



Lime

“Convenient connectivity. #RideGreen #Micromobility #BreakUpWithCars”

Hima Bindu Mallampati

Our Vehicles

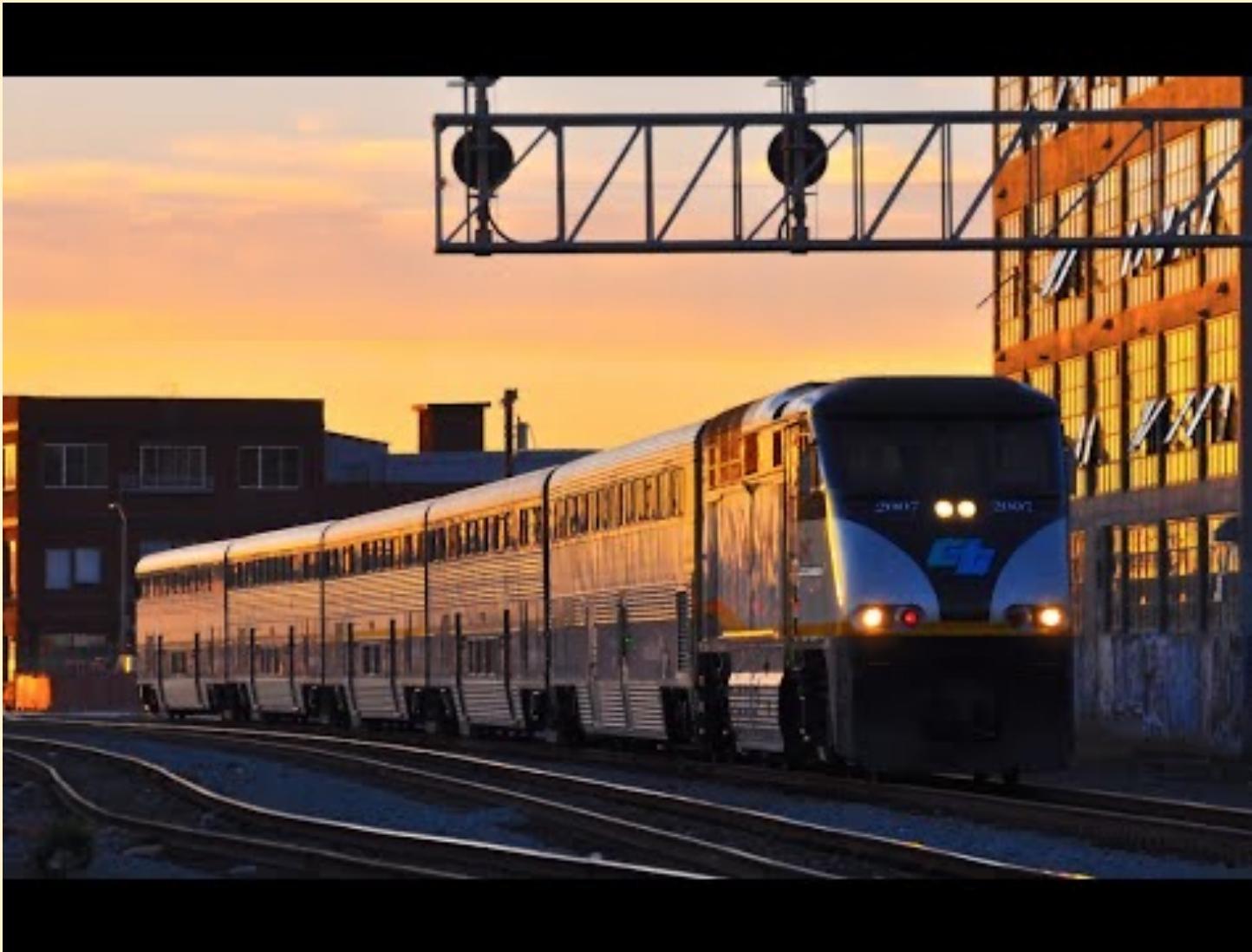
Discover the Gen4

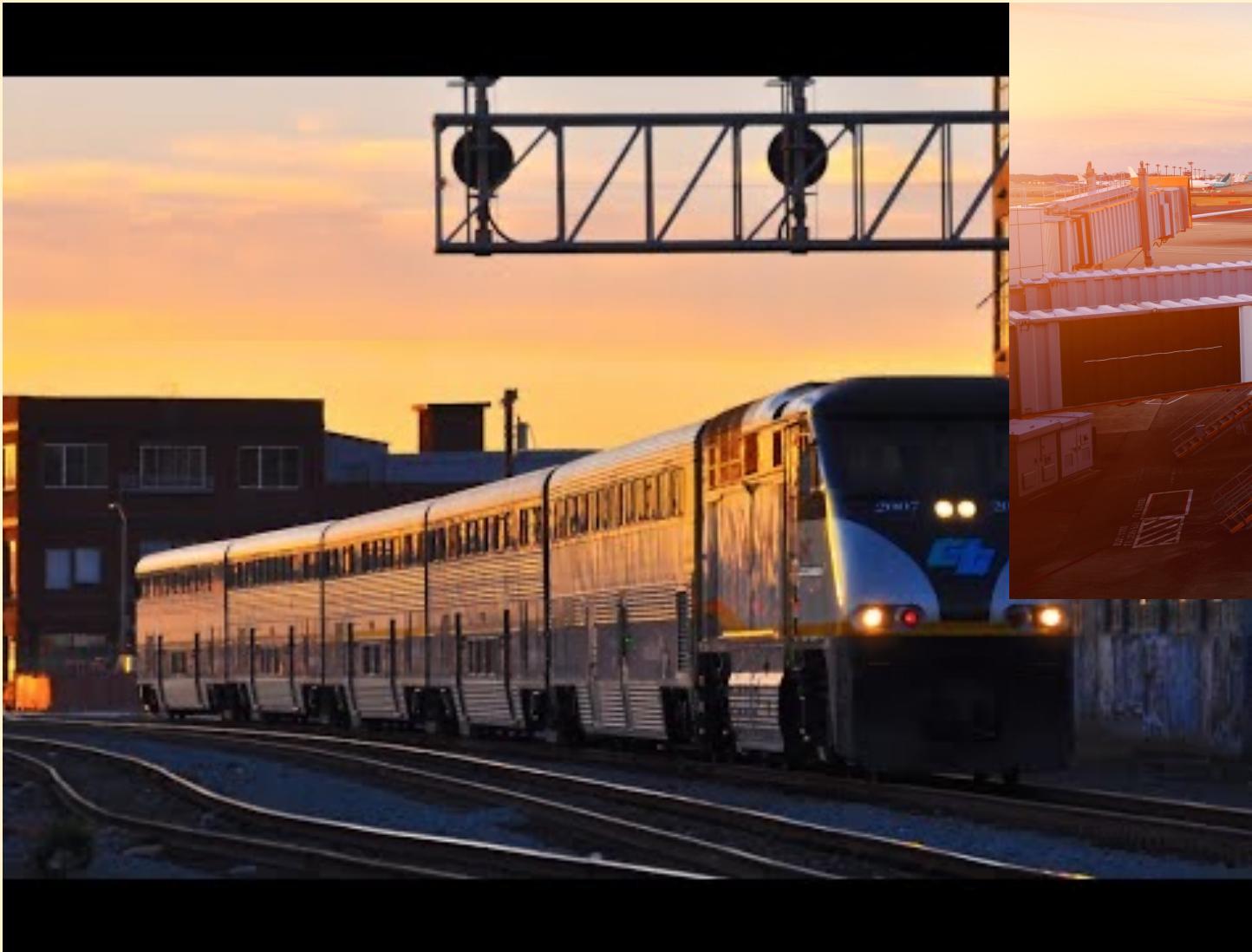


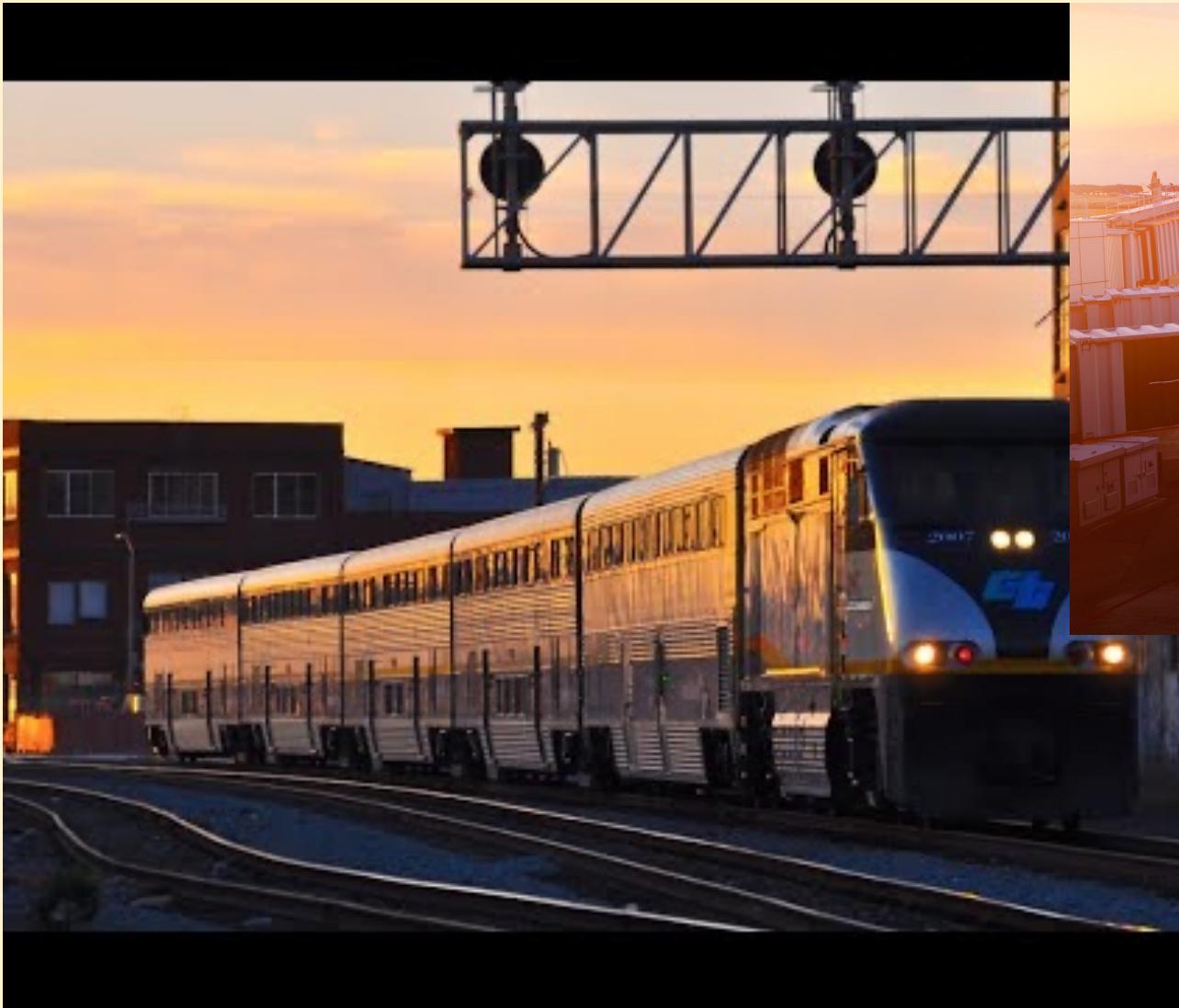
E-Scooter



E-Bike











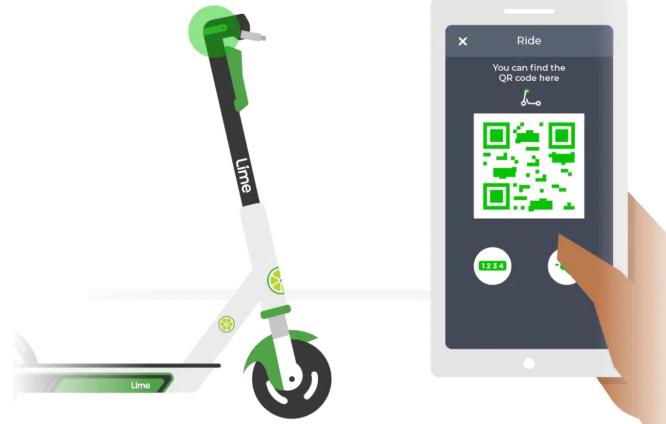




LimeBike ecosystem



LimeBike ecosystem



LimeBike ecosystem

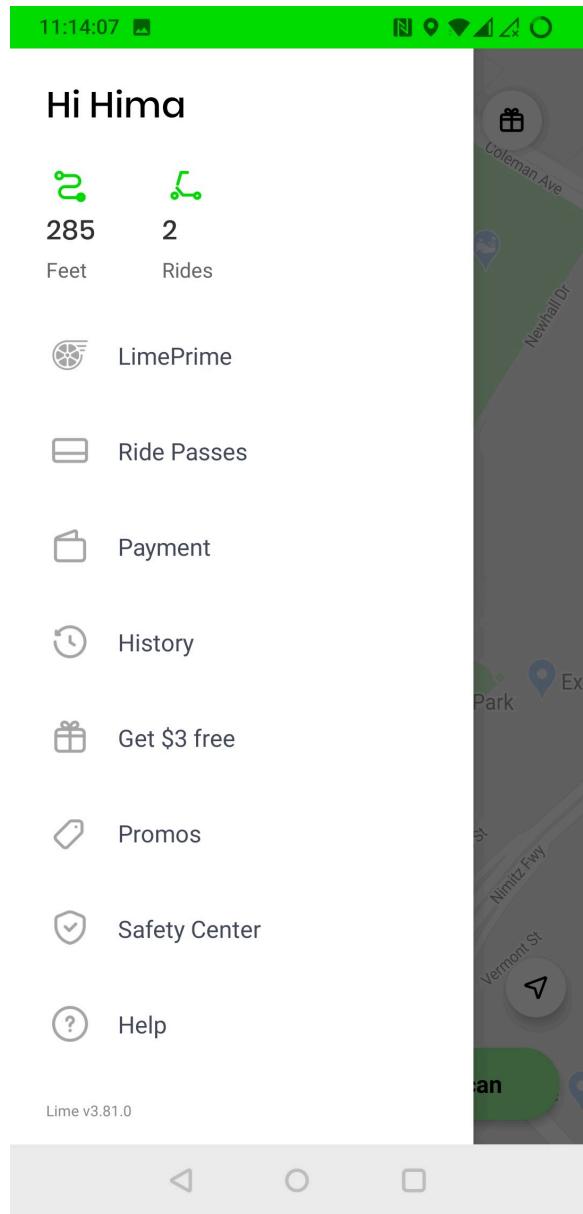
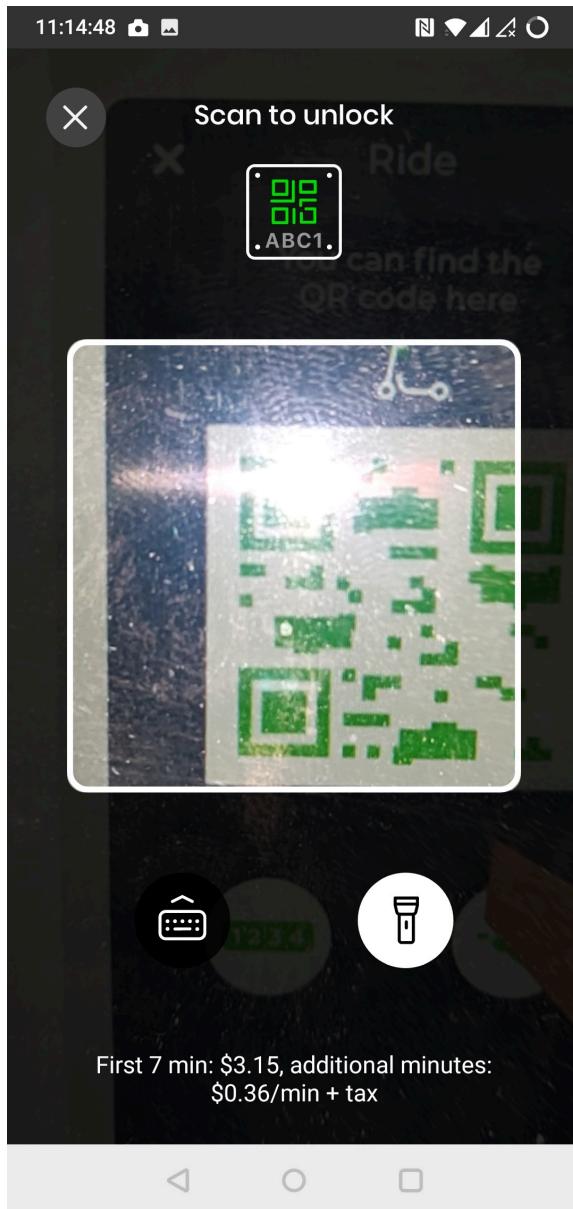
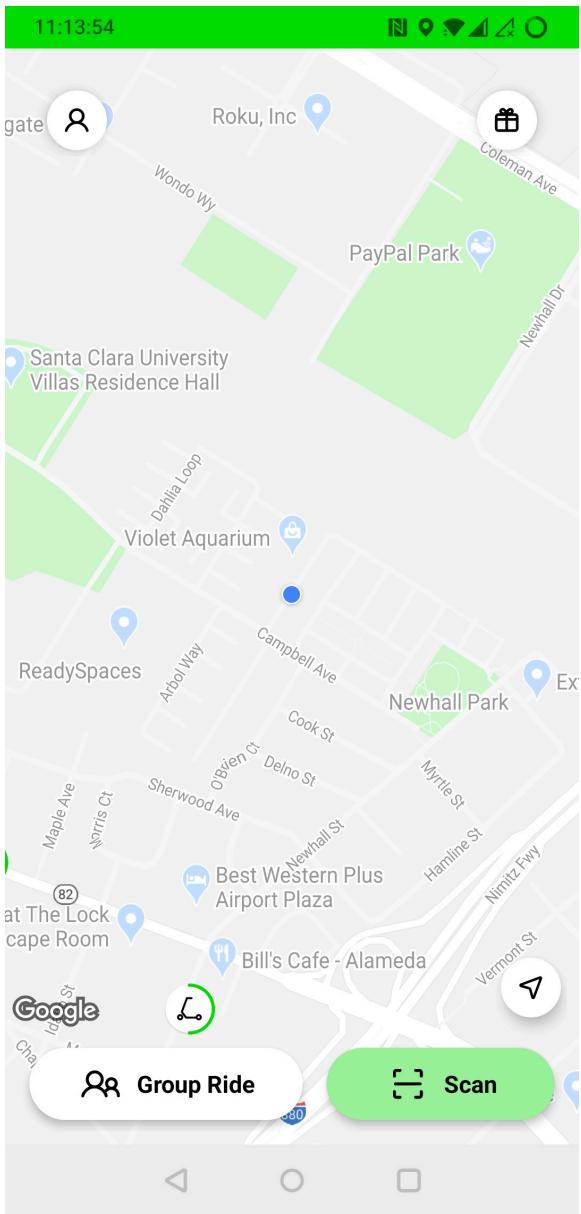


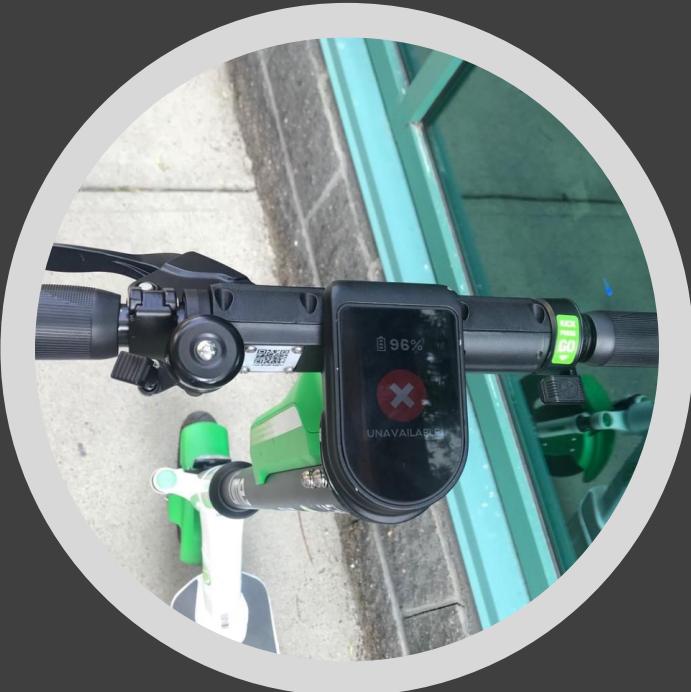
LimeBike ecosystem





Current Model





Current Model

Interview Findings



Real interview

"Don't know how much the ride will cost until you end the ride"

"App is complicated to comprehend"

"No navigation feature"

"Turns off going through parks"

"Ending rides is difficult and often unreliable"

"App is so unclear you have no idea what you are paying for nothing is upfront"

"Not convenient if you don't know way around town as no navigation is there"

"Designated parking spots and no bike zones are inconvenient"

"GPS functionality is not accurate"

"Don't know how far you have to walk just to park the scooter."

"When I got a bike, I tried parking it in several designated parking spots and got an error every time"

"Inconsistent experiences. When it works, it works, but when it doesn't it doesn't"

"Have to walk 0.5 mile to 1 mile just to find a scooter"

"I booked lime to travel 0.5 miles, I had to walk another 0.5 mile to park it at one of parking allowed locations "

"They place hold on some amount at the start of ride"

"Unlock charge is high its \$3.15"

"The price calculation should involve actual distance travelled also instead of billing customers just based on \$0.36/min. Sometimes the scooter doesn't start or you run into some issue after unlocking it. Since you have not end the ride you are charged for every passing minute which is unfair. I didn't drive it at all why should I pay? Especially when your scooter is bad ?"

Online reviews

← → ⌛ play.google.com/store/apps/details?id=com.limebike&hl=en_US&gl=US

 Google Play Games Apps Movies & TV Books Kids

Ratings and reviews → Ratings and reviews are verified ⓘ

4.8 ★★★★★ 398K reviews

 Maurice Arreola · August 30, 2022

One star for the actual scooter. It's fast easy to use and sturdy. Easy learning curve. Everything else is just horrible. App is so unclear, you have no idea what your paying for nothing is upfront. They have unlimited riding for a set amount of time but u have nothing to compare it to. When I finally did end up riding it was way to much for only a mile ride and I had to turn back just to park it somewhere else I did not want to go. Ended up having to walk just as far anyway, app failure 100%

48 people found this review helpful

Did you find this helpful?

Neutron Holdings, Inc. · August 30, 2022

Thanks for the feedback Maurice! Each city defines areas in which Lime vehicles cannot be operated or parked. We understand that this can be frustrating and designed the map in the app to show all relevant areas to ensure they are respected. Error messages from the app are also meant to guide users navigate areas requirements. Thanks! Lime 🍀 ↴

 Tiffany Brisco · ⋮

Problem validation

Rating	No of reviews
5	20318
4	2023
3	1198
2	1191
1	7020

- App
- Parking
- Unlocking
- Service
- Expensive
- Location

Problems I choose to work on – feature enhancement, address inconvenient app issue.

Rating = 1	Rating = 2
app : 2027	app : 402

File Edit View Insert Runtime Tools Help All changes saved

+ Code + Text

result_1 = reviews_all(
 'com.limebike',
 sleep_milliseconds=0, # defaults to 0
 lang='en', # defaults to 'en'
 country='us', # defaults to 'us'
 sort=Sort.NEWEST, # defaults to Sort.MOST_RELEVANT
 filter_score_with = 1 # defaults to None(means all score)
)

#df_busu = pd.DataFrame(np.array(us_reviews),columns=['review'])
df_busu = pd.DataFrame(np.array(result_1),columns=['review'])
print(df_busu.columns)

df_busu = df_busu.join(pd.DataFrame(df_busu.pop('review').tolist()))

#print(df_busu.head())

Content :
x1 = df_busu["content"]
print(x1)

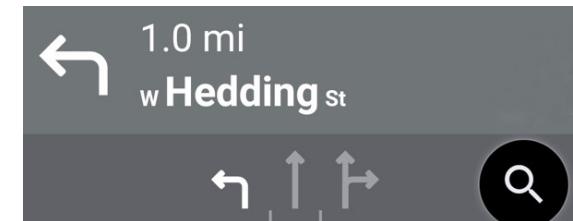
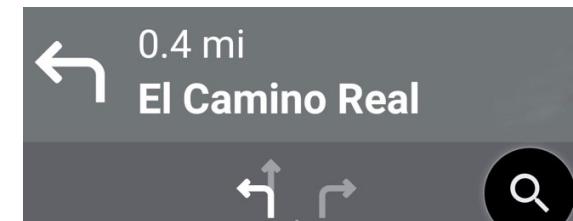
Index(['review'], dtype='object')
Content :
0 Tride for the first time with new bigger scoot...
1 Could be better! The timer keeps going even wh...
2 Barely usable in central London. The map doesn...
3 Terrible Lime keeps billing me not allowing me...
4 Показва позволените зони само от време на врем...
...
7015 Battery sucking hog. Launched it once, didn't ...
7016 Have to create an account to see where bike ar...
7017 The send me an activation code via text so I c...
7018 It won't accept my credit card info.
7019 1st thing it does is ask for login and credit ...
Name: content, Length: 7020, dtype: object

Current problem: Most of the users find the app to be buggy or just too complicated to comprehend

Suggested model: Interactive messages, better UX design should fix issues like this.

Improvement 1 : Turn by turn navigation feature

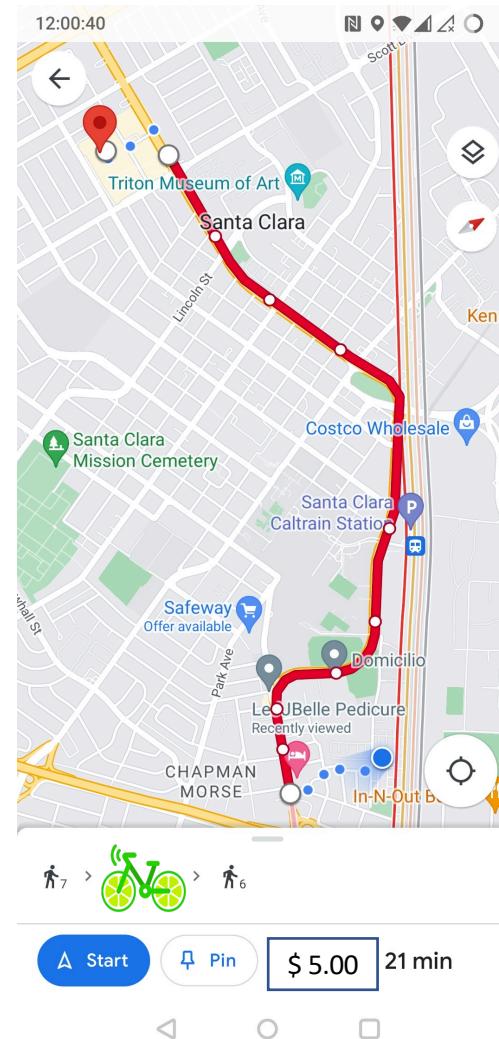
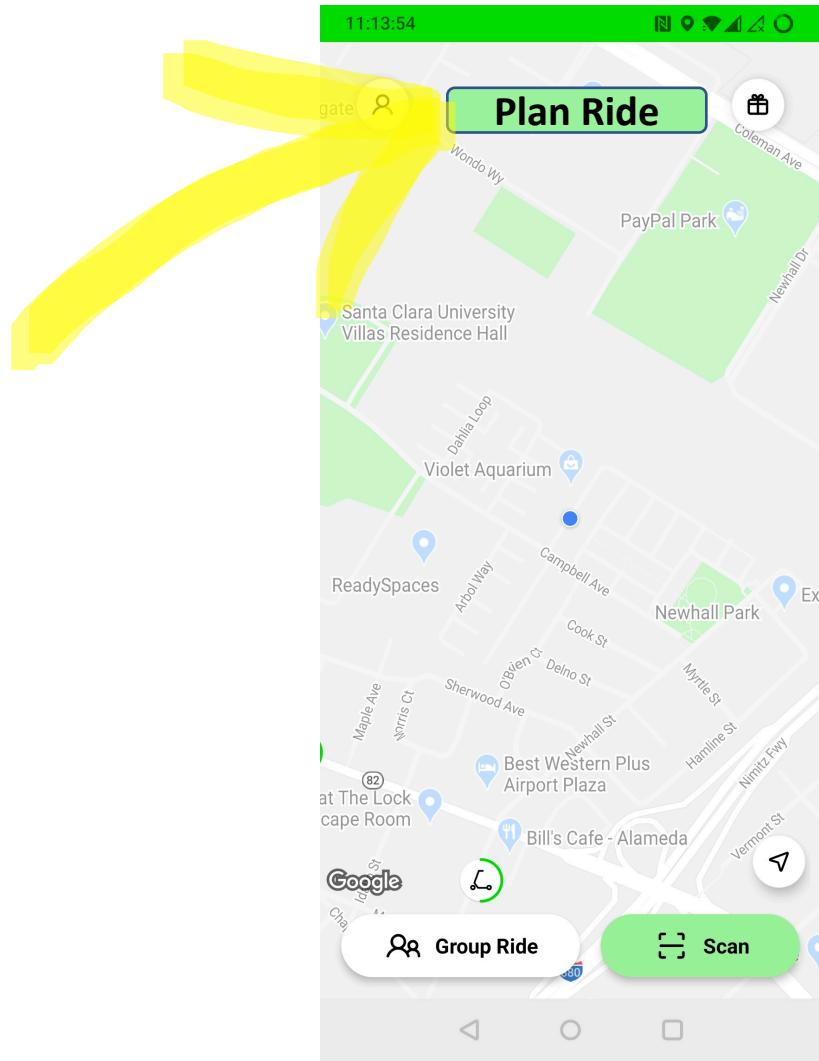
- **Current model:** No navigation feature is present. Google Maps location service is enabled to locate the nearest lime bike but to commute to their destination using Lime bike the riders use their phone map only to navigate.
- **Suggested solution:** The LimeBike display software can be updated to display turn-by-turn navigation commands obtained from the Lime mobile application over Bluetooth. The user at the start of ride can enter the destination and set navigation to true in the mobile APP which in turn will keep sending navigation commands to the display unit. Integration with a directions map service (like Google maps or Here maps) for routing would be needed. Feature addition would be needed to both display unit's software application and to mobile application.





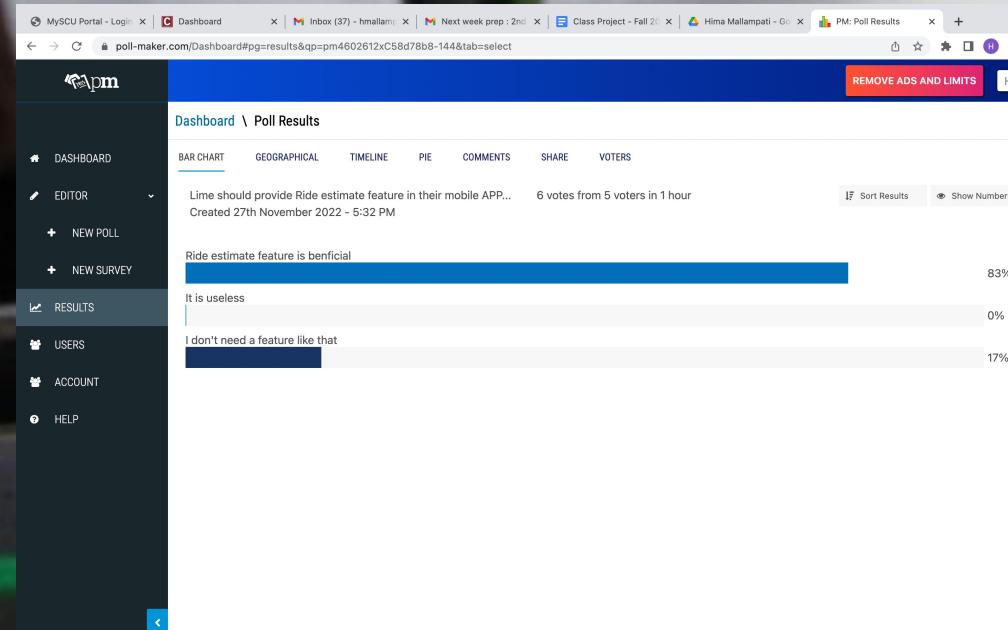
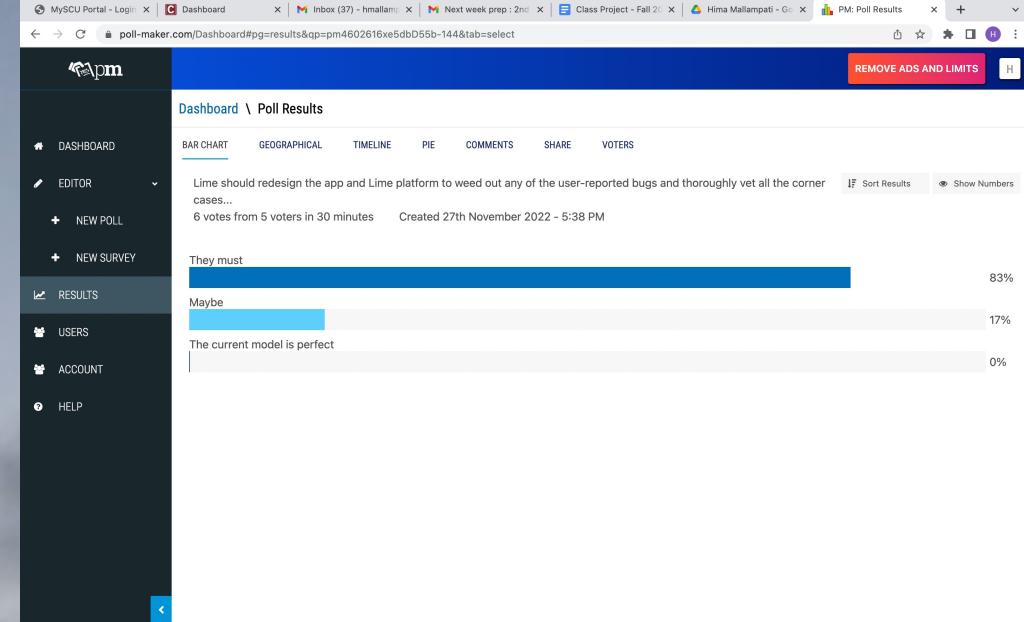
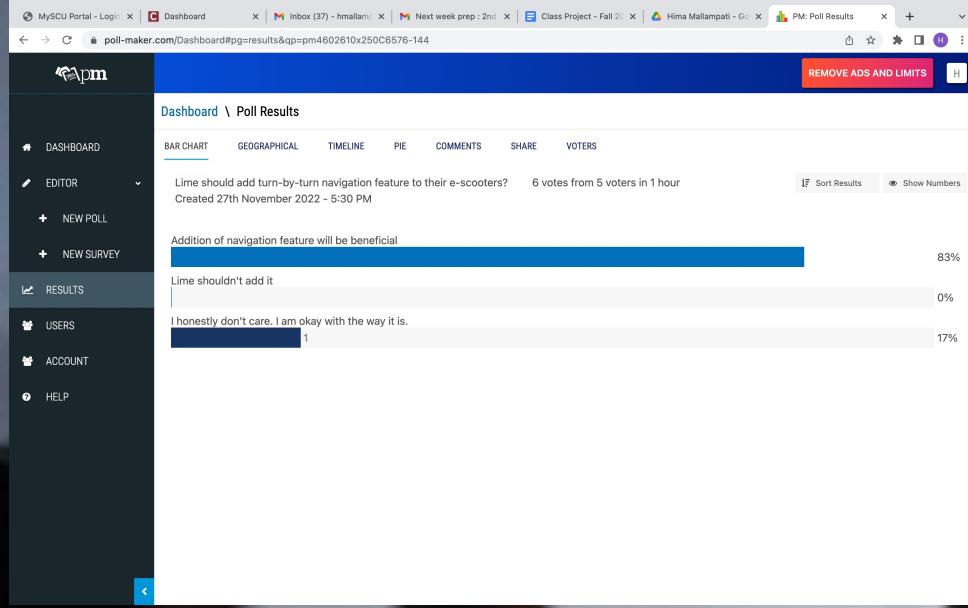


Improvement 2 : Ride planning feature



Solution validation

Title	Status	Resp.	Last Resp.	Modified	Results	More
Lime should add turn-by-turn navigation feature to their e-scooters?	Active	6	Nov 27, 2022	Nov 27, 2022		...
Lime should redesign the app and Lime platform to weed out any of the user-reported bugs and thoroughly vet all the corner cases...	Active	6	Nov 27, 2022	Nov 27, 2022		...
Lime should provide Ride estimate feature in their mobile APP...	Active	6	Nov 27, 2022	Nov 27, 2022		...



Product metrics and acceptance criteria

- Metric: Happy customers percentage, unhappy customers percentage
Currently the percentage of unhappy customers
$$= (7020 + 1191) / (7020 + 1191 + 1198 + 2023 + 20318)$$
$$= 25.86\%$$
- Currently the percentage of happy customers
$$= (1198 + 2023 + 20318) / (7020 + 1191 + 1198 + 2023 + 20318)$$
$$= 74.13\%$$
- Metric: Measure app usage statistics for navigation feature and ride estimate feature
- Metric: Revenue
- Metric: Customer base count

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Launch plan

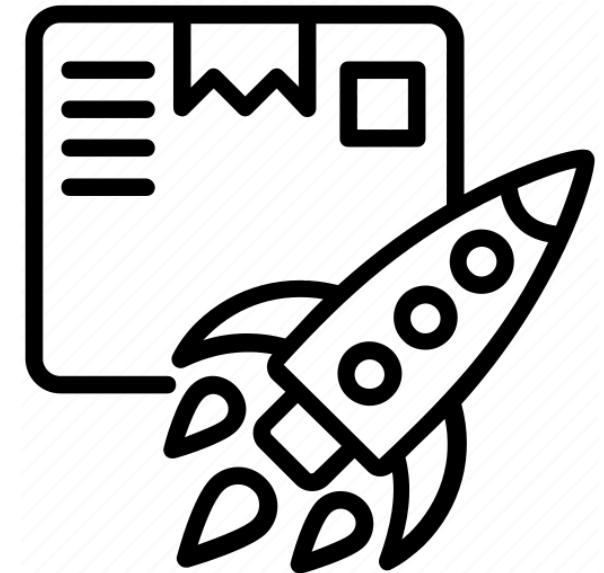
Four Ps: product, price, place, promotion

Activities to complete before launch:

1. Design, develop, test and deploy the new features in mobile APP on Google play store and on Apple store.
2. Develop and test new scooter display software.
3. Do software update of all already in use LimeBikes when they are picked up by Lime juicers for re-charging.
4. Roll out the mobile APP in a phase by phase (phase 1: Northern US, Phase 2: West US, Phase 3: South US, Phase 4: Europe, Phase 5: South American continent and Australia) basis so we have enough backend resources to support bug fixing if any arise, we will be able to support customer service.

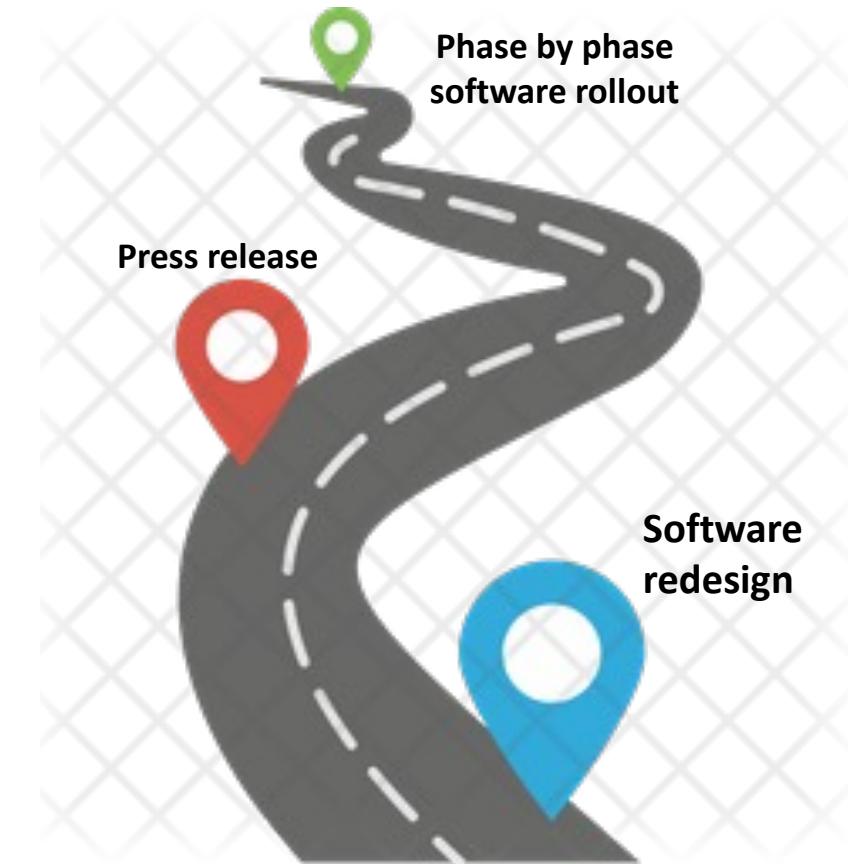
Launch Goal:

- The goal of this launch is to bring a better and more customer friendly product into the market.
- Product with these new feature additions is expected to get LimeBike a greater number of happy customers while retaining the current ones.
- Bring back old unhappy customers who left us



Roadmap

- Three themes - ***Software Redesign & Press release announcing new product features & Phase by phase software rollout***
- **Resource Planning**
Software redesign theme would need to engage following teams:
 1. Mobile application development team
 2. Embedded software team
 3. Test Engineering team
User experience research:
 1. Product Managers with a focus on improving the product KPIs. We can deploy feedback surveys within the app and collect user feedback at the end of their ride.



Thank You

We regularly update the app to make your rider experience even better.
Love the app? Rate us! Your feedback keeps us running :-)
Question or suggestions? Tap Help in the Lime app!

LimeBike is the future of urban transportation, transportation that is shared, affordable and carbon-free. Our carbon footprint is in accordance with Paris climate change agreement standards. LimeBike will provide micro mobility options for you - e-scooters and bikes, so you can skip the gas station lines, not sit in long traffic lines time, reach your destination on time hasslefree. LimeBike is integrated with Google maps, look for your nearest lime around you (in Google maps near me).

We got lime juicers to collect your bikes, service them and put them back at most used pick-up location. So, when you unlock a lime its charged, serviced and up to date.

#BreakUpWithCars



To my car,

I just wanted to tell you that I don't think things between us are working out. To be frank, you're toxic. The constant pollution, never-ending trips to the gas station, wasted hours in traffic—I've had enough. I'm looking for something that aligns with my values. We've had great times together but it's time we see other vehicles.

Sincerely,

Your ex-driver



Concerned of rising Co2 levels? Do you also think about your areas air quality index? Sitting in traffic for a 1.5 mile away Starbucks? Traffic for short commute eat your patience and time? You find gas station lines are never ending and fuel price rising day after day?

Then maybe it's time to break up with your loved ones and ride green.

Travelling as a group? LimeBike got you covered, go for group bookings and enjoy the ride with your near and dear ones.