

Lahti city bikes Mankeli



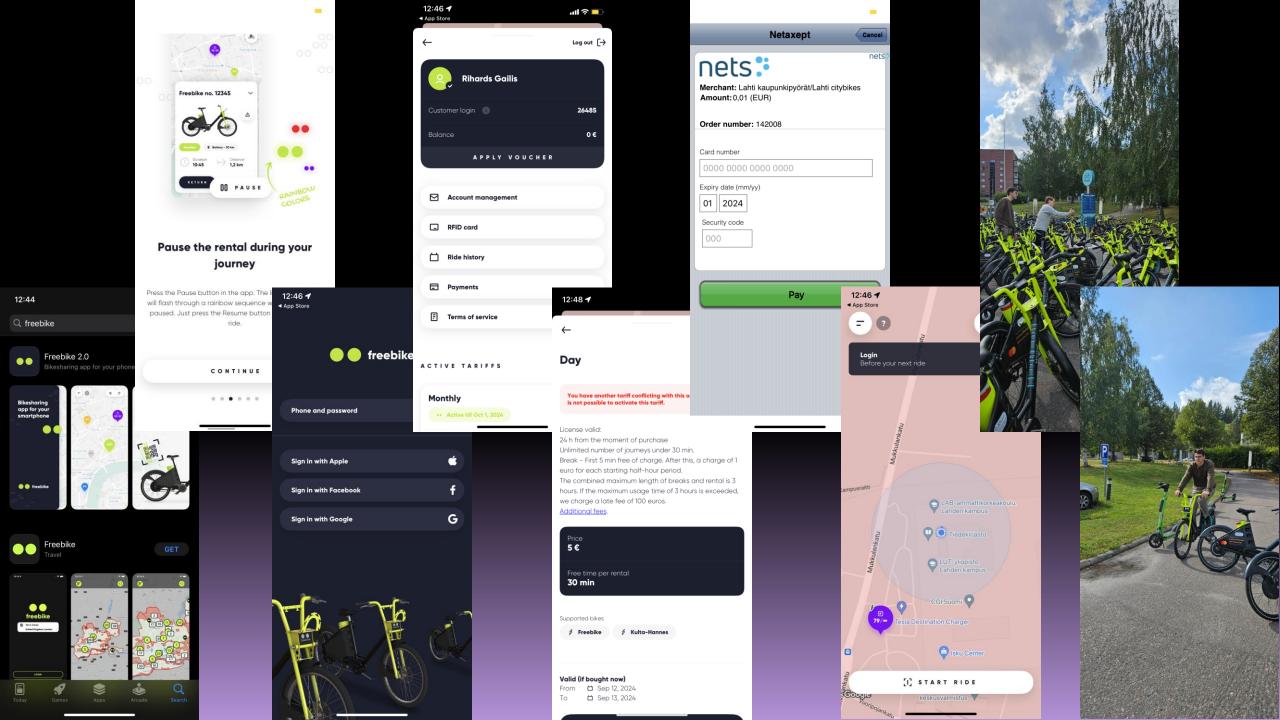
GROUP 10

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INFORMATION ABOUT THE SERVICE

- Freebike value proposition: Green and flexible mobility within the urban core of Lahti. The service met our expectation within the context of the service safari scenario. The bikes provide a cheap, convenient, and sustainable mode of transport to all major areas of the city center and some surrounding areas.
- Phone number, Facebook, Google, and Apple could be used to create an account quickly and easily. Payment, however, needs to be done by manually entering the card number and verifying it with the bank.
- Freebike offers the platform, users provide demand and feedback, Lahti supports infrastructure and regulation, banks enable payments, local businesses sponsor and benefit from traffic, and the manufacturer ensures quality bikes.

The goods	The bads
Easy registration	• Confusing timing system (30
Smooth and nice-looking app	min? 3 hours?)
Nice introduction and instructions to the service	 Confusing version in App Store (iOS only)
Clear location of station and number of available bikes	 No fast payment option in- app
Screen showing the speed and distance to nearest station	 No explanation between freebike and ebike
Tap-to-go	 Sometimes the app drops out of connection
Easy activation of the bike	 Sometimes 3 times of
Easy to ride thanks to the motor	continuous braking do not return the bike
 Mostly convenient location of stations 	 The bikes themselves are quite heavy, some are broken