**Question 5:** Have you used any bike or scooter rental apps before?

**Analysis:**

* Yes (66.7%): A majority of the respondents indicated that they have once used services such as FlexiMove. This means that a large majority of our target audience is already familiar with this kind of app.
* No (33.3%): The minority that have never used a scooter or bike rental app before tells us that there are still opportunities to expand by attracting first-time users.

**Implications:**

Knowing what percentage of our target audience are first-time users gives a good basis to help deciding on where to focus marketing efforts. To determine if there is a need for new users, marketing teams can look at the results of this question. On the other hand, having a large portion of the answers showing familiarity with Fleximove’s type of app means that there are certain expectations that users might have of the app.

**Question 6:** If you have used any bike or scooter rental apps before, on a scale of 1 to 5, how satisfied were you with your experience using the apps?

**Analysis:**

* High satisfaction (ratings 4-5: 52.4%): Higher satisfaction rating suggests that the users are already interested in the concept and the model is shown to work.
* Medium satisfaction (rating 3: 26.2%): Medium satisfaction in the answers tells us that Fleximove can improve the existing designs.
* Low satisfaction (ratings 1-2: 21.4%): The lower end of the choices tells us where exactly we need to pinpoint errors.

**Implications:**

The most important point of this question is to determine which defects are most likely to cause problems with customer satisfaction. The relatively high percentage of users between a 1 and a 3 suggests that almost half of the respondents are unsatisfied with the current ride-sharing apps. The varied responses may also indicate that user satisfaction is impacted by many factors. Additional surveys could be needed to expand on this information.

**Question 7:** If you have used any bike or scooter rental apps before, what are the biggest challenges you face when using shared bicycle or scooter services?

**Analysis:**

* Lack of Nearby Vehicles (47.4%): Clearly, there is a problem that is much more significant than the others. Fleximove needs to focus on optimizing its algorithms to ensure that as many people can be provided with a vehicle as possible.
* Inconsistent Bike/Scooter Maintenance (38.1%): The reliability of the bikes is also a point of concern for our users. Being in contact with the maintenance teams and optimizing the maintenance tasks would benefit Fleximove.
* Technical Issues With the App (31.0%): app malfunctions and connectivity issues are frustrating when trying to book a vehicle. A user-friendly app should be a priority for Fleximove
* Confusion About Pricing (23.8%): A relatively large portion of the challenges comes from confusion about the pricing. Ensuring that final prices are displayed at the beginning of the reservation and being clear with the breakdown of charges would ensure that the transactions are fair.
* Limited Availability During Peak Hours (21.4%): Fleximove should look into its vehicle setting algorithms to ensure that there is always a supply of vehicles at a busy location.
* No Challenges (14.3%): Nothing to be said about this group, try to imitate existing ride sharing apps.
* Safety Concerns (2.4%): Fleximove should always prioritize the safety of all users. Providing clear instructions on how to use the vehicles could be a good idea.

**Implications:**

These answers paint a much better picture of what the most common issues are with existing ride-sharing apps. Fleximove has a checklist of things to avoid and of suggestions of future moves that will help the company. As a marketing strategy, Fleximove could use these results to show that they understand the existing problems in the ride-sharing service and that they will be working to make these problems things of the past.

**Question 8:** How far are you willing to walk to reach a bike or scooter docking station?

**Analysis:**

* 0-10 minutes (70.4%): Combining the answers of less than 5 and between 5 and 10, we can have a very good idea of what most of the people are looking for in terms of walking distance.
* 11-20+ minutes (18.6%): For these users, having stations placed closer to each other isn’t necessarily a bad thing, they can still access Fleximove services, but faster.
* I Prefer not to Walk (11.1%): Dockless options could be a very viable options for people who prefer not to walk, they can have a vehicle accessible to them anywhere they are.

**Implications:**

The information we gather from this question indicates that Fleximove should not have their docking stations too far from each other. Placing docking stations at strategic locations such as public transit hubs and tourist spots can help attract and retain users. There is also the problem with users who prefer not to walk to their vehicle. Fleximove could suggest new options to these users and see if they have an interest in them or not (ex. dockless).

**Question 9:** How many days per week on average do you experience more than 10 minutes of delay on public transit (e.g. bus, metro, train)?

**Analysis:**

* People that experience delays (74.3%): About ¾ of respondents show that they have delays at least once a week (42.9% for 1 day a week and 31.4% for 2-3 days a week). These frequent delays can be studied, and Fleximove can help solve this problem with bikes and scooters.
* People that do not experience delays (25.7%): These people that do not experience delays still need some kind of appealing feature for Fleximove. People don’t want to downgrade.

**Implications:**

Fleximove can use the results of this question to advertise itself as a reliable way to get around, while complementing the existing public transport network. Occasional use when public transport is down could be a very big selling point for Fleximove. Concentrating efforts near public transit hubs is a great way to pre-emptively attack the problem of availability all while providing a solution for people that are delayed from public transport.