

i.e
Car seen
as a
luxury

Coffee clubs
Dress code
expectations

Social network
sharing.

Walking
groups

Peer
Pressure

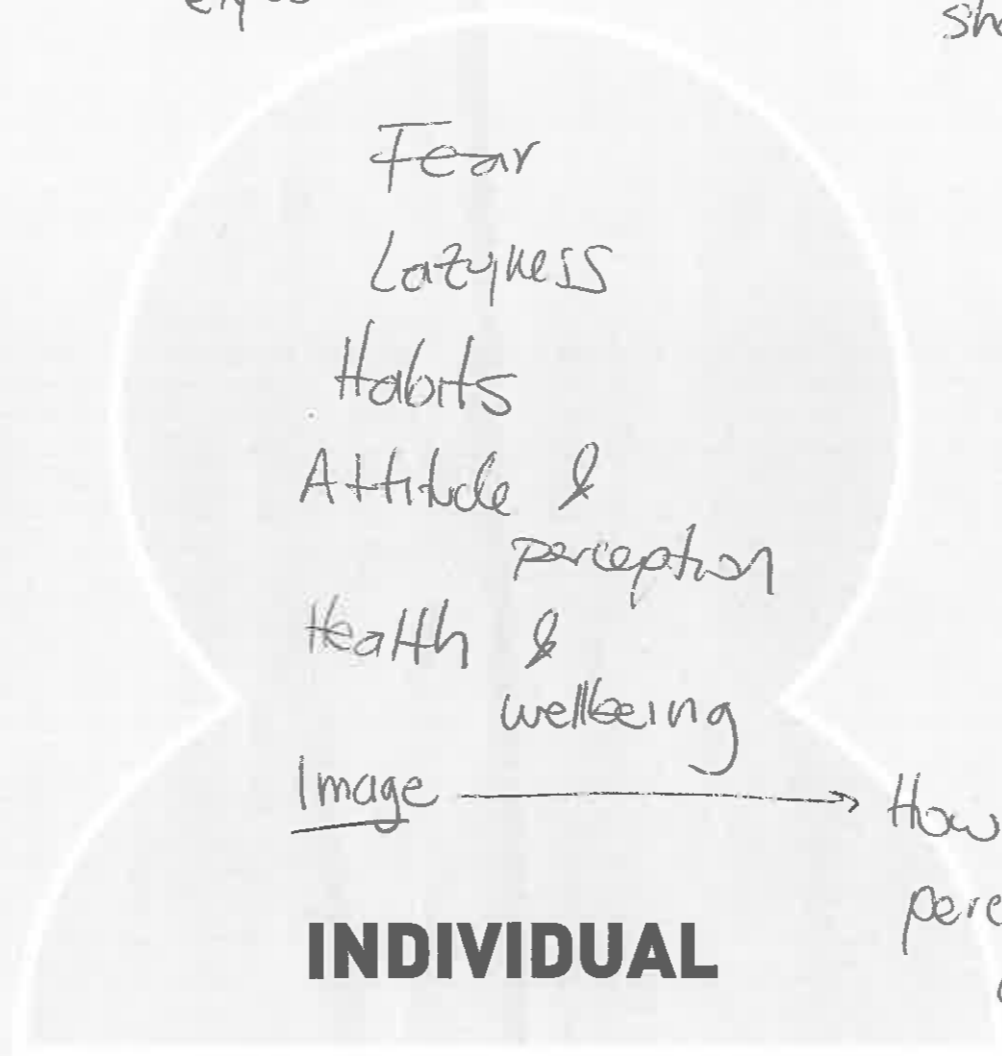
Area
Safety
Appearance
↑

Distance

Infrastructure - Pathways

Gear - jackets &
clothing

Weather. → seasonal
aspects



INDIVIDUAL

Peer
Learning
(i.e walking
leaders,
senior managers,
etc)
How am I
perceived by
others?

Showering
facilities

SOCIAL

flapping

MATERIAL