Divvy Bikes : Detailed Technical Summary

The application systems we are targeting are the physical features on the bikes, the technical system of checking a bike in and out (kiosk and bike rack), and the visual aids (display board, and mobile app).  These systems all currently exist.  We will be modifying current features and adding new ones depending on the results of our research.

Physical Features

**Current capabilities:**

\*all current features of the bike will be kept.

**Future capabilities:**

* Simple timer system on bike to alert you when bike is nearing time to be docked to establish user’s trust, understanding of Divvy as a system, and ease of use
* More safety flashers on bikes front and back for user’s safety
* Potential availability of helmets as a safety feature and to gain more users that are safety conscious

System of Checking Bikes in and out:

**Current capabilities:**

* Time consuming process involving 7+ steps on kiosk to check out a bike
* Receipt printed with vague instructions to physically get bike off the rack
* Strict rules on docking bike at a Divvy station within 30 minutes or will be charged and extra 7 dollars for each 30 minutes exceeded

**Future capabilities:**

* Process condensed and simplified to 5 steps or less at kiosk will be more efficient if user is in a hurry
* Receipt printed only with necessary information (5 min to get bike rule) which will be large bold print so user will be fully aware of getting a bike out right away
* 7 minute grace period to dock bike which will put less stress on time for the user

Visual Aids

**Current Capabilities:**

**Display board:**

* Map for referencing area around station
* Information about website, daily memberships, and annual memberships

**Mobile app (Chicago Bike):**

* Map of Divvy stations in all of Chicago
* Amount of bikes available and amount of spots open to return a bike

**Future capabilities:**

**Display board:**

* Map for referencing large area around station (map radius equal to a 30 min bike ride) with suggestions of where to check in bike before time ends will make navigation easier for user (especially for visitors who we believe to be a large section of the market)
* Suggested “safe routes” in area on map to create a less stressful experience of riding a bike in the city and make users feel safe
* Bold and thoroughly explained time/payment system for daily passes as well as same information stated for annual memberships will draw users attention and secure their understanding of Divvy system
* Explanation why Divvy uses the time system will show users that Divvy is an honest, no BS company and has the user’s best interest in mind

**Mobile App (Chicago Bike):**

* Map includes suggested “safe routes” that will allow user to navigate any route safely
* Short video on how to use divvy, safety precautions, etc. will clear up any confusion a user may still have and lessen customer service calls