

Android Bike Rental


Problem Definition/ Concepting

1. Problem

The problem we identified, is that if you currently want to rent a bike, there are 2 options – OVfiets and Swapfiets. Both are on fixed locations and subscription based, with a prepaid deposit. Also there are a lot of unused bikes at the homes of people, especially during Covid.

2. Concept

We decided to go with our own topic, which is BikeRental – a platform in which people could rent/lend bikes to people for a certain period. You pay a small price for this, and the profits go to the person renting it out. You verify renting the bike by scanning the user's unique QR code that appears on the owner's screen



Stats for Kara
Life-stage: looking to start in the workforce
Age: 20-25 years
Annual income: € 9,000
Internet usage: many times a day

Relationships group
Marital status: single
Children: no

Education/skills school
Education level: an undergraduate degree
Technical level: super comfortable
English level: native

"I just want enough money to buy a good car"

Energetic Millennial Kara


Kara is newly graduated from her university and is looking for a job to start off her career.

Kara is motivated by finding opportunities for her future. Kara is 20-25, and lives in the suburbs. Kara is single, has no children and is often kept busy with social media.

Kara is super comfortable with technology.


She wants to use her social media skills to possibly do digital marketing.

Jargon familiarity




Kara is not familiar with the industry specific terms that are used in the industry at hand.

Spare Time



On an average day, Kara has plenty of spare time.

Comfort with technology



Kara is super comfortable with technology.

Social Media usage
Of all the time spent on social media on an average day, the distribution of time is as follows:

Instagram	70%
Youtube	20%
Snapchat	10%

3. Empathy map

I created an empathy map for our persona – Kara, so we can further empathize with her and understand her problem. From this we found out that Kara's dreams, goals, and potential feelings.



4. MoSCoW Analysis

In our first brainstorming session we created it, because we wanted to be straightforward with the important parts of our app. For example, you can see in the must have we have the Location feature of our app, because without it our app doesn't make any sense, because its location based. Our second goal was implementing the QR code scanner feature, so users can rent without a problem.

Mo

1. Location on the bike (marker)
2. Location of the bike you rent out
3. Basic bike information (image, type)
4. Location of the bikes near you
5. Information if the bike is free or taken
6. Information about the person renting

S

1. Camera for QR code to confirm you're renting the bike
2. QR code to confirm you're renting it from the owner
3. QR code to confirm you're returning it

Co

1. Notifications if bike locked/unlocked
2. Profile (reputation)
3. Report system from abuse

W

1. Ads

Glad to say we were able to implement everything from the Must/Should have.