

Affinity Diagram by:

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App

Phone app with map and GPS to connect to locator (Google/Apple Maps)

App can provide directions to your bike if you forget where you left it

Could have Apple Watch / Smart watch app for quick viewing

website? (register the bike tracker with a personal login to keep track of the bike online)

App will alert user if bike is moved

Battery life of device can be shown in the app

option to automatically alert police if bike is moved

App will show active location at all times

clear and concise gps map, possible integration with google/apple maps?

App could have features like the Waze app where users indicate places of theft or safe places to lock bikes

keep track of more than one bike

Features

Could have compatible bike lock device that notifies user if the lock is broken

the device used to track the bike should have a long battery life

loud noise if someone tries to move the bike to detract people from stealing it

Can have a small version that can be hidden under the seat

Could be a version that includes a camera that can record what happens

Button for notifying authorities of stolen bike

Alert or notification if bike has been moved or if battery is low

Light feature for visibility when biking in the dark

Can buy extra batteries for quick replacing

Price

**affordable
or higher
end
tracking**

**More durable
option for
rougher
lifestyle -
more
expensive**

**More
affordable
option -
smaller**

**More expensive
option - larger,
camera for security,
better tracking**

**Annual
subscription**

Design

**Larger/more
compact
option**

**Battery should
be removable
to charge
(device can
stay on bike)**

**run on built in
battery,
replaceable
batteries for
emergency**

**different
colors/designs**

**includes a secure
strap to attach to
the bike - uses
special key to
remove from bike**

**charged
using a
standard
usb port**

**Water proof
and durable to
handle all
circumstances**

**Switch to
turn
locator on
and off**

**LED battery
indicator on
the device to
show battery
charge**

Users

Our users are regular bike commuters who want a reliable method to keep their bikes safe from theft

Millions of bikes are stolen each year in America

will aid authorities to locate stolen bikes for the user

Will save users money as they will protect their valuable bikes

If in a new area, users can use the app to reliably save the location they left their bike

Business owners who rent multiple bikes can keep track of them