

# Getting You Rolling

## Bike Rental Service Design Challenge



Coming to **Interact2017**? We will be there too!  
We are excited to kick off the Pitney Bowes Design Challenge.

### The Challenge

Many cities around the world have incorporated a bike rental service to make it easier (and greener) for locals and (or) tourists to get around town. Riders can pick up a bike from one location in the city, and drop it off in another.

Mumbai is planning to implement a bike rental service that will allow people to easily navigate the city. Your task is to create a digital solution to locate, reserve, pick up, return, and keep track of the bikes.

### How do I enter?

You have two days during the conference to work on this Design Challenge, but you can start working on it now. As long as you submit your entry by **12:00 pm on Wednesday, Sept 27th**, you are eligible to compete.

### Step 1

Fill out this form: <https://www.surveymonkey.com/r/DesignChallengeInteract2017>

### Step 2

Email your submission or share it via Dropbox to [runalisa.sinha@pb.com](mailto:runalisa.sinha@pb.com). Make sure to use "Interact 2017" as the subject line in your email, and your submission title as the name of your file shared via email or Dropbox.

Accepted submission formats are: PDF, PPT, Website or Video (less than 5 minutes in length)

Optional Resources: PB Sketch library [https://github.com/PBGUX/designsystem\\_sketch](https://github.com/PBGUX/designsystem_sketch)

Finalists from the top three selected entries will have an opportunity to present their design on the last day of the conference, Friday September 29th at 9:40 am IST. The winner will be announced during the closing session. Prizes will be awarded to the winner and the top finalists.

Awards: 1st place - 25,000 INR, 2nd place - 10,000 INR, 3rd place - 5,000 INR

Evaluation Criteria: Creativity, Business/Social Value of the Solution, Design Process and Presentation of submitted materials.

### Deadline for submissions

**Wednesday September 27, 2017 by noon (12:00 pm IST)** Competition is open to faculty, professionals and students. Questions can be directed to [runalisa.sinha@pb.com](mailto:runalisa.sinha@pb.com)

For more details, visit: <https://interact2017.org/pitney-bowes-design-challenge>