Figure 1: Service Advertisement for the New Extended Community Feature Within the Freebike App

A student launches the Freebike app on their smartphone to unlock an e-bike for their daily commute.

While browsing the Freebike app, the student notices a announcement: a new feature to add friends and share rides.

The student rides the e-bike through the city

After completing their ride, the student receives a detailed summary on the app. It highlights key stats like distance, time, and CO_2 savings, along with a visual map of the route taken.

Following the ride summary, the student is prompted with options to share their experience with friends. The app invites them to add photos, craft a brief description, and personalize their journey before sharing it. This feature encourages social interaction by turning their ride into a shared story with other students.

After sharing their own ride, the student gains access to a feed of recent rides from other students. Through this feature, they explore shared experiences, viewing photos, descriptions, and comments. This interaction fosters a vibrant sense of community within the app, as students connect and exchange insights about their journeys across the city.

Figure 2: Storyboard Prototype for Using the New Community Feature Within the Freebike App With AI-Generated Pictures
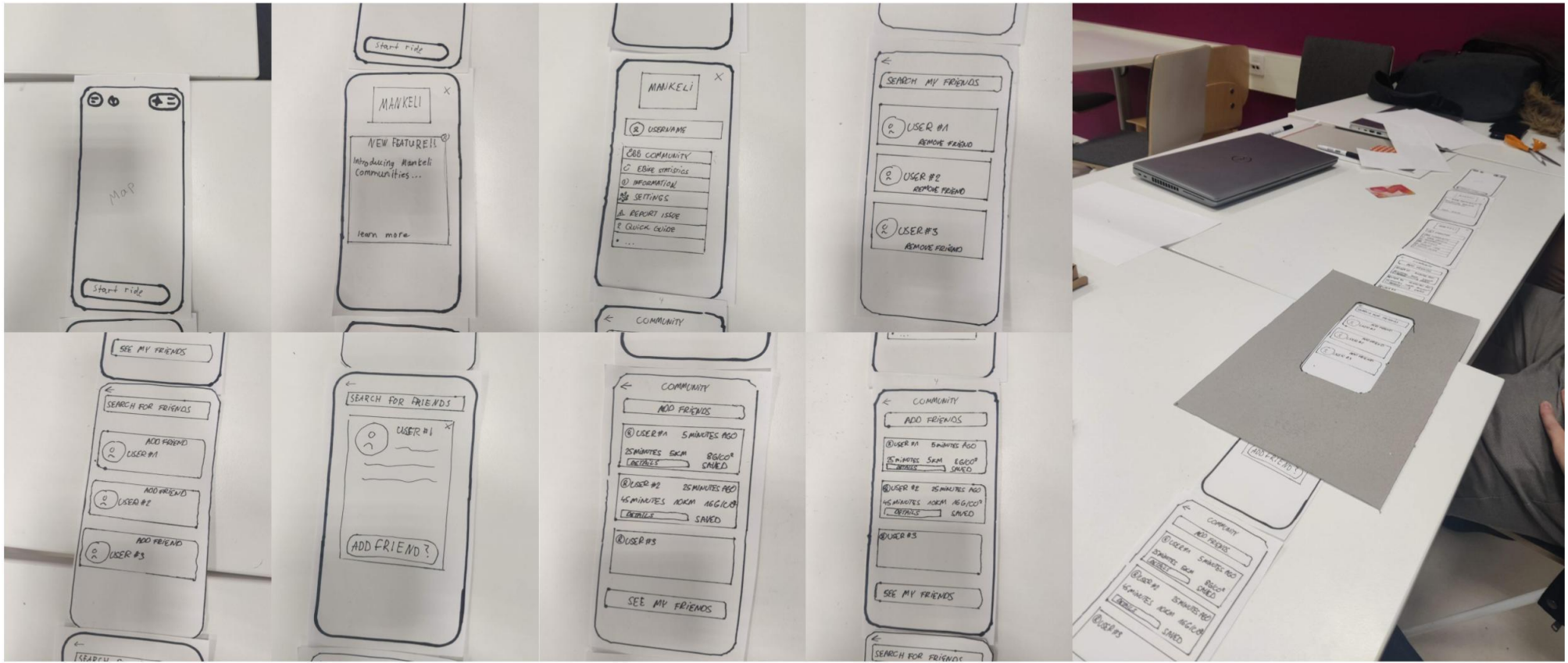
Figure 3: Touchpoint Prototype for Using the New Community Feature Within the Freebike App, Presented as a Stop-Motion Animation for Each Step Within the App
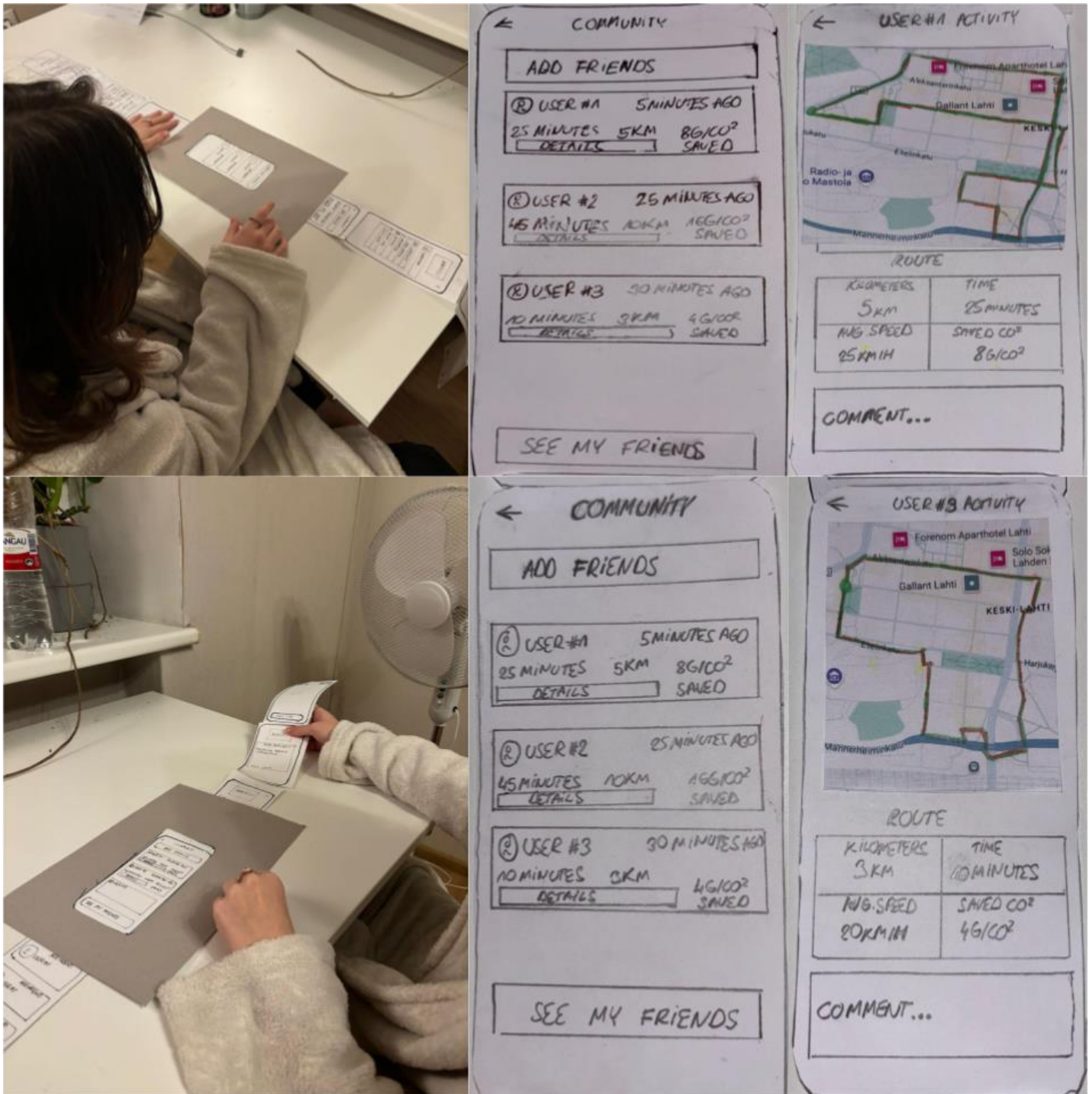
Figure 4: Contextual Prototype and Created Updates After User Input