

Folding bikes: bundle option

*Deutsche Bahn Connect project challenge with
Brompton Bikes*

GXC TEAM 1 (DISOIS)

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THE SUMMARY OF THE **PROBLEM RESEARCH**

- *45 % people living in urban areas use a bike regularly, only 33 % in rural areas.*
- *13,4 % of people go to work by Bus, U-Bahn, S-Bahn or Train, 10,4 % go by bike.*
- *3 interviews with folding bike enthusiasts → the users were quite satisfied, did not have any specific remarks.*
- *The need for something similar like the bundle options in one app was noticed while looking at the virtual communities of the folding bikes.*

*THE **HOW MIGHT WE** STATEMENT*

*"How might we integrate foldable bikes in
bundle options to make travel and
commuting more affordable and flexible?"*



THE MAIN IDEA

Add useful functions creating the upgraded version of the Deutsche Bahn app to integrate folding bike systems (our team focus is on the bundle options, for example, train + folding bike).



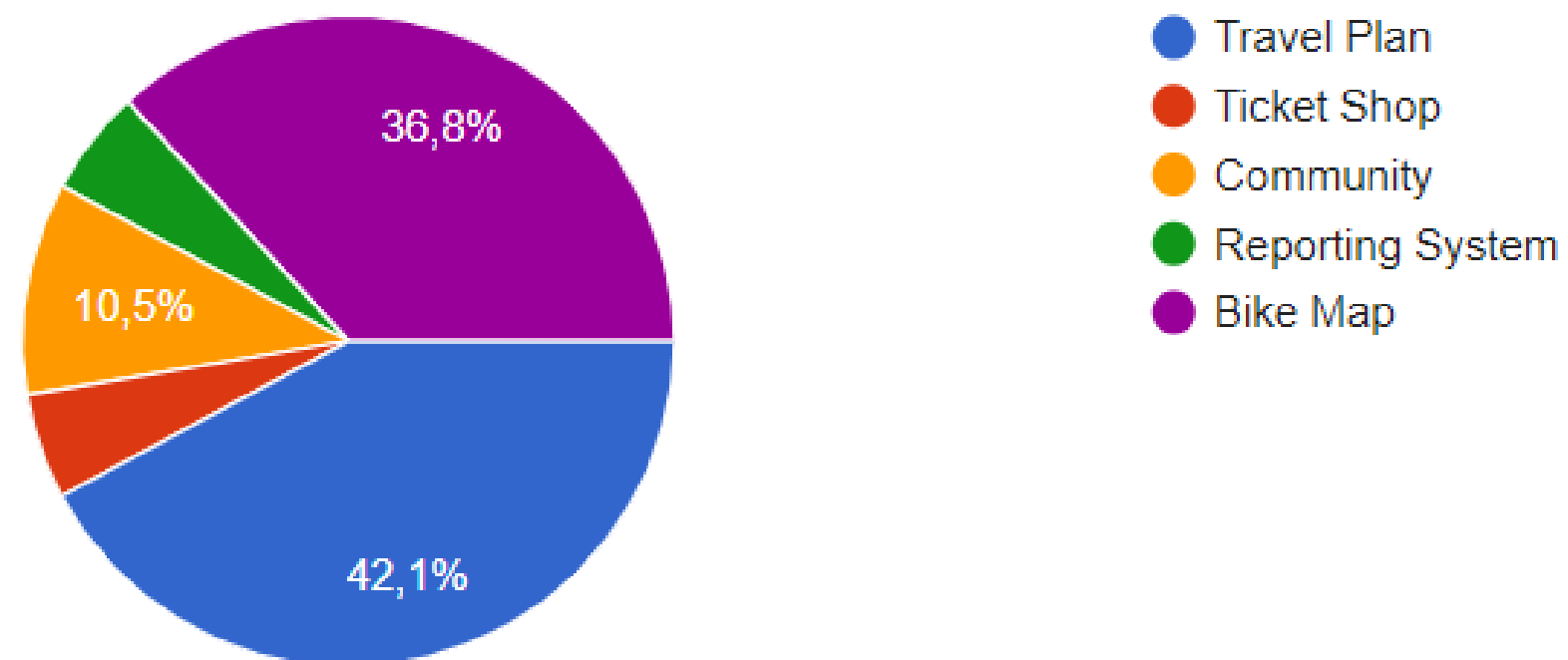
THE *USER TESTING* (I)

- 19 answers of the respondents
- 1-5 scale
- The majority of respondents (18) rated *the fulfillment of the idea between 4 and 5 points*
- The majority of respondents (16) rated *the possibility of using this app for renting a foldable bike between 3 and 5 points*
- Most of the respondents (8) chose the highest point of 5 when asked about recommending the app to others
- For most of the users (10) *it was really easy and comfortable to watch the guidance* through the app prototype

THE USER TESTING (II)

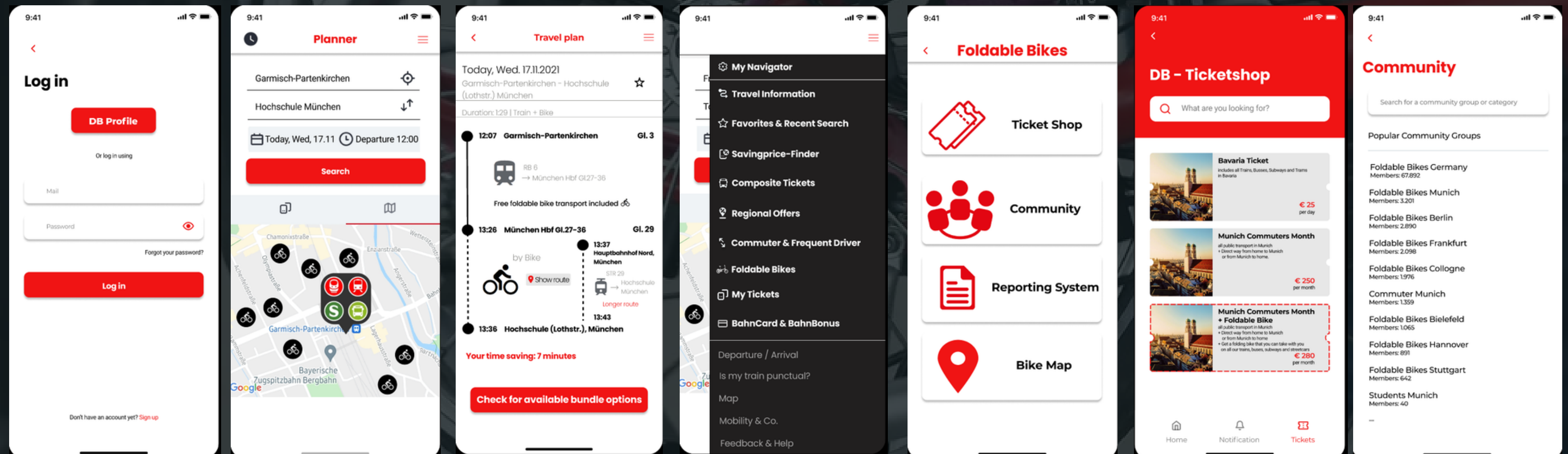
Which feature did you like the most?

19 atsakymų



THE PROTOTYPE RESULT

<https://www.figma.com/file/TlykNlenpzssHuHufnACf5/Sprint-2---Prototyping>



THE BUSINESS MODEL CANVAS

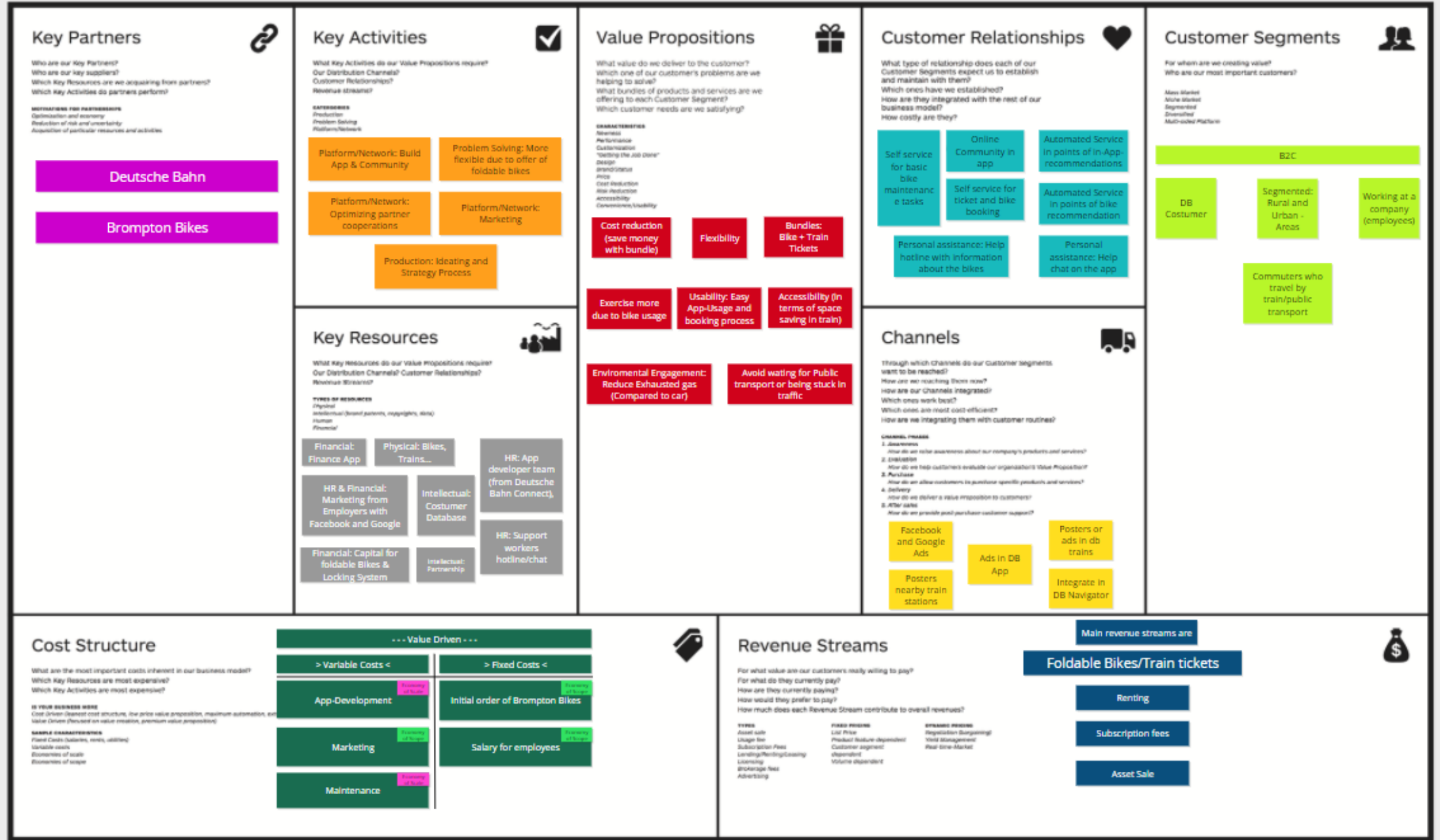


Designed for: DB

Designed by: **DiSols**

Date: 10.11.2021

Version:



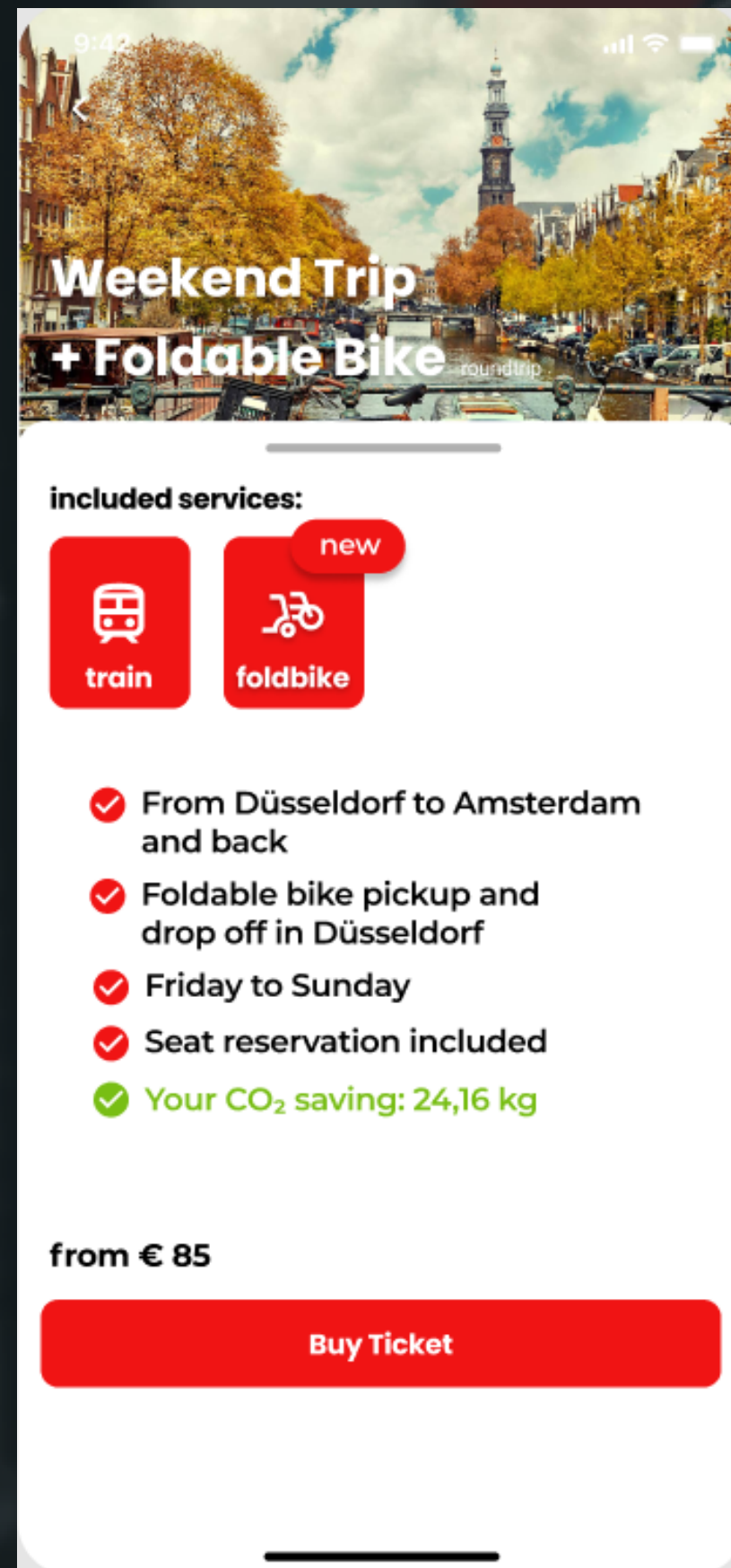
STORAGE OPTIONS

- *One main storage hall for all big cities in Germany.*
- *DB stores next to the railway stations – pick-up during office hours.*
- *The shelves for the foldable bikes inside of the trains to save more space.*



PRICING OPTIONS

*Weekend bundle
(Short term rental
system)*



9:42

Weekend Trip
+ Foldable Bike

included services:

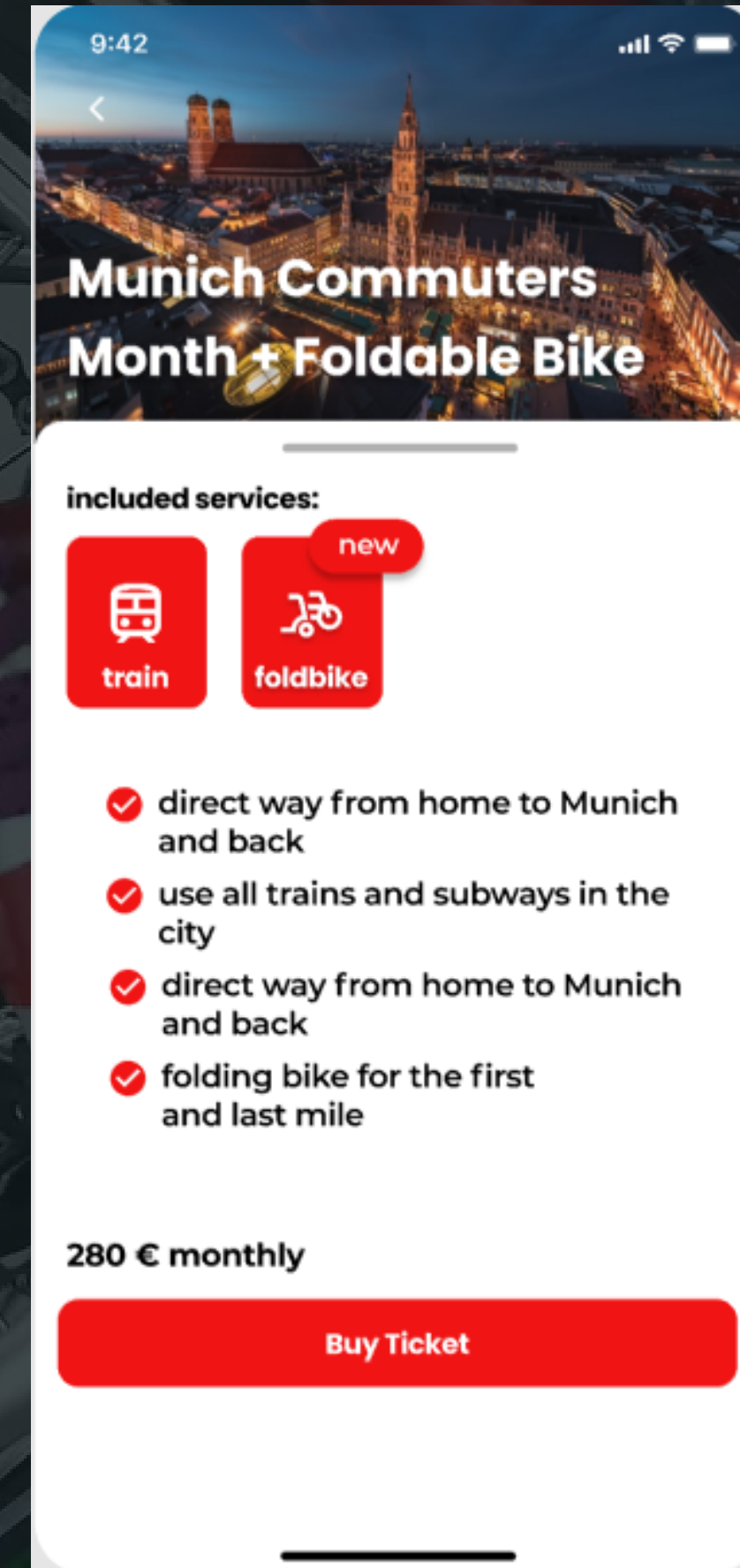
train foldbike ^{new}

- ✓ From Düsseldorf to Amsterdam and back
- ✓ Foldable bike pickup and drop off in Düsseldorf
- ✓ Friday to Sunday
- ✓ Seat reservation included
- ✓ Your CO₂ saving: 24,16 kg

from € 85

Buy Ticket

*Monthly bundle
(Leasing option)*



9:42

Munich Commuters
Month + Foldable Bike

included services:

train foldbike ^{new}

- ✓ direct way from home to Munich and back
- ✓ use all trains and subways in the city
- ✓ direct way from home to Munich and back
- ✓ folding bike for the first and last mile

280 € monthly

Buy Ticket

