



THE CUSTOMER PREFERENCES OF DIVVY

How does casual riders and annual
members use Cyclistic bikes differently?

AGENDA



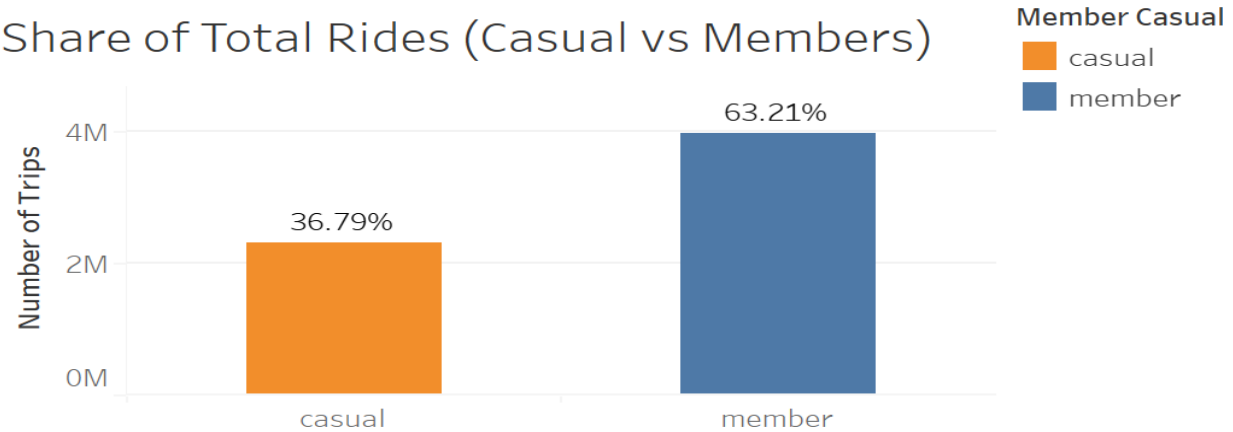
- Rides data overview
- Rides by Hours/Days/Months
- Rides by Duration
- Ride preferences
- Current Plans
- Recommendation (Promotion)
- Recommendation (User engagement and feedback)
- Recommendations (pricing and Communication)
- Recommendation (bike Type Positioning)

Recommended to promote major campaigns from May to October to take advantage of good weather.

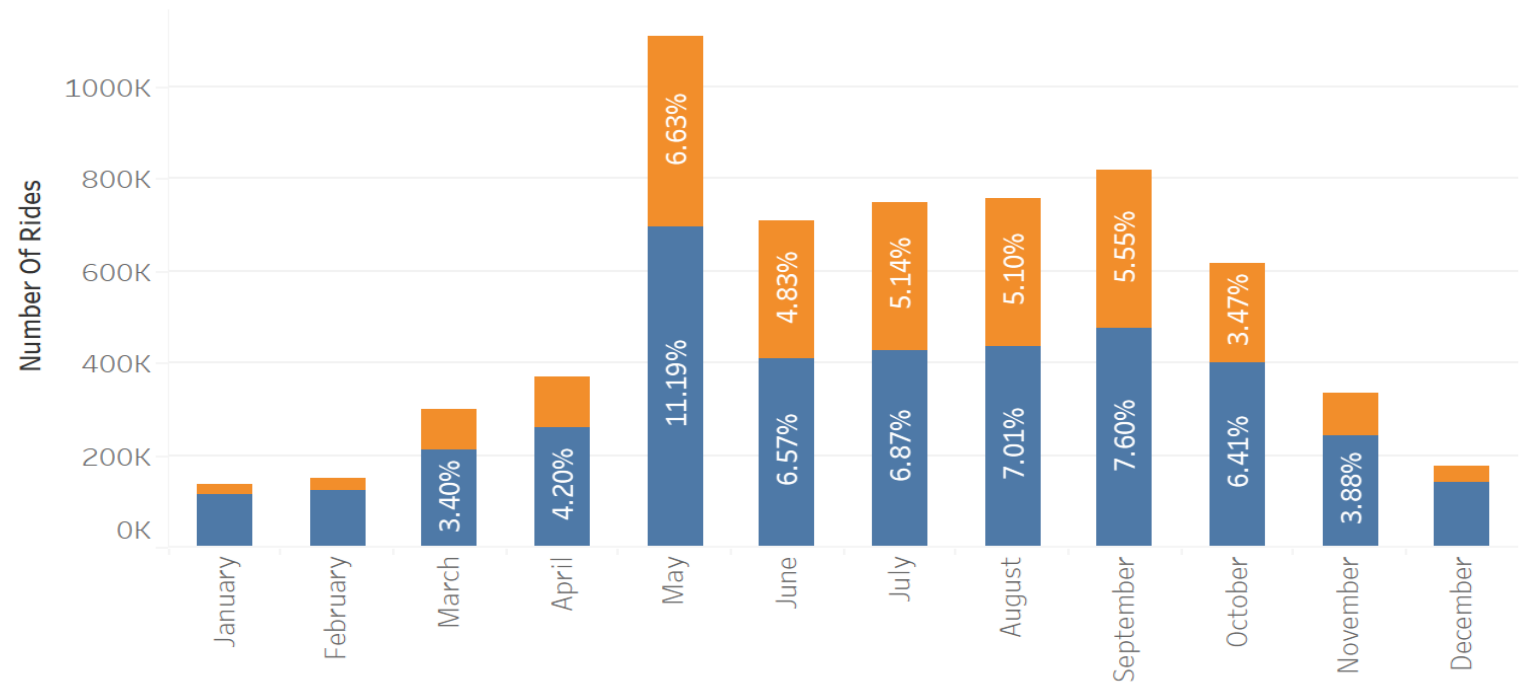
RIDES DATA OVERVIEW

- The highest number of rides are from members (does not indicate they generate more profit)
- Months of May to October when the weather might not rain a lot.

Share of Total Rides (Casual vs Members)



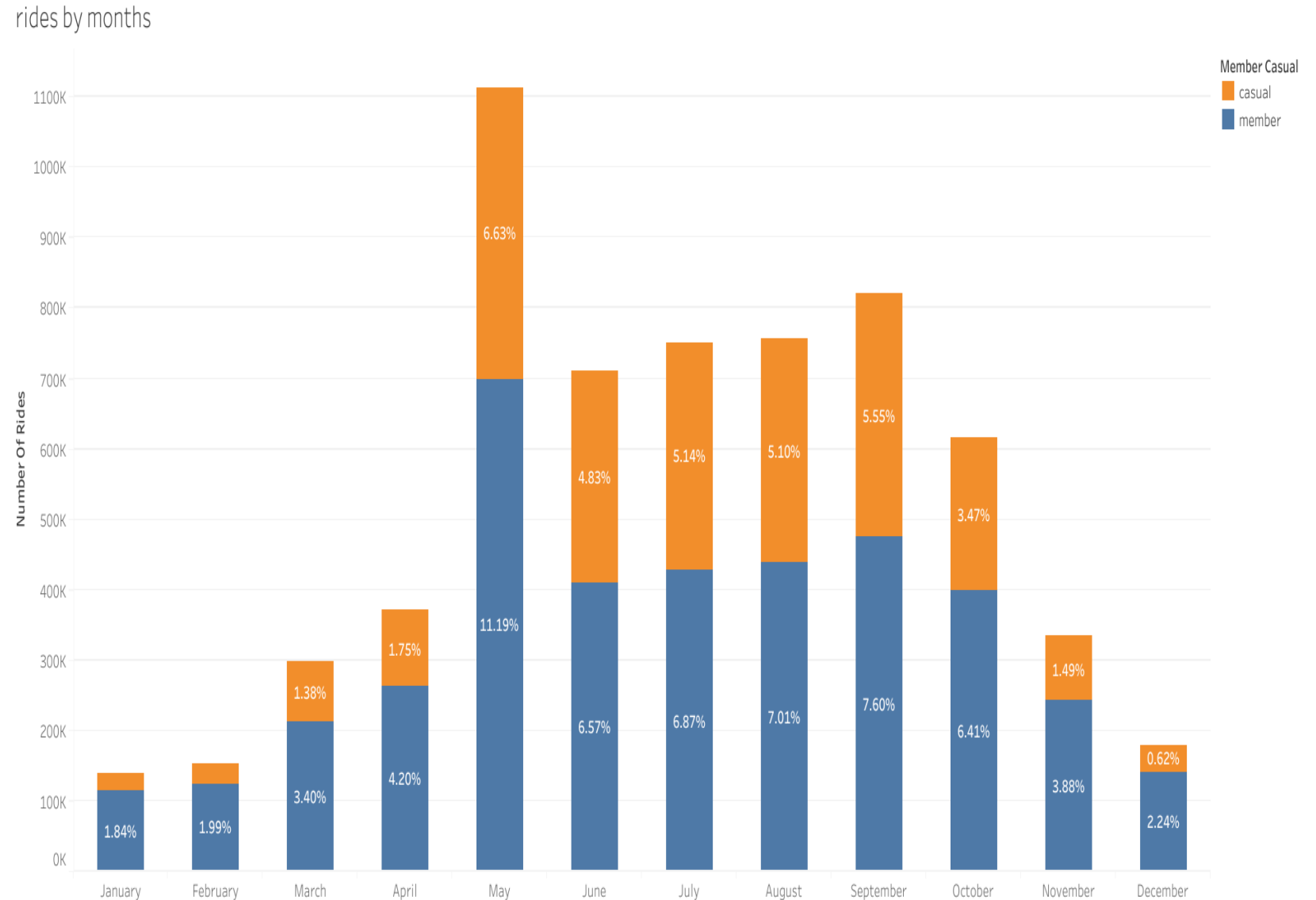
rides by months



Recommended to Launch Major Campaigns on the months of May to October taking advantage of the good weather

RIDES BY MONTHS

- Rides are highest in months where the weather is inclined to be sunny.
- Months with highest ride count have higher casual ride count compared to months with less rides overall

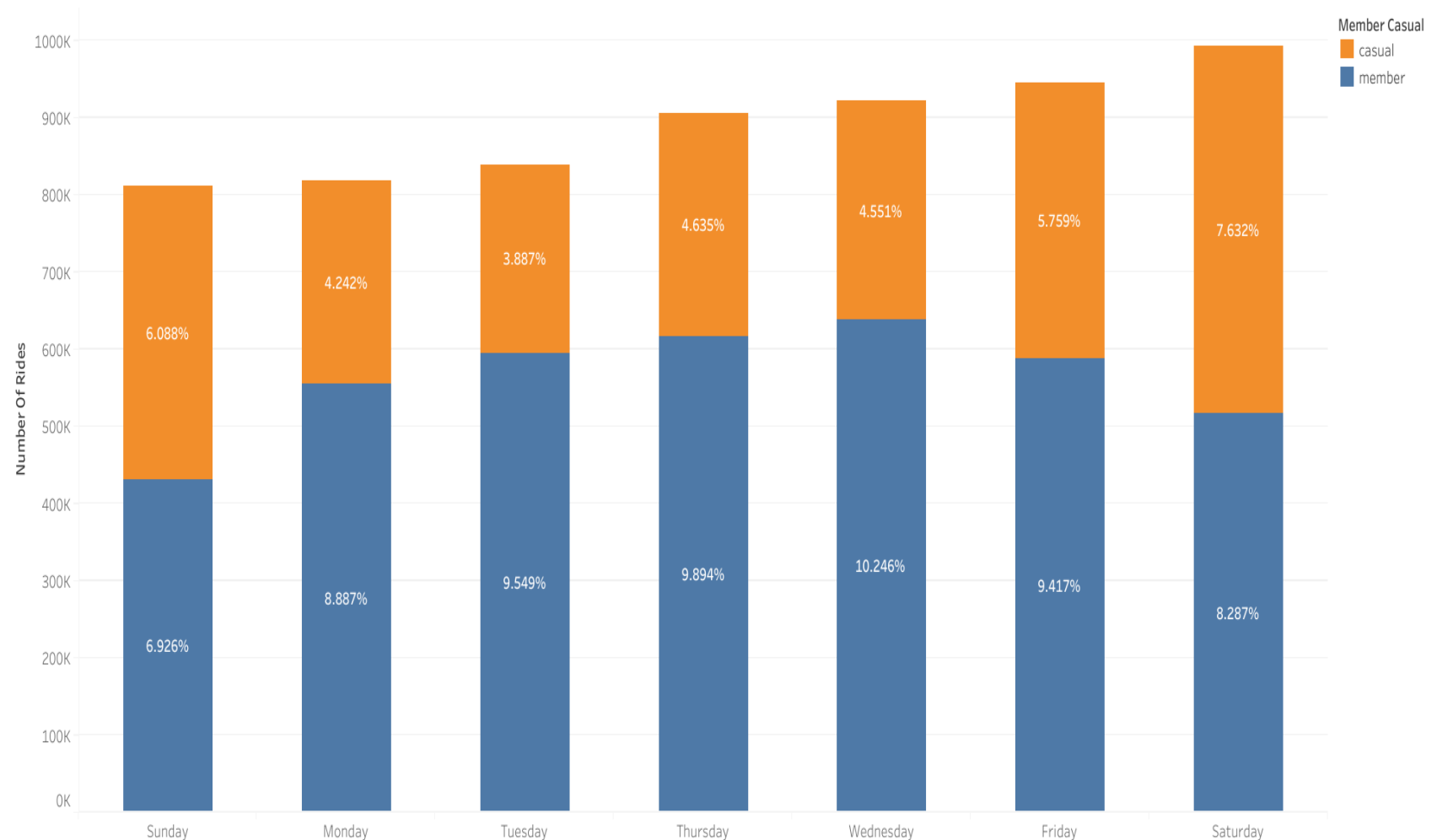


Recommended to survey why they are using the bikes or create promotions targeted towards new memberships

RIDES BY WEEKDAYS

- Rides are uniform across the days with **Saturday** being the highest.
- Weekdays have higher member type rides and Weekends have higher casual type rides.

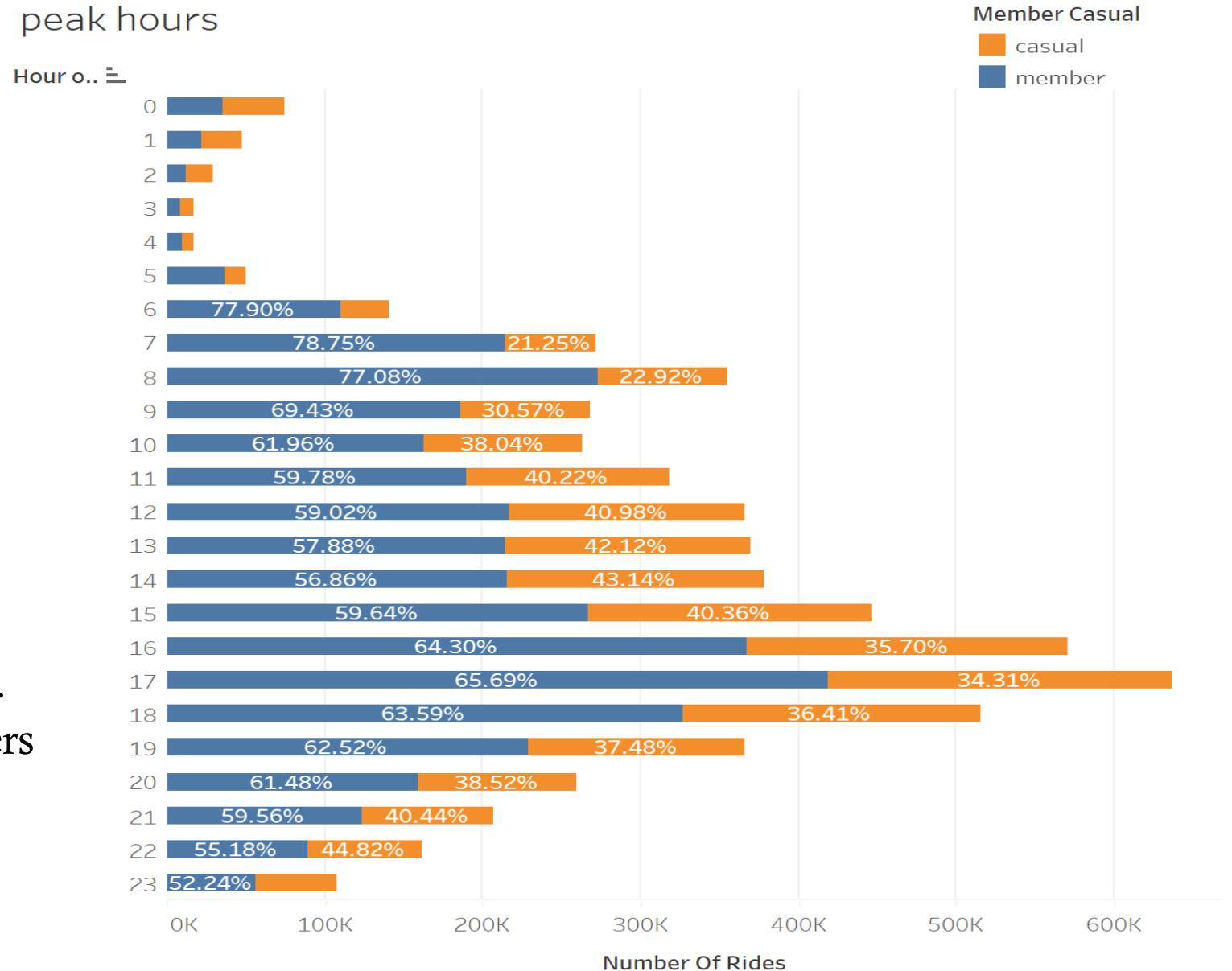
peak weekdays



Recommended to advertise at mornings near transport hubs to use the service for lunch, and to go home.
Recommended to create Lunchtime Promotions especially towards casual riders.

PEAK HOURS

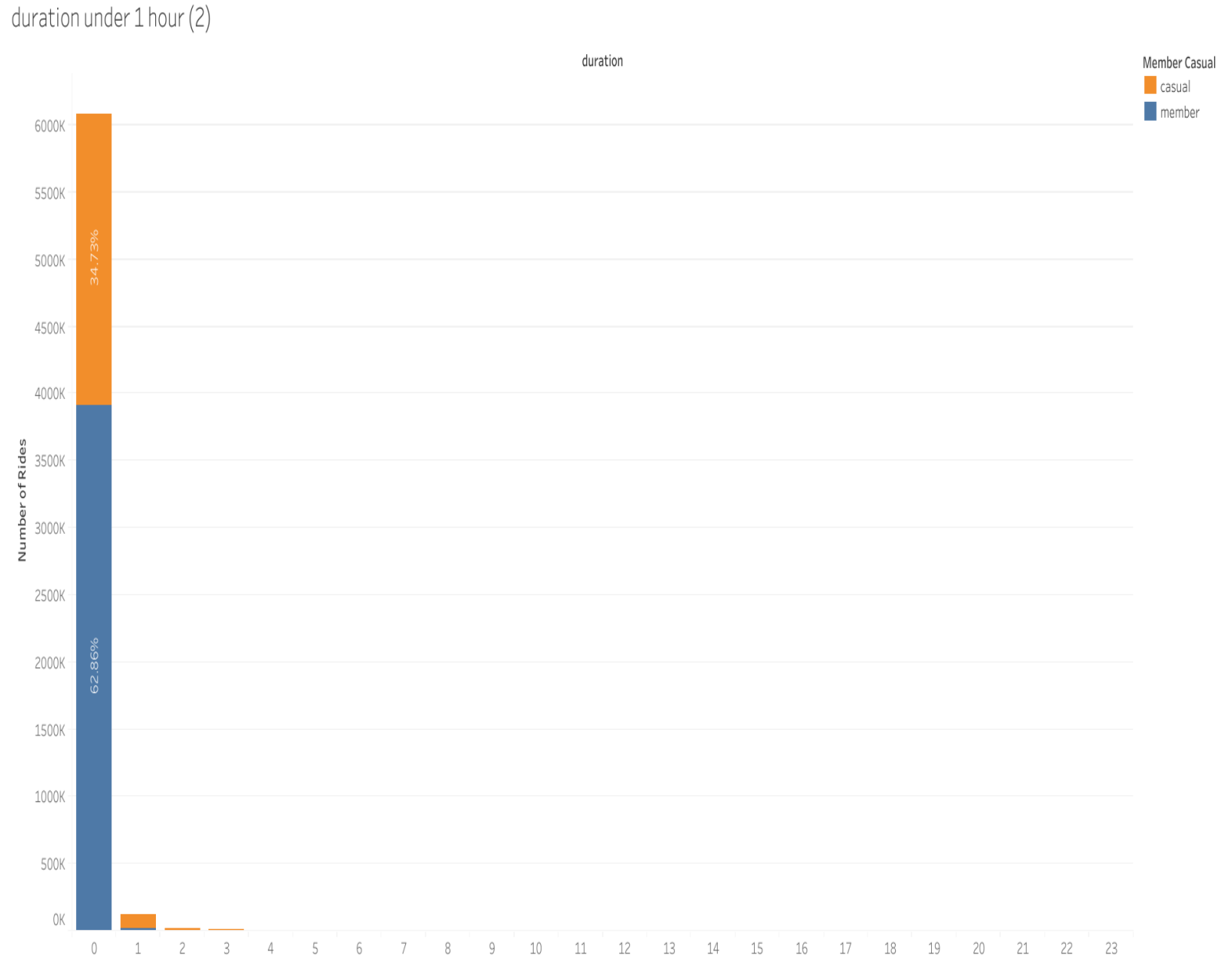
- Most rides happen from 7 am where people go to work
- High number of rides from 11pm where the lunch break and traffic might be the reason
- The highest number of rides happen around 4 to 6 pm where people go home
- Casual rides increased from 9 am. This may indicate that casual riders may not be everyday riders



Recommended to focus on targeting and converting under one-hour ride casual riders to become members.

PEAK HOURS

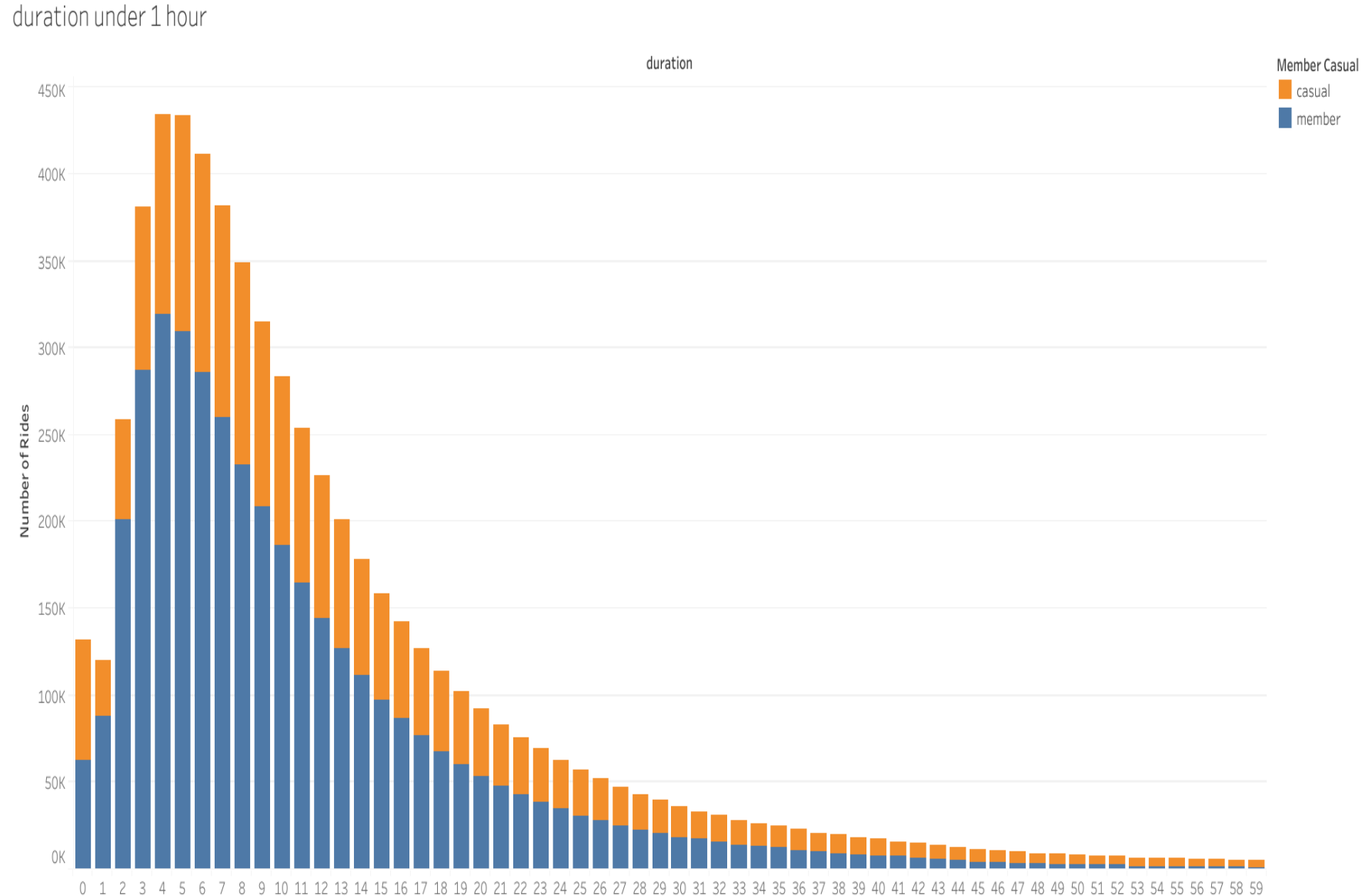
- Over 96% of rides have duration of under 1 hour
- Over 60% of under 1-hour rides are from members
- Most above one-hour rides are from casual customers.



Recommended to survey why they are using the bikes or create promotions targeted towards new memberships

PEAK DURATION UNDER 1- HOUR

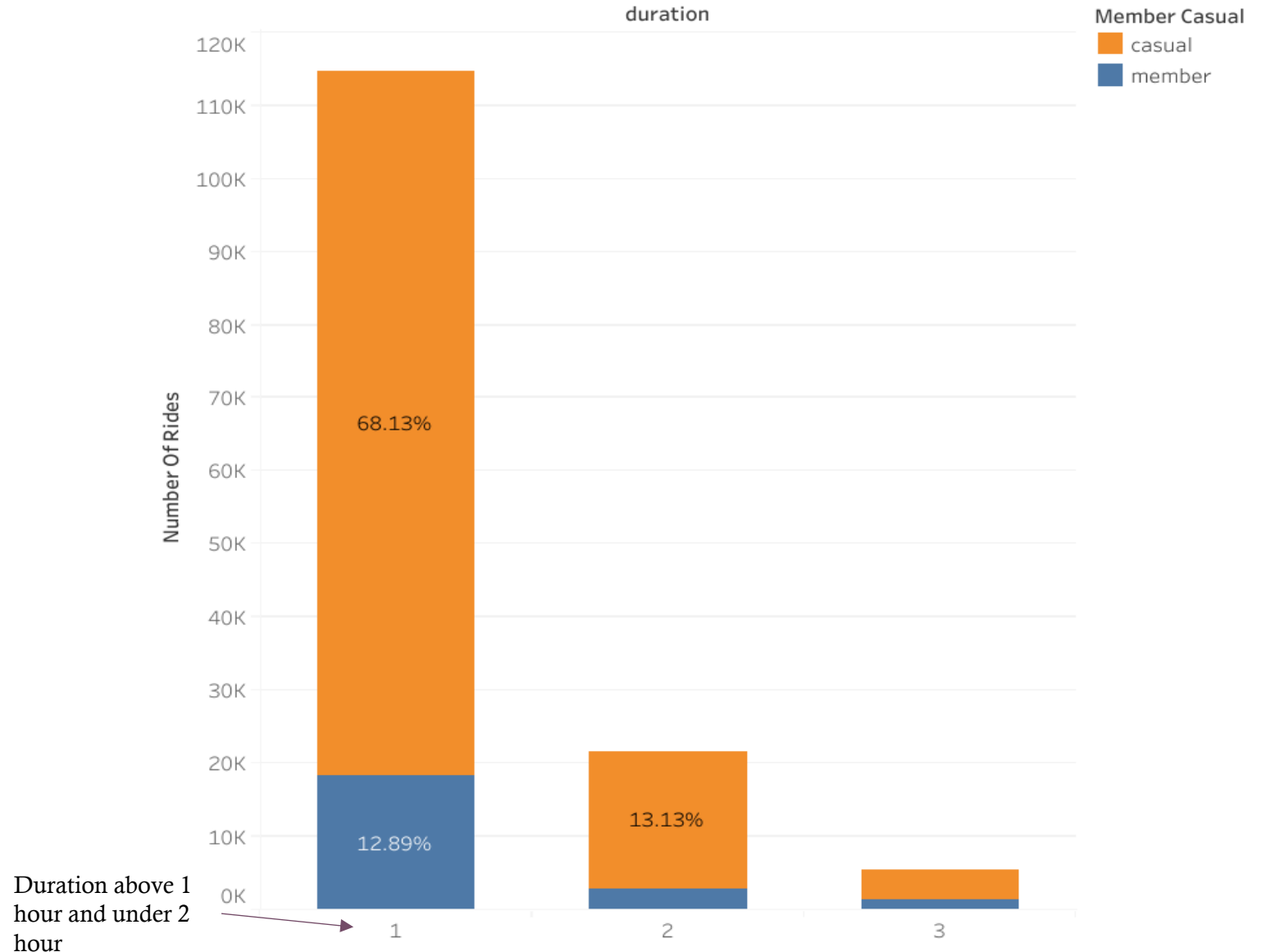
- Most rides are under 30 minutes
- Rides above 30 minutes are dominated by casual rides



Recommended to promote the casual plans near the tourist attraction places and communicate as an adventure.

RIDES DURATION BETWEEN 1 AND 3 HOURS

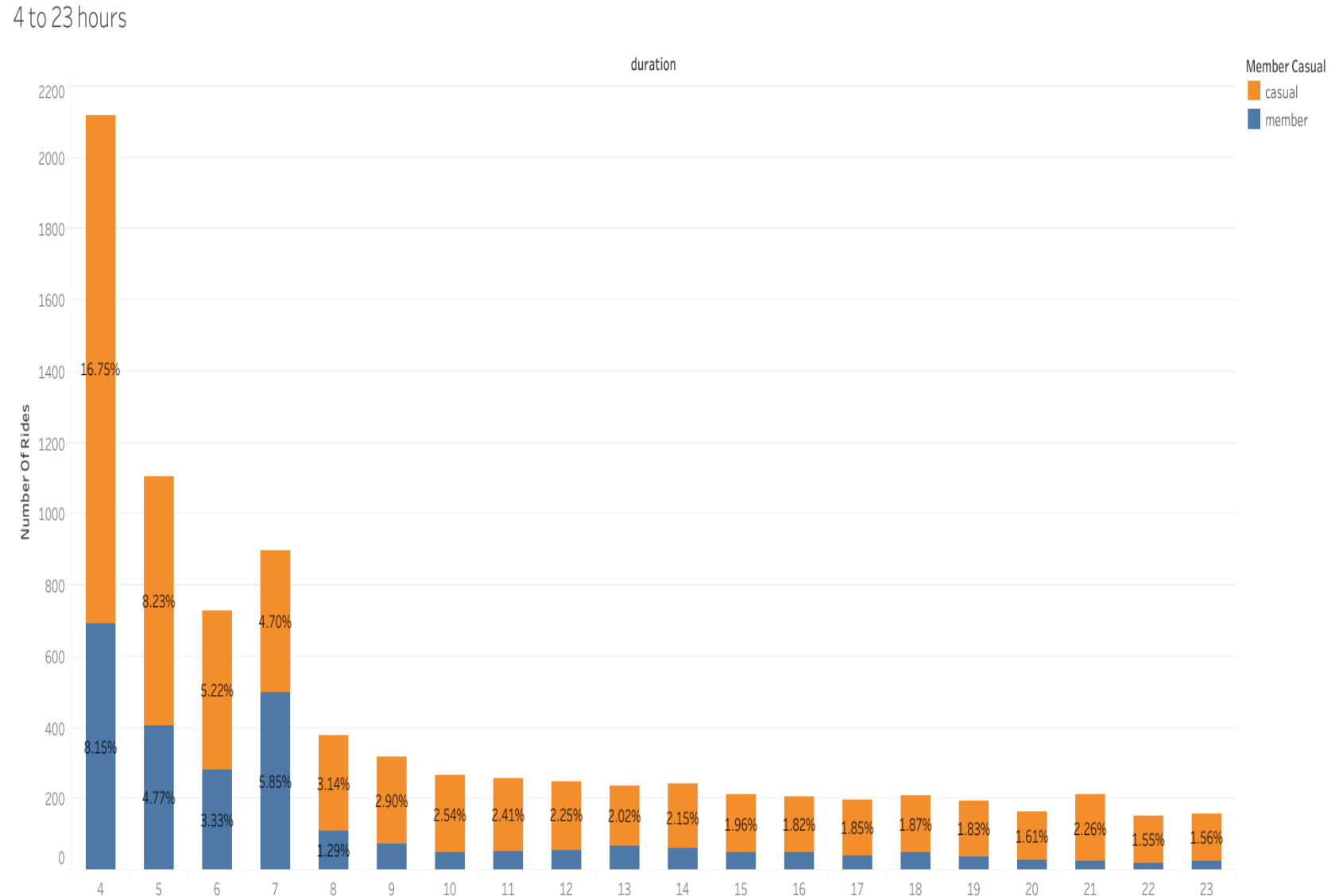
- Casual riders dominates above one hour duration rides. This may indicate the preference of whole day plans.
- Casual plans might be popular among the tourists.



Recommended to promote the casual plans near the tourist attraction places and communicate as an adventure.

RIDES DURATION ABOVE 4 HOUR

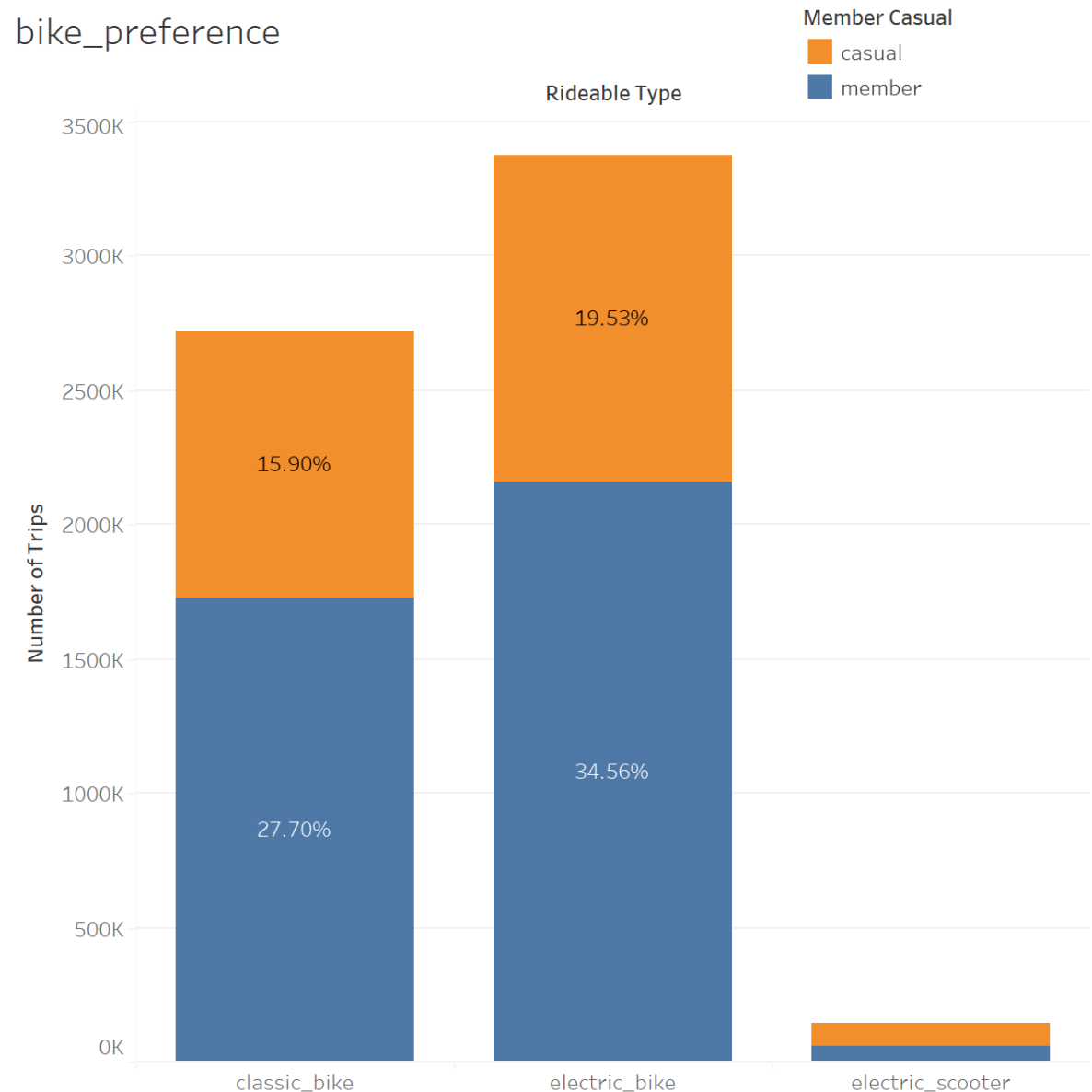
- Casual riders still dominates above four-hour duration rides. This may indicate the preference of whole day plans.
- Casual plans might be popular among the tourists.



Recommended to promote with the focus on electric bike's advantages and how membership can be cost effective in this category.

BIKE PREFERENCES

- Both casual and members prefer electric bikes the most with classic bikes as second and electric scooters as third most preferred.
- More casual customers prefer electric bikes. So to convert the casual customers, the promotions and marketing messages need to suggest towards electric bikes.



Single ride



💰 \$1 + 0.18 per min

🚲 Go where your heart takes you. (And your legs.)

Day pass



💰 \$18.10/day

🚲 24 hours of unlimited 3-hour rides on classic bikes

Divvy membership



💰 \$11.99/month

🚲 Unlimited 45-minute rides on classic bikes

Lyft Pink membership



💰 \$16.58/month

🚲 All the Divvy benefits—plus rideshare perks

CURRENT OFFERINGS

- On website the viewers might be confused on this because this lacks additional context. Instead suggested to just include the services i.e electric bikes (good for work commute without taxing on the body) classic bikes for going back to home from work after sitting for a long day
- The pricing on next slide is suggested to be focused or made more apparent

	\$1 + \$0.18/min	\$18.10/day	\$143.90/year	\$199/year
	Get the app →	Get a day pass →	Join →	Join →
Classic bike prices	\$1 unlock + \$0.18/min	3 hours free, then \$0.18/min	45 min free, then \$0.18/min	45 min free, then \$0.18/min
Scooter prices	\$1 unlock + \$0.44/min	Free unlocks + \$0.44/min	Free unlocks + \$0.29/min	Free unlocks + \$0.29/min
Ebike prices	\$1 unlock + \$0.44/min	Free unlocks + \$0.44/min	Free unlocks + \$0.18/min	Free unlocks + \$0.18/min

IN MORE DETAILS

The plans for the members can be considered expensive as they are priced per year. Monthly subscription methods can be a great consideration for casual riders looking to join as a member.



RECOMMENDATIONS (PROMOTION)

Time and Place

- **Promote near public transportation hubs** during morning and evenings commute hours (7 AM – 9 AM in the morning) and (4 PM – 6 PM in the evening)
- Create **Lunch Break Promotions** (11 AM - 1 PM in the afternoon)

Major Campaigns

- Launch Major Campaigns on the months of May to October to take advantage of the good weather condition for bike riding.
 - Offer early-bird discounts for seasonal memberships in April.
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RECOMMENDATION (USER ENGAGEMENT AND FEEDBACK)

Surveys

- Casual rider surveys to understand their choice of casual plan over membership to understand the pain points and what factor would make them consider subscribing to the membership plan.
- Using in-app or email-based surveys with small rewards. E.g. 1 free unlock or 1\$ credit.



RECOMMENDATIONS (PRICING AND COMMUNICATION)

New Pricing plan (Monthly membership Tier)

- A new pricing plan which would be monthly paid instead of annual subscription would decrease the barrier of entry for casual riders to become subscribers. The lump sum of over \$143.90 could be overwhelming.
- Offer monthly pay as you go plan or emphasize on the monthly part of the plan potentially showing how much it would cost per day (so they can compare with their daily commute cost) to ease new users into becoming members.

Communication

- Simplify pricing on the website:
 - Promote use cases with bike types:
 - “Electric bikes – fast & effortless commuting”
 - “Classic bikes – ideal for leisurely evening rides”
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RECOMMENDATION (BIKE TYPE POSITIONING)

Electric Bikes

- Since both rider types prefer electric bikes (especially casuals), position these as **the default, convenient option** in all promotions.
- Promote benefits like "**ride without sweat,**" "**great for uphill,**" etc.

Q&A

