

## Project Design Phase-I - Solution Fit Template

**Project Title:** A new hint to transportation – Analysis of the NYC bike share system.

**Team ID:** PNT2022TMID32291

Define CS, fit into RC Focus on J&P, tap into BE, understand RC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"><li>School /College students (15 to 25)</li><li>Working people (above 23)</li><li>Old age people (above 50)</li></ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"><li>No cash</li><li>Time management based on speed.</li><li>Weather condition.</li></ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <ul style="list-style-type: none"><li>Exploration by creating data visualization by prediction of bike utilization.</li></ul>	Explore AS, differer Focus on J&P, tap into BE, understand RC
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <ul style="list-style-type: none"><li>Unavailability of bikes in peak hours,</li><li>Unaware of bike share system.</li><li>Problem during bad bad weather.</li></ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"><li>Vehicle emissions</li><li>Not able to afford daily commutes.</li><li>Unhealthy social and economic status.</li></ul>		

<p><b>3. TRIGGERS</b> <span>TR</span></p> <ul style="list-style-type: none"> <li>• Seeing their neighbors, friends installing and accessing the nyc bike share system,</li> <li>• reading about this more efficient solution in the news.</li> </ul>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <ul style="list-style-type: none"> <li>• Analysing the no of trips, about the population over place based on customer's gender and age categories.</li> </ul>	<p><b>8. CHANNELS of BEHAVIOUR</b></p> <p><b>8.1 ONLINE</b></p> <ul style="list-style-type: none"> <li>• Having an membership active pass makes the customer can rent bikes with amount packages based on time-constraints per month/year</li> </ul> <p><b>8.2 OFFLINE</b></p> <ul style="list-style-type: none"> <li>• services allow users to rent bikes for utilitarian and recreational trips in the urban area.</li> <li>• The presence of dedicated bike lanes and bike racks attracted more bike users and increased subway ridership. Indicate that the development of bike-friendly infrastructure</li> </ul>
<p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <ul style="list-style-type: none"> <li>• Reduces tension, because can easily move from one place to other.</li> <li>• Economic feasibility</li> <li>• Might have feel proud for their environmental contribution (pollution free).</li> </ul>		