Date	22 October 2023
Team ID	Team -591172
Project Name	Project – Ford GoBike Analysis
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	• Ensuring that bikes were readily available to all the users at all times proved to be a challenge. • Distributions of Bikes across docking stations was often imbalanced. • Downtime due to maintenance issues also resulted in a lot of problems. • Simplifying the payment process is essential for retaining and attracting users. • The goal of this project is to enhance the overall user experience ,increase the bike availability,reduce downtime and promote the usage of bike as a feasible mode of transporation .
2.	Idea / Solution description	To address the challenges faced by this project: • We can implement an AI -driven algorithm to dynamically redistribute bikes based on the real-time demand data. • Implement regular checks based on the data to reduce downtime,ensuring bikes are always in an optimal condition. • Enhance the mobile app with many more features such as real-time bike availability,station maps and route suggestions. • Gather feedback from users to understand their needs and preferences. • Establish a dedicated team for data analysis to gain insights .
3.	Novelty / Uniqueness	• An innovative method is the use of AI-driven algorithms for dynamic station management, which guarantees real-time bike redistribution based on demand. It is different from stationary, static bike-sharing systems in that it adapts dynamically to user patterns. • The user-friendly mobile app not only provides real-time information but also includes a built-in feedback system. • Implementing predictive maintenance based on data analytics allows for proactive problem-solving, reducing bike downtime. • Offering incentives for combining bike rides with public transport is a unique

		strategy, promoting a holistic approach to urban mobility.
4.	**Social Impact / Customer Satisfaction**	- By offering flexible membership options, including discounts for low-income users, the bike-sharing program becomes more accessible to a wider demographic. - Affordable access to bikes enhances customer satisfaction, especially for individuals with limited financial means. - Safety campaigns, helmet vending machines, and discounts for helmet usage promote responsible riding habits, enhancing overall road safety for both riders and pedestrians. - Integrating bike-sharing with public transport encourages eco-friendly commuting options, reducing traffic congestion and environmental pollution. - By utilizing data to understand user behavior and preferences, the program can tailor its services more effectively, meeting the specific needs of the community.
5.	**Business Model (Revenue Model)**	1. **Mobile App Partnerships** Partnering with local businesses ,restaurants to offer exclusive discounts through the mobile application. 2. **Premium Services** Including premium services such as faster bikes,exclusive parking spaces ,guided city tours for a premium fee. 3. **Government Subsidies and Grants** Apply for government subsidies and grants aimed at promoting eco-friendly transportation and urban mobility solutions. 4. **Late Fees and Penalities.** Impose late fees on users who exceed the allotted time for their rides or penalize for damages caused due to negligence. 5. **Integration with Public Transport** Collaborate with public transport agencies and receive a portion of the fare when users combine bike rides with public transport.
6.	**Scalability of the Solution**	- Implement a modular technology system that can accommodate more number of users ,bikes and docking stations. This will allow the system to expand seamlessly as demand grows. - Utilize data analytics and machine learning algorithms to analyze real time user behavior and demand pattern.Hence ensuring optimal bike availability. - Collaborate with local government officials to obtain support for infrastructure expansion. This can ensure funding for expansion. - Partnerships with businesses willing to sponsor new stations or bikes in excahnge for advertising opportunities. This can

| | | ensure funding for expansion while providing visibility to sponsors. |
| | | • Equip bikes and docking stations with smart IoT devices that allow remote monitoring and management.This Technology ensures the scalability of operations by maintaining a large fleet efficiently. |