



# RentACycle

Phase V1

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DAIICT Institute Research Proposal

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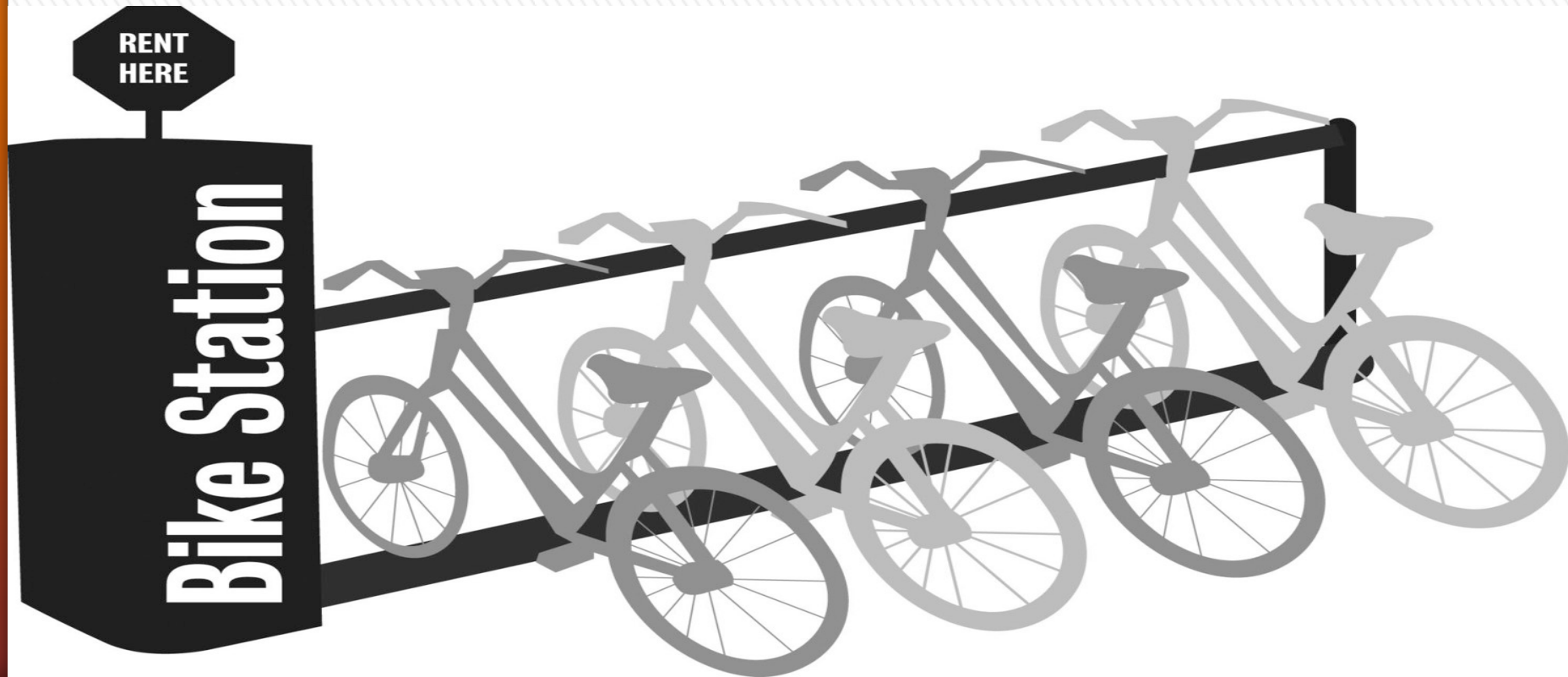
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# Introduction

Commuting and mobility has become a major issue due to increase in population and urbanization. Hence there has been a significant rise in number of people who are adopting '**Cycle for Work**' initiative.

Encouraging this trend, We **RentACycle** have designed a plan which will make it easy for people to rent a cycle and commute.





# Program Benefits

## ❖ At community level:

- Fosters rapid transit and commute services, in turn, reducing traffic congestion.
- Reduce household transportation expenditure.
- Reduce dependency on heavy automobile transportation.
- Reduce carbon emission and helping against global warming
- Cycling is one of the best ways of exercising which improves physical, mental and emotional health reducing risk of heart disease and obesity.

## ❖ At corporate level: (For our company)

- Increase in economic activity through membership benefits and plans.
- Increase in bicycle sale. (opportunity to start bicycle manufacturing in near future).
- Increased marketing and sponsorship opportunities through advertising on our bicycle stations.



# Interview Questions for Customer

**We'll be conducting interviews with at least 12-15 users (using online forms or offline face-to-face). The answers to these questions will help us better understand their requirements.**

1. How frequently do you rent a bicycle?

- Daily
- Thrice a week
- Once in a week
- Never

2. While renting bicycle what would you give priority to cost or ease of renting?

3. How do you decide from whom to rent bicycle?



4. Which mode of payment do you prefer?

- Cash
- Wallet

5. For what purpose do you rent a bicycle?

6. Do you rent bicycle for local commute or for long distance?

7. Are you satisfied with services of your current hirer? Why?

8. Will you be interested in having a functionality to pre-book your bicycle i.e. 1-2 hours before your actual commute start time? If 'Yes' are you willing to pay 2-3% higher than standard rates for advance booking?



# System Planning

## ➤ Target Geography & Segment

Target Areas Near:

- Shopping malls
- Offices
- Schools and colleges
- Consumer market
- Hospitals
- Bus stops, Railway station, Airport
- Hotels
- Intra-campus commute (for campus >30 acres)





In next slide we'll see the map of Bangalore city and each blue point represent our cycle station. The 55 station points in map are placed in highly dense areas of Bangalore city.

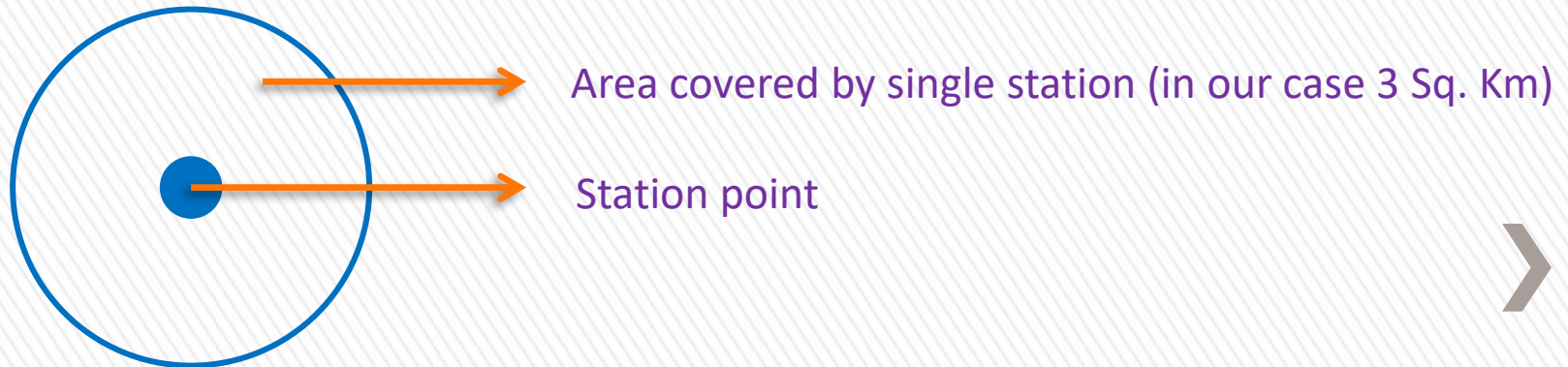
## **Roll-out plan for RentACycle station installation:**

**Phase-1:** 55 stations / 825 Bicycles / 3 Sq. Km

**Phase-2:** 65 stations / 975 Bicycles / 2.5 Sq. Km

(Note: Number of stations in Phase-1 and Phase-2 are non-cumulative i.e. at the end of phase two we'll have total 120 stations with 1800 bicycles.)

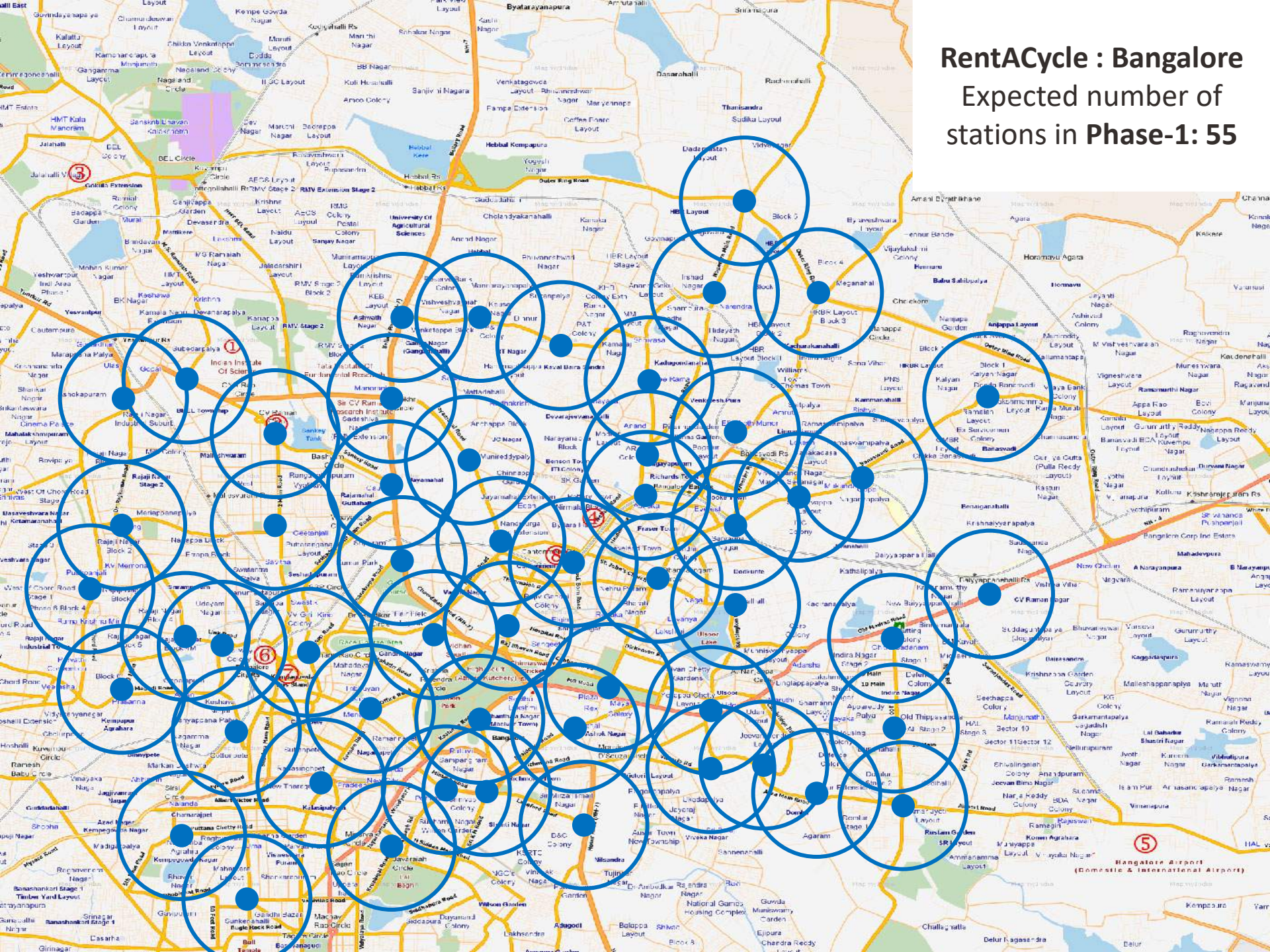
## **Symbol Representation in map:**





# RentACycle : Bangalore

## Expected number of stations in Phase-1: 55





# System Planning...contd

## ➤ Cycle Station Installation

- Users will have access to our cycle station every **3 Sq. Km** in Phase V1. In Phase V2 we plan to reduce it to **2.5 Sq. Km**.
- Due to our **limiting fixed budget**, the best infrastructure for our station installation would be '**Portable Cabin Shops**'. (Image shown on next page).
- Each portable Cabin Shops can easily fit **12-15 bicycles**, along with one table and a chair for attendant.
- The **attendant** will be responsible for taking ownership of the station, keep track of number of bicycle, check quality before check-in and check-out out of bicycles and resolve any customer facing issues.

# Cycle Station infrastructure (Tentative)



- **Portable** cycle station
- Can easily accommodate **12-15 cycles**
- Space for an **attendant** along with table and chair (if required)
- We can partner with local manufacturer and order these cabins in stock at **discounted rates**. (also bargain, if required 😊)



# System Planning...contd

## Customer Interaction With System (Part – A)

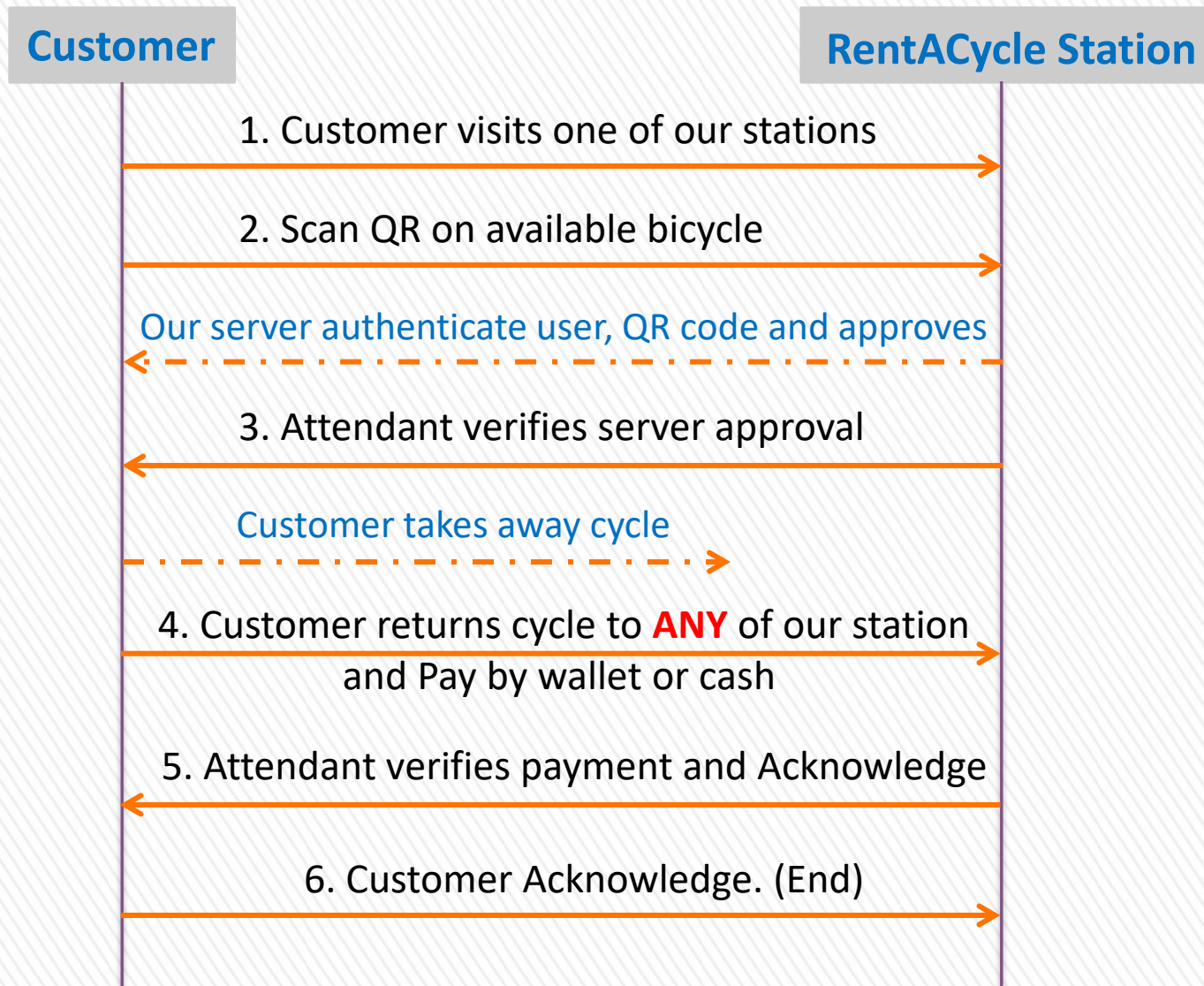
- Each cycle will have a **unique identifier (or ID)**.
- Customer will interact (lock or unlock) with the cycle through this ID.
- To speed up the user interaction with the cycle (or our system) we can bind **QR code** to each cycle.
- Customer (or even us) will interact with cycle by scanning this QR code with the help of our **mobile application**.





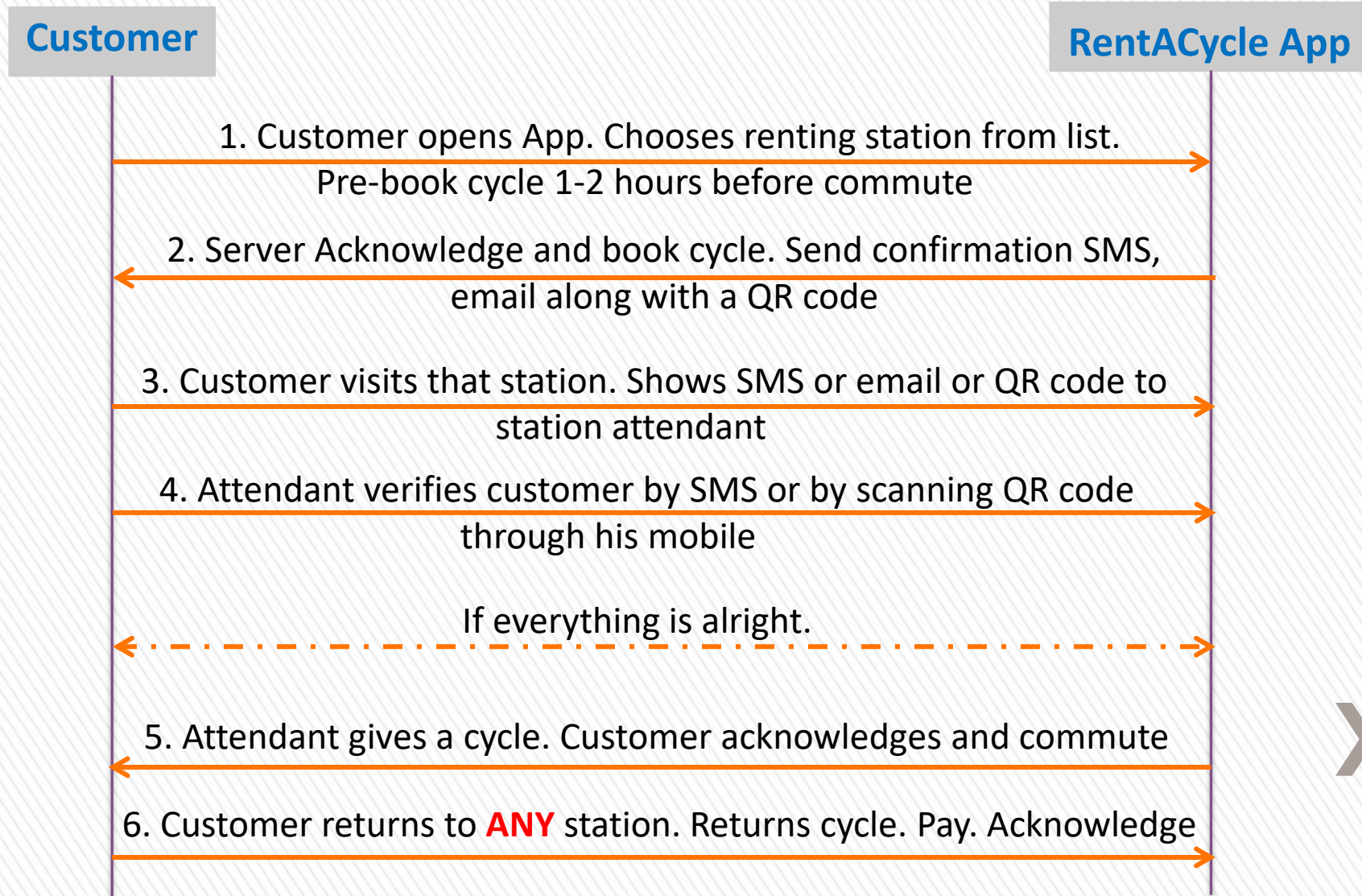
# Customer Interaction With System (Part – B)

## Concept A: On-site booking

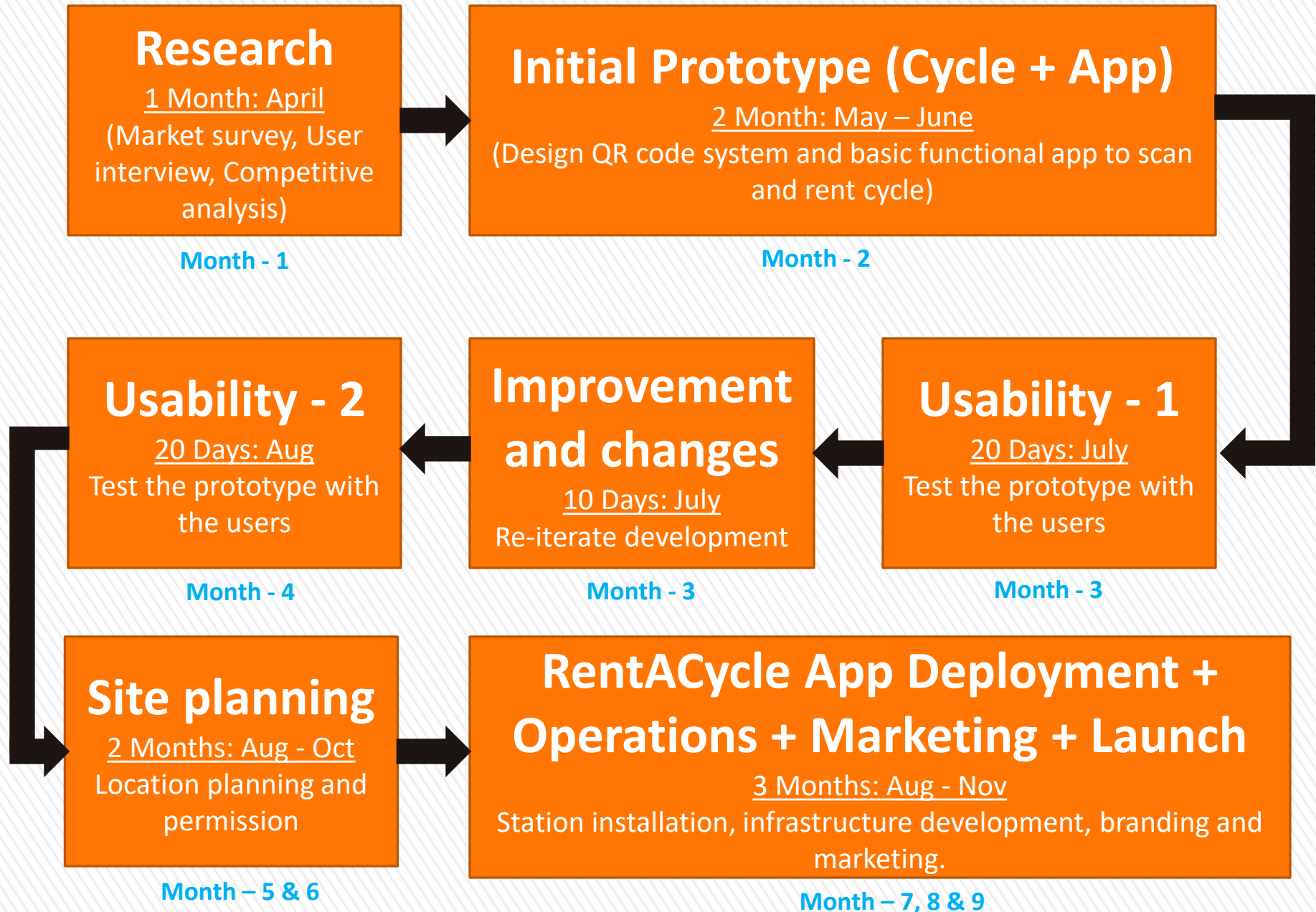


# Customer Interaction With System (Part – B)

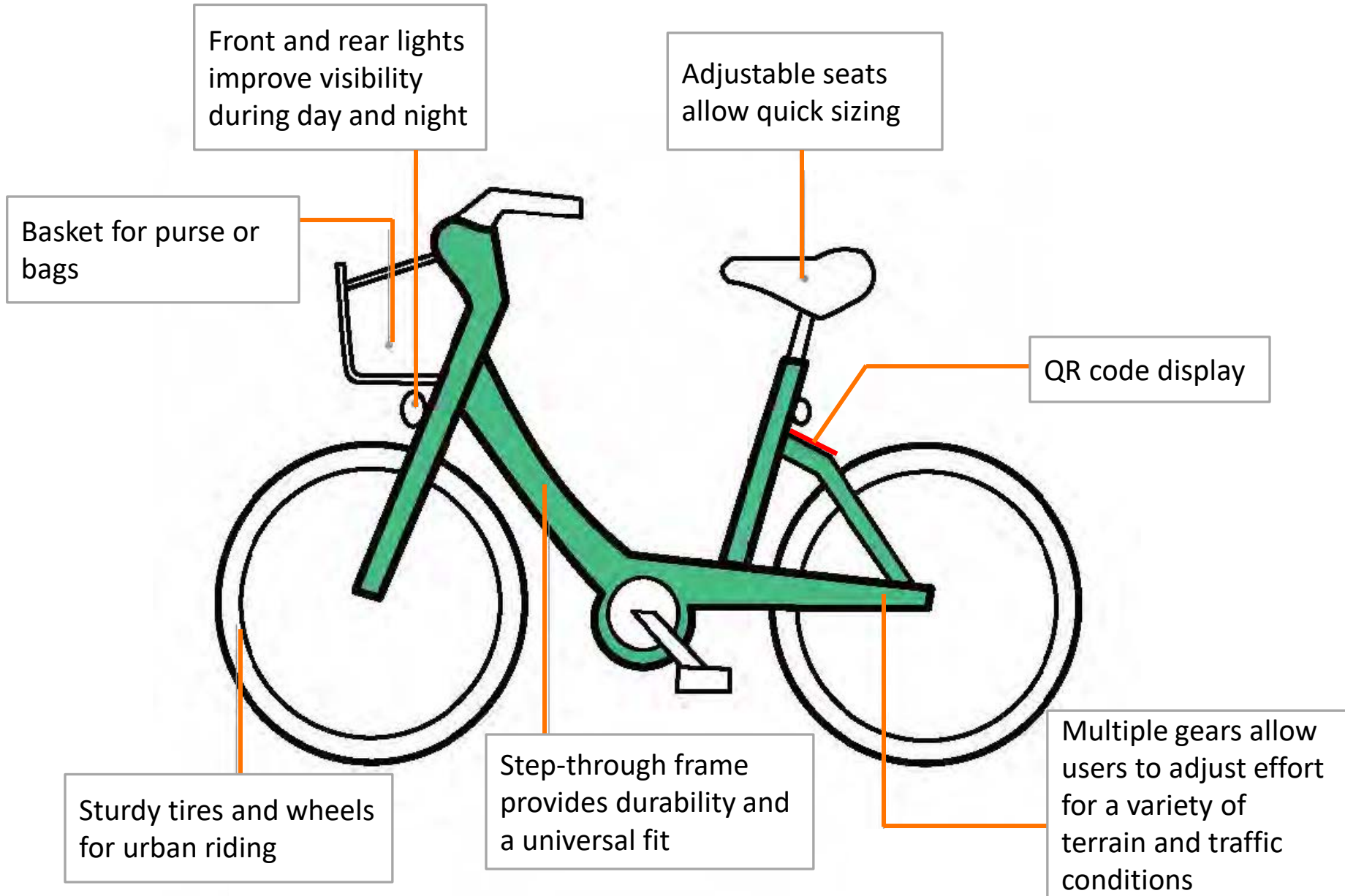
## Concept B: Off-site booking (or Advance booking)



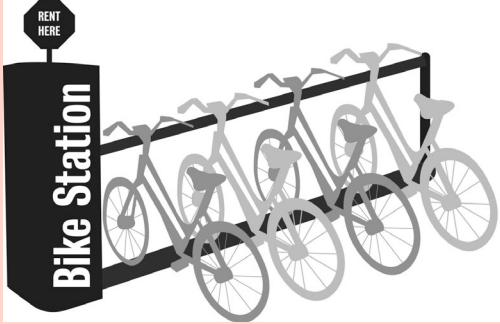
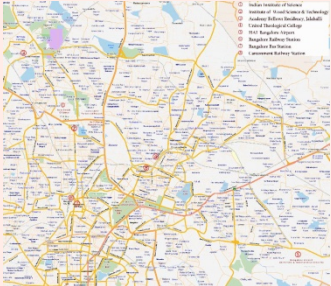
# Intended Timeline



# Cycle Prototype





# Image References

Image	Reference URL
<p>Slide 4</p> 	<p><a href="https://dailybruin.com/2012/04/24/bike_nation_to_bring_bicycle_rental_kiosks_to_westwood_in_the_fall/">https://dailybruin.com/2012/04/24/bike_nation_to_bring_bicycle_rental_kiosks_to_westwood_in_the_fall/</a></p>
<p>Slide 10: Bangalore Map</p> 	<p><a href="http://www.orangesmile.com/travelguide/bangalore/high-resolution-maps.htm">http://www.orangesmile.com/travelguide/bangalore/high-resolution-maps.htm</a></p>



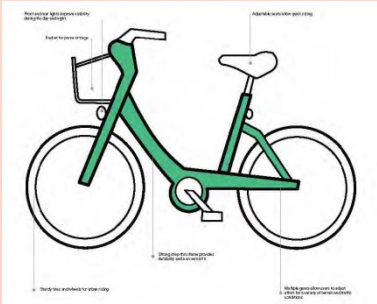



# Image References...contd

Image	Reference URL
<p>Slide 13: Cycle</p> 	<p><a href="https://commons.wikimedia.org/wiki/File:USDOT_highway_sign_bicycle_symbol_-_black.svg">https://commons.wikimedia.org/wiki/File:USDOT_highway_sign_bicycle_symbol_-_black.svg</a></p>
<p>Slide 13: Mobile Mockup</p> 	<p><a href="https://mockuphone.com/#ios">https://mockuphone.com/#ios</a></p>



# Image References...contd

Image	Reference URL
<p>Slide 17: Cycle</p> 	<p><a href="https://publicdomainvectors.org/en/free-bicycle-horse-rider-vector">https://publicdomainvectors.org/en/free-bicycle-horse-rider-vector</a></p>
<p>Slide 13: QR Code</p> 	<p><a href="https://cdnqrcgde.s3-eu-west-1.amazonaws.com/wp-content/uploads/2013/11/jpeg.jpg">https://cdnqrcgde.s3-eu-west-1.amazonaws.com/wp-content/uploads/2013/11/jpeg.jpg</a></p>



Happy  
Commute!!

