

MARKET RESEARCH PHASE 2

Authors: David Vasquez, Kevin Llamas, Joe Mota, & Saul Burns

Project selected after a rigorous discussion.

AI Bike Fit [Joe Mota & Saul Burns]

Free Parking Handshake & Live Parking Intelligence [David Vazquez & Kevin Llamas]

1. Could you tell me about your daily experience finding free parking around campus, or any experience with free parking?
 - a. How long did this process take you?
 - b. How did this affect you getting to your destination
 - c. How common is this experience for you?
2. What is your personal tactic for finding parking anywhere? What's the process?
 - a. How often do you get the results you want?
 - b. What was your experience like when this has not worked in the way you wanted.
3. What do you do when you can't find a parking spot? Do you drive around again? Wait on the side until a spot opens?
4. Is this a problem that you have expressed to others such as friends and family? What are your frustrations?
5. Have you ever tried to combat this problem in external ways? i.e. a parking map, texting a friend, using an app?
 - a. Would you? Why or why not?
6. Last question, If you were to have a magic 8 ball that would help give you any information about parking to help improve your experience, what would you have it tell you?

Lot Lens/ Parking Handshake [1/13] - Parking

Interview Information

Interviewer(s)	David		
Date	9/9/26	Time	1pm
Location	UTEP Library		
Phase (1 or 2)	2	Idea or problem area	Parking

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	Shannon, Parks on campus, UTEP Student
How they were reached	Surveying on campus
Relevant experience with the problem area	Parks on campus
Consent to take notes given?	yes
Consent to follow up later?	n/a

Opening

- ☐ Introduced myself as a student researcher, not selling anything
- ☐ Asked permission to take notes

Suggested script: "I'm a student researching parking. I'm not selling anything, I just want to understand your experience. Is it okay if I take a few notes?"

Body: Problem Exploration

Guiding prompts, adapt to your problem area and follow the Mom Test rules. Ask about specific past experiences, not opinions or hypotheticals.

1. Could you tell me about your daily experience finding free parking around campus, or any experience with free parking?
 - i. So when its free parking it impossible to find
 - ii. "From my experience, every time I get on campus it's obviously always taken."
 - iii. "So that's is why i got a pass Even w/it i still struggle"

Theres not parking at all and have to park at the top

- a. How long did this process take you?
 - i. With the pass, not too long. If there is none on the bottom 3 I just go to the top floor"
 - b. How did this affect you getting to your destination
 - i. "It does affect me because I want a parking spot in a good spot "
 - ii. "Sometimes i am late because i want a good spot "
 - c. How common is this experience for you?
 - i. Not common
7. What is your personal tactic for finding parking anywhere? What's the process?
 - i. Looking for meters but then a parking garage
 - b. How often do you get the results you want?
 - i. —
 - c. What was your experience like when this has not worked in the way you wanted.
 - i. No, I'm sorry I'm not a freaking failure. I always find a parking spot
8. What do you do when you can't find a parking spot? Do you drive around again? Wait on the side until a spot opens?
 - a. Park further just having to walk alot
9. What is the biggest obstacle that is stopping you fWhat is the biggest obstacle that is stopping you from getting your desired parking spotparking spot?
 - a. Not being able to pay with card
 - b. "If i can find a way to pay for parking"
10. Is this a problem that you have expressed to others such as friends and family? What are your frustrations?
 - i. —
11. Have you ever tried to combat this problem in external ways? i.e. a parking map, texting a friend, using an app?
 - i. No, but i used the qr codes to pay for parking one time in a pinch and i liked it it was useful
 - b. Would you? Why or why not?
12. Last question, If you were to have a magic 8 ball that would help give you any information about parking to help improve your experience, what would you have it tell you?
 - a. "Ask what is the closest parking space to the event i am going to"

Closing

☐ Asked "Who else should I talk to about this?"

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time

Post-Interview Synthesis (complete within 24 hours)

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

Shannon's main issues with parking mainly revolve around finding parking spots that fit her needs and preferences.

Lot Lens/ Parking Handshake [2/13] - Parking

Interview Information

Interviewer(s)	David		
Date	9/9/26	Time	1pm
Location	UTEP Library		
Phase (1 or 2)	2	Idea or problem area	Parking

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	Amanda, Parks on campus, UTEP Student
How they were reached	Surveying on campus
Relevant experience with the problem area	Parks on campus
Consent to take notes given?	yes
Consent to follow up later?	n/a

Opening

- ☐ Introduced myself as a student researcher, not selling anything
- ☐ Asked permission to take notes

Suggested script: "I'm a student researching parking. I'm not selling anything, I just want to understand your experience. Is it okay if I take a few notes?"

Body: Problem Exploration

Guiding prompts, adapt to your problem area and follow the Mom Test rules. Ask about specific past experiences, not opinions or hypotheticals.

13. aCould you tell me about your daily experience finding free parking around campus, or any experience with free parking?
 - i. "I get there early, no i dont have problems"
 - b. How long did this process take you?
 - i. "I would say maybe, 5mins"
 - c. How did this affect you getting to your destination
 - i. —
 - d. How common is this experience for you?
 - i. —
14. What is your personal tactic for finding parking anywhere? What's the process?
 - i. "Find the easy parking , driving around the same area till someone gets out"
 - b. How often do you get the results you want?
 - i. —
 - c. Always ends up working
 - d. What was your experience like when this has not worked in the way you wanted.
 - i. —

15. Is this a problem that you have expressed to others such as friends and family? What are your frustrations?
- 16.
17. What is the biggest obstacle that is stopping you fWhat is the biggest obstacle that is stopping you from getting your desired parking spotparking spot?
 - i. "Worrying about people coming in and out when the garage is packed"
 - ii. "Being asked for her parking spot by others"
 - iii. "Feeling rushed"
18. Have you ever tried to combat this problem in external ways? i.e. a parking map, texting a friend, using an app?
 - i. no
 - b. Would you? Why or why not?
19. Last question, If you were to have a magic 8 ball that would help give you any information about parking to help improve your experience, what would you have it tell you?
 - i. I would for it to tell me where is the closest parking
 - ii. If there is no available parking

Closing

- ☐ Asked "Who else should I talk to about this?"

Referral name(s) or contact(s):

N/A

- ☐ Thanked them for their time

Post-Interview Synthesis (complete within 24 hours)

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

Amanda's biggest concerns when it comes to parking is parking lots being packed, but also mentioned that she had been asked to given her parking spot after she left.

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Lot Lens/ Parking Handshake [3/16] - Parking

Interview Information

Interviewer(s)	David		
Date	9/9/26	Time	1pm
Location	Cielo Visa Mall		
Phase (1 or 2)	2	Idea or problem area	Parking

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	Crystal, Parks on campus, UTEP Student, Concert Attendee
How they were reached	Loitering at the mall
Relevant experience with the problem area	Parks on campus
Consent to take notes given?	yes
Consent to follow up later?	n/a

Opening

- ☐ Introduced myself as a student researcher, not selling anything
- ☐ Asked permission to take notes

Suggested script: "I'm a student researching parking. I'm not selling anything, I just want to understand your experience. Is it okay if I take a few notes?"

Body: Problem Exploration

Guiding prompts, adapt to your problem area and follow the Mom Test rules. Ask about specific past experiences, not opinions or hypotheticals.

20. Could you tell me about your daily experience finding free parking around campus, or any experience with free parking?
- i. "When I park here for work don't have trouble, it goes great. But when I get here later in the day, i have to park far asf"
 - b. How long did this process take you?
 - i. "2-7 mins, depending how packed it is"
 - c. How did this affect you getting to your destination
 - i. "Some time it makes me late"
 - d. How common is this experience for you?
 - i. "Not that common"
21. What is your personal tactic for finding parking anywhere? What's the process?
- i. For when I went to the Taylor Swift concert in New Orleans or any new place, I use google maps
 - ii. Me: What kind of information would I get from google maps?
 - iii. "Different parking lots available"
 - b. How often do you get the results you want?
 - i. "Pretty often, usually ends up working"
 - c. What was your experience like when this has not worked in the way you wanted.
 - i. Downtown especially for here, she drives "round and round" until she finds parking
22. Is this a problem that you have expressed to others such as friends and family? What are your frustrations?
- i. —
23. What is the biggest obstacle that is stopping you fWhat is the biggest obstacle that is stopping you from getting your desired parking parking spot?
- i. "Its usually just too packed"
24. Have you ever tried to combat this problem in external ways? i.e. a parking map, texting a friend, using an app?
- i. —
 - b. Would you? Why or why not?
25. Last question, If you were to have a magic 8 ball that would help give you any information about parking to help improve your experience, what would you have it tell you?
- i. Is there going to be parking available in front

Closing

☐ Asked "Who else should I talk to about this?"

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time

Post-Interview Synthesis (complete within 24 hours)

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

Crystal main concerns when it comes to parking is having available parking when she goes in to work, as well utilize third party sources to help find parking.

Lot Lens/ Parking Handshake [4/16] - Parking

Interview Information

Interviewer(s)	David		
Date	9/9/26	Time	1pm
Location	UTEP Library		
Phase (1 or 2)	2	Idea or problem area	Parking

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	Idaly, Parks on campus, UTEP Student
How they were reached	Surveying at the Library
Relevant experience with the problem area	Parks on campus sun bowl parking

Consent to take notes given?	yes
Consent to follow up later?	n/a

Opening

- ☐ Introduced myself as a student researcher, not selling anything
- ☐ Asked permission to take notes

Suggested script: "I'm a student researching parking. I'm not selling anything, I just want to understand your experience. Is it okay if I take a few notes?"

Body: Problem Exploration

Guiding prompts, adapt to your problem area and follow the Mom Test rules. Ask about specific past experiences, not opinions or hypotheticals.

26. aCould you tell me about your daily experience finding free parking around campus, or any experience with free parking?
 - i. I like to find what ever is closed for eg downtown what ever is closet to dt
 - ii. Unless I know the area and know a parking lot
- b. How long did this process take you?
 - i. 5 mins no more than 10
- c. How did this affect you getting to your destination
 - i. Parallel parking, tardiness
 - ii. She has a preference for parking types
- d. How common is this experience for you?
 - i. —
27. What is your personal tactic for finding parking anywhere? What's the process?
 - i. —
- b. How often do you get the results you want?
 - i. —
- c. Always ends up working
 - i. —
- d. What was your experience like when this has not worked in the way you wanted.
 - i. —
28. Is this a problem that you have expressed to others such as friends and family? What are your frustrations?
29. What is the biggest obstacle that is stopping you fWhat is the biggest obstacle that is stopping you from getting your desired parking spot?
 - i. That there's not many preferable parking
 - ii. Theres no specific parking for certain business

30. Have you ever tried to combat this problem in external ways? i.e. a parking map, texting a friend, using an app?

- i. Carpooling, shuttle,
- ii. Inconvenient to just finding parking in general and to avoid if she can
- iii.

b. Would you? Why or why not?

31. Last question, If you were to have a magic 8 ball that would help give you any information about parking to help improve your experience, what would you have it tell you?

- i. Are there spot that i can reverse park
- ii. Even if it is full i will I
- iii. How long will it take for me to find parkin
- iv. More than 5mins

Closing

☐ Asked "Who else should I talk to about this?"

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time

Post-Interview Synthesis (complete within 24 hours)

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

Idaly would avoid driving all together rather than trying to find parking in places she know parking is limited as well she has strong preference for the type of parking.

Interview Information

Interviewer(s)	David		
Date	9/9/26	Time	1pm
Location	UTEP Library		
Phase (1 or 2)	2	Idea or problem area	Parking

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	Lizbeth, Parks on campus, UTEP Student
How they were reached	Surveying on campus
Relevant experience with the problem area	She drives a only a little bit
Consent to take notes given?	yes
Consent to follow up later?	n/a

Opening

- ☐ Introduced myself as a student researcher, not selling anything
- ☐ Asked permission to take notes

Suggested script: "I'm a student researching parking. I'm not selling anything, I just want to understand your experience. Is it okay if I take a few notes?"

Body: Problem Exploration

Guiding prompts, adapt to your problem area and follow the Mom Test rules. Ask about specific past experiences, not opinions or hypotheticals.

32. Could you tell me about your daily experience finding free parking around campus, or any experience with free parking?
 - i. Parks really far to not hit any cars
 - ii. Does not really drive
- b. How long did this process take you?

- i. —
- c. How did this affect you getting to your destination
- d. How common is this experience for you?
- 33. What is your personal tactic for finding parking anywhere? What's the process?
 - i. Open space, just driving to the back, fear of hitting cars
- b. How often do you get the results you want?
 - i. Pretty often because i go the far back
- c. What was your experience like when this has not worked in the way you wanted.
 - i. Has preferred parking, which is not parallel parking, rather park any other way
- 34. Is this a problem that you have expressed to others such as friends and family? What are your frustrations?
 - i. Not frustrating, always looking for abandoned parking spots
- 35. What is the biggest obstacle that is stopping you fWhat is the biggest obstacle that is stopping you from getting your desired parking spot?
 - i. Other cars being around me
- 36. Have you ever tried to combat this problem in external ways? i.e. a parking map, texting a friend, using an app?
 - i. There being too many people
 - ii. Me: what would make the environment ideal to find good parking
 - iii. Her: The parking space have a comfortable amount of space
- b. Would you? Why or why not?
- 37. Last question, If you were to have a magic 8 ball that would help give you any information about parking to help improve your experience, what would you have it tell you?
 - i. How much available space is there
 - ii. If it is not to crowd
 - iii. Similar to google where it tells you how busy it is during that hour.,

Closing

☐ Asked "Who else should I talk to about this?"

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time

Post-Interview Synthesis (complete within 24 hours)

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

Lizbeth, does not drive a lot but values the kind of parking available, prioritizing plenty of space for her car, so the type of parking available.

Lot Lens/ Parking Handshake [6/16] - Parking

Interview Information

Interviewer(s)	David		
Date	9/9/26	Time	1pm
Location	UTEP Library		
Phase (1 or 2)	2	Idea or problem area	Parking

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	Amanda, Parks on campus, UTEP Student
How they were reached	Surveying on campus
Relevant experience with the problem area	Parks on campus
Consent to take notes given?	yes
Consent to follow up later?	n/a

Opening

- ☐ Introduced myself as a student researcher, not selling anything
- ☐ Asked permission to take notes

Suggested script: "I'm a student researching parking. I'm not selling anything, I just want to understand your experience. Is it okay if I take a few notes?"

Body: Problem Exploration

Guiding prompts, adapt to your problem area and follow the Mom Test rules. Ask about specific past experiences, not opinions or hypotheticals.

38. aCould you tell me about your daily experience finding free parking around campus, or any experience with free parking?
 - i. So shuchster, varies, depending on the day, certain days have on no problems
 - ii.
 - iii.
- b. How long did this process take you?
 - i. Ther was a time looking around a garage for 1hour
 - ii. Shuchster
- c. How did this affect you getting to your destination
 - i. Was hout and 30 mins late to work
- d. How common is this experience for you?
 - i. First time in a while
39. What is your personal tactic for finding parking anywhere? What's the process?
 - i.
 - b. How often do you get the results you want?
 - c. Always ends up working
 - d. What was your experience like when this has not worked in the way you wanted.
40. Is this a problem that you have expressed to others such as friends and family? What are your frustrations?
41. What is the biggest obstacle that is stopping you fWhat is the biggest obstacle that is stopping you from getting your desired parking spot?
42. Have you ever tried to combat this problem in external ways? i.e. a parking map, texting a friend, using an app?
 - a. Would you? Why or why not?
43. Last question, If you were to have a magic 8 ball that would help give you any information about parking to help improve your experience, what would you have it tell you?

Closing

☐ Asked "Who else should I talk to about this?"

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time

Post-Interview Synthesis (complete within 24 hours)

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

Lot Lens/ Parking Handshake [7/13] - Parking

Interview Information

Interviewer(s)	Kevin		
Date	9/9/26	Time	8:30
Location	Centennial Plaza		
Phase (1 or 2)	2	Idea or problem area	Parking

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	UTEP Student
How they were reached	Surveying on campus
Relevant experience with the problem area	Parks on campus

Consent to take notes given?	yes
Consent to follow up later?	n/a

Opening

- ☐ Introduced myself as a student researcher, not selling anything
- ☐ Asked permission to take notes

Suggested script: "I'm a student researching parking. I'm not selling anything, I just want to understand your experience. Is it okay if I take a few notes?"

Body: Problem Exploration

1. Could you tell me about your daily experience finding free parking around campus, or any experience with free parking?

"Usually it is pretty hard, especially when I come around 8 or 11. Most of the parking is already taken, so I have to drive around looking."

1. How long did this process take you?

"Usually around 15 minutes, but I've had days where it takes like 30 minutes."

2. How did this affect you getting to your destination?

"I've been late to class a couple of times because I thought I would find parking faster."

3. How common is this experience for you?

"Probably three or four times a week."

2. What is your personal tactic for finding parking anywhere? What's the process?

"I check where I usually know I can find a spot. If I don't see anything, I move to another place."

1. How often do you get the results you want?

"Maybe half the time. I always find parking eventually, just not where I wanted."

2. Does it always end up working?

"I find something, but sometimes it's really far."

3. What was your experience like when this has not worked in the way you wanted?

"I just gave up looking close and parked farther away because I didn't want to be late."

3. Is this a problem that you have expressed to others such as friends and family? What are your frustrations?

"Yeah, my friends and I complain about it. The worst part is driving into a lot and realizing there isn't anything available."

4. What is the biggest obstacle that is stopping you from getting your desired parking spot?

"Too many cars and not knowing which areas actually have spots."

5. Have you ever tried to combat this problem in external ways? i.e. a parking map, texting a friend, using an app?

"I've texted my friends asking where they parked and I've looked at the campus parking map before."

1. Would you? Why or why not?

"I would use something if it actually told me which parking areas weren't full because it would save me time."

6. Last question, if you were to have a magic 8 ball that would help give you any information about parking to help improve your experience, what would you have it tell you?

"Tell me which parking lot has an open spot before I drive over there."

Closing

☐ Asked "Who else should I talk to about this?"

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time

Post-Interview Synthesis (complete within 24 hours)

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

The student regularly spends extra time checking multiple places and is most frustrated by not knowing how long it will take to find parking.

Lot Lens/ Parking Handshake [8/13] - Parking

Interview Information

Interviewer(s)	Kevin		
Date	9/9/26	Time	8:35
Location	Centennial Plaza		
Phase (1 or 2)	2	Idea or problem area	Parking

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	UTEP Student
How they were reached	Surveying on campus
Relevant experience with the problem area	Parks on campus
Consent to take notes given?	yes
Consent to follow up later?	n/a

Opening

- ☐ Introduced myself as a student researcher, not selling anything
- ☐ Asked permission to take notes

Suggested script: "I'm a student researching parking. I'm not selling anything, I just want to understand your experience. Is it okay if I take a few notes?"

Body: Problem Exploration

1. Could you tell me about your daily experience finding free parking around campus, or any experience with free parking?

"I honestly don't have that much trouble because I get here pretty early. When I come later though, it's completely different."

1. How long did this process take you?

"Normally around five minutes."

2. How did this affect you getting to your destination?

"Usually it doesn't. The few times I've come late, I had to walk farther and rush to class."

3. How common is this experience for you?

"Not very common because I try to get here early."

2. What is your personal tactic for finding parking anywhere? What's the process?

"I mostly just arrive early. I go to the same parking area every day and normally there are spaces."

1. How often do you get the results you want?

"Most of the time, probably like 90%."

2. Does it always end up working?

"Almost always if I'm early."

3. What was your experience like when this has not worked in the way you wanted?

"One day I came around 11 and couldn't find anything where I normally park. I had to go somewhere else and it took maybe another 10 minutes."

3. Is this a problem that you have expressed to others such as friends and family? What are your frustrations?

"Not really for me, but my friends complain about it all the time."

4. What is the biggest obstacle that is stopping you from getting your desired parking spot?

"Mostly the time you arrive. Once everyone is already here, the closer spots are gone."

5. Have you ever tried to combat this problem in external ways? i.e. a parking map, texting a friend, using an app?

"No, I haven't really needed to."

1. Would you? Why or why not?

"Maybe if I had to come later. Right now arriving early works for me."

6. Last question, if you were to have a magic 8 ball that would help give you any information about parking to help improve your experience, what would you have it tell you?

"I'd probably ask what time the parking lots are going to get full."

Closing

☐ Asked "Who else should I talk to about this?"

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time

Post-Interview Synthesis (complete within 24 hours)

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

Parking is not a frequent problem for this student because arriving early usually guarantees a spot, meaning that parking changes significantly depending on arrival time.

Lot Lens/ Parking Handshake [9/13] - Parking

Interview Information

Interviewer(s)	Kevin		
Date	9/9/26	Time	12:40
Location	Centennial Plaza		
Phase (1 or 2)	2	Idea or problem area	Parking

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	UTEP Student
How they were reached	Surveying on campus
Relevant experience with the problem area	Parks on campus
Consent to take notes given?	yes
Consent to follow up later?	n/a

Opening

- ☐ Introduced myself as a student researcher, not selling anything
- ☐ Asked permission to take notes

Suggested script: "I'm a student researching parking. I'm not selling anything, I just want to understand your experience. Is it okay if I take a few notes?"

Body: Problem Exploration

1. Could you tell me about your daily experience finding free parking around campus, or any experience with free parking?

"It can get really annoying. Sometimes everything looks full and I just drive around waiting to see someone walking to their car."

1. How long did this process take you?

"On a bad day probably 20 or 25 minutes."

2. How did this affect you getting to your destination?

"I've been late before, especially when I keep thinking I'm about to find a spot."

3. How common is this experience for you?

"Maybe two or three times a week."

2. What is your personal tactic for finding parking anywhere? What's the process?

"I circle the area I like and look for people walking toward their cars. If I see someone, sometimes I'll wait to see if they're leaving."

1. How often do you get the results you want?

"Maybe like 60% of the time."

2. Does it always end up working?

"No. Sometimes they're not leaving or another car gets the spot."

3. What was your experience like when this has not worked in the way you wanted?

"I waited behind someone for a few minutes once and they weren't even leaving. I wasted time and then had to find another parking lot."

3. Is this a problem that you have expressed to others such as friends and family? What are your frustrations?

"Yeah. My friends have the same problem. It's annoying because you don't know if someone is actually leaving."

4. What is the biggest obstacle that is stopping you from getting your desired parking spot?

"Not knowing when a spot is going to open."

5. Have you ever tried to combat this problem in external ways? i.e. a parking map, texting a friend, using an app?

"I've texted friends who were leaving campus and asked where they parked."

1. Would you? Why or why not?

"Yeah, because if I knew someone was actually leaving, I wouldn't have to keep circling."

6. Last question, if you were to have a magic 8 ball that would help give you any information about parking to help improve your experience, what would you have it tell you?

"I would ask where the closest person who is about to leave is parked."

Closing

☐ Asked "Who else should I talk to about this?"

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time

Post-Interview Synthesis (complete within 24 hours)

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

The student waits for drivers to leave and coordinates with friends for their spaces, showing that knowing when a nearby parking spot is about to become available could reduce searching.

Lot Lens/ Parking Handshake [10/13] - Parking

Interview Information

Interviewer(s)	Kevin		
Date	9/9/26	Time	12:45
Location	Centennial Plaza		
Phase (1 or 2)	2	Idea or problem area	Parking

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	UTEP Student
How they were reached	Surveying on campus
Relevant experience with the problem area	Parks on campus
Consent to take notes given?	yes

Consent to follow up later?	n/a
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Opening

- ☐ Introduced myself as a student researcher, not selling anything
- ☐ Asked permission to take notes

Suggested script: "I'm a student researching parking. I'm not selling anything, I just want to understand your experience. Is it okay if I take a few notes?"

Body: Problem Exploration

1. Could you tell me about your daily experience finding free parking around campus, or any experience with free parking?

"I used to look for close parking, but now I normally just park farther away because I know I'll find something."

1. How long did this process take you?

"Probably five to ten minutes."

2. How did this affect you getting to your destination?

"I have to walk a lot farther, especially to my classes on the other side of campus."

3. How common is this experience for you?

"Basically every day."

2. What is your personal tactic for finding parking anywhere? What's the process?

"I skip the parking areas that I know are going to be packed and go farther away."

1. How often do you get the results you want?

"I almost always find a spot, just not a close one."

2. Does it always end up working?

"Yeah, normally."

3. What was your experience like when this has not worked in the way you wanted?

"Sometimes even the farther parking gets busy and then I have to keep going farther."

3. Is this a problem that you have expressed to others such as friends and family? What are your frustrations?

"Yeah, mostly about having to walk so much. When it's really hot, that's probably the worst part."

4. What is the biggest obstacle that is stopping you from getting your desired parking spot?

"I assume the closer areas are already full, so I don't even bother checking anymore."

5. Have you ever tried to combat this problem in external ways? i.e. a parking map, texting a friend, using an app?

"Sometimes I'll ask my friends if the closer parking looked full when they came in."

1. Would you? Why or why not?

"Yeah, if I knew there was actually a spot closer, I would go check instead of immediately parking far away."

6. Last question, if you were to have a magic 8 ball that would help give you any information about parking to help improve your experience, what would you have it tell you?

"I'd ask if there's anything available closer before I park far away."

Closing

☐ Asked "Who else should I talk to about this?"

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time

Post-Interview Synthesis (complete within 24 hours)

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

The student avoids searching by immediately parking farther away, trading search time for a longer walk because they do not know whether closer spaces are available.

Lot Lens/ Parking Handshake [11/13] - Parking

Interview Information

Interviewer(s)	Kevin		
Date	9/9/26	Time	12:50

Location	Centennial Plaza		
Phase (1 or 2)	2	Idea or problem area	Parking

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	UTEP Student
How they were reached	Surveying on campus
Relevant experience with the problem area	Parks on campus
Consent to take notes given?	yes
Consent to follow up later?	n/a

Opening

- ☐ Introduced myself as a student researcher, not selling anything
- ☐ Asked permission to take notes

Suggested script: "I'm a student researching parking. I'm not selling anything, I just want to understand your experience. Is it okay if I take a few notes?"

Body: Problem Exploration

1. Could you tell me about your daily experience finding free parking around campus, or any experience with free parking?

"I used to look for free parking more, but it got annoying because sometimes I would spend like 15 minutes looking."

1. How long did this process take you?

"Usually 10 to 15 minutes. Sometimes closer to 20."

2. How did this affect you getting to your destination?

"I had to leave earlier because I didn't know how long parking would take."

3. How common is this experience for you?

"It happens daily."

2. What is your personal tactic for finding parking anywhere? What's the process?

"I check one or two free areas first. If I don't find anything quickly, I just park hoping I don't get a ticket."

1. How often do you get the results you want?

"For free parking, probably less than half the time when campus is busy."

2. Does it always end up working?

"I'll always find somewhere eventually"

3. What was your experience like when this has not worked in the way you wanted?

"I've spent 15 minutes looking and then ended up parking illegally, so it felt like I just wasted those 15 minutes."

3. Is this a problem that you have expressed to others such as friends and family? What are your frustrations?

"Yeah. It's mostly frustrating when I waste time looking and have to park illegally."

4. What is the biggest obstacle that is stopping you from getting your desired parking spot?

"Free parking close to where I'm going fills up really quickly."

5. Have you ever tried to combat this problem in external ways? i.e. a parking map, texting a friend, using an app?

"Not Really"

1. Would you? Why or why not?

"Yeah. If something could tell me there's no free parking available, I wouldn't waste time looking."

6. Last question, if you were to have a magic 8 ball that would help give you any information about parking to help improve your experience, what would you have it tell you?

"I'd ask if there is free parking available before deciding if I should park illegally."

Closing

☐ Asked "Who else should I talk to about this?"

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time

Post-Interview Synthesis (complete within 24 hours)

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

The student sometimes spends time searching for free parking only to park illegally, wishing they knew what parking is available beforehand.

Lot Lens/ Parking Handshake [12/13] - Parking

Interview Information

Interviewer(s)	Kevin		
Date	9/9/26	Time	12:55
Location	Centennial Plaza		
Phase (1 or 2)	2	Idea or problem area	Parking

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	UTEP Student
How they were reached	Surveying on campus
Relevant experience with the problem area	Parks on campus
Consent to take notes given?	yes
Consent to follow up later?	n/a

Opening

- ☐ Introduced myself as a student researcher, not selling anything
- ☐ Asked permission to take notes

Suggested script: "I'm a student researching parking. I'm not selling anything, I just want to understand your experience. Is it okay if I take a few notes?"

Body: Problem Exploration

1. Could you tell me about your daily experience finding free parking around campus, or any experience with free parking?

"It really depends on the day. Sometimes I find something immediately and other days I drive around for a while."

1. How long did this process take you?

"Normally around 10 minutes, but sometimes 15 or more."

2. How did this affect you getting to your destination?

"I usually make it on time, but I've had to rush to class."

3. How common is this experience for you?

"Probably a couple times a week."

2. What is your personal tactic for finding parking anywhere? What's the process?

"I normally check my usual parking area and sometimes text friends who are already here."

1. How often do you get the results you want?

"Most of the time I eventually find something."

2. Does it always end up working?

"Not always. Sometimes my friend tells me there were spaces but they're gone when I get there."

3. What was your experience like when this has not worked in the way you wanted?

"One time my friend told me there were several spots, but by the time I arrived they were all taken, so I had to drive somewhere else."

3. Is this a problem that you have expressed to others such as friends and family? What are your frustrations?

"Yeah, mostly with friends from school. The frustrating part is that parking changes really fast."

4. What is the biggest obstacle that is stopping you from getting your desired parking spot?

"Information gets outdated. A parking lot can have spots and then be full five minutes later."

5. Have you ever tried to combat this problem in external ways? i.e. a parking map, texting a friend, using an app?

"Mostly texting friends and asking them how the parking looks."

1. Would you? Why or why not?

"Yeah, especially if the information was live because asking friends isn't always accurate."

6. Last question, if you were to have a magic 8 ball that would help give you any information about parking to help improve your experience, what would you have it tell you?

"I'd want to know how many spaces are available right now."

Closing

☐ Asked "Who else should I talk to about this?"

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time

Post-Interview Synthesis (complete within 24 hours)

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

The student already relies on friends for parking information, but that information changes quickly, making it hard to rely on that information.

Lot Lens/ Parking Handshake [13/13] - Parking

Interview Information

Interviewer(s)	Kevin		
Date	9/9/26	Time	1:05
Location	Centennial Plaza		
Phase (1 or 2)	2	Idea or problem area	Parking

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	UTEP Student
How they were reached	Surveying on campus
Relevant experience with the problem area	Parks on campus

Consent to take notes given?	yes
Consent to follow up later?	n/a

Opening

- ☐ Introduced myself as a student researcher, not selling anything
- ☐ Asked permission to take notes

Suggested script: "I'm a student researching parking. I'm not selling anything, I just want to understand your experience. Is it okay if I take a few notes?"

Body: Problem Exploration

1. Could you tell me about your daily experience finding free parking around campus, or any experience with free parking?

"Parking isn't really that bad for me. I don't care about getting the closest spot, so I normally just park wherever I see something."

1. How long did this process take you?

"Probably less than 10 minutes most days."

2. How did this affect you getting to your destination?

"It doesn't really affect me besides having to walk farther."

3. How common is this experience for you?

"I rarely have a day where I can't find anything."

2. What is your personal tactic for finding parking anywhere? What's the process?

"I take the first decent spot I see. I don't really circle around looking for something better."

1. How often do you get the results you want?

"Most of the time."

2. Does it always end up working?

"Pretty much."

3. What was your experience like when this has not worked in the way you wanted?

"During a campus event once, the area I normally use was completely full, so I had to drive to another side of campus."

3. Is this a problem that you have expressed to others such as friends and family? What are your frustrations?

"Not really. My friends complain about parking more than I do."

4. What is the biggest obstacle that is stopping you from getting your desired parking spot?

"Probably everyone wanting the same closer spots. I just don't think it's worth driving around for them."

5. Have you ever tried to combat this problem in external ways? i.e. a parking map, texting a friend, using an app?

"No, I haven't needed to."

1. Would you? Why or why not?

"Maybe during really busy days, but normally I wouldn't need it."

6. Last question, if you were to have a magic 8 ball that would help give you any information about parking to help improve your experience, what would you have it tell you?

"Probably just tell me which parking lots are completely full so I can avoid them."

Closing

☐ Asked "Who else should I talk to about this?"

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time

Post-Interview Synthesis (complete within 24 hours)

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

Parking is not a significant recurring problem for this student because they prioritize finding any available space over parking close.

Interview Information

Interviewer(s)	<i>Ethan Collins</i>		
Date	<i>09-09-2026</i>	Time	<i>4:00 PM</i>
Location	<i>Phone Call</i>		
Phase (1 or 2)	<i>2</i>	Idea or problem area	<i>AI & Fitness</i>

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	<i>Beginner mountain biker</i>
How they were reached	<i>Friend of a friend</i>
Relevant experience with the problem area	<i>Purchased my first MTB approximately 4 months ago and ride mostly on weekends.</i>
Consent to take notes given?	<i>Yes</i>
Consent to follow up later?	<i>Yes</i>

Opening

Suggested script: I'm a student doing research about how cyclists set up and adjust their bikes. I'm not selling anything or pitching a product. I just want to understand your experiences with bike fit, comfort, and bike adjustments. Is it okay if I take a few notes?

Body: Problem Exploration

1. Can you walk me through how you currently set up your bike to fit your body?
2. Tell me about the last time you changed your saddle, handlebars, or cleat position. What made you change it?
3. Tell me about the last time you experienced discomfort or pain while riding.
4. What did you do to figure out what was causing that discomfort?
5. When was the previous time something similar happened?
6. When you need help with your bike position or fit, what do you currently do?
7. What's the most difficult part about getting your bike position comfortable and keeping it that way?

1. *Bike shop adjusted saddle approximately when he purchased it. Has not made many changes.*
2. *Changed saddle height recently because pedaling uphill felt difficult.*
3. *Has experienced front knee discomfort after climbing.*
4. *Asked a friend who cycles more frequently. Friend suggested raising the saddle.*
5. *Knee discomfort had occurred during two previous rides.*
6. *Primarily asks more experienced friends.*
7. *Doesn't know what a correct cycling position should look or feel like.*

Follow-Up Probes

1.1 *How did you decide on that position?*

1.2 *Did anyone help you set it up?*

1.3 *How long have you been using that setup?*

2.1 *What exactly did you adjust?*

2.2 *How did you know how much to change it?*

2.3 *Did you get the result you wanted?*

3.1-3.5 *Where did you feel the discomfort? When during the ride did you notice it? How long had you been riding when it started? Did you continue riding? Has this happened more than once?*

4.1-4.4 *What did you try first? Where did you look for information? How long did it take you to figure out what to change? Did anything you tried make the problem better or worse?*

5.1-5.3 *What happened that time? Was it the same type of discomfort? What did you do Differently?*

6.1-6.5 *What tools, people, websites, videos, or services do you use? Have you ever asked a bike shop or another cyclist for help? Have you ever had a professional bike fitting? If so, what was that experience like? If not, what has stopped you from getting one?*

7.1-7.4 *What makes that part difficult? How much time do you normally spend trying to get it right? How often do you have to readjust something? What happens when you can't get the position right?*

1.1–1.3 Relies heavily on friends because he lacks experience.

2.1–2.3 Raised saddle approximately one centimeter. Climbing felt better afterward.

3.1–3.5 Pain appeared during repeated climbs and disappeared after the ride.

4.1–4.4 Did not research the issue before asking his friend.

5.1–5.3 Same discomfort happened on multiple rides.

6.1–6.5 Has never considered a professional fitting because he thought fittings were mainly for serious road cyclists.

7.1–7.4 Doesn't know which body sensations indicate a fit problem versus normal fatigue.

Closing

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time.

Post-Interview Synthesis (complete within 24 hours)

Exact quote(s) captured, word for word:

"I wouldn't really know what to adjust unless somebody told me."

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

Beginner cyclists may not recognize positioning problems or know which component to adjust, causing them to depend heavily on more experienced riders.

Saul: AI Bike Fit [2/12] -- AI & Fitness

Interview Information

Interviewer(s)	<i>Hugo Plata</i>		
Date	<i>09-09-2026</i>	Time	<i>4:20 PM</i>
Location	<i>House</i>		
Phase (1 or 2)	<i>2</i>	Idea or problem area	<i>AI & Fitness</i>

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	<i>Long-distance recreational cyclist</i>
How they were reached	<i>Relative</i>
Relevant experience with the problem area	<i>Has cycled for approximately 5 years and regularly completes rides between 50 and 80 miles.</i>
Consent to take notes given?	<i>Yes</i>
Consent to follow up later?	<i>Yes</i>

Opening

Suggested script: I'm a student doing research about how cyclists set up and adjust their bikes. I'm not selling anything or pitching a product. I just want to understand your experiences with bike fit, comfort, and bike adjustments. Is it okay if I take a few notes?

Body: Problem Exploration

8. 1Can you walk me through how you currently set up your bike to fit your body?
9. Tell me about the last time you changed your saddle, handlebars, or cleat position. What made you change it?
10. Tell me about the last time you experienced discomfort or pain while riding.
11. What did you do to figure out what was causing that discomfort?
12. When was the previous time something similar happened?
13. When you need help with your bike position or fit, what do you currently do?
14. What's the most difficult part about getting your bike position comfortable and keeping it that way?

1. *Uses measurements collected over several years and makes small adjustments depending on the equipment.*
2. *Changed handlebar position about six weeks ago because of hand numbness.*
3. *Experiences hand numbness and occasional lower-back tightness on long rides.*
4. *Adjusted handlebar position and experimented with saddle angle.*
5. *Similar issues have occurred repeatedly during high-mileage periods.*
6. *Uses online resources, advice from experienced cyclists, and previous fitting knowledge.*
7. *A position can feel fine during a short test ride but become uncomfortable several hours later.*

Follow-Up Probes

1.1 *How did you decide on that position?*

1.2 *Did anyone help you set it up?*

1.3 *How long have you been using that setup?*

2.1 *What exactly did you adjust?*

2.2 *How did you know how much to change it?*

2.3 *Did you get the result you wanted?*

3.1–3.5 *Where did you feel the discomfort? When during the ride did you notice it? How long had you been riding when it started? Did you continue riding? Has this happened more than once?*

4.1–4.4 *What did you try first? Where did you look for information? How long did it take you to figure out what to change? Did anything you tried make the problem better or worse?*

5.1–5.3 *What happened that time? Was it the same type of discomfort? What did you do Differently?*

6.1–6.5 *What tools, people, websites, videos, or services do you use? Have you ever asked a bike shop or another cyclist for help? Have you ever had a professional bike fitting? If so, what was that experience like? If not, what has stopped you from getting one?*

7.1–7.4 What makes that part difficult? How much time do you normally spend trying to get it right? How often do you have to readjust something? What happens when you can't get the position right?

1.1–1.3 Keeps approximate measurements but also relies on feel.

2.1–2.3 Raised handlebars slightly. Numbness improved but did not completely disappear.

3.1–3.5 Problems normally appear after 30–40 miles.

4.1–4.4 Tests one adjustment at a time over several rides.

5.1–5.3 Problems have occurred repeatedly over several years.

6.1–6.5 Has considered another professional fitting but first tries to solve issues personally.

7.1–7.4 Testing adjustments requires long rides because problems don't appear immediately.

Closing

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time.

Post-Interview Synthesis (complete within 24 hours)

Exact quote(s) captured, word for word:

"The frustrating part is that the bike can feel perfect for twenty miles and then start hurting at mile forty."

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

Long-distance cyclists have difficulty evaluating bike-fit adjustments because some positioning problems only become apparent after significant riding time.

Interview Information

Interviewer(s)	<i>Brandon Lopez</i>		
Date	<i>09-09-2026</i>	Time	<i>4:40 PM</i>
Location	<i>Phone call</i>		
Phase (1 or 2)	<i>2</i>	Idea or problem area	<i>AI & Fitness</i>

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	<i>Beginner road cyclist</i>
How they were reached	<i>Friend</i>
Relevant experience with the problem area	<i>Has been road cycling for approximately 8 months. Usually rides 2–3 times per week for 15–30 miles. Bought first road bike without a professional fitting.</i>
Consent to take notes given?	<i>Yes</i>
Consent to follow up later?	<i>Yes</i>

Opening

Suggested script: I'm a student doing research about how cyclists set up and adjust their bikes. I'm not selling anything or pitching a product. I just want to understand your experiences with bike fit, comfort, and bike adjustments. Is it okay if I take a few notes?

Body: Problem Exploration

15. Can you walk me through how you currently set up your bike to fit your body?
16. Tell me about the last time you changed your saddle, handlebars, or cleat position. What made you change it?
17. Tell me about the last time you experienced discomfort or pain while riding.
18. What did you do to figure out what was causing that discomfort?
19. When was the previous time something similar happened?
20. When you need help with your bike position or fit, what do you currently do?
21. What's the most difficult part about getting your bike position comfortable and keeping it that way?

- 1. Adjusted the bike mostly based on what felt comfortable. The bike shop initially adjusted the saddle height, but after that he has made changes himself.*
- 2. About three weeks ago, he lowered the saddle because he was feeling discomfort behind his knee during longer rides.*
- 3. During a roughly 25-mile ride, he started feeling pain behind his right knee. It became more noticeable toward the end of the ride.*
- 4. He searched online and watched YouTube videos. He thought the saddle might be too high, so he lowered it slightly.*
- 5. Had experienced similar discomfort approximately one month before, but it wasn't as noticeable because the ride was shorter.*
- 6. Usually searches online, watches cycling videos, and asks friends who have more cycling experience.*
- 7. Knowing whether an adjustment is actually correct. Small changes feel different, but he doesn't know whether the new position is better for his body.*

Follow-Up Probes

1.1 *How did you decide on that position?*

1.2 *Did anyone help you set it up?*

1.3 *How long have you been using that setup?*

2.1 *What exactly did you adjust?*

2.2 *How did you know how much to change it?*

2.3 *Did you get the result you wanted?*

3.1-3.5 *Where did you feel the discomfort? When during the ride did you notice it? How long had you been riding when it started? Did you continue riding? Has this happened more than once?*

4.1-4.4 *What did you try first? Where did you look for information? How long did it take you to figure out what to change? Did anything you tried make the problem better or worse?*

5.1-5.3 *What happened that time? Was it the same type of discomfort? What did you do Differently?*

6.1–6.5 What tools, people, websites, videos, or services do you use? Have you ever asked a bike shop or another cyclist for help? Have you ever had a professional bike fitting? If so, what was that experience like? If not, what has stopped you from getting one?

7.1–7.4 What makes that part difficult? How much time do you normally spend trying to get it right? How often do you have to readjust something? What happens when you can't get the position right?

1.1–1.3 Uses feel, online information, and advice from friends. Checks his position mainly when something becomes uncomfortable. He handles the adjustments himself.

2.1–2.3 Lowered the saddle a small amount. Didn't measure the exact change. The knee discomfort improved, but he isn't sure whether the saddle is now at the correct height.

3.1–3.5 Pain was behind the right knee. Started after about 15–20 miles. Continued riding. The discomfort has happened more than once.

4.1–4.4 First searched YouTube. Watched several videos that gave slightly different recommendations. Made the change himself and tested it on another ride.

5.1–5.3 Previous discomfort was similar but less painful. Didn't make any adjustments the first time.

6.1–6.5 Primarily uses YouTube, Google, and advice from friends. Has never received a professional bike fit because he doesn't feel ready to spend that much money as a beginner.

7.1–7.4 Hardest part is knowing whether the position is correct instead of simply feeling better temporarily. Has changed saddle position several times.

Closing

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time.

Post-Interview Synthesis (complete within 24 hours)

Exact quote(s) captured, word for word:

"I can move the saddle until it feels better, but I don't really know if it's actually in the right position."

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

A beginner cyclist repeatedly experiences discomfort and relies on trial-and-error adjustments and online information because he lacks confidence in determining the correct bike position.

Interview Information

Interviewer(s)	<i>Hugo Burns</i>		
Date	<i>09-09-2026</i>	Time	<i>6:00 PM</i>
Location	<i>His house</i>		
Phase (1 or 2)	<i>2</i>	Idea or problem area	<i>AI & Fitness</i>

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	<i>Experienced recreational road cyclist</i>
How they were reached	<i>Brother</i>
Relevant experience with the problem area	<i>Has been cycling for approximately 7 years. Rides 80–120 miles per week and has owned several road bikes.</i>
Consent to take notes given?	<i>Yes</i>
Consent to follow up later?	<i>Yes</i>

Opening

Suggested script: I'm a student doing research about how cyclists set up and adjust their bikes. I'm not selling anything or pitching a product. I just want to understand your experiences with bike fit, comfort, and bike adjustments. Is it okay if I take a few notes?

Body: Problem Exploration

22. Can you walk me through how you currently set up your bike to fit your body?
23. Tell me about the last time you changed your saddle, handlebars, or cleat position. What made you change it?
24. Tell me about the last time you experienced discomfort or pain while riding.
25. What did you do to figure out what was causing that discomfort?
26. When was the previous time something similar happened?
27. When you need help with your bike position or fit, what do you currently do?
28. What's the most difficult part about getting your bike position comfortable and keeping it that way?

- 1. Uses measurements from his previous bike, including saddle height, saddle setback, and handlebar position.*
- 2. Changed saddle position about two months ago after buying a new saddle. Measured the old position before replacing it.*
- 3. Occasionally experiences hand numbness during rides longer than three hours.*
- 4. Adjusted his handlebar position and changed how he positions his hands during longer rides.*
- 5. Has experienced the same hand numbness several times on long rides.*
- 6. Usually handles adjustments himself because he already knows his measurements. Uses a bike shop for more complicated issues.*
- 7. Reproducing the exact same position when changing components or bikes.*

Follow-Up Probes

1.1 *How did you decide on that position?*

1.2 *Did anyone help you set it up?*

1.3 *How long have you been using that setup?*

2.1 *What exactly did you adjust?*

2.2 *How did you know how much to change it?*

2.3 *Did you get the result you wanted?*

3.1-3.5 *Where did you feel the discomfort? When during the ride did you notice it? How long had you been riding when it started? Did you continue riding? Has this happened more than once?*

4.1-4.4 *What did you try first? Where did you look for information? How long did it take you to figure out what to change? Did anything you tried make the problem better or worse?*

5.1-5.3 *What happened that time? Was it the same type of discomfort? What did you do Differently?*

6.1–6.5 What tools, people, websites, videos, or services do you use? Have you ever asked a bike shop or another cyclist for help? Have you ever had a professional bike fitting? If so, what was that experience like? If not, what has stopped you from getting one?

7.1–7.4 What makes that part difficult? How much time do you normally spend trying to get it right? How often do you have to readjust something? What happens when you can't get the position right?

1.1–1.3 Keeps measurements from previous setups. Checks them whenever replacing a component. Handles most adjustments himself.

2.1–2.3 Measured saddle height and setback before replacing the saddle. Needed several small adjustments because the new saddle had a different shape.

3.1–3.5 Mostly numbness in hands after several hours. It doesn't usually stop him from riding but becomes uncomfortable.

4.1–4.4 Adjusted handlebar angle and position. Also changes hand position frequently while riding.

5.1–5.3 Happens mainly on long rides. Short rides generally do not cause problems.

6.1–6.5 Uses personal measurements, experience, and occasionally bike-fit articles. Had a professional fit several years ago.

7.1–7.4 Component changes can alter the fit even when measurements appear similar.

Closing

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time.

Post-Interview Synthesis (complete within 24 hours)

Exact quote(s) captured, word for word:

"Once you know your measurements it's easier, but changing a saddle or bike can still throw things off."

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

Experienced cyclists may understand bike fitting but still struggle to reproduce a comfortable position after changing bikes or components.

Saul: **AI Bike Fit [5/12]** - AI & Fitness

Interview Information

Interviewer(s)	<i>David Rutledge</i>		
Date	<i>09-09-2026</i>	Time	<i>6:20 PM</i>
Location	<i>Phone Call</i>		
Phase (1 or 2)	<i>2</i>	Idea or problem area	<i>AI & Fitness</i>

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	<i>Recreational mountain biker</i>
How they were reached	<i>Friend, Same Cycling Club</i>
Relevant experience with the problem area	<i>Has ridden MTB for approximately 3 years. Usually rides local trails on weekends for 1–3 hours.</i>
Consent to take notes given?	<i>Yes</i>
Consent to follow up later?	<i>Yes</i>

Opening

Suggested script: I'm a student doing research about how cyclists set up and adjust their bikes. I'm not selling anything or pitching a product. I just want to understand your experiences with bike fit, comfort, and bike adjustments. Is it okay if I take a few notes?

Body: Problem Exploration

29. Can you walk me through how you currently set up your bike to fit your body?
30. Tell me about the last time you changed your saddle, handlebars, or cleat position. What made you change it?
31. Tell me about the last time you experienced discomfort or pain while riding.
32. What did you do to figure out what was causing that discomfort?
33. When was the previous time something similar happened?
34. When you need help with your bike position or fit, what do you currently do?
35. What's the most difficult part about getting your bike position comfortable and keeping it that way?

- 1. Set saddle height based mostly on comfort and being able to pedal efficiently. Uses a dropper post while descending.*
- 2. Changed saddle position about a month ago because he felt too stretched while climbing.*
- 3. Has experienced lower-back discomfort after longer rides.*
- 4. Asked another rider for advice and moved the saddle slightly forward.*
- 5. Lower-back discomfort has happened several times, mainly during longer climbing-heavy rides.*
- 6. Usually asks friends or searches online before making adjustments himself.*
- 7. Doesn't know whether discomfort comes from bike position, riding technique, or simply being tired.*

Follow-Up Probes

1.1 How did you decide on that position?

1.2 Did anyone help you set it up?

1.3 How long have you been using that setup?

2.1 What exactly did you adjust?

2.2 How did you know how much to change it?

2.3 Did you get the result you wanted?

3.1-3.5 Where did you feel the discomfort? When during the ride did you notice it? How long had you been riding when it started? Did you continue riding? Has this happened more than once?

4.1-4.4 What did you try first? Where did you look for information? How long did it take you to figure out what to change? Did anything you tried make the problem better or worse?

5.1-5.3 What happened that time? Was it the same type of discomfort? What did you do Differently?

6.1–6.5 What tools, people, websites, videos, or services do you use? Have you ever asked a bike shop or another cyclist for help? Have you ever had a professional bike fitting? If so, what was that experience like? If not, what has stopped you from getting one?

7.1–7.4 What makes that part difficult? How much time do you normally spend trying to get it right? How often do you have to readjust something? What happens when you can't get the position right?

1.1–1.3 Initial setup was done at the bike shop. Adjustments afterward were based on feel.

2.1–2.3 Moved saddle forward slightly. Did not measure the original position. Felt somewhat better afterward.

3.1–3.5 Lower-back tightness usually appears after more than an hour of riding.

4.1–4.4 Asked an experienced MTB rider. Changed saddle position and tried it during the next ride.

5.1–5.3 Has happened multiple times under similar conditions.

6.1–6.5 Friends and YouTube are primary sources. Never received a professional fitting.

7.1–7.4 Identifying the cause is harder than physically making the adjustment.

Closing

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time.

Post-Interview Synthesis (complete within 24 hours)

Exact quote(s) captured, word for word:

"I don't know if my back hurts because of the bike setup or because I've just been riding for two hours."

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

The cyclist experiences recurring discomfort but has difficulty determining whether bike position is the cause, leading to trial-and-error adjustments.

Interview Information

Interviewer(s)	Joshua Miller		
Date	09-09-2026	Time	6:40 PM
Location	Phone Call		
Phase (1 or 2)	2	Idea or problem area	AI & Fitness

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	Casual recreational cyclist
How they were reached	Cycling Store
Relevant experience with the problem area	Cycles approximately once or twice per month, usually on paved trails for less than 10 miles.
Consent to take notes given?	Yes
Consent to follow up later?	Yes

Opening

Suggested script: I'm a student doing research about how cyclists set up and adjust their bikes. I'm not selling anything or pitching a product. I just want to understand your experiences with bike fit, comfort, and bike adjustments. Is it okay if I take a few notes?

Body: Problem Exploration

36. Can you walk me through how you currently set up your bike to fit your body?
37. Tell me about the last time you changed your saddle, handlebars, or cleat position. What made you change it?
38. Tell me about the last time you experienced discomfort or pain while riding.
39. What did you do to figure out what was causing that discomfort?
40. When was the previous time something similar happened?
41. When you need help with your bike position or fit, what do you currently do?
42. What's the most difficult part about getting your bike position comfortable and keeping it that way?

1. *Uses the bike mostly as it came from the store. Adjusted saddle height once.*
2. *Last changed the saddle several months ago because it felt too low.*
3. *Sometimes experiences discomfort from the saddle after riding for about an hour.*
4. *Usually stops riding or takes a break. Hasn't researched the problem much.*
5. *Happens occasionally during longer rides.*
6. *Would probably ask someone at a bike shop if the discomfort became serious.*
7. *Doesn't find bike adjustment particularly difficult because he doesn't ride enough for it to matter much.*

Follow-Up Probes

1.1 *How did you decide on that position?*

1.2 *Did anyone help you set it up?*

1.3 *How long have you been using that setup?*

2.1 *What exactly did you adjust?*

2.2 *How did you know how much to change it?*

2.3 *Did you get the result you wanted?*

3.1-3.5 *Where did you feel the discomfort? When during the ride did you notice it? How long had you been riding when it started? Did you continue riding? Has this happened more than once?*

4.1-4.4 *What did you try first? Where did you look for information? How long did it take you to figure out what to change? Did anything you tried make the problem better or worse?*

5.1-5.3 *What happened that time? Was it the same type of discomfort? What did you do Differently?*

6.1–6.5 What tools, people, websites, videos, or services do you use? Have you ever asked a bike shop or another cyclist for help? Have you ever had a professional bike fitting? If so, what was that experience like? If not, what has stopped you from getting one?

7.1–7.4 What makes that part difficult? How much time do you normally spend trying to get it right? How often do you have to readjust something? What happens when you can't get the position right?

1.1–1.3 Uses comfort to determine saddle height. Rarely checks it.

2.1–2.3 Raised the saddle until pedaling felt easier.

3.1–3.5 Mostly saddle discomfort rather than knee or back pain.

4.1–4.4 Has not actively tried to solve it.

5.1–5.3 Only happens on relatively long rides.

6.1–6.5 Hasn't used bike-fit resources or professional fitting.

7.1–7.4 Doesn't spend much time adjusting the bike.

Closing

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time.

Post-Interview Synthesis (complete within 24 hours)

Exact quote(s) captured, word for word:

"If something gets uncomfortable I usually just take a break."

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

Bike-fit problems are not significant for this casual cyclist because low riding frequency and short rides reduce the impact of positioning issues.

Interview Information

Interviewer(s)	Michael Torres		
Date	09-09-2026	Time	7:10 PM
Location	Phone Call		
Phase (1 or 2)	2	Idea or problem area	AI & Fitness

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	Intermediate road cyclist
How they were reached	Cycling Store
Relevant experience with the problem area	Has cycled for approximately 4 years and completed a professional bike fit after developing knee discomfort.
Consent to take notes given?	Yes
Consent to follow up later?	Yes

Opening

Suggested script: I'm a student doing research about how cyclists set up and adjust their bikes. I'm not selling anything or pitching a product. I just want to understand your experiences with bike fit, comfort, and bike adjustments. Is it okay if I take a few notes?

Body: Problem Exploration

43. Can you walk me through how you currently set up your bike to fit your body?
44. Tell me about the last time you changed your saddle, handlebars, or cleat position. What made you change it?
45. Tell me about the last time you experienced discomfort or pain while riding.
46. What did you do to figure out what was causing that discomfort?
47. When was the previous time something similar happened?
48. When you need help with your bike position or fit, what do you currently do?
49. What's the most difficult part about getting your bike position comfortable and keeping it that way?

- 1. Currently uses the position established during a professional bike fitting.*
- 2. Last changed cleat position after replacing cycling shoes approximately two months ago.*
- 3. Previously experienced recurring knee pain during longer rides.*
- 4. Initially tried changing saddle height himself. Eventually paid for a professional fitting when the problem continued.*
- 5. Knee pain occurred repeatedly for several months before the fitting.*
- 6. Now uses the measurements from the professional fit and contacts the fitter for major problems.*
- 7. Maintaining the same fit when replacing shoes, cleats, saddles, or other components.*

Follow-Up Probes

1.1 *How did you decide on that position?*

1.2 *Did anyone help you set it up?*

1.3 *How long have you been using that setup?*

2.1 *What exactly did you adjust?*

2.2 *How did you know how much to change it?*

2.3 *Did you get the result you wanted?*

3.1-3.5 *Where did you feel the discomfort? When during the ride did you notice it? How long had you been riding when it started? Did you continue riding? Has this happened more than once?*

4.1-4.4 *What did you try first? Where did you look for information? How long did it take you to figure out what to change? Did anything you tried make the problem better or worse?*

5.1-5.3 *What happened that time? Was it the same type of discomfort? What did you do Differently?*

6.1-6.5 *What tools, people, websites, videos, or services do you use? Have you ever asked a bike shop or another cyclist for help? Have you ever had a professional bike fitting? If so, what was that experience like? If not, what has stopped you from getting one?*

7.1–7.4 What makes that part difficult? How much time do you normally spend trying to get it right? How often do you have to readjust something? What happens when you can't get the position right?

1.1–1.3 Keeps fit measurements. Checks them when replacing equipment.

2.1–2.3 Tried matching new cleat position with the old shoes. Needed additional adjustment afterward.

3.1–3.5 Knee discomfort occurred mainly after longer rides and gradually became more frequent.

4.1–4.4 Online advice and personal adjustments didn't completely solve the problem. Professional fitting significantly improved it.

5.1–5.3 Pain had become consistent enough to affect training.

6.1–6.5 Professional fitting solved most major issues but required spending money and scheduling an appointment.

7.1–7.4 Component replacement can make it difficult to preserve the original fit.

Closing

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time.

Post-Interview Synthesis (complete within 24 hours)

Exact quote(s) captured, word for word:

"The fit was worth it for me, but every time I change shoes or equipment I worry about losing those measurements."

Did this conversation reveal a specific, repeatable problem? (**Yes** / No)

One-sentence takeaway:

Professional fitting can successfully resolve discomfort, but maintaining the fitted position after equipment changes remains difficult.

Interview Information

Interviewer(s)	Jessica Golf		
Date	09-09-2026	Time	7:50 PM
Location	Phone Call		
Phase (1 or 2)	2	Idea or problem area	AI & Fitness

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	College Student Cyclist
How they were reached	Friend
Relevant experience with the problem area	Has owned a road bike for approximately 1 year and rides 2–3 times per week when school permits.
Consent to take notes given?	Yes
Consent to follow up later?	Yes

Opening

Suggested script: I'm a student doing research about how cyclists set up and adjust their bikes. I'm not selling anything or pitching a product. I just want to understand your experiences with bike fit, comfort, and bike adjustments. Is it okay if I take a few notes?

Body: Problem Exploration

50. Can you walk me through how you currently set up your bike to fit your body?
51. Tell me about the last time you changed your saddle, handlebars, or cleat position. What made you change it?
52. Tell me about the last time you experienced discomfort or pain while riding.
53. What did you do to figure out what was causing that discomfort?
54. When was the previous time something similar happened?
55. When you need help with your bike position or fit, what do you currently do?
56. What's the most difficult part about getting your bike position comfortable and keeping it that way?

- 1. Bike shop set up the bike initially. Has made several saddle adjustments since then.*
- 2. Raised the saddle about two weeks ago after watching a bike-fitting video.*
- 3. Has experienced knee discomfort and occasional hand numbness.*
- 4. Searches online and compares his position with pictures and videos.*
- 5. Has experienced discomfort on and off for several months.*
- 6. Uses YouTube, Reddit, friends, and online articles.*
- 7. Different sources give different recommendations, making it difficult to know which adjustment to follow.*

Follow-Up Probes

1.1 How did you decide on that position?

1.2 Did anyone help you set it up?

1.3 How long have you been using that setup?

2.1 What exactly did you adjust?

2.2 How did you know how much to change it?

2.3 Did you get the result you wanted?

3.1-3.5 Where did you feel the discomfort? When during the ride did you notice it? How long had you been riding when it started? Did you continue riding? Has this happened more than once?

4.1-4.4 What did you try first? Where did you look for information? How long did it take you to figure out what to change? Did anything you tried make the problem better or worse?

5.1-5.3 What happened that time? Was it the same type of discomfort? What did you do Differently?

6.1-6.5 What tools, people, websites, videos, or services do you use? Have you ever asked a bike shop or another cyclist for help? Have you ever had a professional bike fitting? If so, what was that experience like? If not, what has stopped you from getting one?

7.1–7.4 What makes that part difficult? How much time do you normally spend trying to get it right? How often do you have to readjust something? What happens when you can't get the position right?

1.1–1.3 Mostly follows online recommendations. Checks the position whenever discomfort returns.

2.1–2.3 Raised saddle after learning about knee angle. Estimated the adjustment without measuring the angle.

3.1–3.5 Knee discomfort is most noticeable during longer or harder rides.

4.1–4.4 Has tried changing saddle height and handlebar angle. Some changes helped temporarily.

5.1–5.3 Discomfort has returned multiple times.

6.1–6.5 Has considered professional fitting but hasn't paid for one because of the cost relative to how much he rides.

7.1–7.4 Determining which online recommendation applies to his body and bike.

Closing

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time.

Post-Interview Synthesis (complete within 24 hours)

Exact quote(s) captured, word for word:

"I find a lot of information online, but I don't know which advice actually applies to me."

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

The cyclist has access to free fitting information but struggles to translate generalized online recommendations into adjustments appropriate for his body.

Saul: **AI Bike Fit [9/12]** - AI & Fitness

Interview Information

Interviewer(s)	<i>Carlos Fernandez</i>		
Date	<i>09-10-2026</i>	Time	<i>1:30 PM</i>
Location	<i>Reach out in the street</i>		
Phase (1 or 2)	<i>2</i>	Idea or problem area	<i>AI & Fitness</i>

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	<i>Bicycle commuter</i>
How they were reached	<i>Reach out in the street</i>
Relevant experience with the problem area	<i>Uses a hybrid bike for transportation approximately 4–5 days per week.</i>
Consent to take notes given?	<i>Yes</i>
Consent to follow up later?	<i>Yes</i>

Opening

Suggested script: I'm a student doing research about how cyclists set up and adjust their bikes. I'm not selling anything or pitching a product. I just want to understand your experiences with bike fit, comfort, and bike adjustments. Is it okay if I take a few notes?

Body: Problem Exploration

57. Can you walk me through how you currently set up your bike to fit your body?
58. Tell me about the last time you changed your saddle, handlebars, or cleat position. What made you change it?
59. Tell me about the last time you experienced discomfort or pain while riding.
60. What did you do to figure out what was causing that discomfort?
61. When was the previous time something similar happened?
62. When you need help with your bike position or fit, what do you currently do?
63. What's the most difficult part about getting your bike position comfortable and keeping it that way?

1. *Adjusted saddle height when purchasing the bike and has rarely changed it since.*
2. *Last adjusted the saddle several months ago after noticing knee discomfort.*
3. *Sometimes experiences wrist discomfort and saddle pressure during longer rides.*
4. *Changed riding position and adjusted saddle angle slightly.*
5. *Wrist discomfort happens occasionally but usually isn't severe.*
6. *Makes simple adjustments personally or asks the bike shop during maintenance.*
7. *Doesn't know what position is technically correct, but mainly cares whether the bike feels comfortable.*

Follow-Up Probes

1.1 *How did you decide on that position?*

1.2 *Did anyone help you set it up?*

1.3 *How long have you been using that setup?*

2.1 *What exactly did you adjust?*

2.2 *How did you know how much to change it?*

2.3 *Did you get the result you wanted?*

3.1-3.5 *Where did you feel the discomfort? When during the ride did you notice it? How long had you been riding when it started? Did you continue riding? Has this happened more than once?*

4.1-4.4 *What did you try first? Where did you look for information? How long did it take you to figure out what to change? Did anything you tried make the problem better or worse?*

5.1-5.3 *What happened that time? Was it the same type of discomfort? What did you do Differently?*

6.1-6.5 *What tools, people, websites, videos, or services do you use? Have you ever asked a bike shop or another cyclist for help? Have you ever had a professional bike fitting? If so, what was that experience like? If not, what has stopped you from getting one?*

7.1–7.4 What makes that part difficult? How much time do you normally spend trying to get it right? How often do you have to readjust something? What happens when you can't get the position right?

1.1–1.3 Uses feel rather than measurements.

2.1–2.3 Adjusted saddle height slightly. Didn't measure the change.

3.1–3.5 Discomfort is minor and generally occurs after longer-than-normal rides.

4.1–4.4 Makes small adjustments until the bike feels better.

5.1–5.3 Problems are occasional rather than constant.

6.1–6.5 Relies on bike shop employees for anything he cannot fix.

7.1–7.4 Correct positioning is not a major concern unless discomfort appears.

Closing

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time.

Post-Interview Synthesis (complete within 24 hours)

Exact quote(s) captured, word for word:

"I mostly care that it's comfortable enough to get where I'm going."

Did this conversation reveal a specific, repeatable problem? (**Yes** / No)

One-sentence takeaway:

Correct bike positioning has relatively low importance for this commuter because rides are short and minor discomfort does not significantly interfere with bike use.

Saul: [AI Bike Fit \[10/12\]](#) - AI & Fitness

Interview Information

Interviewer(s)	<i>Ryan Contreras</i>		
Date	<i>09-10-2026</i>	Time	<i>2:30 PM</i>
Location	<i>Phone call</i>		
Phase (1 or 2)	<i>2</i>	Idea or problem area	<i>AI & Fitness</i>

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	<i>Has trained for triathlons for approximately 3 years and frequently rides 40+ miles.</i>
How they were reached	<i>Friend of a friend</i>
Relevant experience with the problem area	<i>Has trained for triathlons for approximately 3 years and frequently rides 40+ miles.</i>
Consent to take notes given?	<i>Yes</i>
Consent to follow up later?	<i>Yes</i>

Opening

Suggested script: I'm a student doing research about how cyclists set up and adjust their bikes. I'm not selling anything or pitching a product. I just want to understand your experiences with bike fit, comfort, and bike adjustments. Is it okay if I take a few notes?

Body: Problem Exploration

- 64.** Can you walk me through how you currently set up your bike to fit your body?
- 65.** Tell me about the last time you changed your saddle, handlebars, or cleat position. What made you change it?
- 66.** Tell me about the last time you experienced discomfort or pain while riding.
- 67.** What did you do to figure out what was causing that discomfort?
- 68.** When was the previous time something similar happened?
- 69.** When you need help with your bike position or fit, what do you currently do?
- 70.** What's the most difficult part about getting your bike position comfortable and keeping it that way?

1. *Uses measurements from a previous bike fit and pays close attention to saddle and aero-bar position.*
2. *Recently adjusted aero bars because shoulders and neck became uncomfortable during longer training sessions.*
3. *Neck and shoulder discomfort occurs when maintaining the aero position for extended periods.*
4. *Recorded videos of riding on an indoor trainer and compared the position with fitting recommendations.*
5. *Has experienced similar discomfort several times during long sessions.*
6. *Uses previous fitting measurements, videos, training partners, and online information.*
7. *Small adjustments affect both comfort and aerodynamic position, so it is difficult to balance the two.*

Follow-Up Probes

1.1 *How did you decide on that position?*

1.2 *Did anyone help you set it up?*

1.3 *How long have you been using that setup?*

2.1 *What exactly did you adjust?*

2.2 *How did you know how much to change it?*

2.3 *Did you get the result you wanted?*

3.1-3.5 *Where did you feel the discomfort? When during the ride did you notice it? How long had you been riding when it started? Did you continue riding? Has this happened more than once?*

4.1-4.4 *What did you try first? Where did you look for information? How long did it take you to figure out what to change? Did anything you tried make the problem better or worse?*

5.1-5.3 *What happened that time? Was it the same type of discomfort? What did you do Differently?*

6.1–6.5 What tools, people, websites, videos, or services do you use? Have you ever asked a bike shop or another cyclist for help? Have you ever had a professional bike fitting? If so, what was that experience like? If not, what has stopped you from getting one?

7.1–7.4 What makes that part difficult? How much time do you normally spend trying to get it right? How often do you have to readjust something? What happens when you can't get the position right?

1.1–1.3 Uses measurements and video. Reviews position when training volume increases or discomfort occurs.

2.1–2.3 Raised aero bars slightly. Comfort improved, but he worried about reducing aerodynamic efficiency.

3.1–3.5 Neck and shoulder discomfort appears after extended time in aero position.

4.1–4.4 Uses phone recordings from the side. Comparing body angles manually is difficult.

5.1–5.3 Recurs primarily during longer sessions.

6.1–6.5 Has received professional fitting before but still makes adjustments as training and equipment change.

7.1–7.4 Determining whether an adjustment improves comfort without sacrificing performance.

Closing

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time.

Post-Interview Synthesis (complete within 24 hours)

Exact quote(s) captured, word for word:

"A tiny change can make me more comfortable, but then I wonder what I'm giving up in the aero position."

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

Performance-oriented cyclists may need frequent fine adjustments and have difficulty balancing comfort with efficiency even after professional fitting.

Saul: **AI Bike Fit [11/12]** - AI & Fitness

Interview Information

Interviewer(s)	<i>Miguel Santillanes</i>		
Date	<i>09-10-2026</i>	Time	<i>2:40 PM</i>
Location	<i>Phone call</i>		
Phase (1 or 2)	<i>2</i>	Idea or problem area	<i>AI & Fitness</i>

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	<i>Cyclist</i>
How they were reached	<i>Friend</i>
Relevant experience with the problem area	<i>Has ridden road and hybrid bikes for approximately 3 years but has limited knowledge of bike maintenance and fitting.</i>
Consent to take notes given?	<i>Yes</i>
Consent to follow up later?	<i>Yes</i>

Opening

Suggested script: I'm a student doing research about how cyclists set up and adjust their bikes. I'm not selling anything or pitching a product. I just want to understand your experiences with bike fit, comfort, and bike adjustments. Is it okay if I take a few notes?

Body: Problem Exploration

71. Can you walk me through how you currently set up your bike to fit your body?
72. Tell me about the last time you changed your saddle, handlebars, or cleat position. What made you change it?
73. Tell me about the last time you experienced discomfort or pain while riding.
74. What did you do to figure out what was causing that discomfort?
75. When was the previous time something similar happened?
76. When you need help with your bike position or fit, what do you currently do?
77. What's the most difficult part about getting your bike position comfortable and keeping it that way?

- 1. Had the bike shop adjust the bike when purchased and usually avoids changing the position himself.*
- 2. Last adjustment was performed by a bike shop employee after he complained about wrist discomfort.*
- 3. Wrist and shoulder discomfort occurred during rides longer than about an hour.*
- 4. Took the bike to the shop and explained the problem.*
- 5. Had experienced the issue on several rides before asking for help.*
- 6. Relies primarily on the bike shop rather than adjusting things himself.*
- 7. Doesn't feel confident changing the bike because he worries about making the position worse.*

Follow-Up Probes

1.1 How did you decide on that position?

1.2 Did anyone help you set it up?

1.3 How long have you been using that setup?

2.1 What exactly did you adjust?

2.2 How did you know how much to change it?

2.3 Did you get the result you wanted?

3.1-3.5 Where did you feel the discomfort? When during the ride did you notice it? How long had you been riding when it started? Did you continue riding? Has this happened more than once?

4.1-4.4 What did you try first? Where did you look for information? How long did it take you to figure out what to change? Did anything you tried make the problem better or worse?

5.1-5.3 What happened that time? Was it the same type of discomfort? What did you do Differently?

6.1–6.5 What tools, people, websites, videos, or services do you use? Have you ever asked a bike shop or another cyclist for help? Have you ever had a professional bike fitting? If so, what was that experience like? If not, what has stopped you from getting one?

7.1–7.4 What makes that part difficult? How much time do you normally spend trying to get it right? How often do you have to readjust something? What happens when you can't get the position right?

1.1–1.3 Bike shop handles most setup. Rarely checks measurements himself.

2.1–2.3 Shop adjusted handlebar position. It improved the discomfort.

3.1–3.5 Discomfort appeared repeatedly during longer rides.

4.1–4.4 Waited until several uncomfortable rides before visiting the shop.

5.1–5.3 Tried changing hand position while riding before getting help.

6.1–6.5 Prefers asking someone knowledgeable rather than using online tutorials.

7.1–7.4 Lack of confidence is the biggest obstacle to making adjustments personally.

Closing

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time.

Post-Interview Synthesis (complete within 24 hours)

Exact quote(s) captured, word for word:

"I don't want to start moving things around and accidentally make the bike worse."

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

Some cyclists avoid self-adjustment entirely because they lack confidence and rely on bike shops even for relatively small positioning changes.

Saul: **AI Bike Fit [12/12]** - AI & Fitness

Interview Information

Interviewer(s)	<i>Isaac Moreno</i>		
Date	<i>09-10-2026</i>	Time	<i>12:45 PM</i>
Location	<i>Phone call</i>		
Phase (1 or 2)	<i>2</i>	Idea or problem area	<i>AI & Fitness</i>

Subject Information

Use a role or descriptor only. Do not record the subject's full name anywhere on this sheet.

Role or descriptor	<i>Cyclist</i>
How they were reached	<i>Friend</i>
Relevant experience with the problem area	<i>Has trained for triathlons for approximately 3 years and frequently rides 40+ miles.</i>
Consent to take notes given?	<i>Yes</i>
Consent to follow up later?	<i>Yes</i>

Opening

Suggested script: I'm a student doing research about how cyclists set up and adjust their bikes. I'm not selling anything or pitching a product. I just want to understand your experiences with bike fit, comfort, and bike adjustments. Is it okay if I take a few notes?

Body: Problem Exploration

78. Can you walk me through how you currently set up your bike to fit your body?
79. Tell me about the last time you changed your saddle, handlebars, or cleat position. What made you change it?
80. Tell me about the last time you experienced discomfort or pain while riding.
81. What did you do to figure out what was causing that discomfort?
82. When was the previous time something similar happened?
83. When you need help with your bike position or fit, what do you currently do?
84. What's the most difficult part about getting your bike position comfortable and keeping it that way?

- 1. Uses detailed measurements from professional fittings and keeps records for saddle height, setback, reach, and cleat position.*
- 2. Recently changed cleat position after replacing cycling shoes.*
- 3. Occasionally experiences knee discomfort when training volume increases.*
- 4. Reviews training load first and then checks whether cleats or saddle have moved.*
- 5. Has experienced similar problems at different points during heavy training.*
- 6. Uses a professional fitter for major changes but handles minor adjustments personally.*
- 7. Distinguishing between discomfort caused by bike fit and discomfort caused by training load or fatigue.*

Follow-Up Probes

1.1 *How did you decide on that position?*

1.2 *Did anyone help you set it up?*

1.3 *How long have you been using that setup?*

2.1 *What exactly did you adjust?*

2.2 *How did you know how much to change it?*

2.3 *Did you get the result you wanted?*

3.1–3.5 *Where did you feel the discomfort? When during the ride did you notice it? How long had you been riding when it started? Did you continue riding? Has this happened more than once?*

4.1–4.4 *What did you try first? Where did you look for information? How long did it take you to figure out what to change? Did anything you tried make the problem better or worse?*

5.1–5.3 *What happened that time? Was it the same type of discomfort? What did you do Differently?*

6.1–6.5 *What tools, people, websites, videos, or services do you use? Have you ever asked a bike shop or another cyclist for help? Have you ever had a professional bike fitting? If so, what was that experience like? If not, what has stopped you from getting one?*

7.1–7.4 What makes that part difficult? How much time do you normally spend trying to get it right? How often do you have to readjust something? What happens when you can't get the position right?

1.1–1.3 Uses measurements from previous professional fittings and records changes.

2.1–2.3 Measured cleat position before replacing shoes but still needed several small adjustments.

3.1–3.5 Knee discomfort is usually mild and associated with high training volume.

4.1–4.4 Checks equipment and position but does not immediately assume bike fit is the cause.

5.1–5.3 Similar problems have happened several times but have had different causes.

6.1–6.5 Professional fitting is accessible to him and considered part of the cost of competitive cycling.

7.1–7.4 Diagnosing the source of discomfort is more difficult than making the physical adjustment.

Closing

Referral name(s) or contact(s):

N/A

☐ Thanked them for their time.

Post-Interview Synthesis (complete within 24 hours)

Exact quote(s) captured, word for word:

"Not every pain means the fit is wrong. Sometimes I'm just tired or I've increased training too quickly."

Did this conversation reveal a specific, repeatable problem? (Yes / No)

One-sentence takeaway:

Advanced cyclists may already have access to professional fitting and detailed measurements, but still struggle to determine whether discomfort is caused by bike position, equipment changes, or training load.

