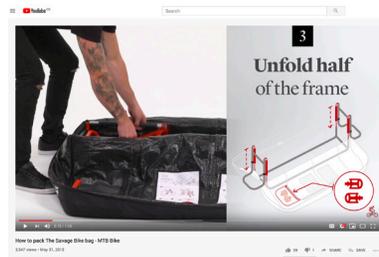
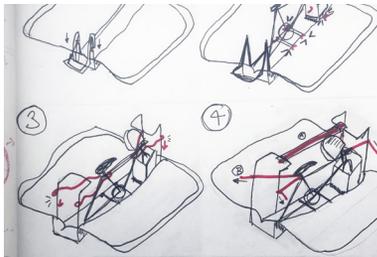


**Category:** Products and Services

**Project:** Bike Bag User Instructions



### What was the challenge?

To design a set of user instructions that enabled a customer to quickly and easily assemble a bicycle bag, and disassemble their bicycle so that it would fit in the bag. The customer would want to do this quickly with no fuss, and have the reassurance their bicycle was safe.

Our client, 'Douchebags' had an inspiring company mission they wanted to influence the design solution of the instructions - "Make better journeys through smarter travel gear".

Douchebags' new products were often in development right up until they went into manufacture, at which point instructions also needed to be printed/sewn into products. So, finding the magic window for the instruction design with the client was very important.

Due to the product being developed in Sweden we were unable to have face-to-face meetings or hands-on interaction with the product.

The brief restricted the format to two A4-sized panels that were to be stitched directly into the bag, therefore a minimal number of steps was essential. Fewer words also meant the instructions could be used by their global customer-base.

### Contact:

name: Oliver Tomlinson  
company/organisation: TDL Creative  
e-mail: info@TDL-creative.com  
website: tdl-creative.com

### What was the solution?

Working remotely with the team and their specialist manufacturing partners, we developed user scenarios to pinpoint the critical steps on the product assembly. These scenarios helped us to understand the environment and state-of-mind of the user as they interacted with the product.

Alongside photographs, we requested the client to record a video of them assembling the bag with commentary; this brought the scenarios to life and gave us valuable product knowledge helping us decide on how to display the information.

Test prints from their printer allowed us to examine visual acuity; checking typesize, appropriate illustration line weights and colour to ensure legibility in the printing process.

For the instruction steps we developed a system of colours and illustration style (block and line styles) to highlight action areas. This allowed the user to quickly identify key focus areas. True to Douchebags' established brand, we worked towards minimal worded instructions and created a snappy ten-step guide.

Time constraints meant user testing was organised on-site with the Douchebag's teams which they fed back to us.

### What was the effect?

Designing the instructions during product development meant they both evolved together, highlighting usability challenges for both design disciplines.

To our surprise, the instructions were used by the client in their online how-to video explainer, where they featured heavily alongside their video.

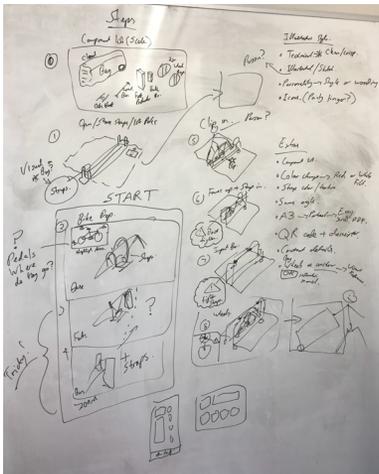
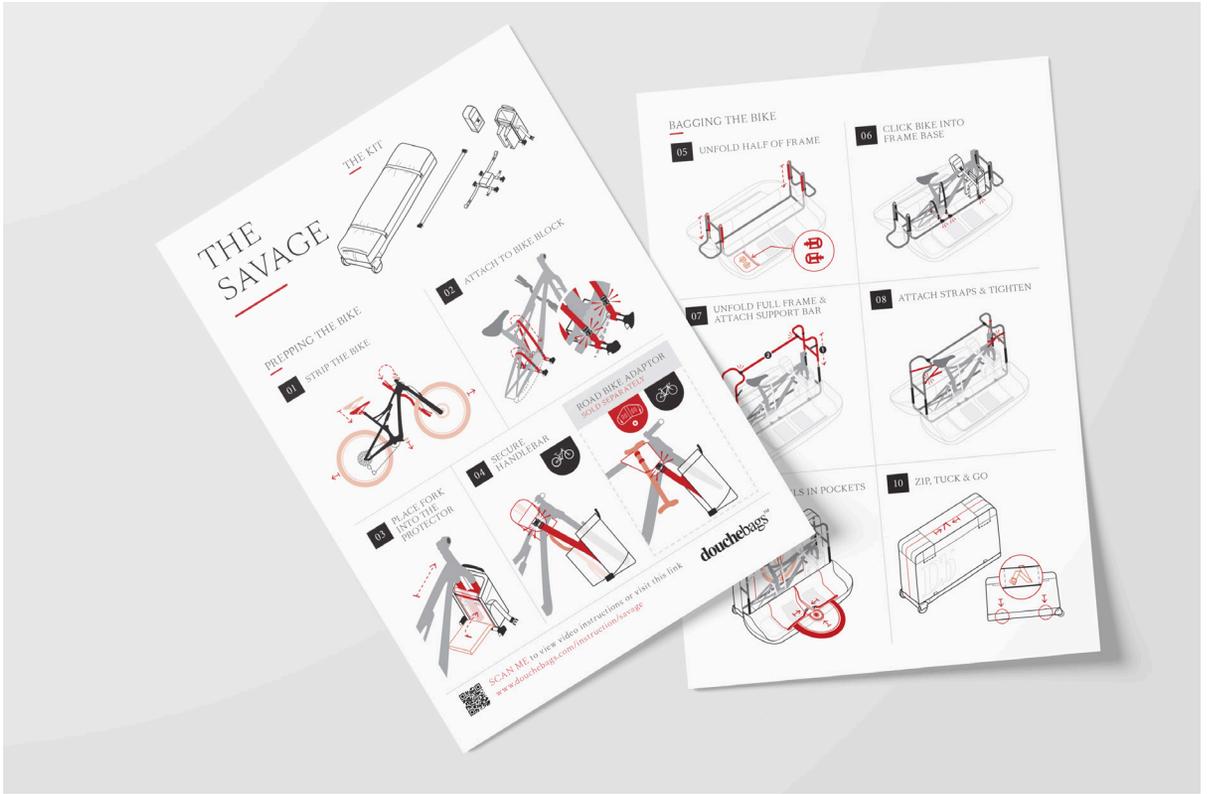
After seeing how the client was using our instructions, not just on the product, but chopped up in video, we decided to produce an animated version of the instructions. Moving instructional imagery helped to sympathise with the users (we thought it was difficult for them to focus on static instructional steps and moving video at the same time when presented side by side), keeping them engaged and immersed with the product. Douchebags liked our new approach and we are currently in discussions to produce an updated version.

"We believe the instructions turned out to be what we wanted; nice design, easy to read and with not too many pages..."

### Douchebags Product Development

**douchebags™**

Award-winning travel gear



The first design sketches covering key steps in the assembly process, highlight details and some ideas on layout. Sketching enabled us to test concepts quickly and identify tricky elements.

**THE KIT**

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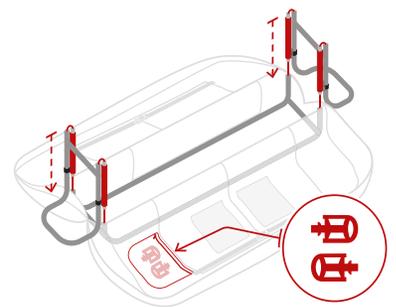
**PREPARING THE BIKE**

01 STRIP THE BIKE

02

**douchebags™**

Test prints were vital in determining fonts, typesize and line weight legibility. We needed to consider where the final product was going to be printed, and what would compliment client branding.



Detail showing a number of design solutions including movement arrows, ghosting of hidden or irrelevant features, and highlighting (using colour and scale) key elements.