

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**