.

Florence K. Kao

Streamline Adaptability: Future of Sustainable Mobility in Germany with Kalkhoff Bikes

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MSc Strategic Product Design

Committee

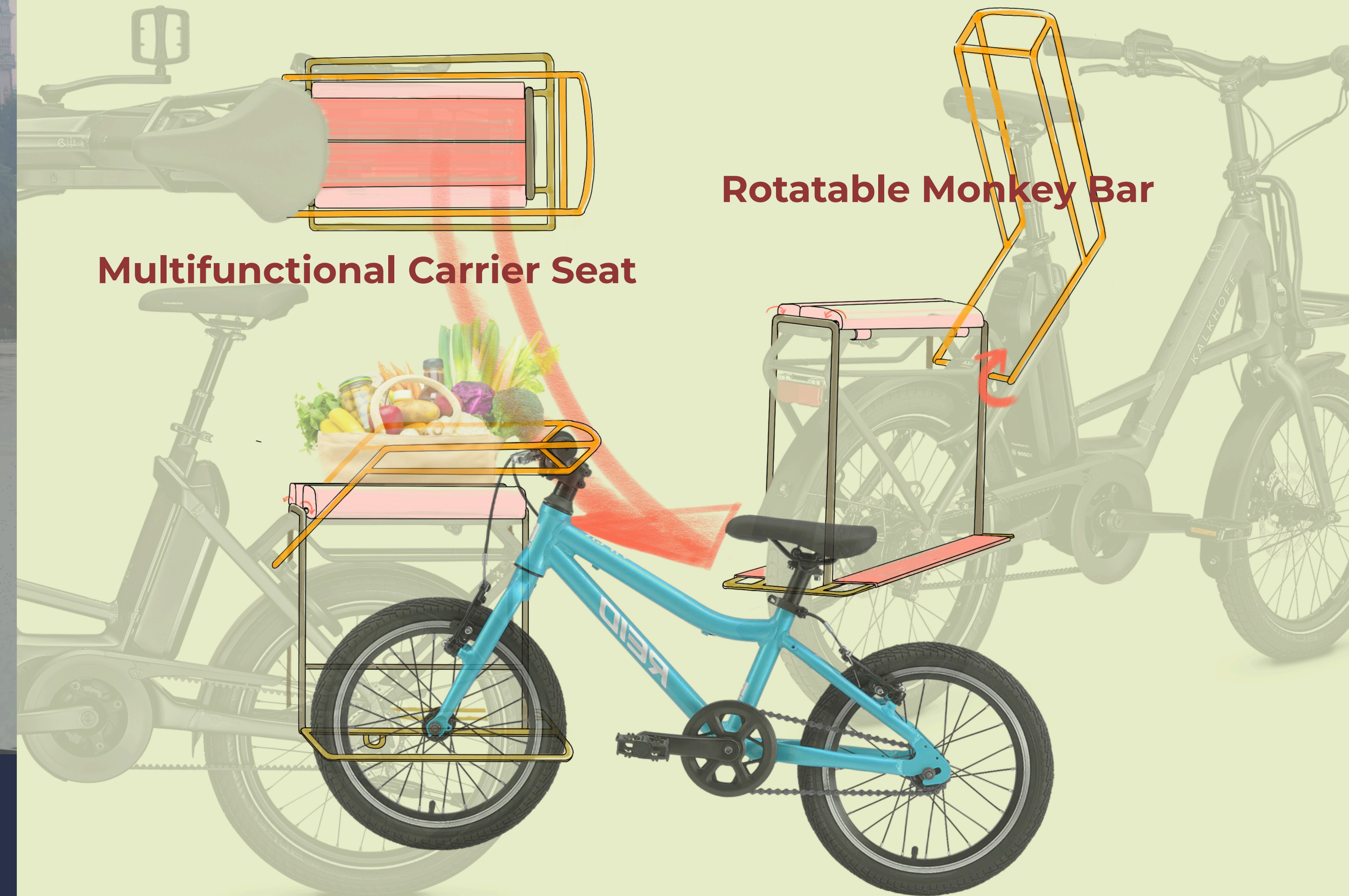
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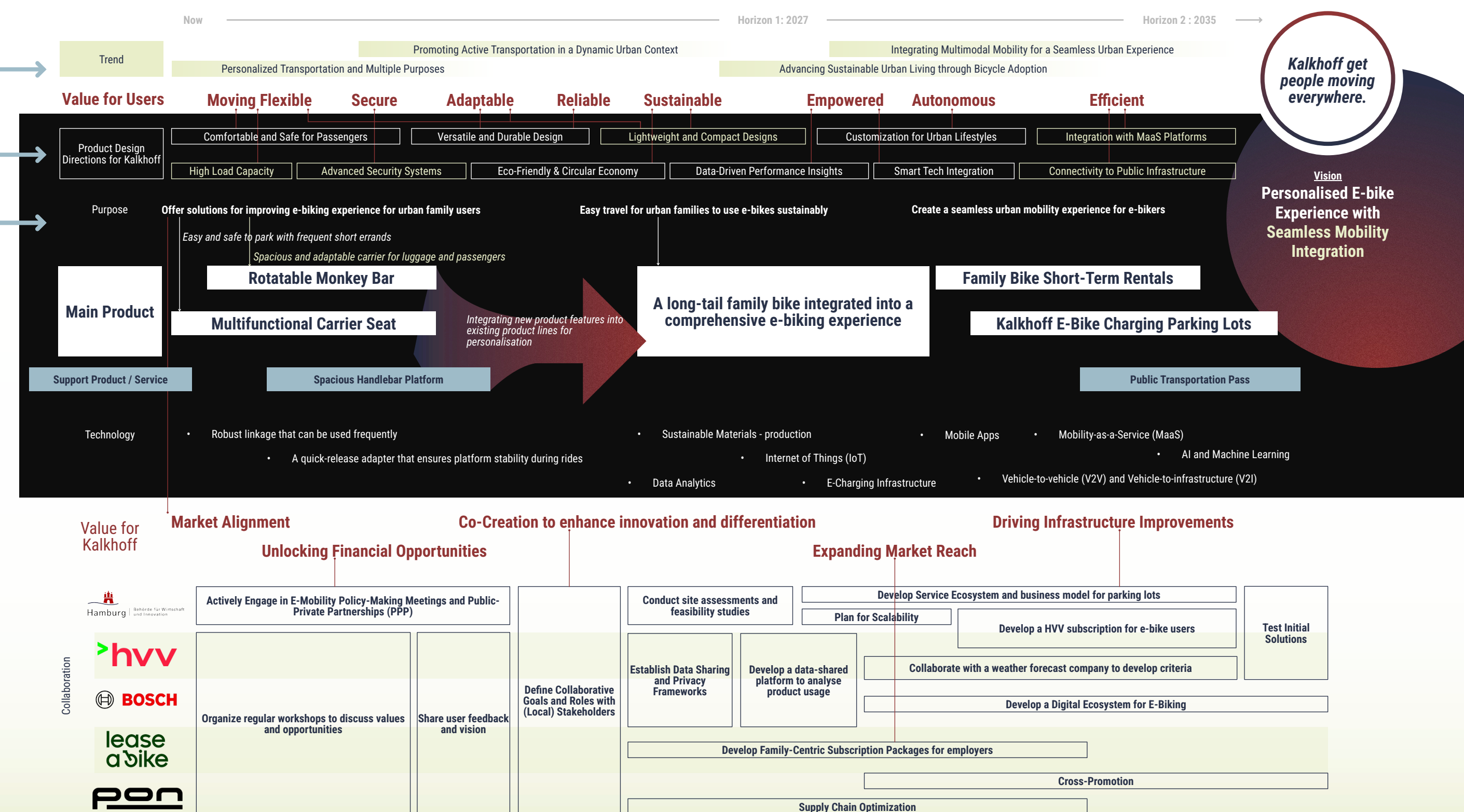
Dr. S.C. Santema

Kalkhoff

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Product Implementation Roadmap



KALKHOFF

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