

Main app

User friendly, easy to navigate

one time app purchase fee

Navigates you to the bike

Available for both ios and android devices

Records the bike movement when its on away mode

Users can also notify stolen bikes on the app

sends notifications if bike moves from the secured place

Option of notifying the law enforcement

can also help find parking for the bike

Different modes: away mode and drive mode

Bike motion alerts

can see live feed of the bike

Bike Tracker

Users may also want an alarm in the tracker

can be easily hidden

Users may want more protection on the tracker so it doesn't fall off the bike

different color options

Users may want the option of moving the device on different bikes

Really small device

Different sirens

Can also have a small camera

Extra bonus features

Users may also want a small bluetooth speaker incorporated in the device

Users may want the tracker to work with their bike lock

Device could also work on a motor bike and a skate board

Device needs to work in harsh weather

Users may want a camera that could record their trip also

May need some night vision features

Could track the bikes speed

Users can also have an option of different tracks with different features

Purchasing

Affordable pricing

Available to purchase at big retail chains

Available through the company website with free shipping

Promo codes and discounts for college students

Support

Users may
need support
setting up the
tracker

Users may
also want
24/7
support

May require
app and
device
updates from
time to time

Ideas on
where to
place the
tracker for the
best use

May
require to
fix app
bugs

Promotional

Free device
giveaway
starting of
each college
year

Free bike
giveaway
sweep
stakes

Marketing
on college
campuses