

**Project Design Phase-I**  
**Proposed Solution Template**

Date	24-09-2022
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Project Name	A new hint to transportation analysis of the NYC bike share system

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

**S.NO      Parameter Description**

1	<p><b>Problem Statement (Problem to be solved)</b></p> <p>1. Bike share programs have risen in popularity in recent years and have been promoted as a lower carbon alternative to other forms of transit.</p> <p>2. The premise of bicycle sharing is that it is a short-term bike rental system, based on varying timed memberships</p> <p>3. The trips would not have been made otherwise or are substituting walking and private bicycle trips</p>
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2	<p><b>Idea / Solution description</b></p> <ol style="list-style-type: none"> <li>1. The planning process for the Citi Bike program established an open door policy, encouraging input early and often from the citizens of New York City.</li> <li>2. Low-income people are less likely than middle- and upper-income people to have a credit card.</li> <li>3. Sites should ensure maximum visibility and access.</li> <li>4. Sites must not impede the use of any existing facilities, such as bus stops or fire hydrants.</li> </ol>
3	<p><b>Novelty / Uniqueness</b></p> <ol style="list-style-type: none"> <li>1. Transport flexibility</li> <li>2. Reductions to vehicle emissions</li> <li>3. Health benefits</li> <li>4. Reduced congestion and fuel consumption</li> <li>5. Financial savings for individuals.</li> </ol>

4	<p><b>Social Impact / Customer Satisfaction</b></p> <ol style="list-style-type: none"> <li>1. Transportation</li> <li>2. Recreation of cycling</li> <li>3. Enjoyable sport</li> <li>4. Low cost</li> </ol>
5	<p><b>Business Model (Revenue Model)</b></p> <ol style="list-style-type: none"> <li>1. Zero deaths since it launched.</li> <li>2. Lack of public subsidies</li> <li>3. Battery-powered bikes</li> <li>4. The model is trained using open</li> </ol>
6	<p><b>Scalability of the Solution</b></p> <ol style="list-style-type: none"> <li>1. Improved customer engagement</li> <li>2. Reduce customer acquisition cost</li> <li>3. Economical development</li> <li>4. Immediate response for customer queries</li> </ol>

