

WebTech 2022 Project – Bicycle rentals

Customer requirement specification

Consider this document as the initial requirement specification from the customer. In case something is unclear, clarify it with the course teacher.

Feel free to change the texts as you see fit. The given sentences are just guiding the direction. If you see better ways to deliver the message, shorter ways etc – feel free to do it. But remember to keep the general direction.

The Company

Our company name is "Keep Rolling, Rolling, Rolling", KRRR for short. Bicycle rentals for modern folks.

Main values

Easy transportation during urban areas. Healthy lifestyle. Hipster lifestyle.

Main theme

Modernism (anti-conservatism), Urban, hipster. Authenticity, individuality, freedom.

Target audience for the website

Youth, hipsters. Professionals with busy lives. People who don't like cars (or enjoy rain).

Gallery

Modern people on bikes. Streets, urban environment. Modern bikes. Happy people.

Shortly about the company

Life is too short to not add kick out on pedals.

Our service makes it fast and easy to rent a bike in seconds and leave it at any place convenient to you. We clean up after you - our service-guys pick up all the bikes within 2 hours (median pickup time: 37 minutes).

The main call to action

"Choose your companion" – goes to rental product section.

Our products and services

We have 120 bikes available in Ålesund. New bikes upgraded every month according to latest trends.

20 brand new electric bikes waiting for you!

We are true to the BYOWT concept: Bring Your Own Winter Tires! Nothing brings a warm home feeling better than BYOWT!

Product list for the page

Here are the products we would like to sell on our site:

- Bike rental
 - Classy bike from 80s
 - Available in brown, green and yellow
 - Customizable seat height
 - Price: 1 NOK/min
 - * 100 NOK fee for leaving the bike at another location
- Personalization option
 - Use our non-permanent colors to paint a sketch of your own style across the bike
 - 16 different color tones available
 - Pick up at Moa bus station
 - Color holds on for 30 minutes when it is not raining
 - Price: 150 NOK
- Textile bag
 - Eco-cotton
 - Fair trade
 - Impress your friends
 - Buy today and get sunglasses for free
 - Pick up when renting a bike
 - Price: 250 NOK
- Helmet
 - Looks like a Borsalino vintage hat from outside
 - Carbon fibers inside
 - Keeps your pumpkin functional even after two hits against asphalt
 - Available on most bikes
 - Price: included in bike rental price

Testimonials

Lisa Beattle: "I like the option to personalize the bike with non-permanent colors. KRRR is just the thing I need to be both effective and modern."

Lohn Jennon: "You can just hit the pedals and be free. Imagine there's no heaven! What can be better than that?"

Serious Sam: "I don't understand the hype around personalization. I just rent a bike, pay for it with Vipps and 15min later I enjoy the company of my cactus in my cubicle. Keep it simple, folks."

Related companies

We have been featured in New York Times, CNN and MTV 3 in Finland.

Our competitors

Small bike rental options for tourist activities.

Finn.no

Example pictures





Other things we could have on the site

Here are some imaginary sections of the page which you don't need to implement, but which could be included in the sitemap:

- Bikes
- Eco-friendly rubber
- Our clothing brands
- Contacts
- Investor relations