

Tutorial 11

As with the other tutorials for our group, which were completed digitally, this tutorial is also conducted digitally. Therefore, each of the sections below represents either one picture or the set tasks required for completing the tutorial.

Insights:

1. The Mankeli service requires collaboration from many actors.
 2. The Mankeli bikes can be opened, started, and stopped in various ways.
 3. The payment system is not very modern and requires manual entry of credit card information.
 4. Sometimes the bike stations are empty.
 5. The app allows you to use the bike without the electric motor, which charges the bike in a sustainable way.
 6. The bike requires an internet connection and GPS to be started and returned.
 7. There are many payments plans for the bike, which can be confusing.
 8. The bike is used frequently by young people and students.
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How Might We (HMW):

1. How might we make the collaboration easier and simpler?
2. How might we promote the best option to the user for maximum efficiency and satisfaction?
3. How might we implement modern payment systems?
4. How might we ensure the bike stations are more evenly spaced to increase the likelihood of bikes being available?
5. How might we encourage more users to ride bikes without the electric motor?
6. How might we ensure the bike can be opened and returned even in areas with poor internet connectivity?

7. How might we educate users about the different payment options without overwhelming them?
 8. How might we leverage student feedback to improve the bike-sharing experience?
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Identify Problem/Scope - 1st Iteration:

- **Bike stations can sometimes be empty.**
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Ideation: AT-ONE Cards Touchpoints:

Phone and Email:

- Send an alarm or phone call, along with an email, to notify the user about special deals.

Interior Fittings and Facebook:

- The interior fittings have advertisements that include QR codes for users to join a Freebike Facebook community.

Video Call/Conference and Self Service:

- Users can use a video call service for fixing or self-servicing their bike.
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Ideation: Insight Combination

Insight	Touchpoint	Idea
The Mankeli bikes can be opened, started, and stopped in various ways.	Smartwatch	Allow users to unlock and control the bike with a smartwatch.
The payment system is not very modern and requires manual entry of credit card information.	Mobile Pay, Google Pay	Integrate more modern payment systems using modern payment touchpoints.
Sometimes the bike stations are empty.	Email, Smartphone, SMS	Notify users if their selected station is low on bikes.
The app allows you to use the bike without the electric motor, which charges the bike in a sustainable way.	Giveaway	Users who utilize this feature a certain number of times can enter a giveaway.
There are many payments plans for the bike, which can be confusing.	AI	Users can use an AI support system to get the most appropriate payment plan.
The bike is used frequently by young people and students.	Friends / Family	Have the ability within the mobile app to add friends or other users to create a community or group of people to share the driven minutes, kilometers, and saved CO2 amount.
The bike requires an internet connection and GPS to be started and returned.	Call Centre	Have the ability to call a dedicated phone line that can assist with starting or returning the bike in case of poor GPS or internet connection.
The Mankeli service requires collaboration from many actors.	Interactive Table / Surface	Develop an interactive table or surface platform that acts as a central hub for coordinating and managing the collaboration efforts required for the Mankeli service.

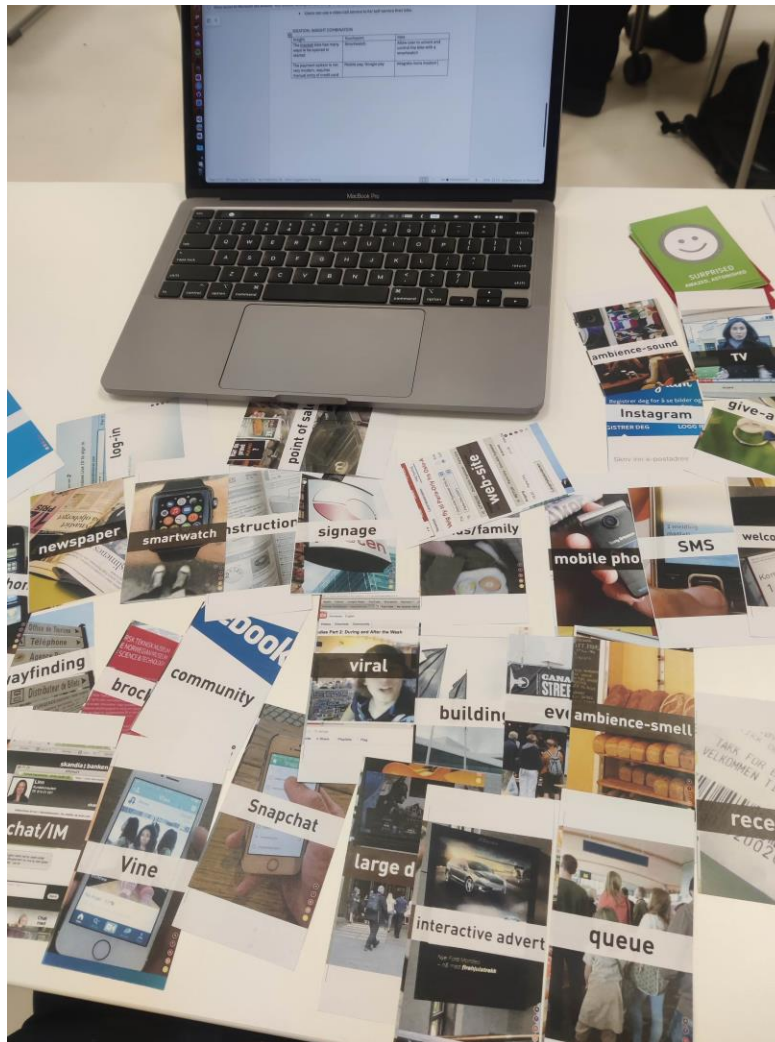


Fig. 1. Us using the touchpoint images as inspiration for the table above.

Review Problem/Scope - 2nd Iteration:

We will keep the defined problem.

Idea Selection: Cluster & Ranking

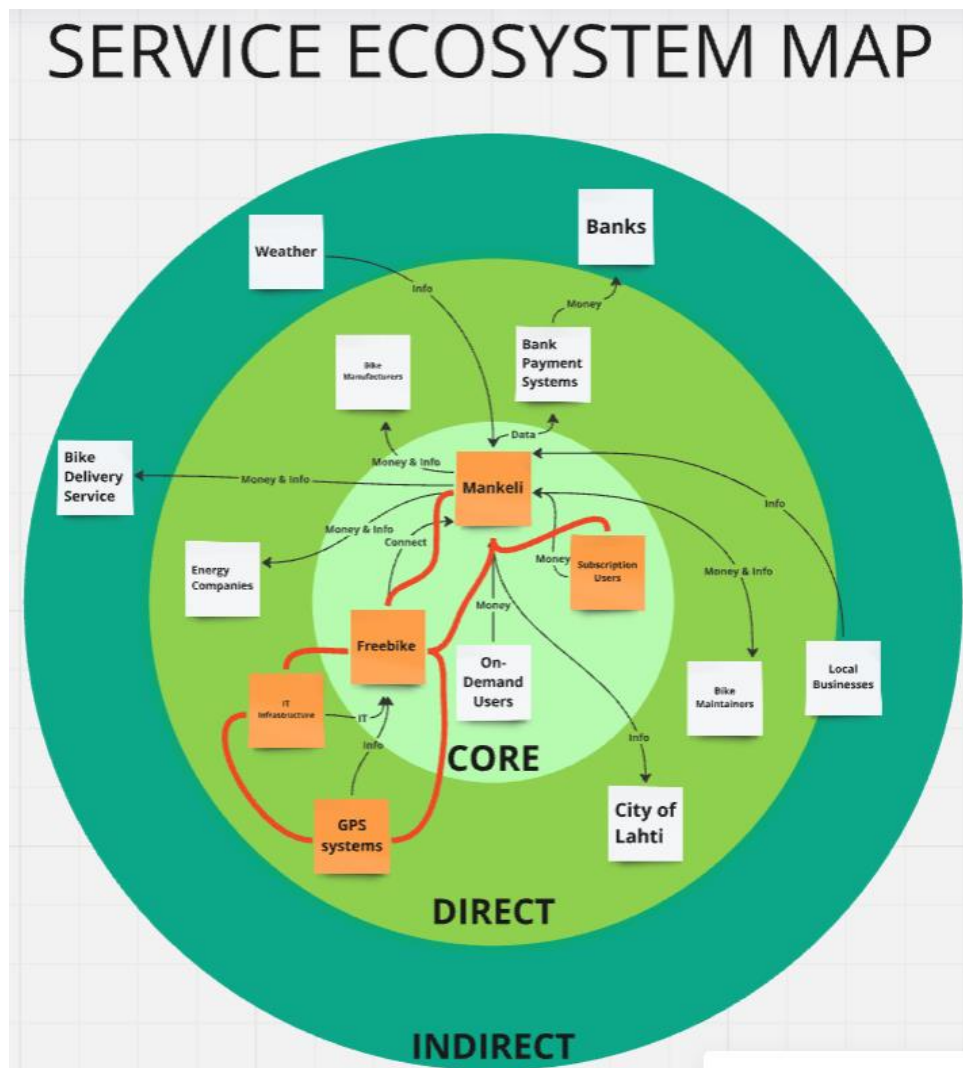
Idea	Feasibility (out of 10)	User impact (out of 10)
Allow users to unlock and control the bike with a smartwatch.	6	2
Notify users if their selected station is low on bikes.	9	9
Users who utilize this feature a certain number of times can enter a giveaway.	10	1
Users can use an AI support system to get the most appropriate payment plan.	7	3
Users can use a video call service for fixing or self-servicing their bike.	2	1
The interior fittings have advertisements that include QR codes for users to join a Freebike Facebook community.	10	5
Send an alarm or phone call, along with an email, to notify the user about special deals.	9	3
Have the ability within the mobile app to add friends or other users to create a community or group of people to share the driven minutes, kilometers, and saved CO2 amount.	10	8
Have the ability to call a dedicated phone line that can assist with starting or returning the bike in case of poor GPS or internet connection.	5	4
Develop an interactive table or surface platform that acts as a central hub for coordinating and managing the collaboration efforts	7	1

required for the Mankeli service.		
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Check Idea Against Your Mapping

Idea: Notify users if their selected station is low on bikes.

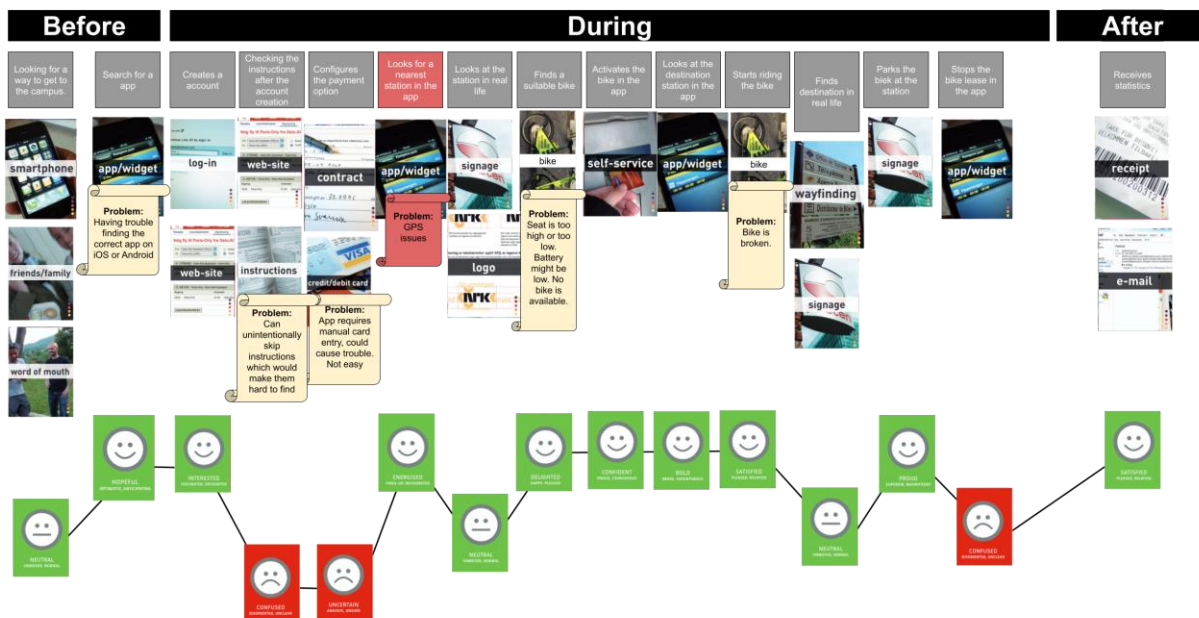
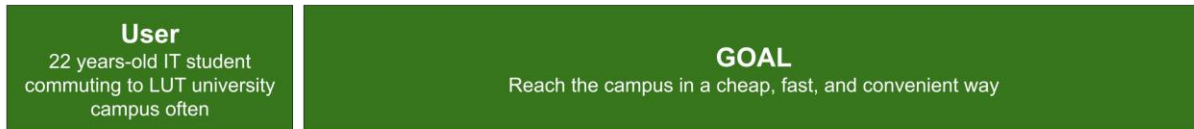
Please see the highlighted areas on the maps below.



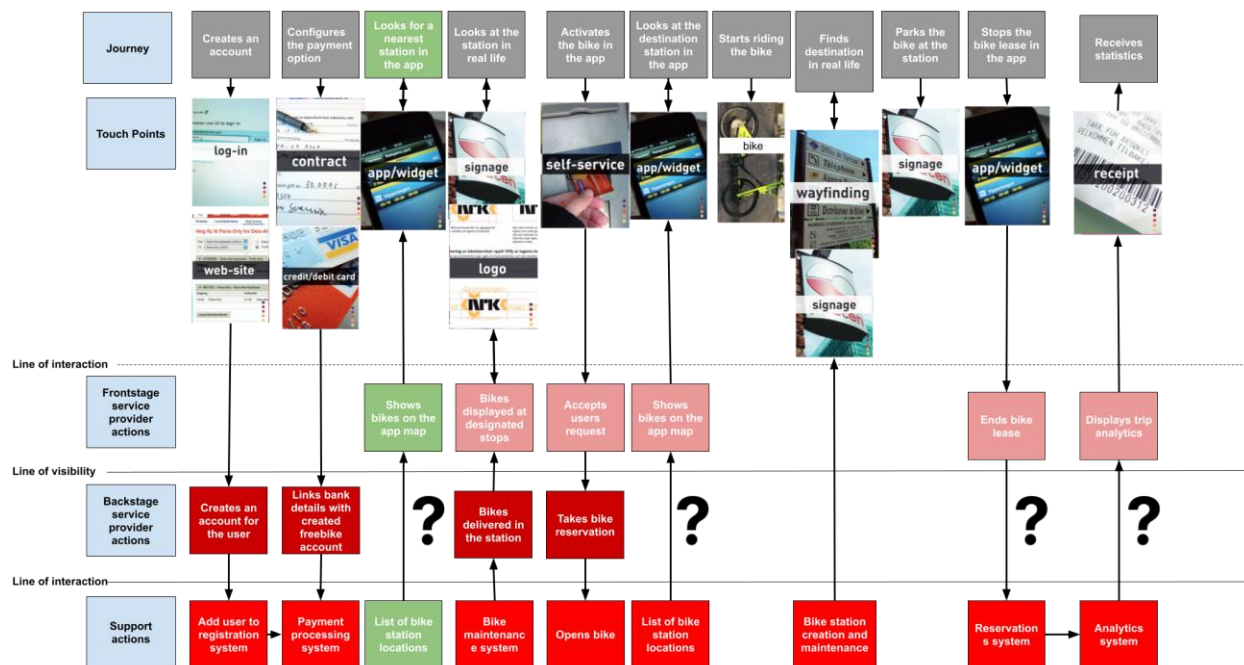
In the service ecosystem map, the affected areas are highlighted in red.



In the stakeholder map, the affected areas are highlighted in green.



In the user journey map, the affected area is colored lighter red.



In the service blueprint, the affected area is highlighted in green.
