

A NYC BIKE SHARING SYSTEM



Gain

Thinks

Pain

Says and Does

I expected something different

Cost saving due to reduced use of fuel

Cycling for small distances is a good physical exercise

The satisfaction of using environment friendly means of transport

Analyzed results are cool

Predict the durability of the bike.

Time consuming.

Rigid starting locations unlike cab services.

Citi bikes are eco friendly alternative to automobiles.

Wasting too much time?

The UX looks cool

Hard to ride bikes when tired or injured.

Is the privacy protected?

The users would find the logistics of picking and dropping of the bike as an added burden.

They need to reach a nearby bike stop to start traveling.

Do I get insurance

Is the data reliable?

Is the data not forged?

The speed of travel in bikes is much less than fuel based vehicles.

They want to commute to locations that are not easily accessible.

The customers want access to a quick medium of transport for short distances.

Checks the dashboard.

Observes the trend.

A map feature would be great

Makes small decisions