Divvy Biking Service - Divvy Bike, Chicago

We will be providing information to potential users and current users of Divvy bikes.  Our current goals are to simplify the experience, provide more handheld information, and establish trust in the community.  We will focus primarily on business people, visitors, and first time users in comparison with avid users. The information will be about locating where the stations are, amount of bikes, checking bikes in and out.

This will be accomplished through Divvy’s service (physical aspects) and digital interfaces (mobile app, website, and kiosk).  Research will be targeted to Divvy staffers, competitors (Nice Ride, B Cycle), and users in the Chicago area.

Our research will be cyclical and go through the following stages:

1. Research Divvy as a company (their mission, targeted users, current and future goals)

2. Research the current Divvy Bike UX (through interviews, observational, surveys, etc. )

3. Gather data, discover insights, and develop personas.

We will use the insights found in research to provide prototypes etc. From there we will come to an appropriate solution tailored to each issue. All solutions working as a whole will improve Divvy Bike’s overall user experience and brand loyalty.