User Research Summary
Online Surveys:

Faculty	How do you usually travel?	Have you used bike-sharing before?	What problems have you faced with the current transport systems?	What features would you like to see in a bike app?	How likely are you to use a smart bike service if it's easy and reliable? 1 - Strongly Disagree, 5 - Strongly Agree
IT	Walk, Bike	No	It's a bit far	Quick call	5
Business	Walk	No	Walking under the sun too much is not good for your health, and it is slow	Any just make a small size of the application is enough	4
Education	Walk	No	Actually, it is found for me because I like to walk around the campus	real time tracking, automatic locking/unlocking, person's details to know who borrowed it and breakdown assistance who knows I got flat tire lol	4
Education	Walk	No	difficult for those who have no bike to go to other places even inside the campus, it takes time	easy to use and familiar with dairy users, can access with every phone	5
Art and Humanity	Walk, Bike, Ride	No	none	have GPS	5
Business	Walk	No	Take time to walk from place to place	place to sit proper for women's that wears skirt	5
Business	Walk	No	for those who have no transport only walking is hottttttt	have service all day	5
Business	Walk, Ride	No	It is hard to travel from place to place and hot	easy and familiar, can use university ID card no need to use our own pocket money	5
Science	Bike, Ride	No	I have my own bike so I don't use the transportation	no recommendation	1

			option in campus, I would avoid sharing because right now the problem I'm facing is when they use the bike, they wouldn't fill gas or when its damage they wouldn't care		
IT	Walk, Drive, Ride	No	hot and take time	May be some fun game there	3

Face-to-Face Interviews

"We're developing a new smart bicycle app for use on campus. The idea is to make getting around easier and more efficient. This app may include features like bike reservations, real-time tracking, automatic locking/unlocking, and suggested safe routes." Questions:

1. How do you feel about the current transportation options on campus?

2. What would make you want to use or avoid a bike-sharing app?

3. If we were to create a new smart bike app, what features should it have to make you want to use it?

First Interview:

1. Feel good
2. I want to use it because it is convenient no need to walk
3. Anything that uses less space in phone

Second Interview:

1. If have your own bike it's okay, but if you don't have one, it's a bit challenging for everyday with different weather conditions
2. It makes me use it because it's very useful for students who don't have a bike, not make me want to use it because it has extra cost
3. It should be like a discount sometimes or earn points after a ride, which also can be used for free ride

Third Interview:

1. Not satisfied with current transportation
2. I want to go where I want comfortably and easily both on school days and on weekends
3. Pay less, students discount

Fourth Interview:

1. There are no options available.

2. I want to use it because it helps reduce pollution from motorcycles. I don't want to use it if the booking process is complicated or if it costs more than using a motorcycle.
3. The system should be easy to use, not complicated, and should save money and energy.

Personas

Persona 1: "First-Year Business Student"

Commutes between various faculty buildings multiple times a day. Seeks to minimize commute time with quick bike access. Use a campus-issued wallet or prepaid student account for payments. Appreciates quick QR code-based unlocking and automatic ride tracking.

Persona 2: "Second-Year Arts Student"

Frequently explores different parts of campus for events or exhibitions. Dislikes cluttered interfaces and finds too many options overwhelming. Prefers visual maps with clear markers over textual instructions. Needs an easy way to report broken bikes or issues with the app.