

## **Group 10 - Tutorial 7**

### **Group Members:**

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- Trieu Huynh Ba Nguyen
- Nazmul Khan
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### **Your choice of project topic (the design challenge you are going to undertake):**

- Improving the Mankeli Bike Service by extending it with new features.

### **List the research you have done so far (e.g. desk research, first observations or interview...):**

- Exploration of Mankeli statistics.
- Personal Observations from using the service.
- Observations and considerations from previous assignments.

### **List the initial insights of the first research you have done:**

- There is consistent demand even during the colder (winter) months.
- Highest demand is observed in the summer.
- There is significant usage from the city center to outer city locations.
- Most trips cover a distance of 2-4 km.
- The height of the bikes should be more adjustable to accommodate riders of different sizes.
- A phone holder would be useful for better navigation and directions.
- There is traffic to the city center and the Lahti campus in the morning, and in the evening, bike traffic returns to the suburban areas.
- For mobility services, the only competitors in the city are Tier scooters and Lahti public transportation, both of which are more expensive than Mankeli Bike Service.
- A very small portion of trips last longer than 30 minutes, because after 30 minutes, payment begins for the lease.