Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

- Students
- Employees
- Tourists

6. CUSTOMER CONSTRAINTS

If the rental fees of bicycles are large, people may not come to rent the bicycles

5. AVAILABLE SOLUTIONS   AS

By analyzing the bike usage, no of trips, and the usage based on customer and subscriber's gender and age categories, We can able to find the increasing number of people during peak hours.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

Bike demands during peak hours

9. PROBLEM ROOT CAUSE   RC

Due to over population

7. BEHAVIOUR   BE

Calculate the bike usage and the number of trips

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

Identify

3. TRIGGERS `TR`

By creating more advertisements about it, people can be able to aware of the Bike Sharing System.

4. EMOTIONS: BEFORE / AFTER `EM`

Before: People may become frustrated when they are not able to rent a bicycle during peak hours.

After: People may feel comfortable

10. YOUR SOLUTION `SL`

Understanding the situation by exploring by creating data visualization by prediction of bike utilization

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
Steady network and an efficient database system should be made ensured

8.2 OFFLINE

Ensure the proper working of bikes and the genuineness of the users