wobly

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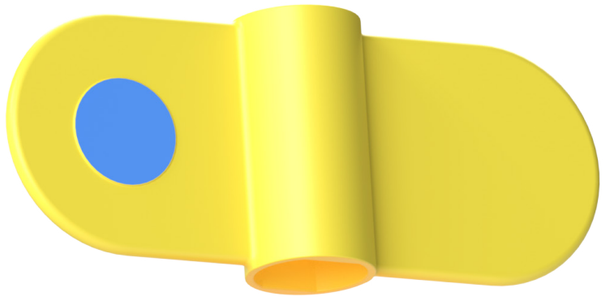
This is Wobly, it's a bollard that has the ability to carry a range of playful and useful modules. It's goal is to make the commute to work or grocery run a little bit more exciting while helping users feel safe and welcome on the road.

The brightly coloured, interactive modules aim to motivate beginner cyclists who might feel unsafe on the road, such as children, to get around by bike. The idea is that the presence of children using the road will result in slower vehicle speeds and safer streets for everyone. By introducing a new generation to active modes of transport, we can change travel habits and shift towads a future with less congestion and a happier, healthier population.

There are perks for experienced cyclists too. Modules can assist with balancing at a red light and provide lighting in darker areas. Other modules benefit the city council by counting and displaying the number of cycleway users and promoting upcoming events.

The safety of all road users is a huge priority. Wobly is tall enough to be seen by drivers and reflective decals assist with visibilty at night. It is also a lightweight design that will give in a collision. This reduces harm to people and minimises damage to bike and vehicles. In more significant collisions, a plastic pin in the base of Wobly is the first to go and makes reinstallation easy. When the base is the only part still attatched to the road, its shallow profile reduces accidents if a cyclist rides over it.

Deploying Wobly is fast and efficient process. It is fixed to the road using familiar methods that installers are already used to, and the modules have been designed to be intuitively placed and secured without the need for additional processes and tools.



A passing rider can interact with this module by spinning it with their hand.

Directions to popular locations around the city are provided on this one.

This module is shaped like a lamp shade because it provides light at night.

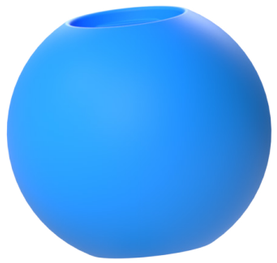
Events can be promoted and help generate revenue for the city council.

This module counts users as they pass by and displays the number on a screen. This module could be relocated to other locations to collect data for the city council.

Like other modules that use electricity, this would contain a battery that charges by a solar panel on the outside of the module.

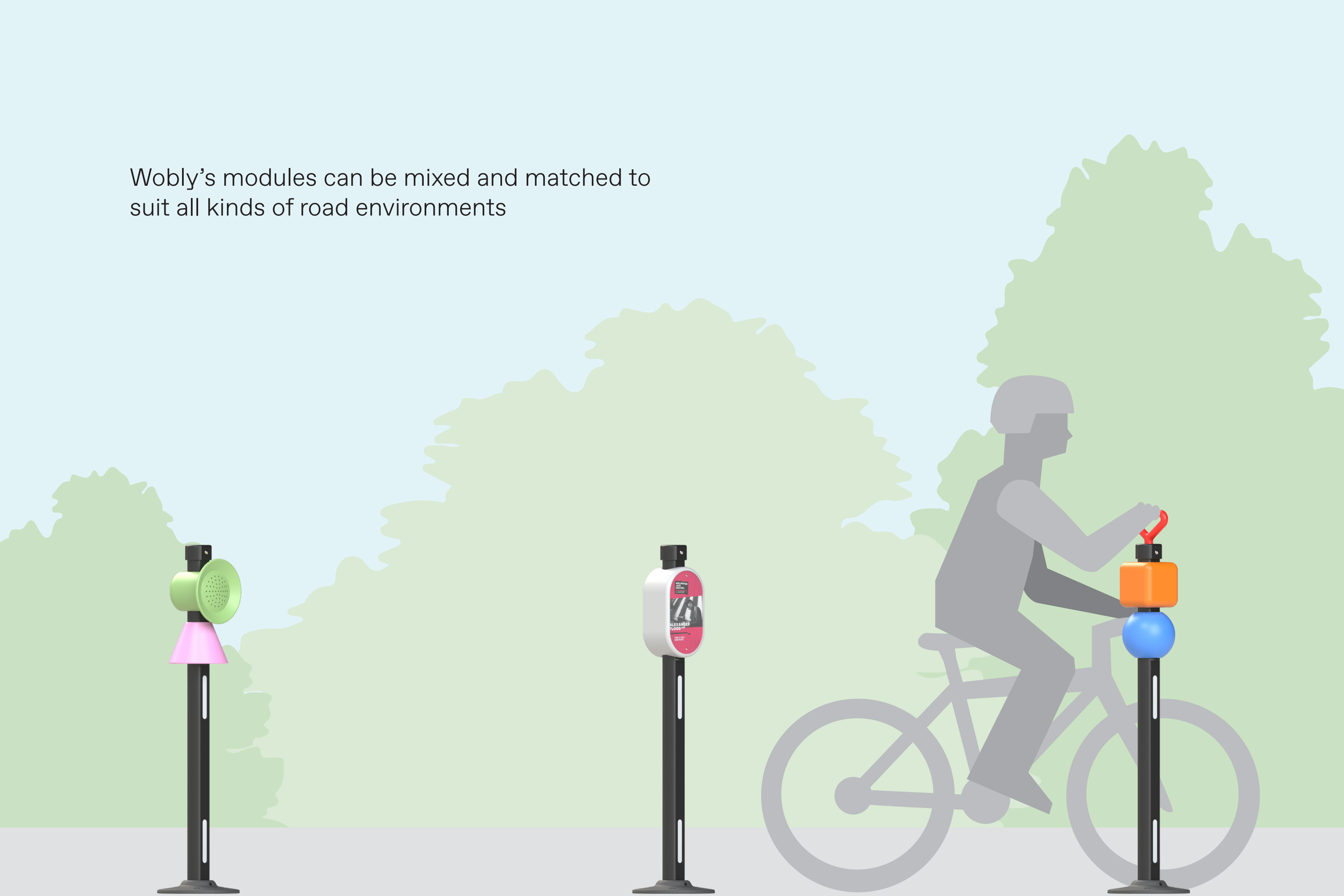
This handle would be placed on Wobly bollards at intersections. Cyclists could use it to balance while waiting at red lights.

This is a speaker that makes a wooshing sound as a rider passes by. It could make other sounds too!



It’s a ball! Different colours could represent different routes around the city.

Wobly’s modules can be mixed and matched to suit all kinds of road environments



The modules can easily be rearranged as the road changes or for special events such as a scavenger hunt.

Wobly is installed like most plastic bollards. This allows for a fast and familiar installation method.

The base is fastened to the road surface with four asphalt anchors.

The bollard is then inserted into the base and secured with a plastic pin.

Two modules are threaded onto the top of the bollard.

The first module sits on a lip and the second one sits on top of the first.

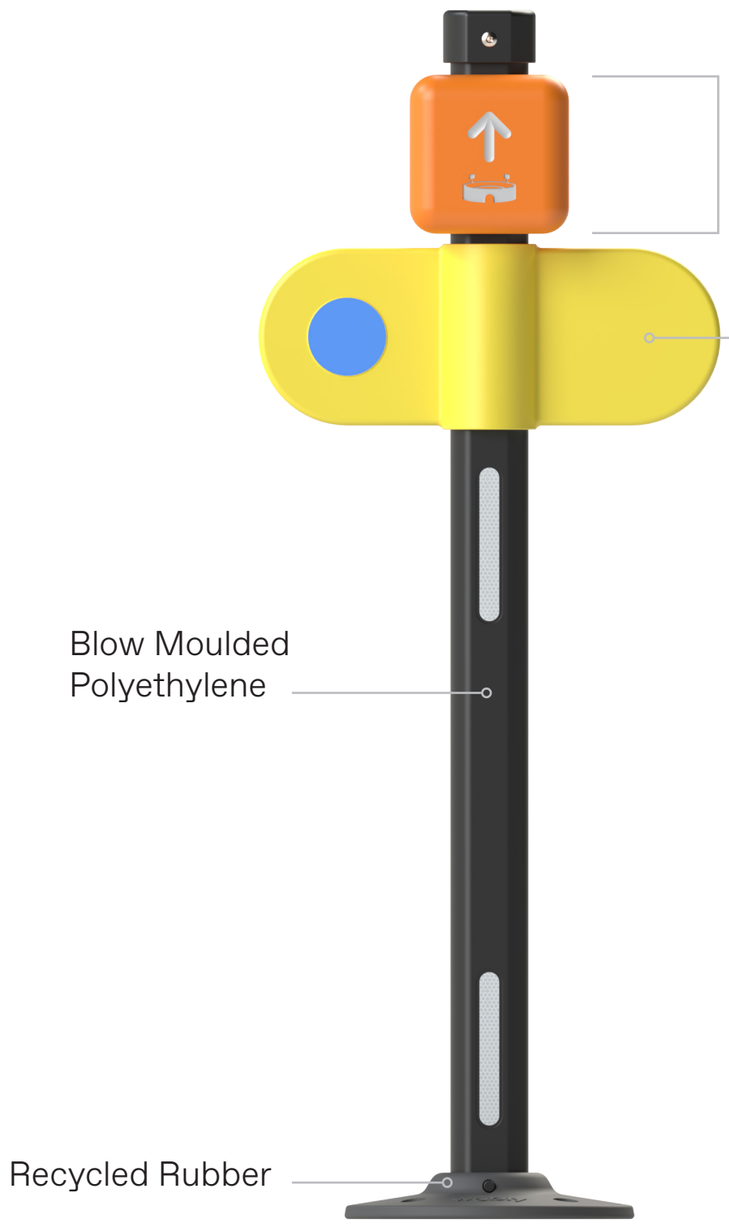
The modules are then secured with a cap that is locked into place with two security screws.

That’s it!

In the inevetable event that Wobly is struck with significant force, the plastic pin easily shears in an attempt to preserve the bollard.

If the bollard does break, it can be reclaimed and recycled into a new one!


⌀ 65mm
900mm
Reflective
Decal
⌀ 200mm


140mm
Rotationally Moulded
Polyethylene
Blow Moulded
Polyethylene
Recycled Rubber