

Project Design Phase-I
Proposed Solution Template

Date	19-10-2022
Team Leader	Lavanya
Team Members	Kowshika Maheshwari Nathasha
Project Name	A new hint to transportation analysis ofthe NYC bike share system

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.NO Parameter Description

1	<p>Problem Statement (Problem to be solved)</p> <p>1. Bike share programs have risen in popularity in recent years and have been promoted as a lower carbon alternative to other forms of transit.</p> <p>2. The premise of bicycle sharing is that it is a short-term bike rental system, based on varying timed memberships</p> <p>3. The trips would not have been made otherwise or are substituting walking and private bicycle trips</p>
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2	<p>Idea / Solution description</p> <ol style="list-style-type: none"> 1. The planning process for the Citi Bike program established an open door policy, encouraging input early and often from the citizens of New York City. 2. Low-income people are less likely than middle- and upper-income people to have a credit card. 3. Sites should ensure maximum visibility and access. 4. Sites must not impede the use of any existing facilities, such as bus stops or fire hydrants.
3	<p>Novelty / Uniqueness</p> <ol style="list-style-type: none"> 1. Transport flexibility 2. Reductions to vehicle emissions 3. Health benefits 4. Reduced congestion and fuel consumption 5. Financial savings for individuals.

4	<p>Social Impact / Customer Satisfaction</p> <ol style="list-style-type: none"> 1. Transportation 2. Recreation of cycling 3. Enjoyable sport 4. Low cost
5	<p>Business Model (Revenue Model)</p> <ol style="list-style-type: none"> 1. Zero deaths since it launched. 2. Lack of public subsidies 3. Battery-powered bikes 4. The model is trained using open
6	<p>Scalability of the Solution</p> <ol style="list-style-type: none"> 1. Improved customer engagement 2. Reduce customer acquisition cost 3. Economical development 4. Immediate response for customer queries

