Cycle Lock Research

Futuring Design Industrial Design Project I

May - June 2018

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Vinod Louis Joseph Swamy 176130013

ID 2017-19 Industrial Design Centre, IIT Bombay

#### **Acknowledgment**

Our sincere and heartfelt gratitude to **Chandrashekhar Wyawahare for giving us such an amazing opportunity to intern at his firm.** His feedbacks were a constant source of learning and inspiration for us.

I would also like to thank all my colleagues at Futuring Designs studio —who through their constant help and guidance, enriched my learning curve and thought processes. Specially, **Raghav Sridharan** and **Pooja Kulkarni**I who always gave us encouraging nudge to do better have now at the same time providing us with enough and more freedom. We feel we have attained a good degree to independence and confidence as a designer. I would also like to take this opportunity to appreciate my friends and family for their constant love and encouragement.

Also not the least, I would also like to thank my faculty **Ms. Purba Joshi** who was there to provide guidance and helped clarify any doubts throughout the entire journey.



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Date: 20th June 2018

#### INTERNSHIP REPORT

Vinod Louis Joseph Swamy completed his design Internship with us at Futuring Design Pvt.Ltd, Pune, India from 02<sup>nd</sup> May 2018 till 20<sup>th</sup> June 2018.

**Vinod** is an intelligent and motivated individual. As a design Intern, with the help of the core design team, he produced quality work.

He worked on

Research

**Projects** 

Cycle locks

We found him sincere, talented and hardworking, and result oriented during his tenure. He showed team spirit and focused on developing innovative ideas. In the project he worked self-contained, creatively and credibly.

He comes across as a nice person to work with.

We take this opportunity to wish him success in his future endeavors.

With Best Regards

Chandrashekhar Wyawahare

Director

Futuring Design Pvt. Ltd



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Date: 2015 June 2018

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Projects

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With Best Regards

Chandrashekhar Wyawahare

Director

Futuring Design Pvt. Ltd

## Futuring Design Pvt. Ltd.

"Futuring design" is a new product development company based in Pune. founded by Chandrashekhar Wyawahare and Shantanu Panse.

Their Focus being:
Design Research
Industrial Design
Product Development Engineering
Prototyping & Model making
Batch manufacturing













## Futuring Design Pvt. Ltd.

Design Research
Industrial Design
Product Development Engineering
Prototyping & Model making
Batch manufacturing



Building Hardware
Consumer Appliances
Transportation
Electronics
Medical products
Homeware
Professional products
Lighting
Workspace
Product packaging





























#### **Cycle Lock Project**

Client: Godrej Locking Solutions and Systems



-Blue sky project
(Open ended
-undefined user group)
-User Study
-Market study

-

# Indian Bicycle Industry



15+ million units produced annually

2-3 million units exported to African and South-East Asian countries



**LUDHIANA** 

bicycle manufacturing hub.

1,500 factories

25,000 cycles/day.



I in 10

Cycles in the world is produced In India





# Indian Bicycle Industry



15+ million units produced annually

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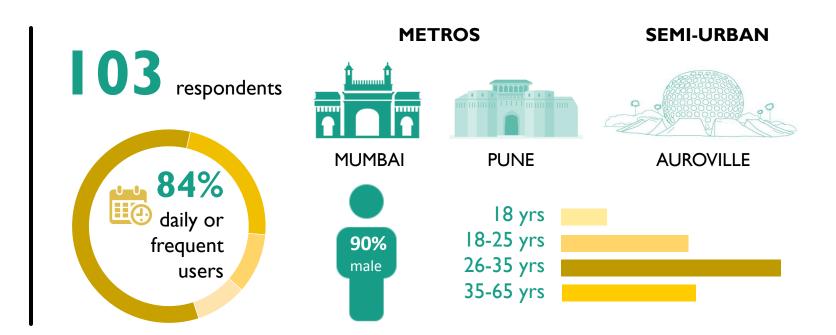
I in 10

Cycles in the world is produced In India





## Survey



#### **Fitness Freak**



Sports Enthusiast, Fitness Freaks

Age Group - below 18, above 35

Investment - Predominately ₹60000+











#### **Recreational Rider**



Young Professionals, Entrepreneurs, Adventure Lover, Travel Enthusiast

Age Group - 18-35

Investment - Around ₹30000 - ₹60000











#### **Utilitarian Cruiser**



Students , Young Working Adults ,
Daily Commute, Last Mile Connectivity,
Environment Conscious

Age Group - upto 35 yrs

Investment - Not more than ₹15000













Pune Bicycle Plan 2017

Bicycle Zones – Shared parking of PBS and privately-owned cycles, No parking charges Cycle Tracks - No motorized vehicles

*Target Level of Service over 3 years:* 

3 cycles for every 100 residents - 1 lakh cycles in aggregate
4+ trips per cycle per day - 4 lakh PBS trips per day



5,000 Smart Bikes + E-Bikes

Pricing: ₹10/hr | ₹99/month

Locations: Bangalore, Chandigarh, Delhi NCR, Jaipur, Pune



600 Cycles

Pricing: ₹5/0.5hr

Locations: IIT Kanpur, IIT Madras



2,000 Smart Bikes + Cycling Activities

Locations: Gurgaon, Hyderabad, Jaipur

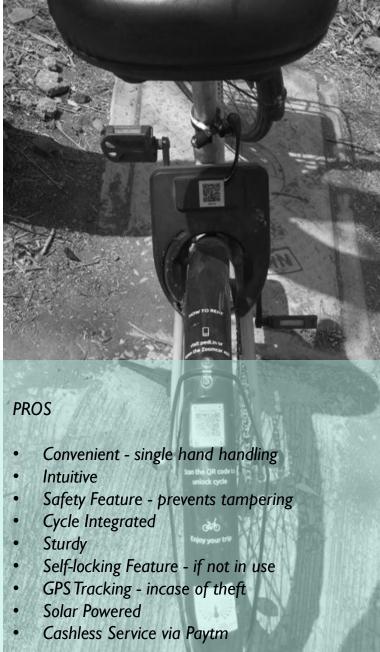


3,000 Smart Bikes

Pricing: ₹1/0.5hr

Locations: Agra, Bangalore, Chennai, Gurgaon, Hyderabad, Jaipur, Kolkata, Lucknow, Mumbai, Pune, Udaipur, Varanasi



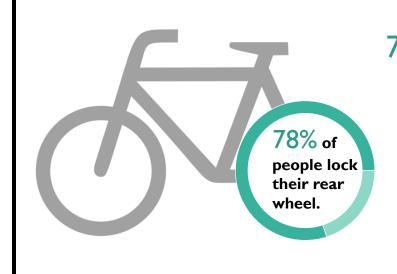






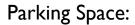
Issues faced while cycles are parked:

I.Cycle Falling
2.Cycle Identification
3.Gear Tampering
4. Lack of Infrastructure
5.Fear of Theft — Cycle & Accessories



78% of people lock it around a pole or tree.









#### **Lack of Infrastructure**

"It is always hard to find a pole to tie the cable lock to the frame."

#### Amarnath

"Locking places not available - not many places to safely lock bicycles."

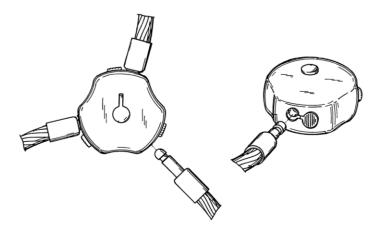
Yuvjeeth HS



#### **Attach to External Element**

"The cycle can be lifted and stolen if not locked with a pole or a tree - so a lock that secures itself to the ground. My brother's cycles got stolen like that."

Mihika



US7131298B1

Cable Lock – Multidirectional Inserts

#### **Ability to Lock Various Parts**

"In my cycle, I can disassemble both the wheels and seat just by pressing a lever. Would prefer a lock which locks all the parts which can be disassembled."

Ramesh Kumar Gandepalli

## **Cycle Theft**

"As a single piece, a stolen cycle will be sold maximum for Rs 600-700. But when dismantled, the parts fetch anywhere between Rs 1,000 and Rs 1,300,"

CCB Bangalore City Police

20%

of people have had their cycle stolen at least once.



have had their cycle stolen from outdoors.

All cycles are stolen by

**CUTTING** 

**PICKING** 



Places from where cycle was stolen





53% of people think that their cycle is not secure with the lock they currently use.

#### **Theft Alarm**

"Something which alerts me or make some noise for sometime if someone try to break it. This could be a feature where I can switch it on if required."

Dinoj Joseph

#### **Theft Tracking**

"It should have a really full proof method to track and locate the bike in case of theft."

Siddhesh Mhatre

"Using an in-seat stem sensor based lock with GPS tracker for instant mobile alerts."

Rajiv Narayan

### Insurance

The international requirement of cycle insurance policy is to use an appropriately rated lock according to the value of the bicycle for the insurance to be valid.



#### Upto 3 years

- -Bajaj Finance
- -Toyoto Tsuho Insurance (Tie up with Cycle brands)

Cycle Lock Rating bodies:

UK Sold Secure and Thatcham

The Netherlands ART

Sweden SSF

Germany VDS

\*Only cycles more than ₹15000 were insured



No cycle lock rating body in India



Sold Secure(UK) rating for cycles:

Gold Rating
Silver Rating
Bronze Rating

sustain 3 min attack

**Bronze Rating** deter *impulsive* attack



#### Pune Bicycle Plan 2017

Possibility of insurance coverage for all cyclists in the city

#### Lack of high rating locks

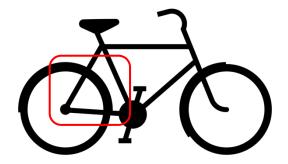
Decathlon has its own rating system depending on the tools required to break the lock.

However, the locks sold have a maximum of 4 rating - despite the fact they are only to lock the accessories.



## Market Study Cycle Lock

**Flexible** 





• Cable Lock
-Granit Steel O Flex 1000/80 by ABUS-

Overlapping Steel Shell Protection for Inner Steel Cable

88888



Retractable Cable Lock -Milkman by Knog-

Compact Size of 75x75x20mm, Fits into Back Pocket

88888



Chain Lock-KryptoLok Series by Kryptonite-

Weather Resistant Nylon Sleeve, 9mm 4-Sided Chain Links

88888



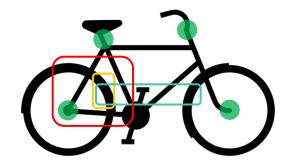
Strap Lock-Litelok Gold by LITELOK-

Lightweight - Weighs I. I Kg, Wearable Belt Design

88888

## Market Study Cycle Lock

Rigid





Ring Lock-AXA Solid Plus by AXA-

Provision to link Plug-in Chain or Cable, Online Key Service





Pitlock-Hexlox Set by Hexlox-

Hex Bolt with Unique Key Coded Lock Inserts, All Weather Cap

88888



U-Lock-Brute Series by On Guard-

Anti-Rattle Bumpers, Micro-Light Key

88888



Bow Lock-TiGr Bow Lock by TiGr-

Mounting Straps with Silicon Rings, Short, Standard & Long Sizes

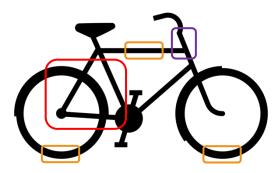
88888

### **Market Study**

**Cycle Lock** 

Semi-Rigid

Miscellaneous





Folding Lock

 Bordo Series by ABUS 

Velcro Straps/Silicone Cover for Mounting, Anti-Theft Alarm

88888



Wall Lock -AIRLOK by Hiplok-

Rubberized Mouth, Impact Resistant Casing, Indoor/Outdoor Use

88888



• Cuff Shackles
-8290 Eurdpro by Master Lock-

9 Pivot Links for Flexibility, \$3,500 Anti-Theft Guarantee

88888



Steering Lock
-Stemlock by IXOW-

Easier Parking, Storage and Transport

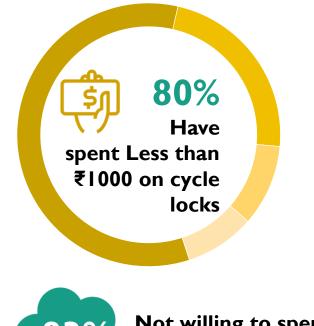
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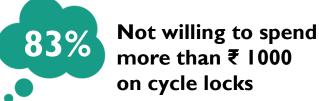
#### Failure by:

	Q			Proof	Φ .:	O'	8	
Lifting								
Cutting	•							
Loose Links							•	
Picking								

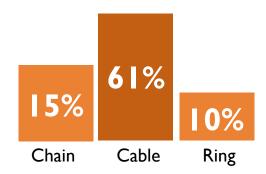
### **Indian Market**

Decathlon Amanora, Hadapsar Modern Cycle Company, Chinchwad Track and Trail Modern Cycles, Chinchwad Toyzer Cycles, Chinchwad Giant Starkenn Cycling World, Chinchwad





#### Popularity of Locks:

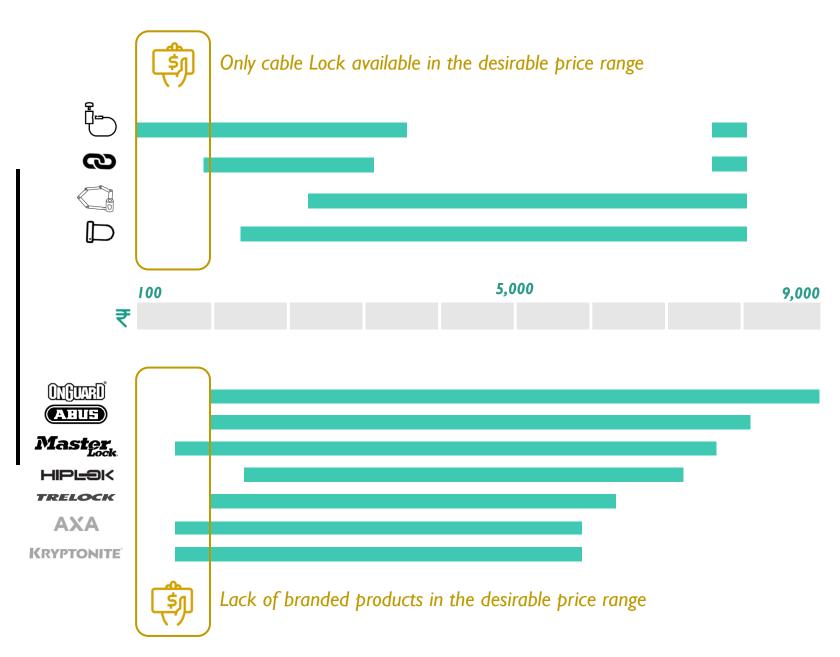


Place where they bought bicycle lock from:



### **Indian Market**

bumsonthesaddle.com wiggle.com trackandtrail.com bikein.com choosemybicycle.com giantstarkenn.com



#### Cable Loop/Coil - Key



#### Cable Loop/Coil - Combination

₹



Padlock with Alarm



₹

U-Lock



Rear light / Cycle Lock



**Chain Lock** 



**Wall Mounted Unit** 



### Time-Motion **≡ ⊙** Analysis

Environment set with a utility cycle and 5 lock types commonly available in the Indian market.

Each was tested under the same scenario

– unlocking from rear wheel, mounting and
unmourning from frame, locking rear wheel –
with 6 users from the 3 user groups.



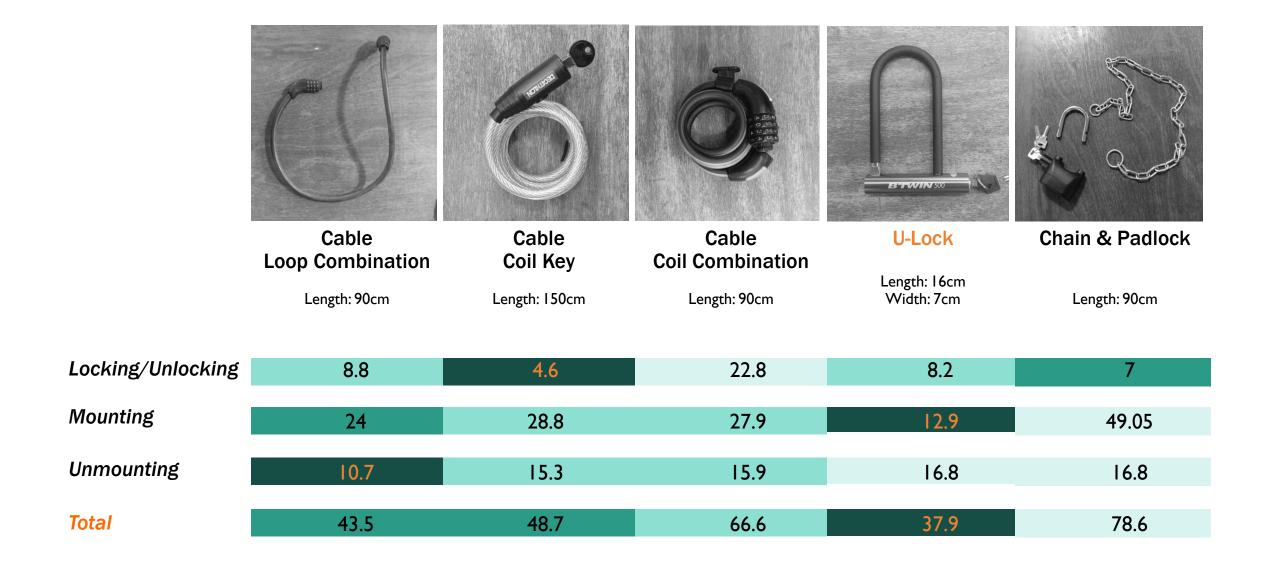


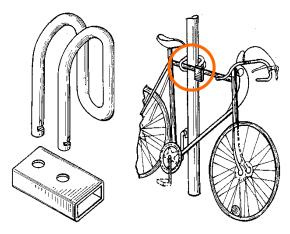










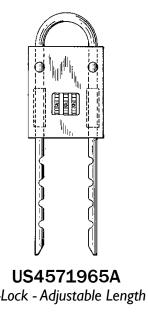


US4920772A U-Lock Variation for Ergonomic Usage

#### **Cumbersome Locking Procedure**

"It is difficult to use a key to unlock the lock, then extend the cable and get it through the rear wheel, past a pole and then lock the cycle."

**Ruth Thomas** 



#### U-Lock - Adjustable Length

#### **Cable Tangling**

"Have to wrap up or untangle the lock around the seat post tube everytime!"

Vineet

#### **Insufficient Length**

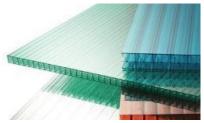
"My lock is sometimes not long enough to encircle a secure structure like larger tree, post or pillar."

Siddhesh Mhatre

#### **Material**







Zinc/Aluminium Hardened/Carbon Steel

Polyamide

Polycarbonate

### **Materials**

**Manufacturing Process** 



Die Casting

Injection Moulding

#### **Finishing**



Powder Coated

**Chrome Plating** 

Anodization

**Urethane Enamel Finish** 

#### Wear & Tear

"The locks get damaged due to rain or less lubrication or get corroded and require maintenance."

Vishnu Shenoy

#### **Excess Weight**

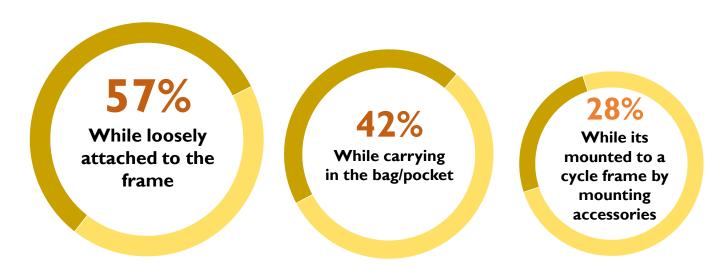
"Heavy locks are just a burden to carry! Plus there is excess weight of the lock while riding as well."

#### Ajinkya

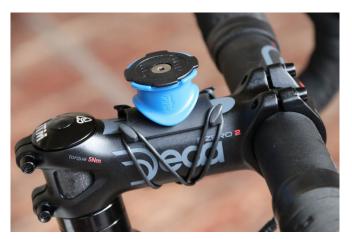
Insight: There are no high security light weight locks to cater to the high-end cycle owners.

## Market Study Mounting Devices





## Market Study Mounting Devices



**Elastic Mount** 



**Claw Mount** 



**Quick Release Bicycle Clamp** 



**Clamp Mount** 

## Market Study Mounting Devices







**Integrated Mounts** 

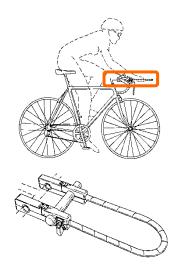




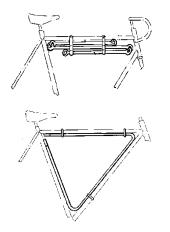








**US5133568A**U-Lock – Mounted to Handlebar



**US3908414A**Foldable Lock — Mounted to Top Tube / Main Frame Triangle

#### **Damage to the Cycle**

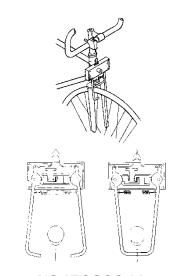
"Colour of cycle frame gets damaged due to lock cable and housing. While riding, the lock constantly hammers the frame creating noise and also damages the frame."

Divyesh Panchal

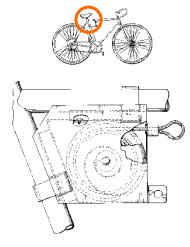
#### **Lack of Mounting Element**

"Need additional lock mounting to secure the lock properly on the cycle while riding."

Dheeraj K



**US4708004A**Ring Lock – Mounted and Operable from Head Tube



**US3981166A**Retractable Cable – Mounted to Top Tube-Seatpost Junction

## **Market Study**

**Cycle Accessories** 

Money spent on cycle accessory

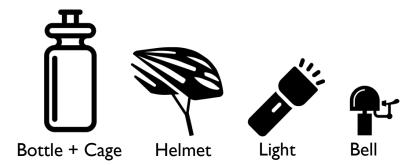
**69**%

upto **₹1000- ₹5000** 

26%

₹5000- ₹15000

Most Commonly Purchased Cycle Accessories



### **Market Study**

**Cycle Accessories** 

Bottle + Cage

Helmet





₹



**Reinforced Plastic Cage** Merida



**FRP Plastic Cage** Leyzene



**Seat Mount Cage** Skekane

₹₹ ₹₹₹ 200 4,500



300 Child Helmet Decathlon



**500 Mountain Helmet** Decathlon



**Unisex Helmet** Batfox



**Bluetooth Smart Helmet** SENA X

₹ ₹₹ ₹₹₹ 700 18,000

### **Market Study**

**Cycle Accessories** 

Light

Bell



**Rear and Front Light** Decathlon

₹



**Intelligent Rear Light** Decathlon



**Cateye Front Light** Volt 400



**Smart Solar Light** Garmin

₹₹ ₹₹₹ 300 13,000







**Black Bell** Spurcycle



**Compass Bell** MTB



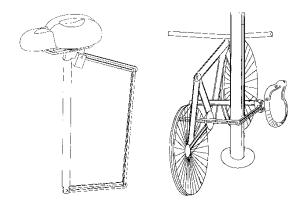
**Eletric Horn** Rockbros





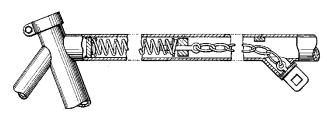
200

**500** 



**US5678435A**Foldable Lock integrated with the Seat





**US3774421A**Chain Lock integrated into the Top Tube

### **Cycle Integrated - Frame**

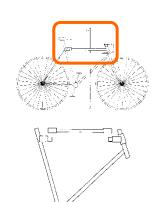
"Why is it an accessory? Has to come with cycle by default!"

#### Prashant

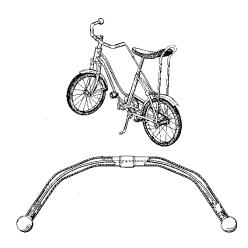
"Cycles are sold without accessories. There is a package with helmet, lock, bottle cage, stand, mudguards, etc. from ₹2,500 onwards."

Salesman, Decathlon Amanora

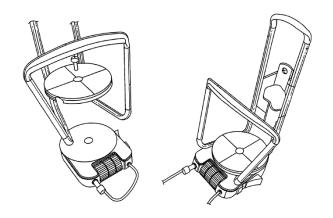
Insight: Cycle Locks can be integrated with cycle and/or accessories for targeting new users of Utilitarian/Recreational user groups.



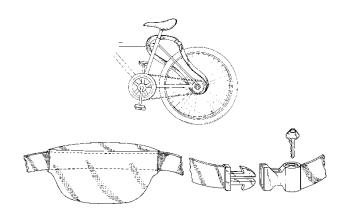
**US5558349A**Foldable Lock integrated with Cycle Frame



**US3774421A**Cable Lock integrated into Handlebar



**US6637244B2**Retractable Cable Lock integrated with Bottle Cage



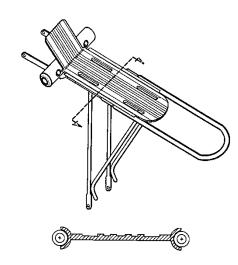
**US5873505A**Strap Lock integrated with a Waist Pack

### **Cycle Integrated - Accessory**

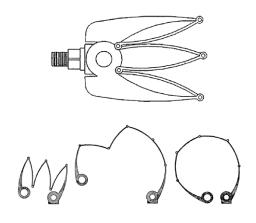
"People using cycles for sports and training remove accessories to make the bike lightweight - mudguards are installed only in monsoons and are removed otherwise."

Salesman, Giant Starkenn, Chinchwad

Insight: Professionals do not prefer integrating cycle lock with frame/accessory.

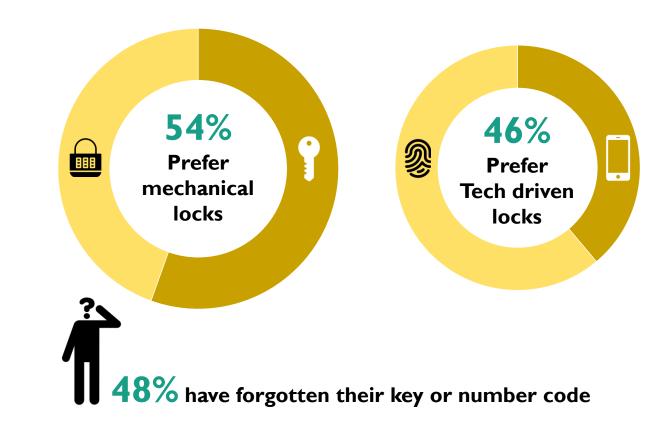


**US5251796A**U-Lock integrated with Storage Rack

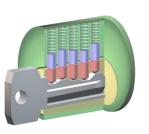


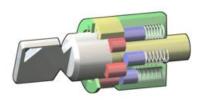
**US20070277569A1**Foldable Lock integrated with Pedal

## Locking Mechanism



### Locking Mechanism Key









**Pin Tumbler** 

88888

Tubular Pin Tumbler

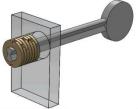
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Wafer Tumbler

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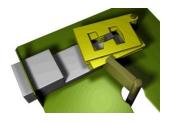
Magnetic Coded

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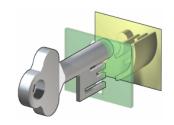


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Warded

#### **Preference to Mechanical**

"Keep it simple but tough. No need for smart tech because it fails often and is expensive to integrate."

#### Sudeb

"People have fear of digital and smart locks. People want familiarity and devices that feel mechanical."

Michal Simon
University College of Arts, Crafts and Design,
Stockholm

#### Visibility Issue

"I park my cycle under the stairs so it's quite dark . My cycle and lock are both black , so visibility is an issue."

Mihika

#### **Key Placement & Insertion**

"While locking and unlocking, I have to adjust the position of key. Key gets jammed and key is inserted in reverse. It also takes time to find key."

Apurba Mondal

# Locking Mechanism







**Rotary Dial Combination** 

**Sequence Combination** 

**Directional Combination** 

### **Forgetting Code**

"If a cycle key is lost you can make another key. If a lock combination is forgotten, it can be retrieved for combination of 3 but those with 4 to 5 are generally disposed. I have 40-50 locks which are useless because of this."

Salesman, Track and Trail, Chinchwad

Insight: In combination locks, there should be a secure way of retrieving the number code.

### Locking Mechanism Tech-Driven



Hotel Lock
-Deluns Hotel Lock-

Unlocks when in contact with chip on the card



Voice Activated Lock
-Yale Smart Lock-

Siri to open the deadbolt



Unique Pin Lock
-Samsung Smart Lock-

Generates 2 digit pin which one receives on their phone along with a personalized password



Multi-functional Lock

-Sphinx Smart Lock-

Various users can use mechanical or digital methods to open

## Locking Mechanism

**Tech-Driven** 



#### **Mode Locking**

-Laser Lock-

Mode-locking is a technique in optics by which a laser can be made to produce pulses of light of extremely short duration



#### **Car Door Lock**

-Radio Transmittor Lock-

Keyless remotes contain a short-range radio transmitter, and must be within a certain range, usually 5–20 meters, of the **car** to **work**.

### **Be Digitally Activated**

"The lock should be connected to a mobile app because we forget our password. will be more suitable for this generation."

Unmesh Kalhapure

### **User as the Key**

"Why can't my cycle unlock once I place my hand on the handgrip?"

Amarnath

#### **Direction A**



Developing a parallel product to compete with the traditional mechanical locks in the \$\parallel\$500 - \$\parallel\$1000 price segment, catering to the requirements of the growing utilitarian user group in India.

#### **Direction B**



Developing a rigid/semi-rigid lock with a necessary mounting device to target the gap in the market for stronger alternatives in the \$\mathbb{I}\$ 1000 - \$\mathbb{I}\$2000 price segment, catering to the various user groups in India.

#### **Direction C**



Developing a smart lock to be integrated with the cycle, to address the lack of the same in the Indian market, and to cater to the growing PBS systems and the tech-savvy commuters in India.

#### **Direction D**

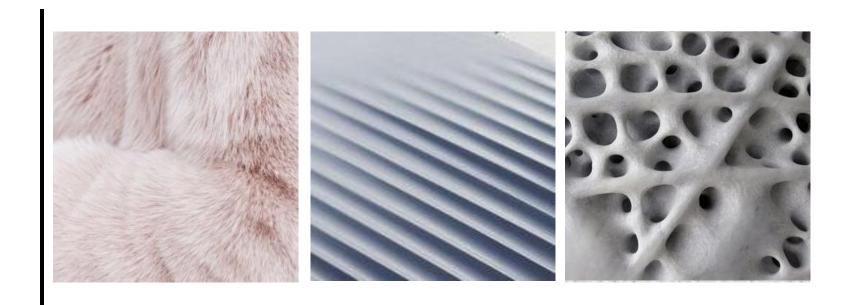


Developing an indoor cycle mounting lock system to cater to the recreational and professional user groups in India with high-end cycles as well as for display in cycle retail shops.

## Image Board Secure



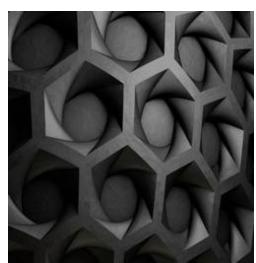
## Image Board Lightweight



## Image Board Durable



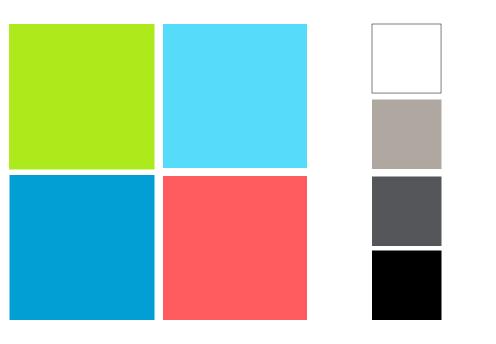




### **Colour Palette**

**B'TWIN** by Decathlon

Fluorescent/Neon Colours + Grayscale Palette











#### **Visual Deterrent**

"Something that is visually more prominent — not only for identification in a group but also to serve as a deterrent to thieves."

**Imad Rais** 

### **Visual Homogeneity**

"Locks should be hidden or kind of invisible and not obvious."

Parag S

### The Pitch

### Godrej Locking Solutions and Systems Vikhroli, Mumbai

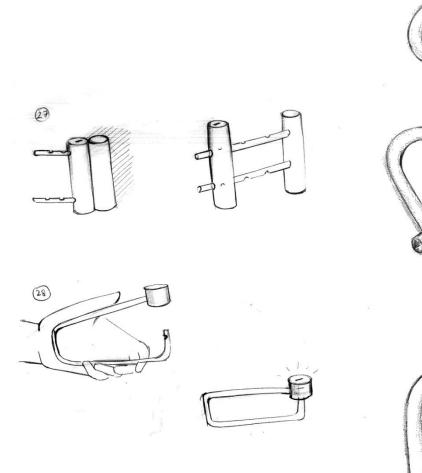
Need for a comprehensive cycle lock
 Smart locks as future of locking systems
 Establishing new marketing and retail channels
 Two wheelers to widen scope
 Outdoor Brainstorming session for business

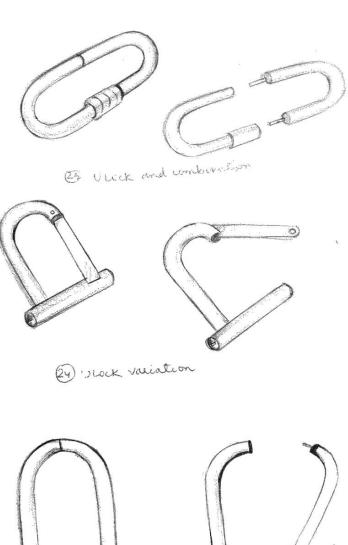
opportunities

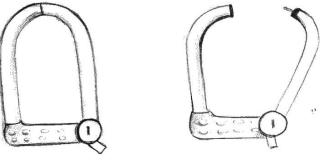


**Anushree Banerjee** 

### Ideation **U Lock Variation**

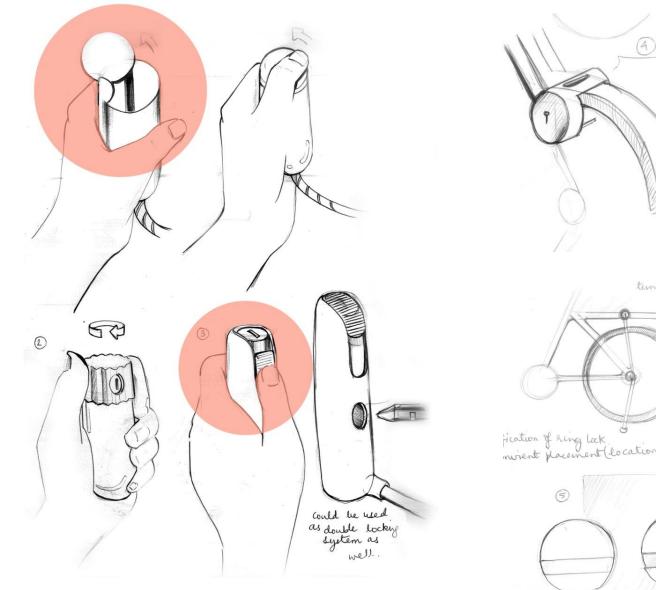


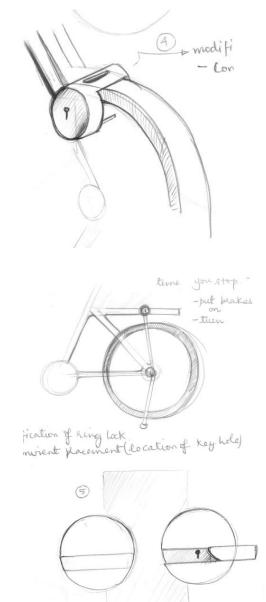




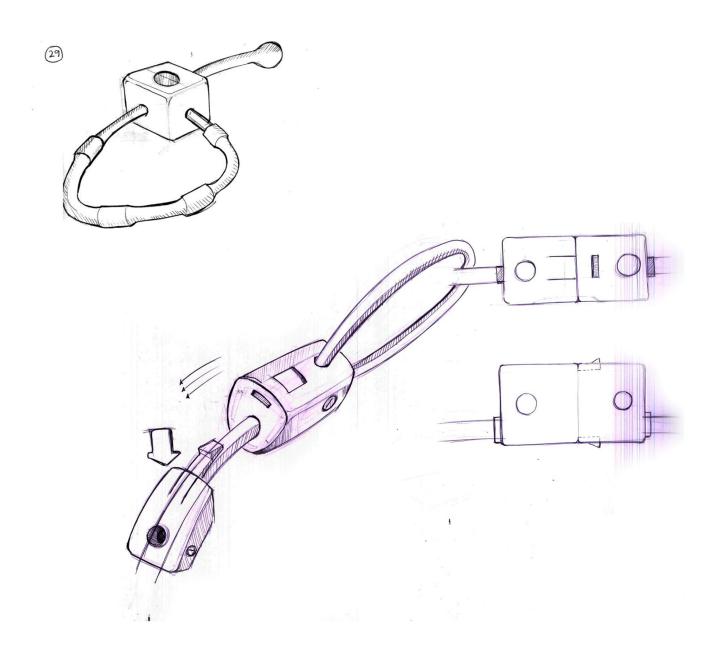
(25) U Lock vacution.

### Ideation Hidden keyhole

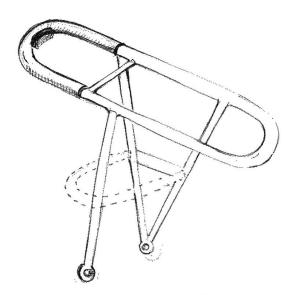




## **Ideation**Moving Casing

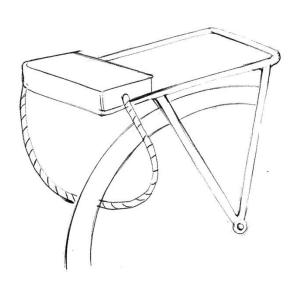


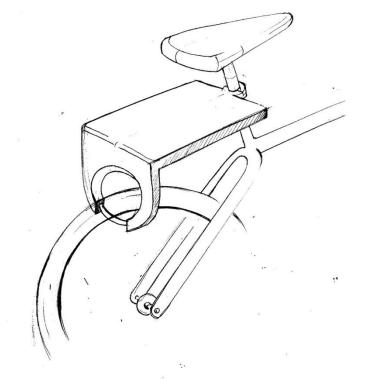
Part of an accessory



Attached to the counce



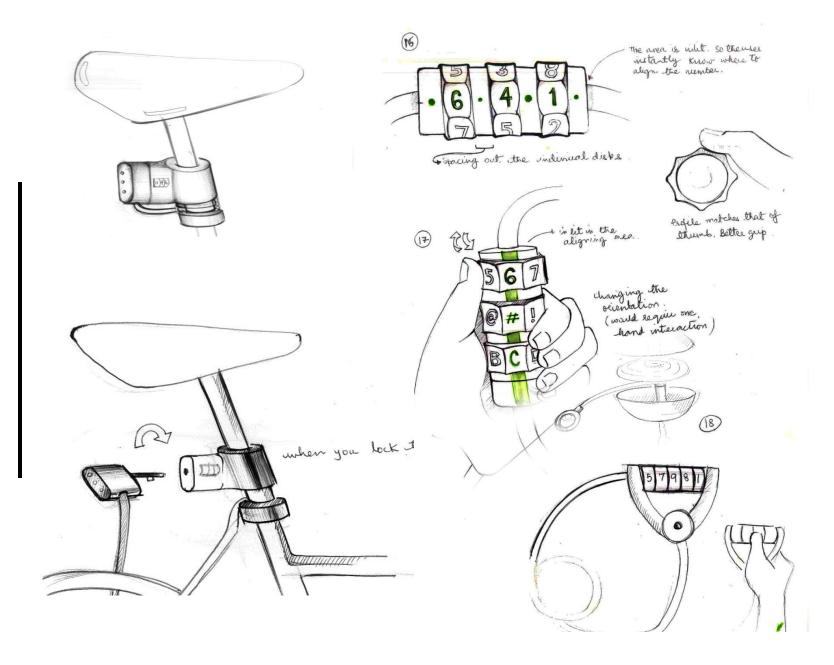




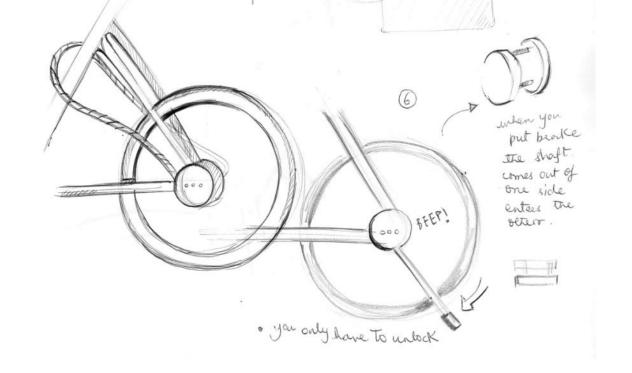
Part of an accessory

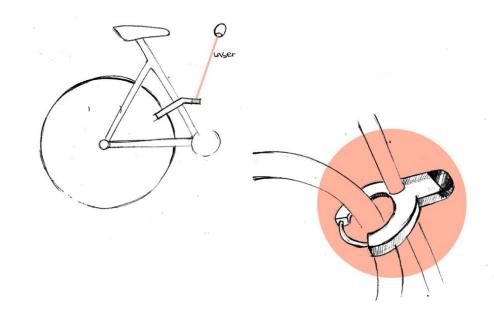


**Variation of Combination Lock** 

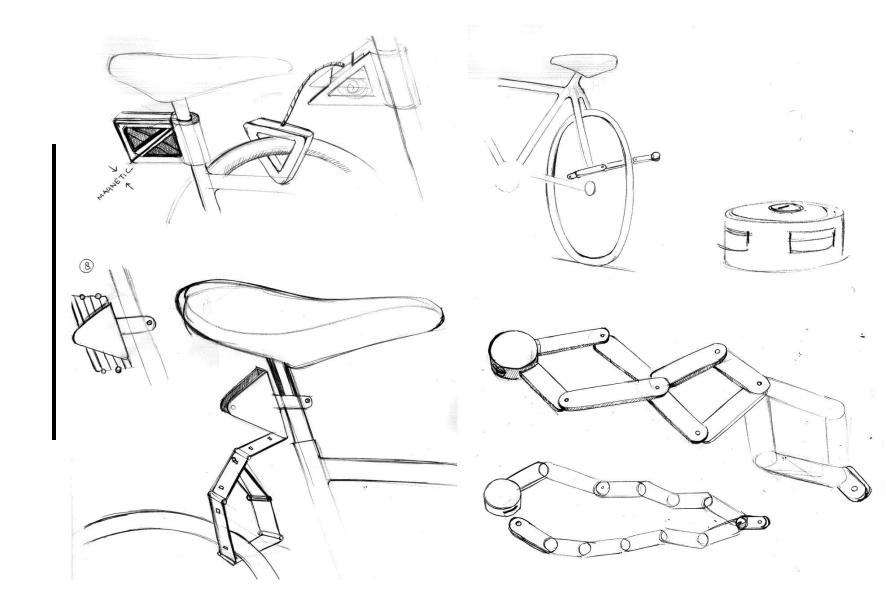


## Ideation Smart Lock

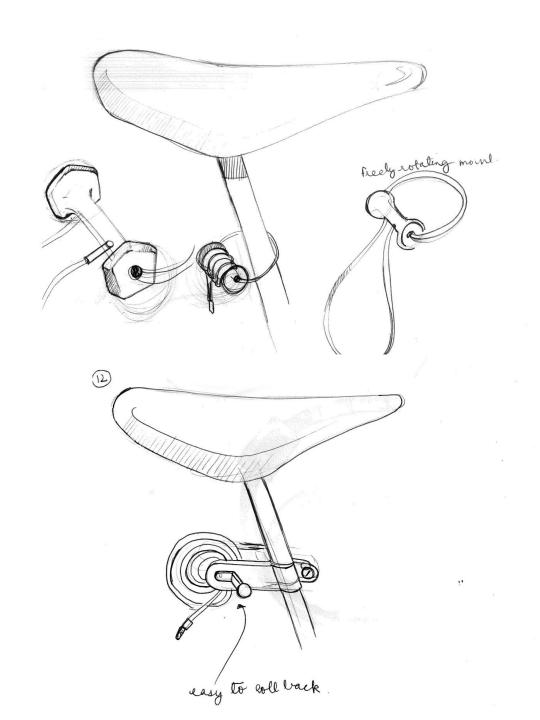




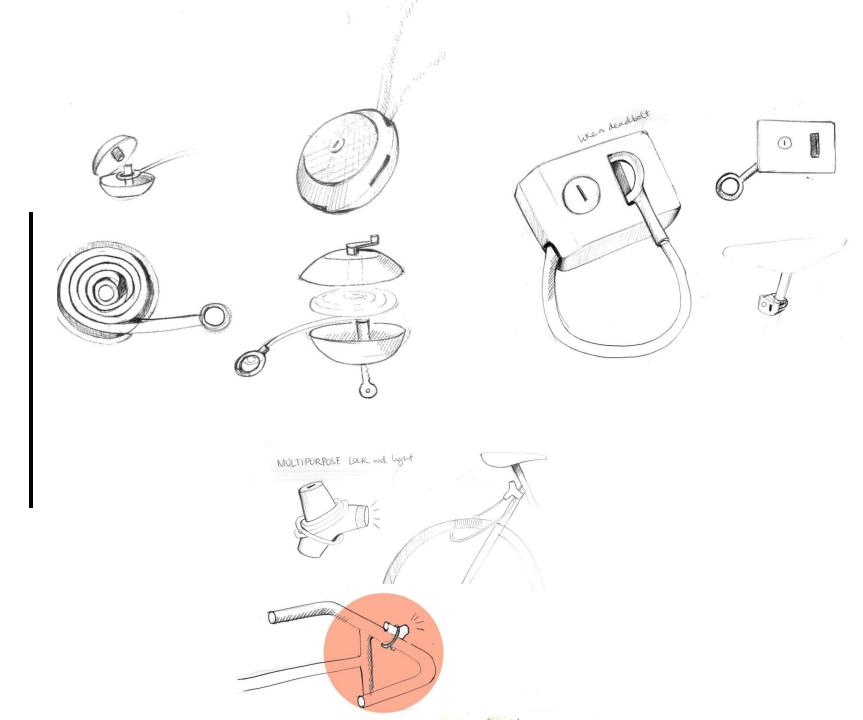
## Ideation Semi-Flexible Locks



## Ideation Smart Lock

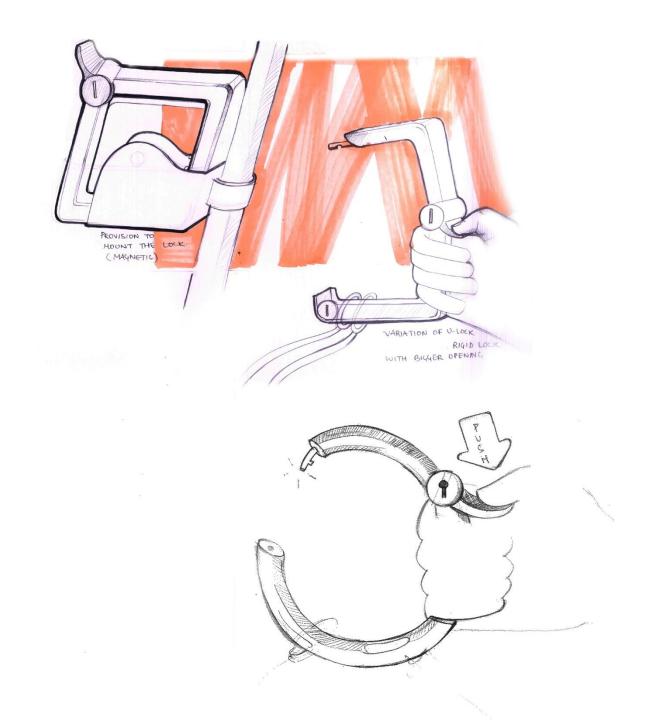


## **Ideation**Stronger Casing



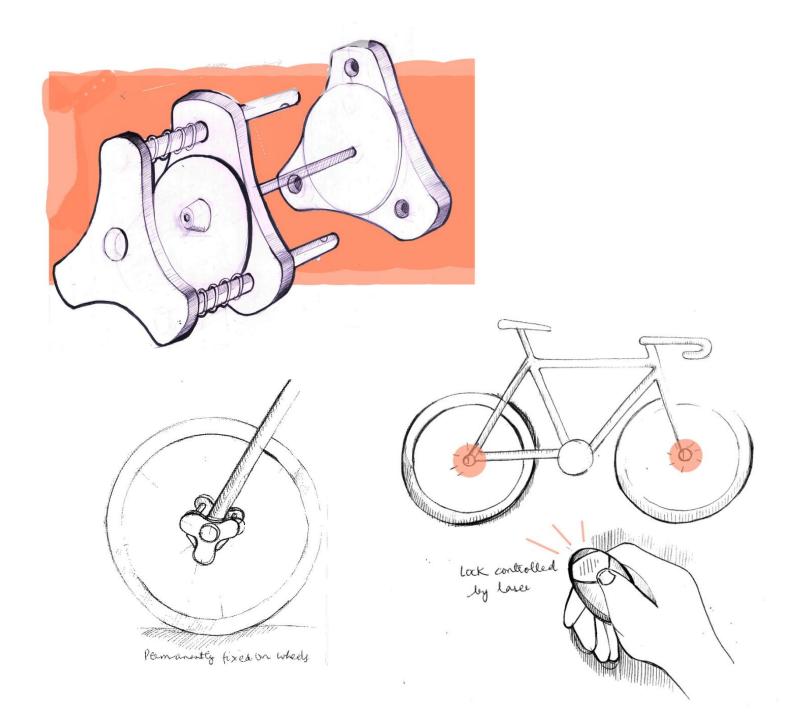
SQUARE LOCK -VARIATION OF U LOCK

Rigid Lock
Providing One hand
operation
More area of Opening
Magnetic mounting
accessory

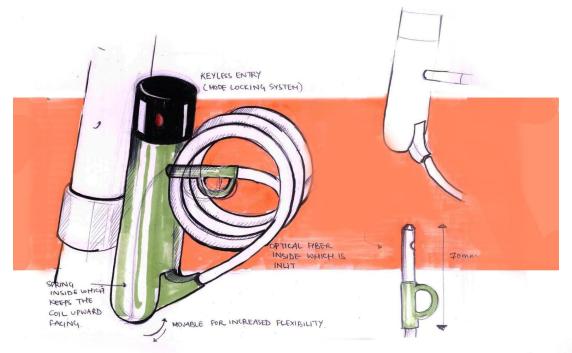


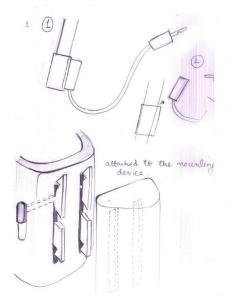
**Hub Lock** 

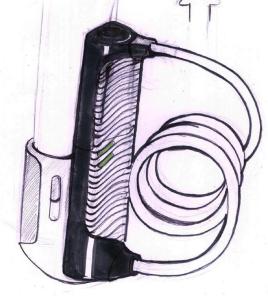
Rigid Lock
Permanently placed
Laser/Radio Wave Controlled
Remote Access



Easy Access Smart Lock
Lock opened by by
radio/laser wave
Easy Access Mounting
device which
Allows the quick removal of
the lock

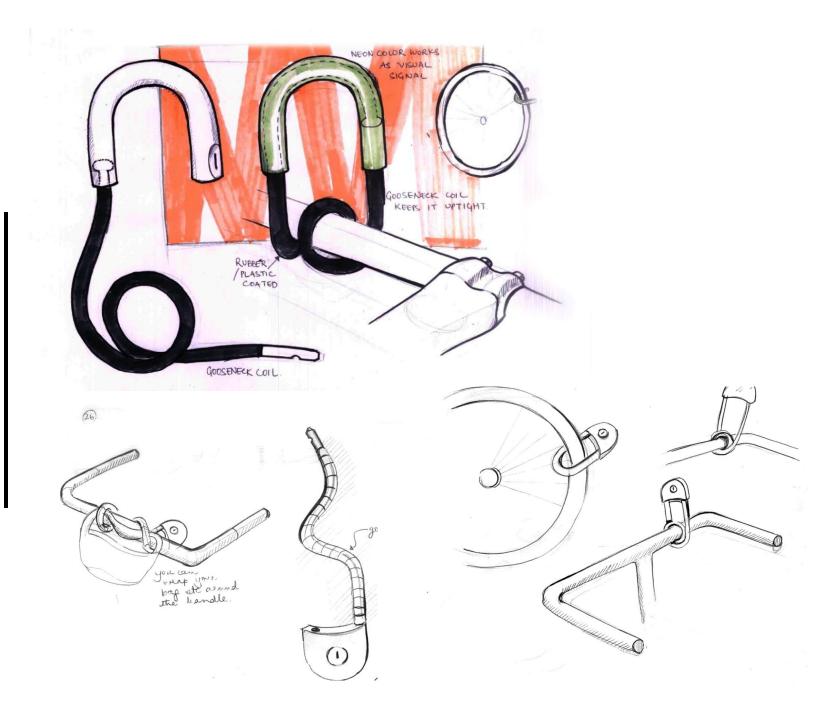






#### **Gooseneck lock**

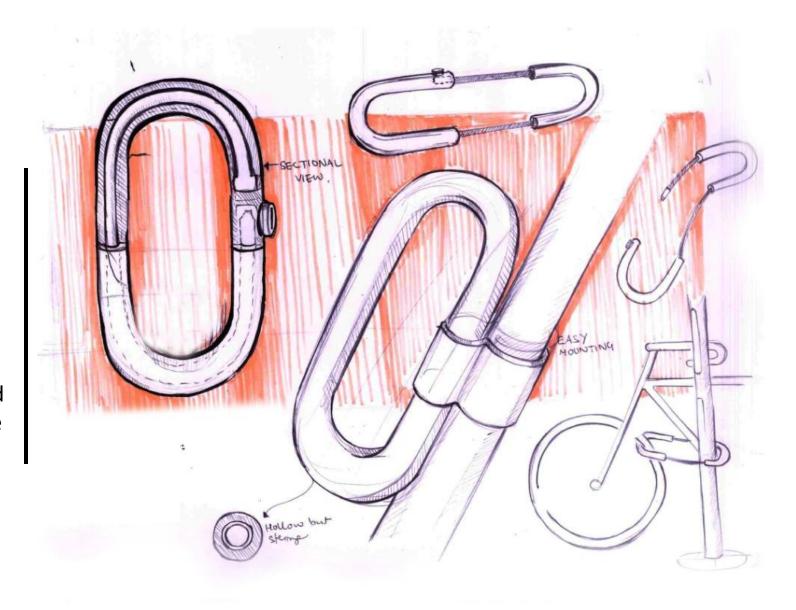
Half of the lock has a gooseneck cable which has various advantages from easy mounting on the cycle to flexible operation.



#### **Compact Double U**

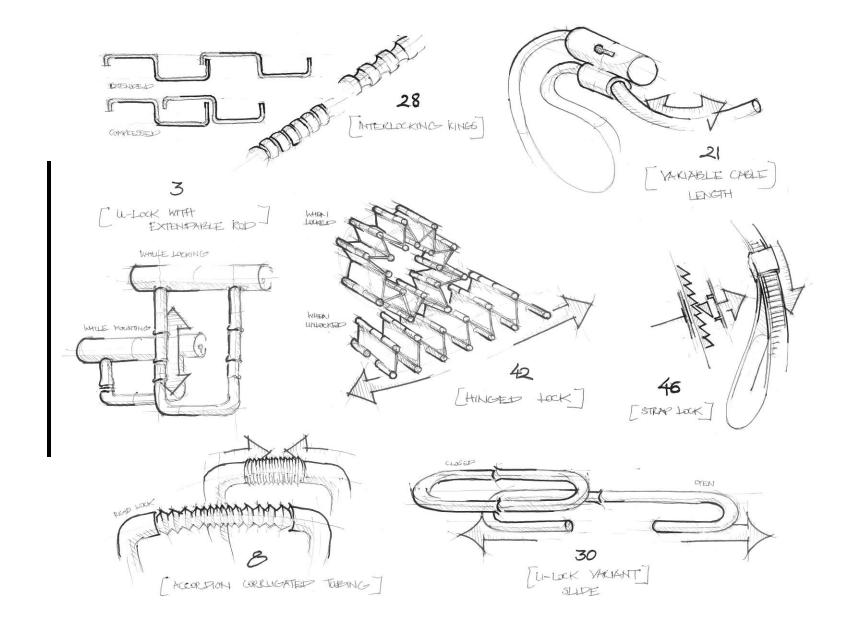
The Double U shaped lock has a rigid outer structure and a nestled fexible cable inside.

Makes it easier to store.

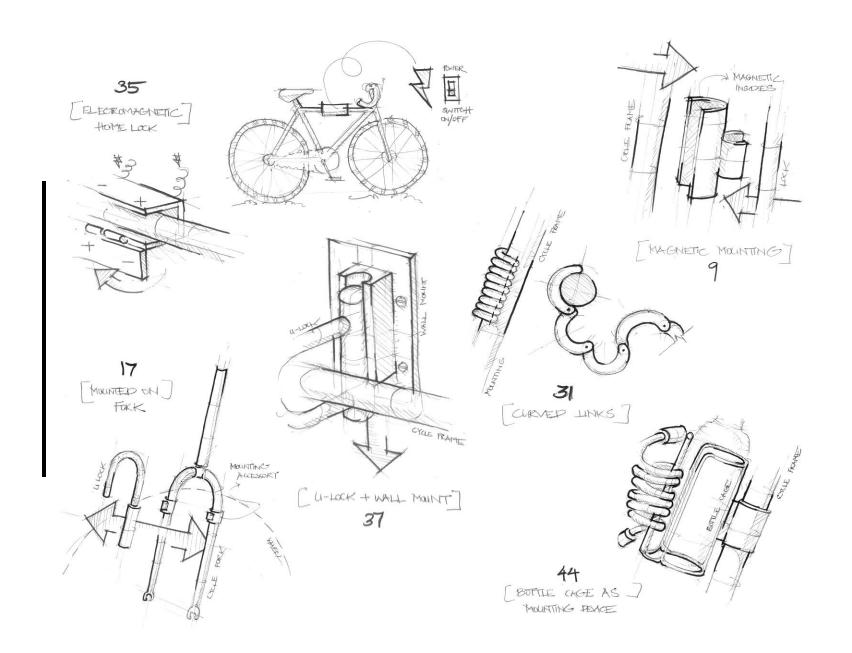


**Vinod Louis Joseph Swamy** 

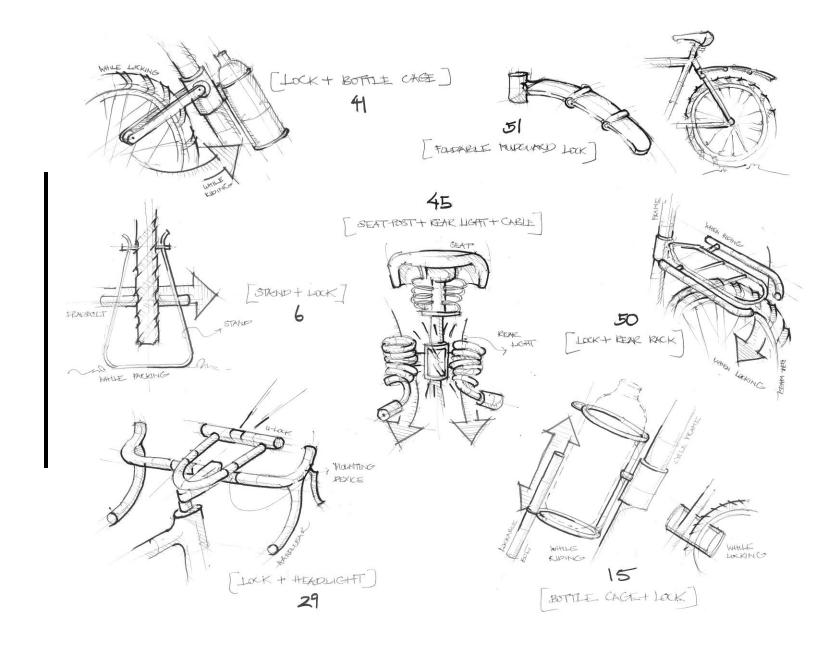
# **Ideation**Length Adjustment



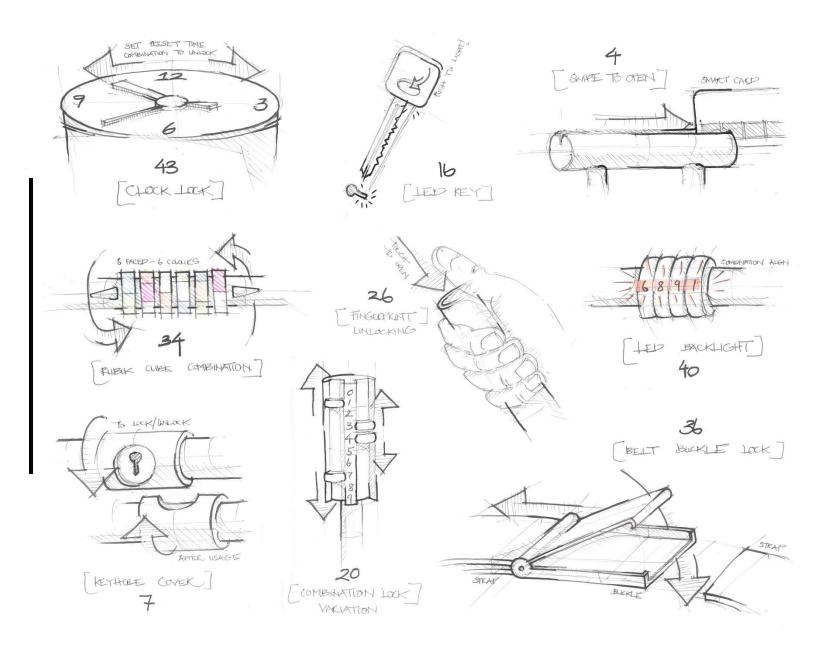
# **Ideation**Mounting Variation



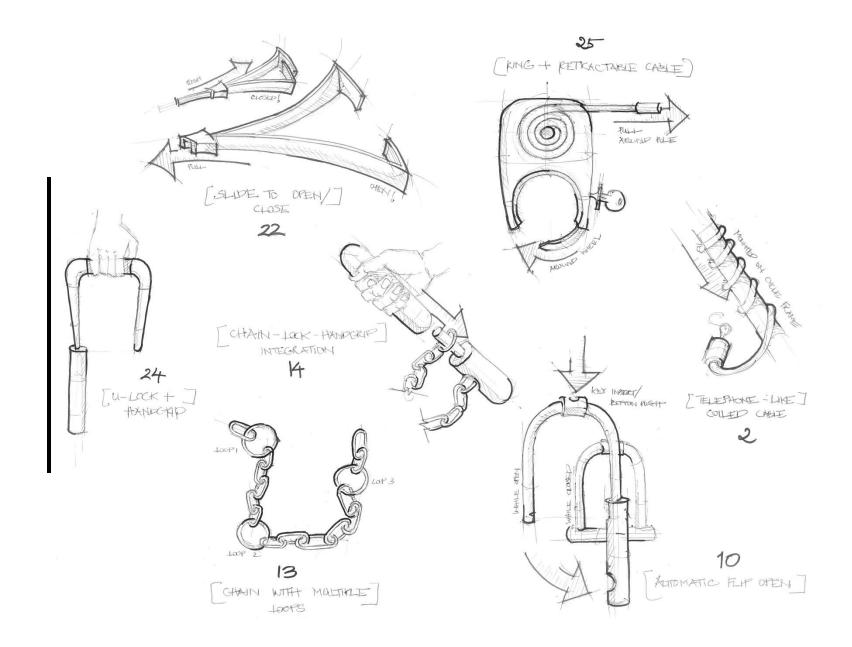
# **Ideation**Cycle Integration



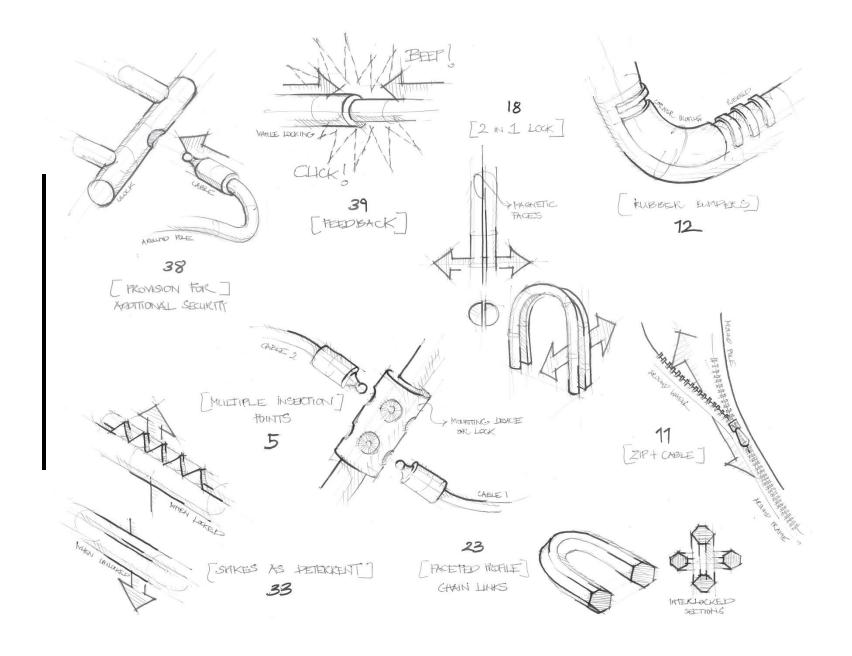
**Locking/Unlocking Variation** 



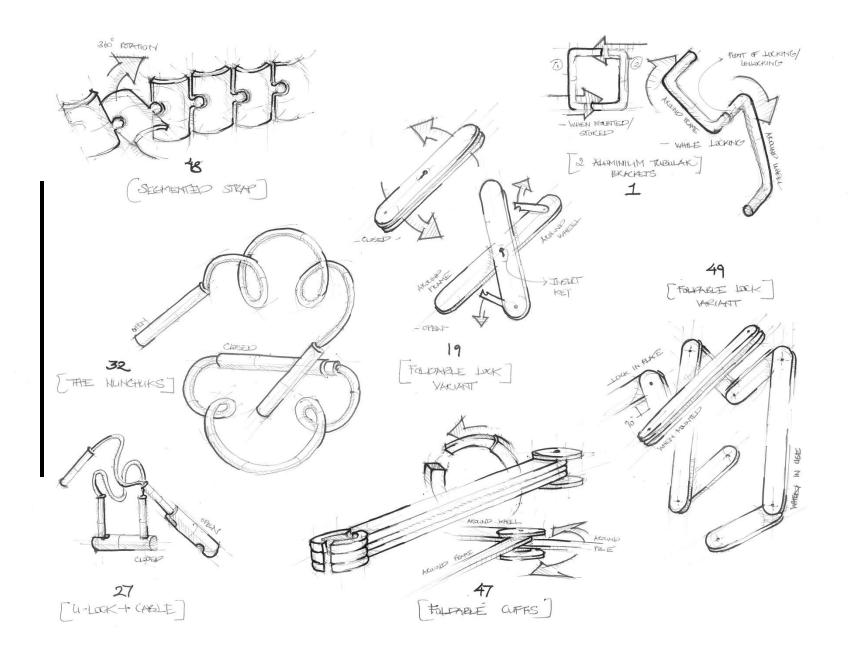
# **Ideation**Ease of Operation



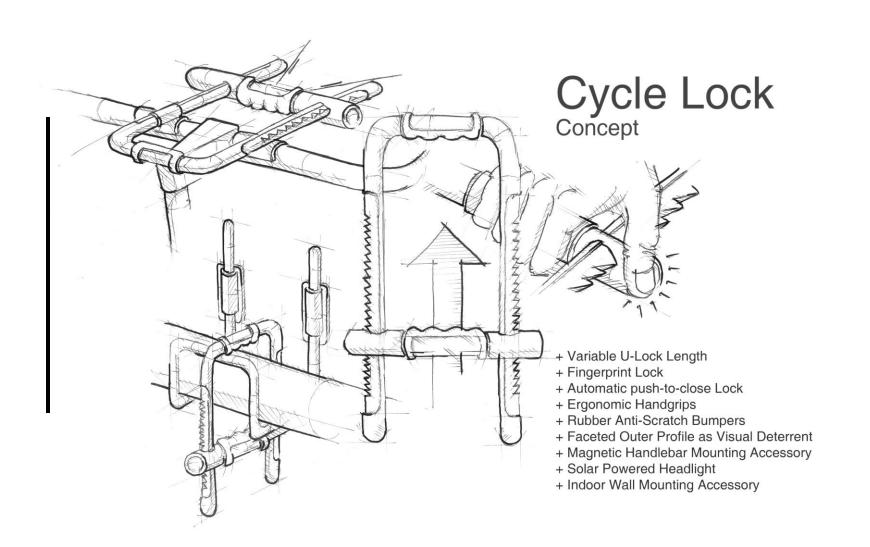
# **Ideation**Additional Security



# Ideation Rigid Lock Variation



## Concept



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## **Thank You**

