

Case Study One

How does a bike-share navigate speedy success?

Let's identify the stakeholder first.

Lily Moreno - Director of Marketing

She's responsible for developing campaigns to grow memberships.

Teams/ Organizations

Cyclistic is the program in which operates more than 5,800 bikes and 600 docking stations. They are also interested in increasing profitability by growing annual memberships.

Reading the packet it says the company was launched in 2016 as a successful bike-share offering business over the time the program has grown over 5,824 in which is pretty impressive. As I was finishing up the packet I noticed Moreno set a clear goal to design marketing strategies but she wants to convert casual riders into annual members in order to do that the team has to better understand how annual members and casual riders differ.

Ask

- 1) How do annual members and casual riders use Cyclistics bikes differently?
From analyzing the data it looks like casual riders mainly use Cyclistic bikes during weekends and free time which suggests they ride mostly for leisure, recreation, or tourism. Their trips also tend to last longer.
- 2) Why would casual riders buy Cyclistic annual memberships?
Casual riders would be motivated to buy annual memberships because it is cheaper and provides more value compared to repeatedly buying single ride or day passes. Memberships offer unlimited rides at a fixed cost which saves money for anyone who rides often.
- 3) How can Cyclistic use digital media to influence casual riders to become members?
Show the value share member experiences and use digital channels to deliver personalized reminders.

But Cyclistic has too many casual riders compared to annual members. Since riders bring in less revenue the company needs to understand how to convert more casual riders into annual members to increase long term profitability.