

Introduction

Statement of Purpose

The objective behind this study is to better understand how adults in Manizales, Colombia view the current bike sharing system offered. This study attempts to determine which certain factors such as safety, efficiency, and reliability, the people of Manizales consider when assessing the quality of the current bike sharing system. Additionally, this study seeks to identify how individuals predict possible improvements relating to infrastructure, technology, and safety to the current bike sharing system might impact their use and view of them in the future.

Research Question

Which certain factors such as safety, efficiency, and reliability influence how adults view and assess the current bike sharing system in Manizales, Colombia? How do they perceive potential improvements relating to infrastructure, technology, and safety to the current bike sharing system impacting their use and view of it in the future?

Subproblems

1. How do current users view the safety, efficiency, and reliability of the current bike sharing system's infrastructure and initiatives?
2. To what extent does the safety of the current bike sharing infrastructure and initiatives negatively influence how an individual views and assesses it?
3. To what extent does the efficiency of the current bike sharing infrastructure negatively influence how an individual views and assess it?
4. To what extent does the reliability of the current bike sharing infrastructure negatively influence how an individual views and assess it?
5. What factors are most valued when an individual evaluates the potential benefit of future improvements to the bike sharing system?