Project Title: A NEW HINT TO TRANSPORTATION-ANALYSIS OF THE NYC BIKE SHARE SYSTEM PROJECT DESIGN PHASE

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Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

-Sales team of citi

-Marketing team of citi

-Firms looking to start a new bike sharing system

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.
-Lack of avalabi;ity of data obtained through detailed data analysis of available information pertaining to the bike sharing system
-Limited access to statistical information.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Surveys and studies to understand the active user groups,frequently visited locations,riding patterns,peek hours etc
Pros
-Easy and simple to implement
-Direct interaction with the end useers of the bike share system
Cons
-Limited sample audience-might lead to inadequate understanding
-Lack of utilization of nall available citis
=-Infornmation collected is hand to extend when needed in the future

Explore AS, differentiate

Focus on J&P,tap into BE understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

We create an operating report with various forms of visualisations using huge volumes of citibike user data.

The existing data is filtered to extract the essential information.For eg Finding the number of bikes used by different age groups.

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.
Data Analytics can help find patterns and useful insights using data which is necessary for the citibike team to analyse their product delivery system and find areas with scope for improvement

7. BEHAVIOUR

BE

What does your customer do to address the problem and i.e. directly related: calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)
They do not have any insights about gained from user data.Therefore they are unable to promote their product(Citibike) in the best possible way.

Focus on J&P, tap into BE, understand RC

Identify

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

-Realizing how unhealthy they are becoming and finding out using bikes can be healthy-his makes the users use the bikes more often which give the citi teams more sales

-Realising how much pollution they are causing by making use of vehicle that give out co2.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?

i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

-Users if the bikes will feel extremely satisfied after good ride which in turn wll give the teams at citi station

-Customers is will the community by reducing carbon tootprint

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

-Developing an interactive dashboard that gives various insights about details lik,e finding the number of bikes used by different age groups etc.

-Different visualizations will be displayed on the dashboardfor easy analysis.This makes It easier to makes business decisions

8. CHANNELS of BEHAVIOUR

CH

OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

ONLINE:

The teams at citi will be able to kee[track of the statistics of the usage of Citi bikes online by looking at the dashboards and visualizations.

OFFLINE:

The teams at citi will be involved in offline work,like instaliing new bike hubs and trying to work off site to find the problems faced by users of Citi bike.They also try to keep new bikes in stock in all hubs.