Project Report Format

Date	**8 November ,2023**
Team ID	**Team -591172**
Project Name	**Project – Ford GoBike Analysis**
Maximum Marks	**4 Marks**

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1.2 Purpose

2. **LITERATURE SURVEY**

2.1 Existing problem

2.2 References

2.3 Problem Statement Definition

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3.2 Ideation & Brainstorming

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5. PROJECT DESIGN

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INTRODUCTION

➢ Project Overview

Ford GoBike was a bike-sharing program that operated in the San Francisco Bay Area from 2013 to 2020. It was a collaboration between Motivate, a bike-sharing company, and Ford Motor Company. The program aimed to provide an affordable and convenient transportation option for residents and visitors in the Bay Area. Ford GoBike offered a fleet of bicycles stationed at various docking stations throughout San Francisco, East Bay, and San Jose. Users could rent bikes on a short-term basis by purchasing a membership or using a credit card at the docking station. The bikes were equipped with GPS tracking, allowing users to locate and reserve bikes through a mobile app or at the docking station itself.

➢ Purpose

The purpose of Ford GoBike was to provide an affordable, convenient, and eco-friendly transportation option for residents and visitors in the San Francisco Bay Area. By offering a bike-sharing program, Ford GoBike aimed to reduce traffic congestion, promote sustainable transportation, and improve air quality in the region. The program encouraged people to use bicycles for short trips instead of cars, promoting a healthier lifestyle and reducing the overall carbon footprint. Additionally, the availability of GPS-equipped bikes and a user-friendly mobile app made it easy for users to find and rent bikes, enhancing the overall convenience and accessibility of the transportation service.

LITERATURE SURVEY

➢ Existing problem

The existing problem addressed by Ford GoBike was the need for an affordable and convenient transportation option in the San Francisco Bay Area. Prior to the bike-sharing program, residents and visitors faced challenges related to transportation, such as limited mobility choices, traffic congestion, and environmental concerns due to increased reliance on cars. The absence of a widespread, easily accessible, and eco-friendly transportation system in the area posed a problem for people looking for efficient ways to travel short distances.

➢ References

The information provided about Ford GoBike is based on general knowledge up until my last update in January 2022. This knowledge is not sourced from specific references but represents common knowledge available up to that time. If you're looking for more detailed or updated information about Ford GoBike, I recommend checking official sources such as the websites or official announcements from Motivate, Ford Motor Company, or local government websites in the San Francisco Bay Area. Additionally, news articles, press releases, or academic papers related to bike-

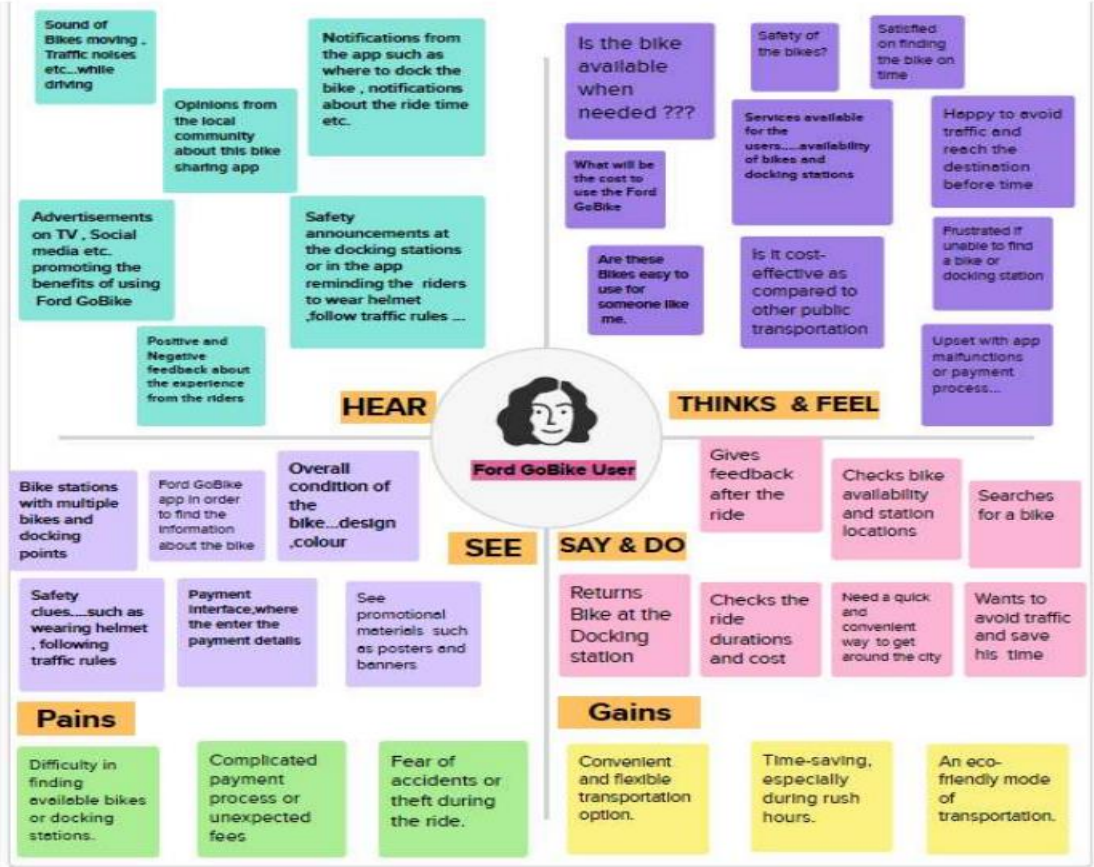
sharing programs and urban transportation in the Bay Area might provide more specific and detailed insights into the topic. Please note that specific details might have changed after my last update, so it's essential to refer to the most recent and reliable sources for the latest information.

➢ Problem Statement Definition

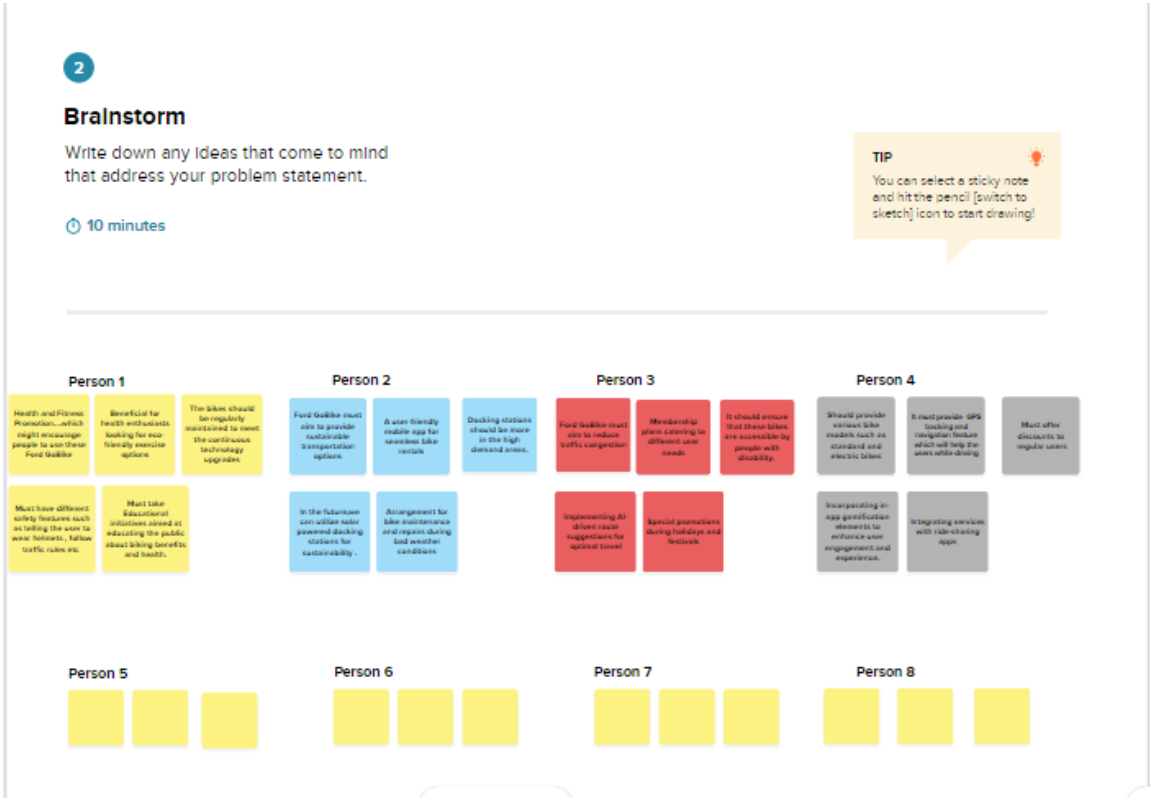
The problem statement defined in the given description is the need for an affordable and convenient transportation option for residents and visitors in the San Francisco Bay Area. The lack of such an option could lead to issues like traffic congestion, limited mobility choices, and environmental concerns due to increased reliance on cars. Ford GoBike aimed to address this problem by providing a bike-sharing program with a fleet of bicycles, equipped with GPS tracking, and stationed at various docking stations across the Bay Area. The collaboration between Motivate and Ford Motor Company was established to offer a solution to the transportation challenges faced by the community.

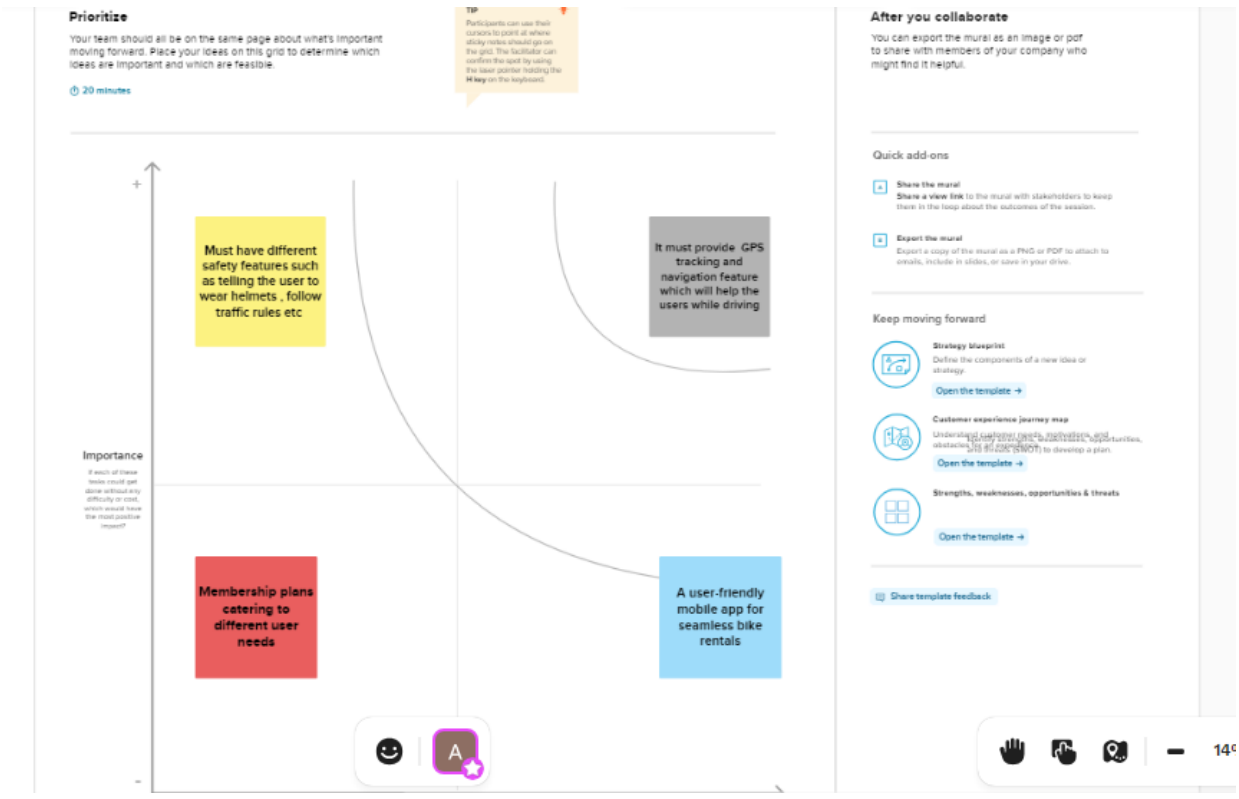
IDEATION & PROPOSED SOLUTION

➢ Empathy Map Canvas



➢ Ideation & Brainstorming





REQUIREMENT ANALYSIS

➢ Functional requirement

- **Project Initiation And Data Collection**
- **Data Cleaning and Initial Analysis**
- **User Personal Development and Feature Engineering**
- **Predictive Model Development**
- **Model Testing and DashBoard Prototype**
- **Recommendation System and Final Testing**

➢ Non-Functional requirements

Performance: The system should handle a large number of simultaneous users, ensuring quick and responsive service, both in terms of bike availability and mobile app responsiveness.

Scalability: The system should be designed to scale efficiently, accommodating an increasing number of users and bikes without significant performance degradation.

Reliability: The bike-sharing system should be reliable, with minimal downtimes and disruptions, ensuring that users can access bikes whenever needed.

Security: The system's data, including user information and payment details, should be securely stored and transmitted to prevent unauthorized access or data breaches.

Availability: The system should be available 24/7, allowing users to rent bikes at any time of the day or night, enhancing the convenience factor.

Usability: The mobile app and docking station interfaces should be user-friendly, intuitive, and accessible to a wide range of users, including those with disabilities.

Compliance: The system should comply with local regulations and standards related to transportation services, ensuring legal operation and user safety.

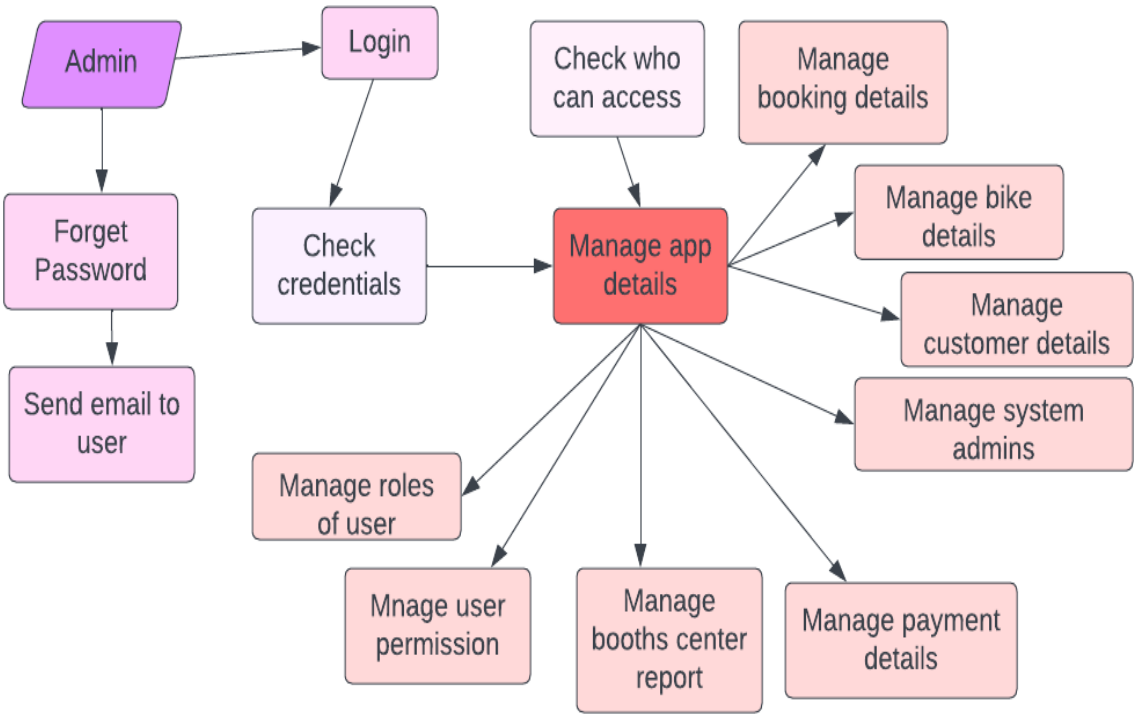
Scalability: The system should be able to handle varying demand throughout the day, week, or year, scaling resources as needed during peak usage times.

Interoperability: The system should be compatible with various mobile devices and operating systems, allowing a broad user base to access the service.

Maintainability: The system should be designed for ease of maintenance and updates, allowing for regular maintenance tasks, software upgrades, and bug fixes without disrupting the service significantly.

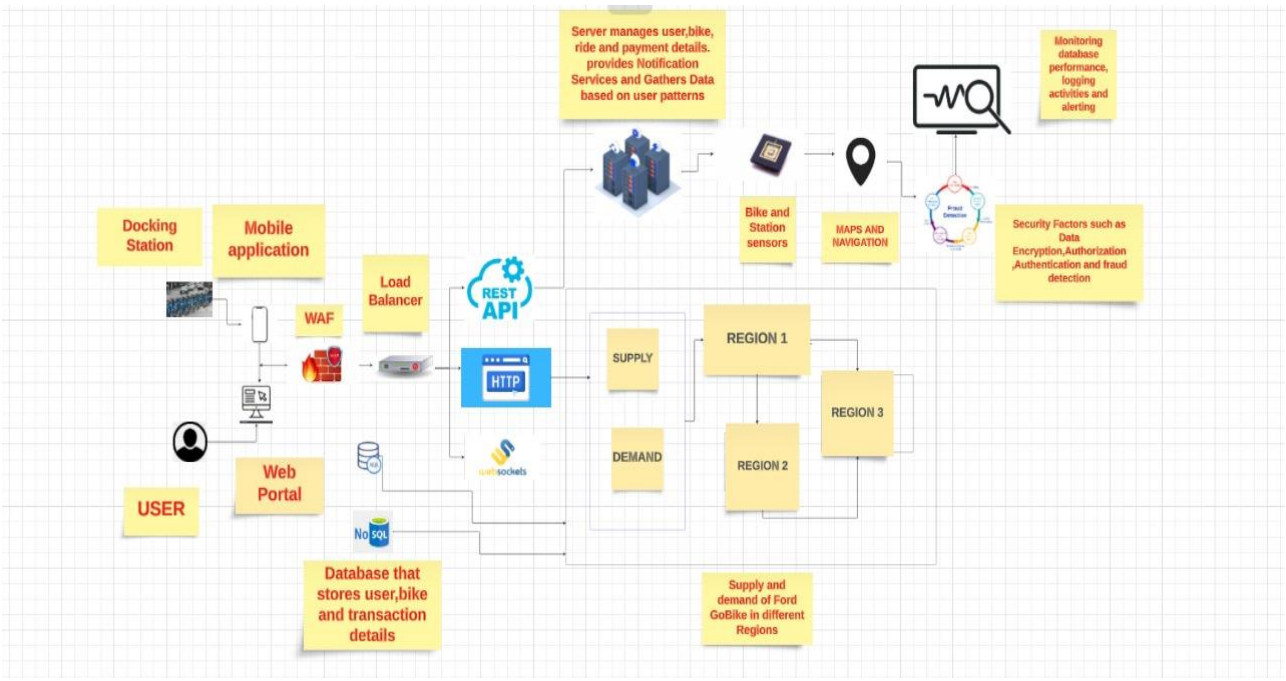
PROJECT DESIGN

➢ Data Flow Diagrams & User Stories



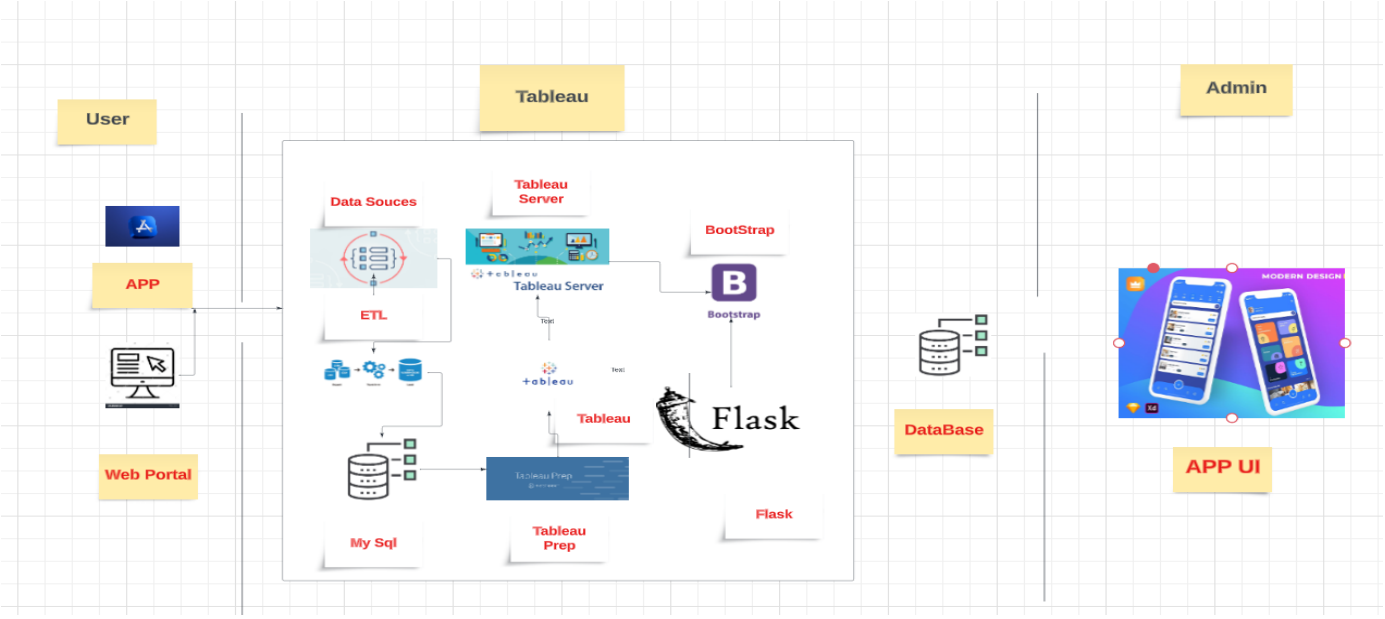
User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Admin	Management	Admin 1	As an admin, the admin can manage the who can access the website.	I can access the administration	High	Sprint 1
	Login	Admin 2	As an admin, the admin can login by using email and password.	I can access my account	High	Sprint 1
	Dashboard	Admin 3	As an admin, the I can look into the insights by using dashboard.	I can access my dashboard	High	Sprint 1
User	Registration	User 1	As a user, I can register application by entering my email, password, and confirming my password.	I can register for the web app.	High	Sprint 3
		User 2	As a user, I can register application by Using google.	I can register for the web app.	Medium	Sprint 2
	Login	User 3	As a user, I can login by using email and password.	I can access my account	High	Sprint 2
	Dashboard	User 4	As a user, I can use the dashboard to know which bike and which package would be beneficial.	I can access my dashboard	High	Sprint 1

➢ Solution Architecture



PROJECT PLANNING & SCHEDULING

➢ Technical Architecture



➢ Sprint Planning & Estimation

SPRINT	FUNCTIONAL REQUIREMENT	USER STORY NUMBER	STORY POINTS	PRIORITY
SPRINT 1	Project initiation and Data Collection	US001, US002	8, 5	High
SPRINT 2	Data Cleaning and Initial Analysis	US003, US004	8, 5	High
SPRINT 3	User Persona Development and Feature Engineering	US005, US006	8, 5	Medium
SPRINT 4	Predictive Model Development	US007, US008	13, 8	High
SPRINT 5	Model Testing and Dashboard Prototype	US009, US010	13, 8	Medium
SPRINT 6	Recommendation System and Final Testing	US011, US012	13, 8	High

➢ Sprint Delivery Schedule

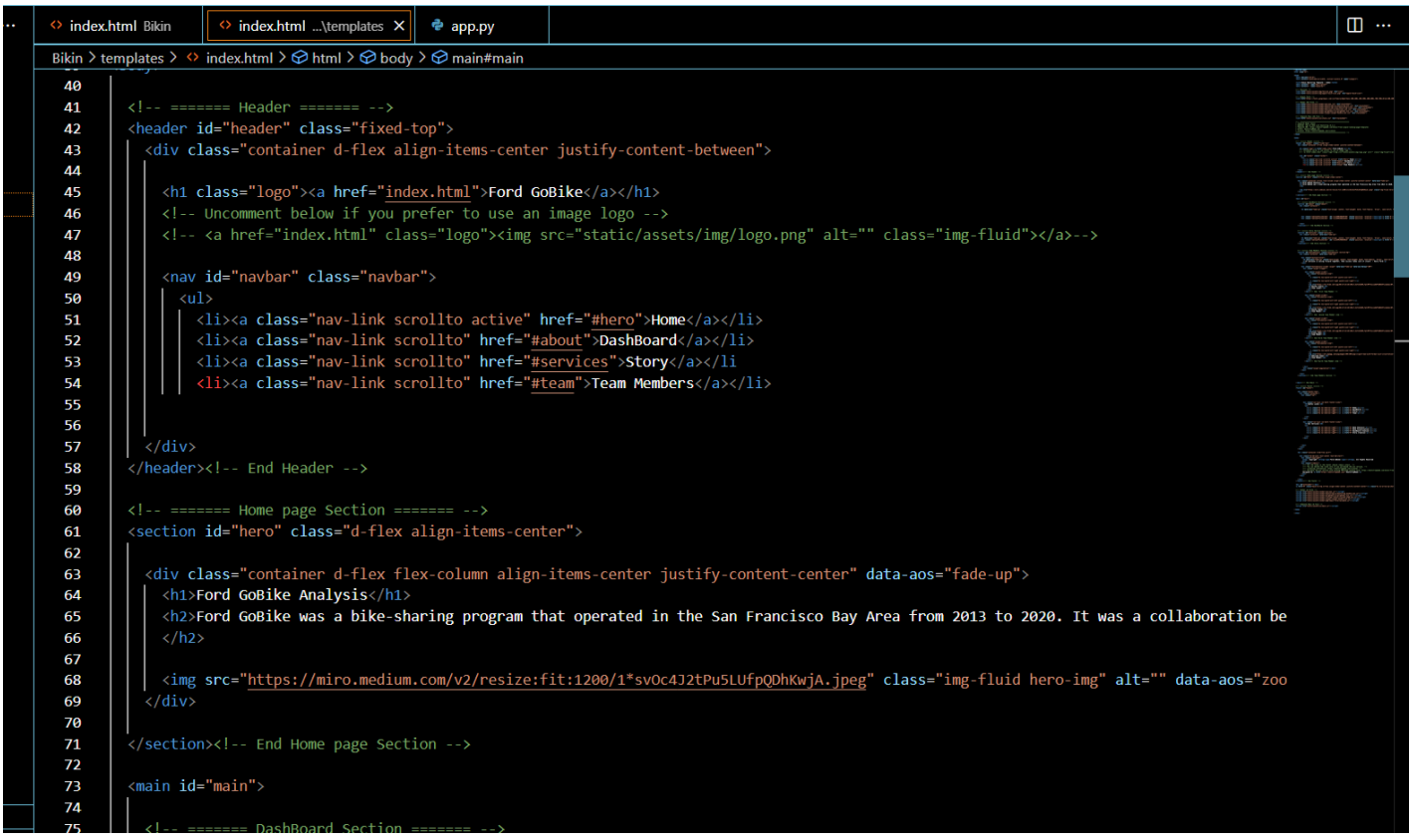
Sprint	Total Story Points	Duration	Sprint Start Date	Sprint End Date	Story Points Completed	Sprint Release Date
Sprint 1	20	2 Days	11 Oct 2023	13 Oct 2023	20	13 Oct 2023
Sprint 2	20	2 Days	14 Oct 2023	16 Oct 2023	20	16 Oct 2023
Sprint 3	20	1 Days	17 Oct 2023	18 Oct 2023	20	18 Oct 2023
Sprint 4	20	4 Days	19 Oct 2023	23 Oct 2023	20	23 Oct 2023
Sprint 5	20	4 Days	27 Oct 2023	31 Oct 2023		
Sprint 6	20	4 Days	1 Nov 2023	5 Nov 2023		

Average Velocity = *Sprint duration / velocity*

= 17/20 = 0.85

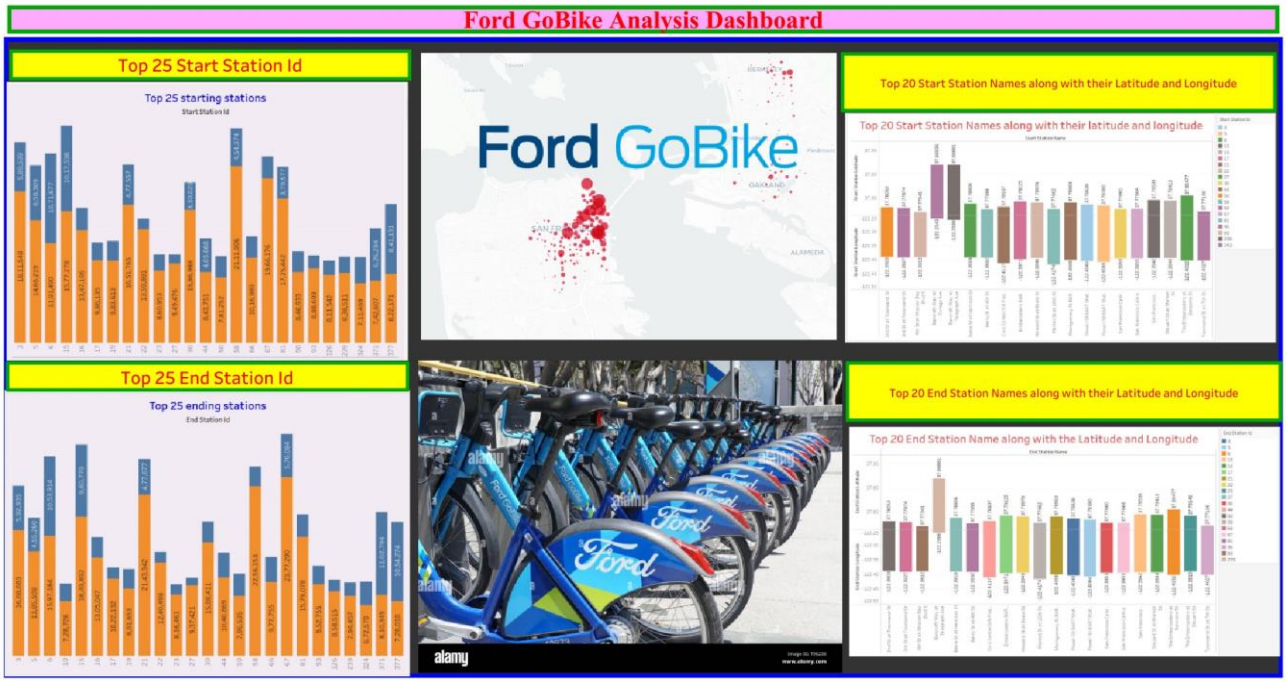
CODING & SOLUTIONING (Explain the features added in the project along with code)

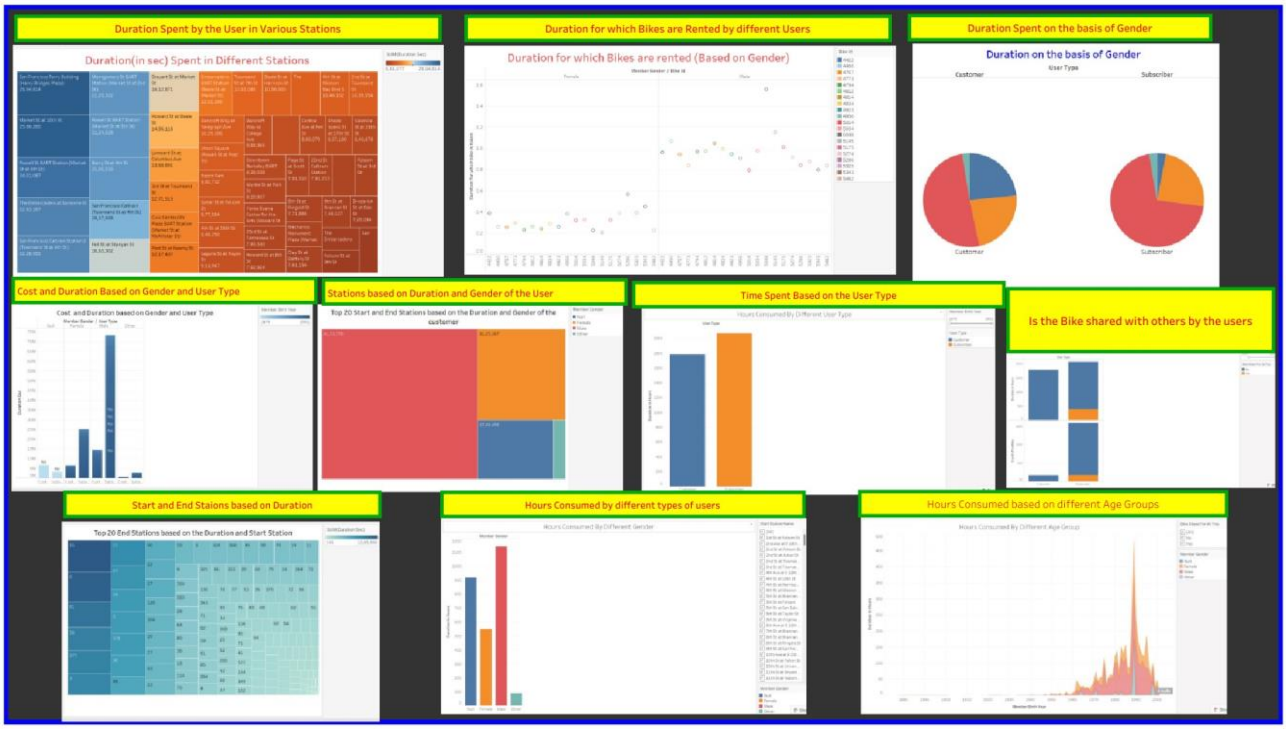
➢ Home Page



➢ Feature 1 (DashBoard) :

```
<main id="main">

  <!-- ======= DashBoard Section ======= -->
  <section id="about" class="about">
    <div class="container">

      <h2 data-aos="fade-up" style="text-align: center; font-weight: bold; font-family: 'Arial', sans-serif; font-size: 40px; color:

      <div class='tableauPlaceholder' id='viz1699198207784' style='position: relative'><noscript><a href='#'><img alt='Ford GoBike Anal
      <div class='tableauPlaceholder' id='viz1699198242552' style='position: relative'><noscript><a href='#'><img alt='Dashboard 2 ' sr

    </div>
  </section><!-- End DashBoard Section -->
```

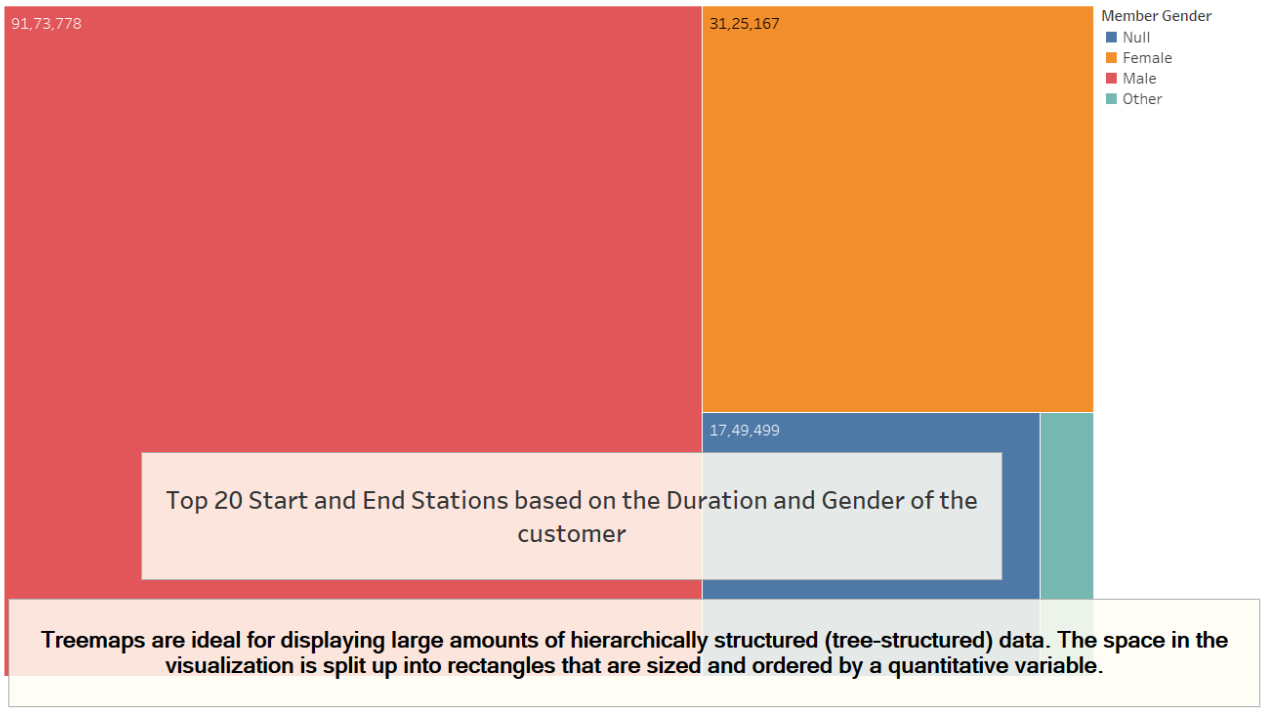




➢ Feature 2 (Story):

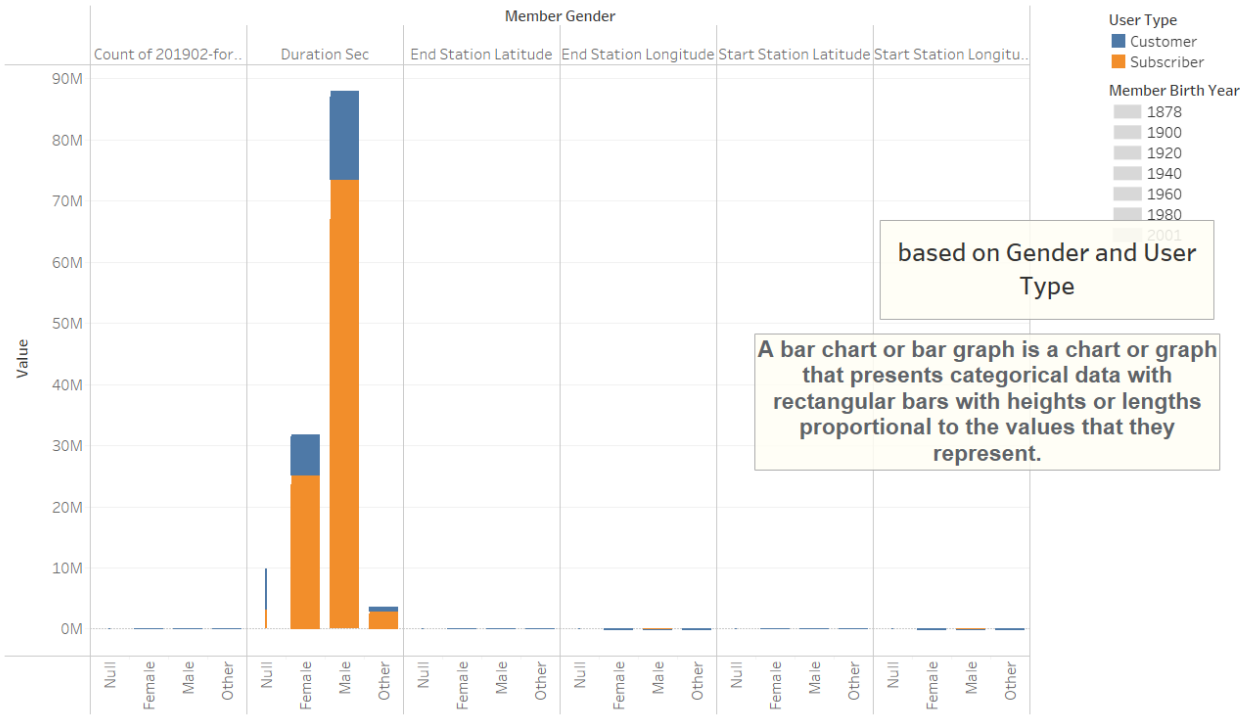
```
89
90
91    <!-- ======= Story Section ======= -->
92    <section id="services" class="services">
93      <div class="container" data-aos="fade-up">
94
95        <h2 data-aos="fade-up" style="text-align: center; font-weight: bold; font-family: 'Arial', sans-serif; font-size: 40px; color:
96        <div class='tableauPlaceholder' id='viz1699198856014' style='position: relative'><noscript><a href='#'><img alt=' ' src='https:&#
97      </div>
98    </section><!-- End Story Section -->
99
100
101
102   <!-- ======= Team Members Section ======= -->
103   <section id="testimonials" class="testimonials section-bg">
104     <div class="container" data-aos="fade-up">
105
106       <div class="section-title">
```

Top 20 Start and End Stations based on the Duration and Gender of the customer | Station Names and Values based on Gender and User Type | Cost and Duration based on Gender and User Type | Hours consumed by differer



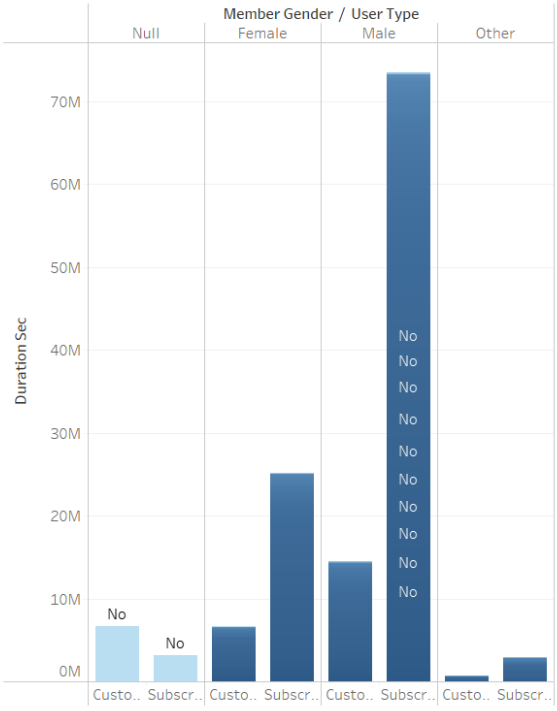
Treemaps are ideal for displaying large amounts of hierarchically structured (tree-structured) data. The space in the visualization is split up into rectangles that are sized and ordered by a quantitative variable.

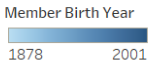
Top 20 Start and End Stations based on the Duration and Gender of the customer | Station Names and Values based on Gender and User Type | Cost and Duration based on Gender and User Type | Hours consumed by differer



A bar chart or bar graph is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent.

ler | Cost and Duration based on Gender and User Type | Hours consumed by different user type | Duration(in sec) Spent in different stations | Top 20 Start Station Latitude and Longitu

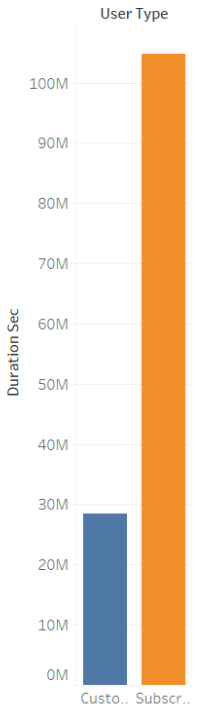


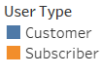


Cost and Duration based on Gender and User Type

A bar chart or bar graph is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent.

on Gender and User | Hours consumed by different user type | Duration(in sec) Spent in different stations | Top 20 Start Stations Name along with their Latitude and Longitude | Top 2 Latitu

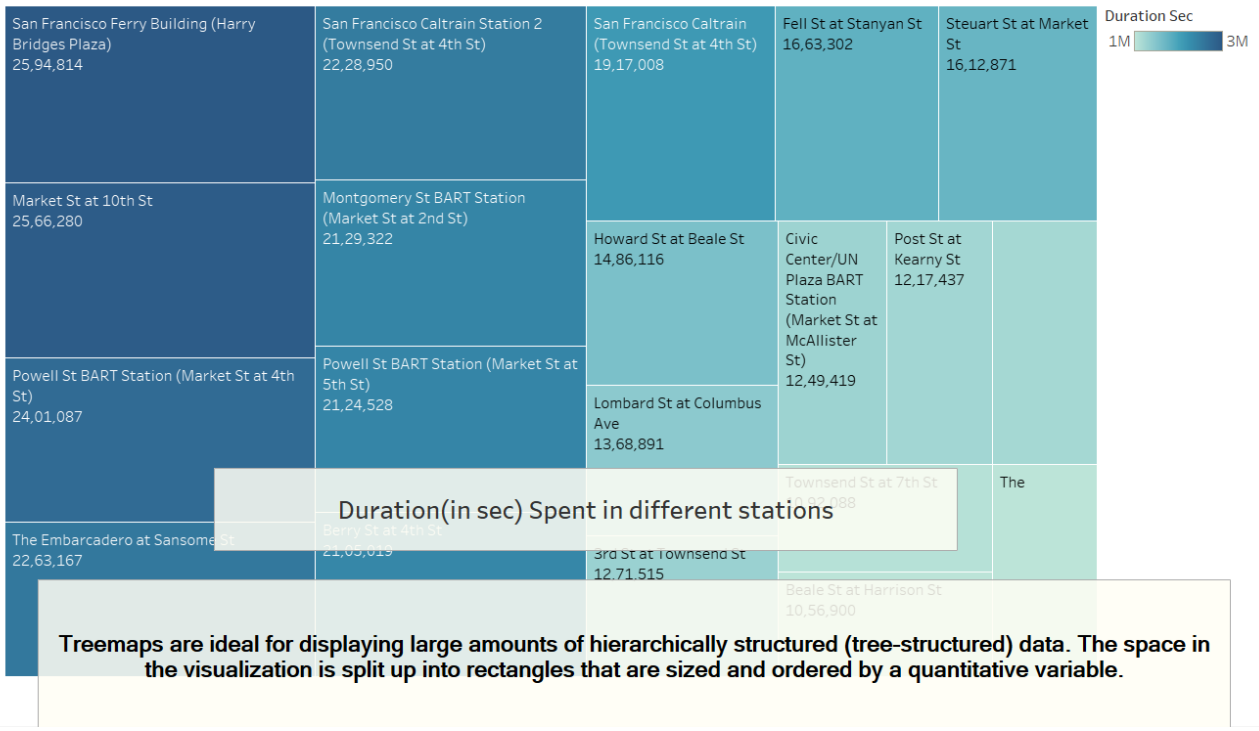




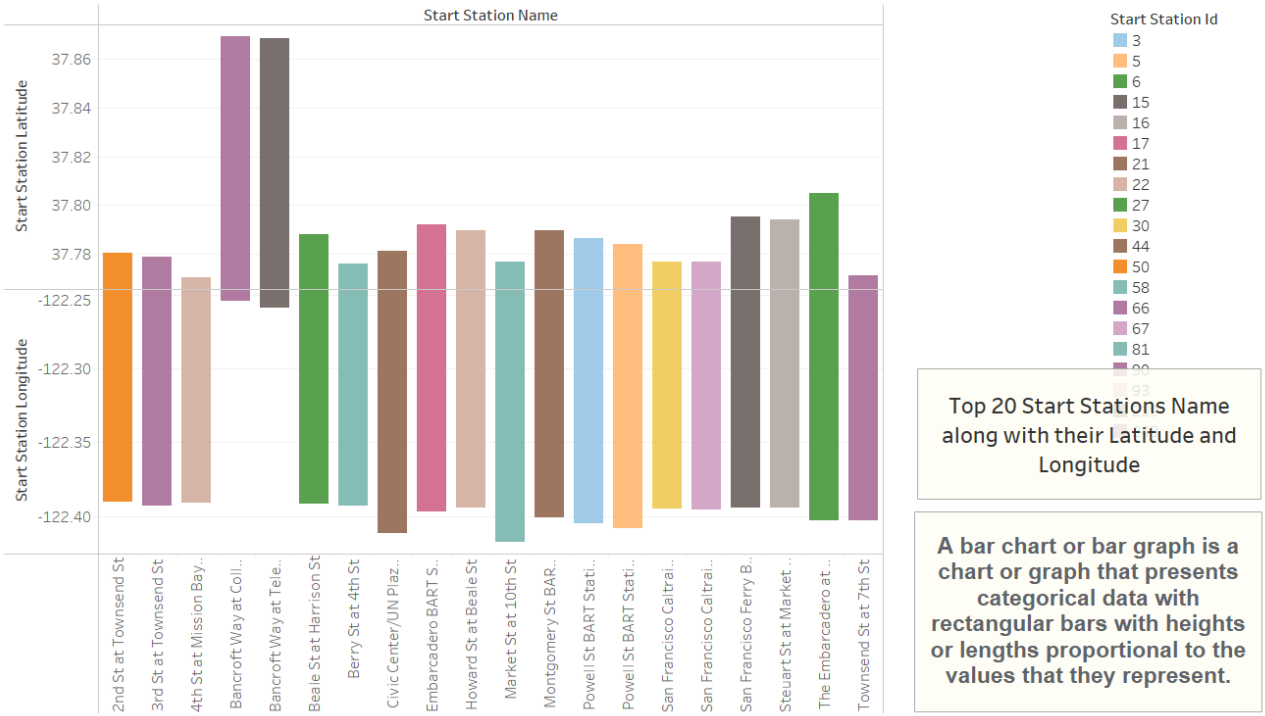
Hours consumed by different user type

A bar chart or bar graph is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent.

on Gender and User | Hours consumed by different user type | Duration(in sec) Spent in different stations | Top 20 Start Stations Name along with their Latitude and Longitude | Top 2 Latitu



ent in different stations | Top 20 Start Stations Name along with their Latitude and Longitude | Top 20 End Stations Name along with their Latitude and Longitude | Duration for which bikes are rented based on Gender



Top 20 Start Stations Name along with their Latitude and Longitude

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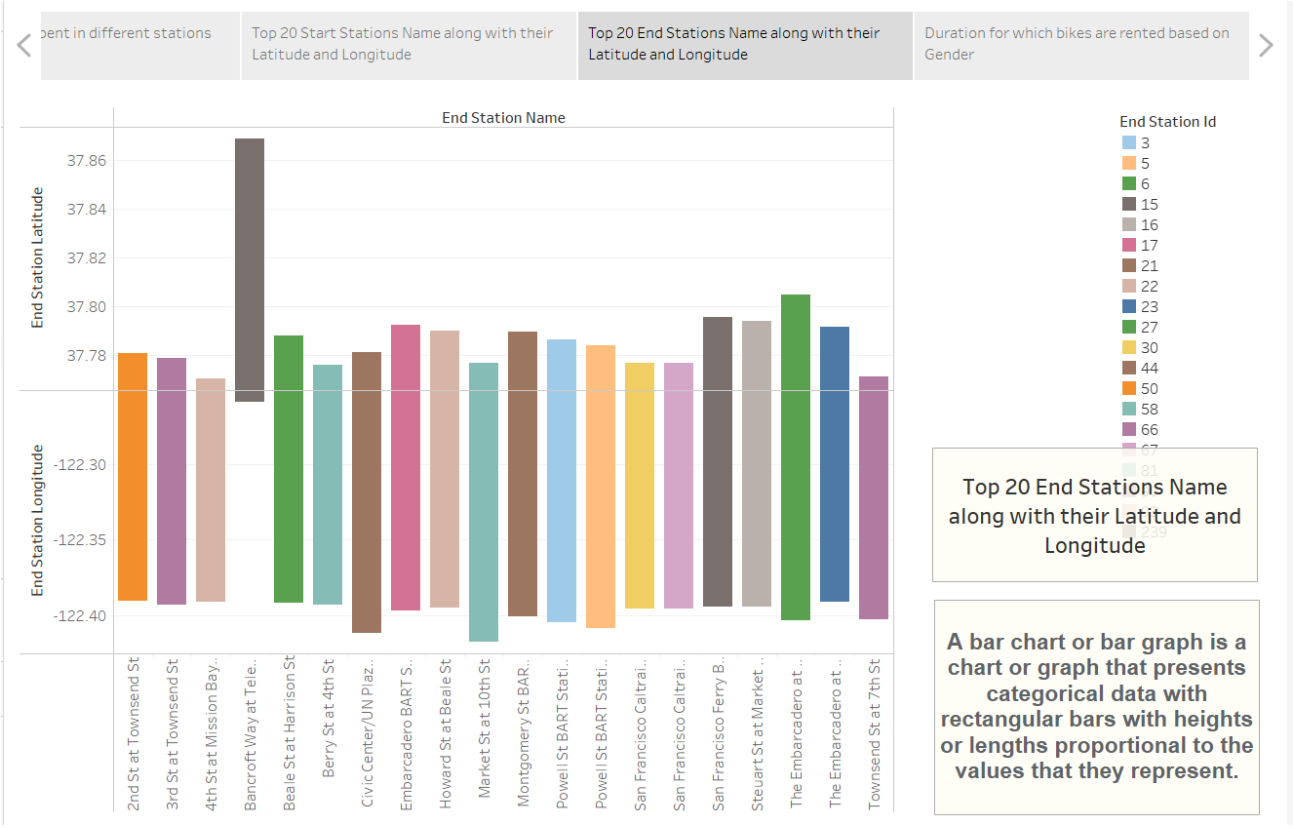
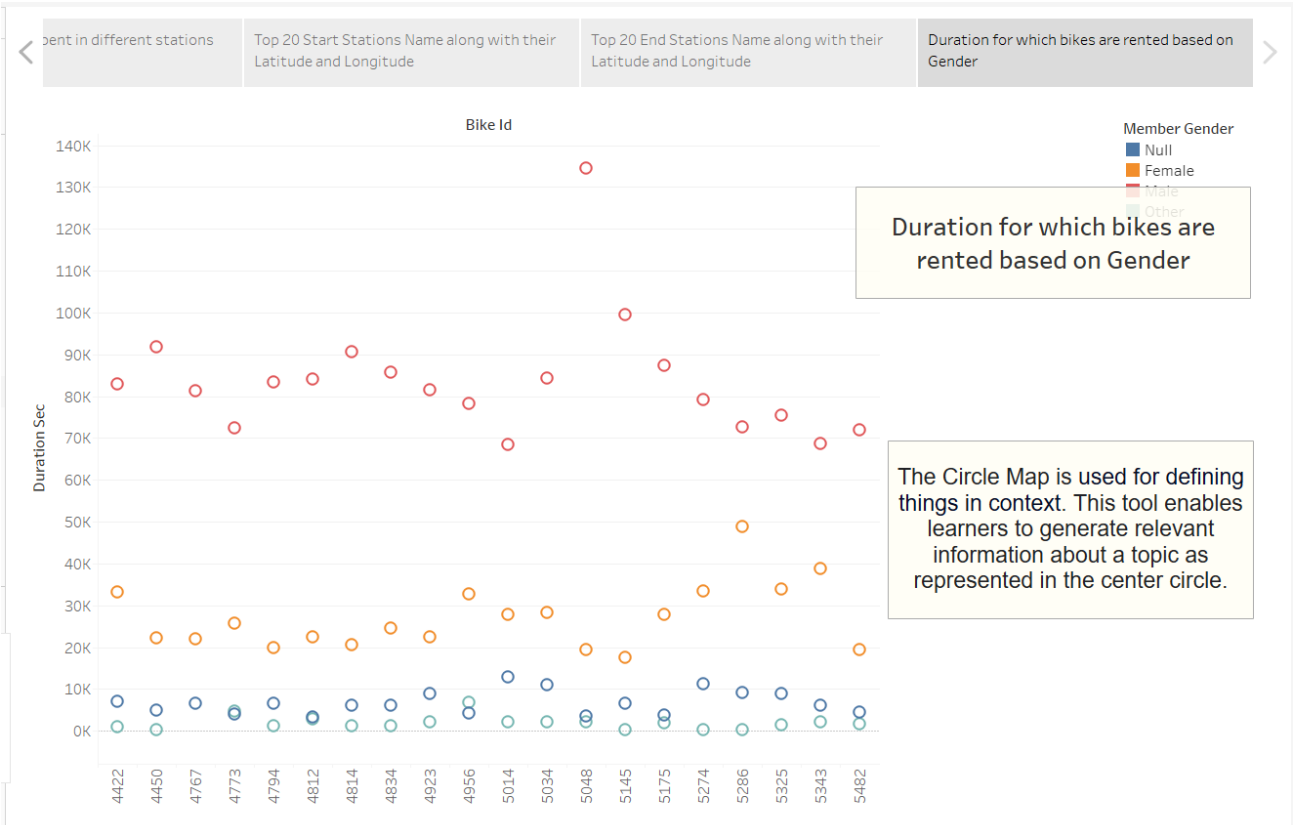


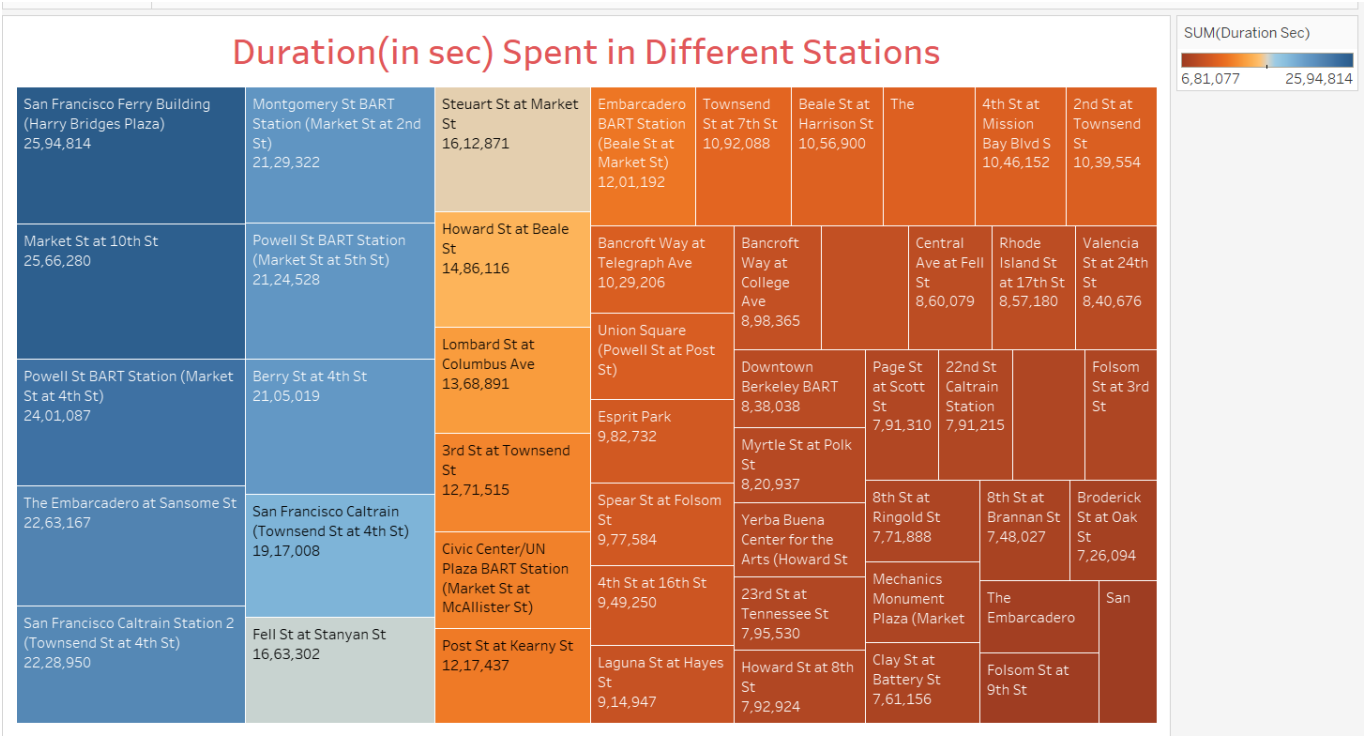


➢ Database Schema (if Applicable)

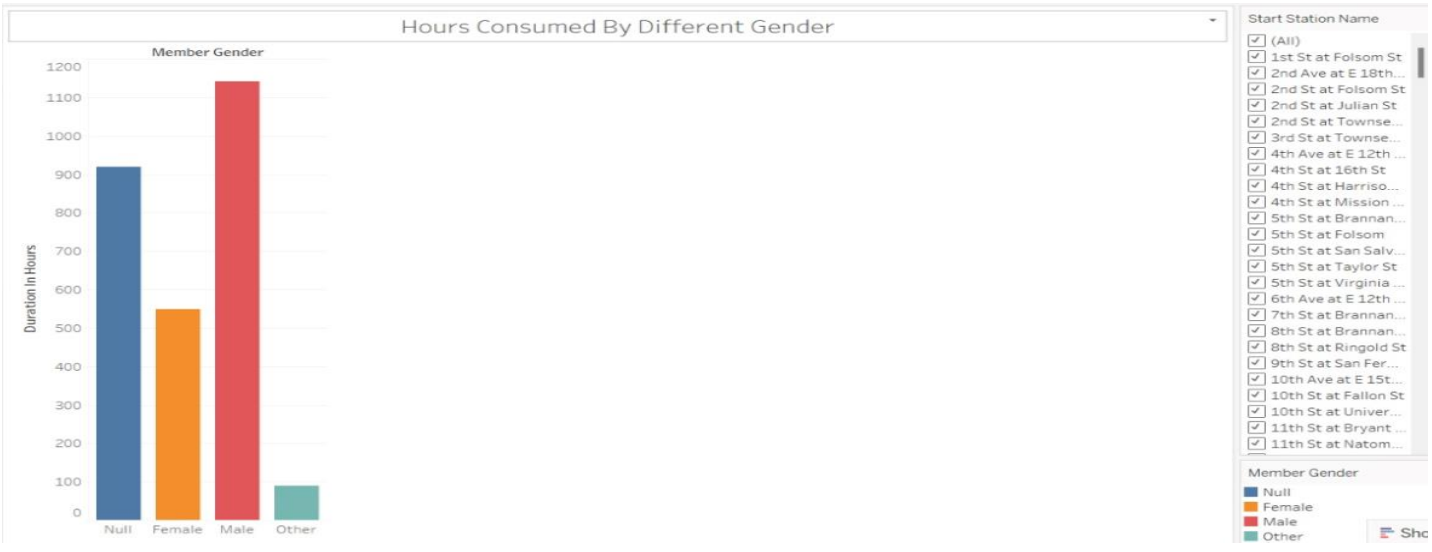
We connected the Data Set directly to the Tableau App,therefore we didn't use any database.

➢ Solutioning :

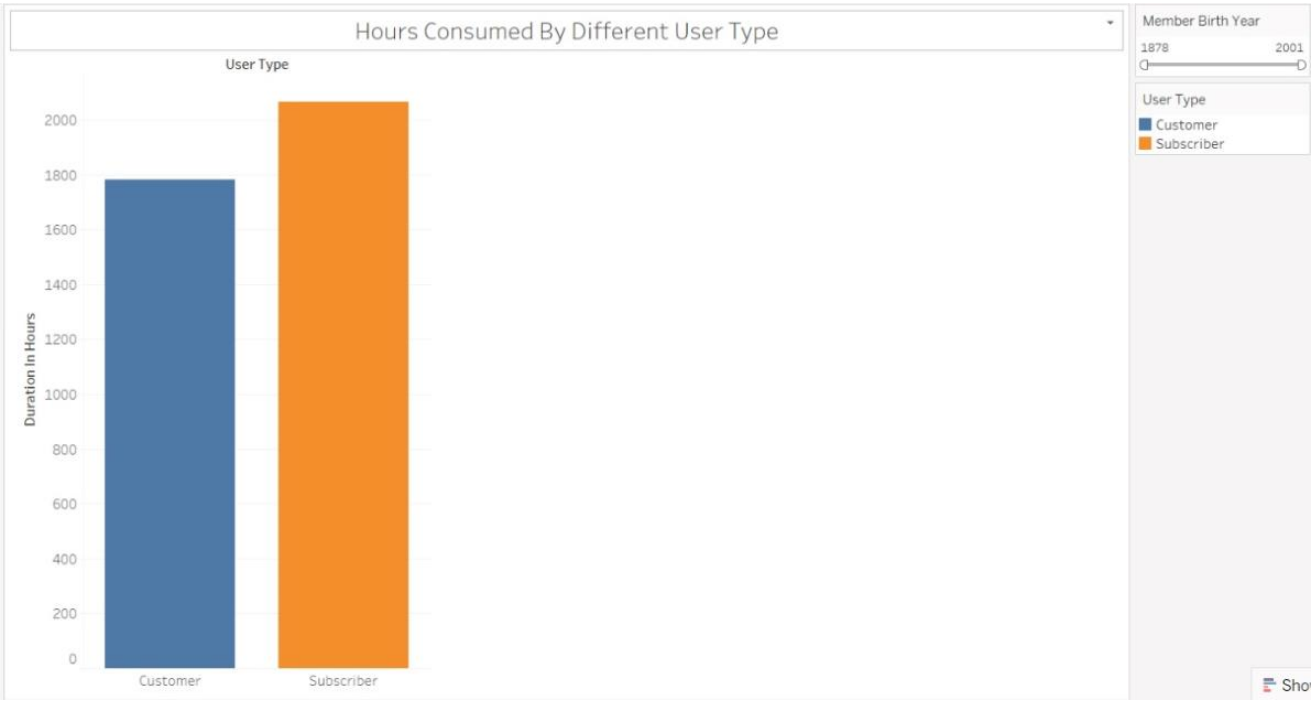
After Analyzing the data set we were provided with , through different visualizations , The Solutions that we could come up with are :



1. **As we can see from the visualization there are some stations in which the duration for which the bikes are rented is comparatively higher than others which clearly indicates that these stations are in more demand.Therefore, we can have more Docking Stations in these areas to asssure well-balanced distribution of bikes.**
2. **We Should have regular checks on the data to reduce Downtime ensuring bikes are always in an optimal condition.**
3. **We should also promote the usage of these Ford GoBikes as a Feasible mode of Transporation.**



4. **From the above visualization , we can conclude that the number of female users are relatively less and is found that females are more concerned about their safety.Therefore ,we can hace Safety Campaigns which aims at encouraging womens to use these Ford GoBikes,which may also result in establishing a Balanced Gender Ratio.**



5. **We can predict from the visualization that the number of customers using Ford GoBike are less as compared to subscribers.Therefore, we can offer discounts which will make the bikes accesible to individuals with limited financial means which would also Enhance Customer Satisfaction.**

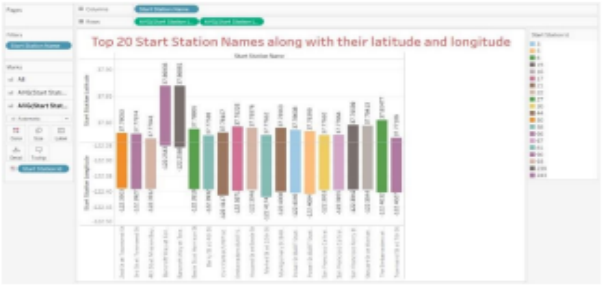
PERFORMANCE TESTING

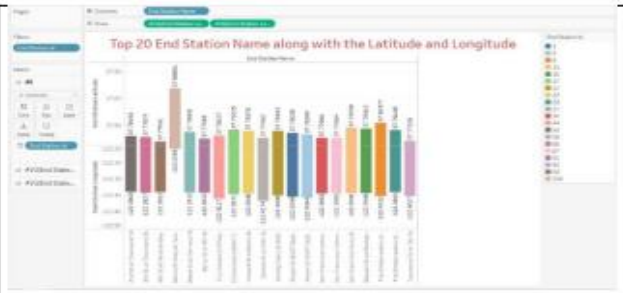
➢ Performace Metrics

Model Performance Testing:

Project team shall fill the following information in model performance testing template.

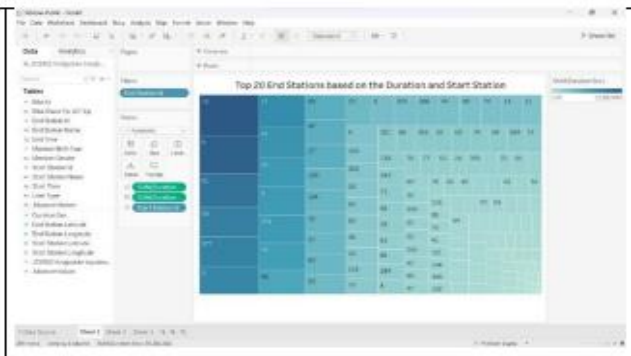
S.No.	Parameter	Screenshot / Values
1.	Dashboard design	**DashBoard 1- 4** **DashBoard 2- 10**  
2.	Data Responsiveness	**Data responsiveness in the context of Ford GoBike refers to the system's ability to handle user requests and update information in real-time. It includes providing accurate, up-to-date information on bike availability at docking stations, processing transactions and reservations promptly and accurately, updating GPS-tracked bike locations in real-time, managing user accounts instantly, and**

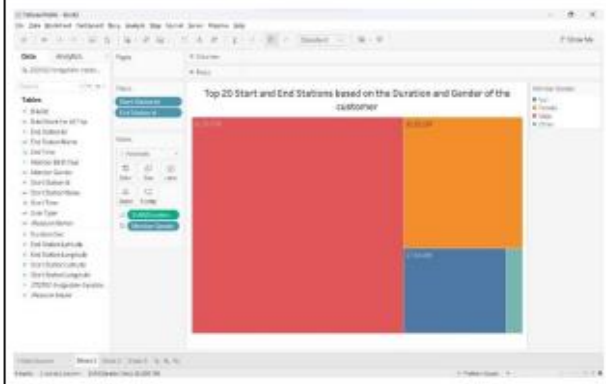
		sending notifications promptly. Ensuring data responsiveness is vital for a seamless user experience, allowing efficient bike location, rental, and return processes and fostering trust in the bike-sharing service.
3.	Amount Data to Rendered (DB2 Metrics)	We Downloaded the Data Set and connected it directly with Tableau without linking it with MySQL database.
4.	Utilization of Data Filters	DashBoard 1- 4 DashBoard 2- 11   

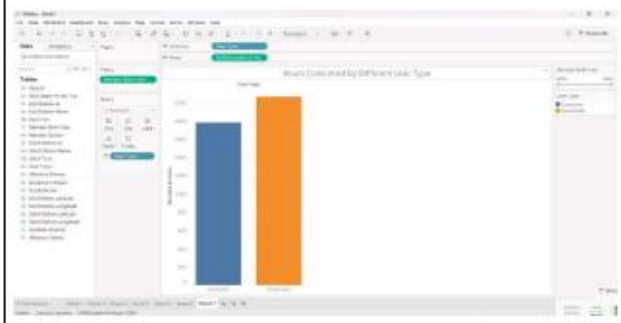

Top 20 End Station Name along with the Latitude and Longitude

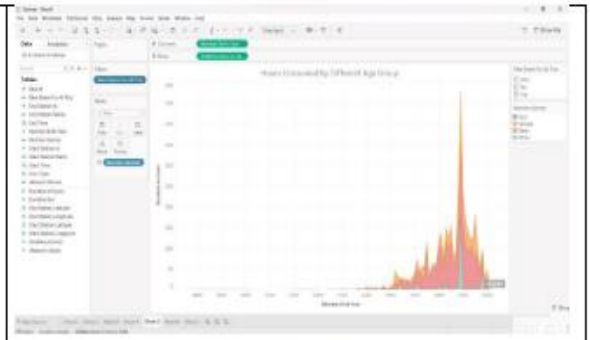
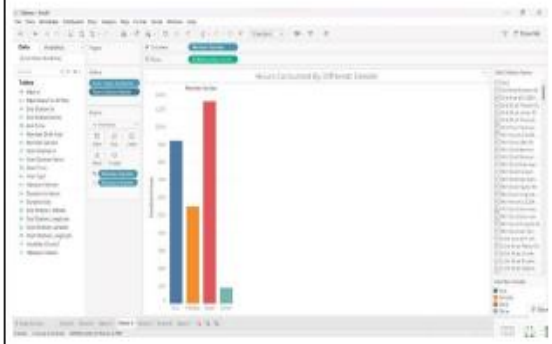
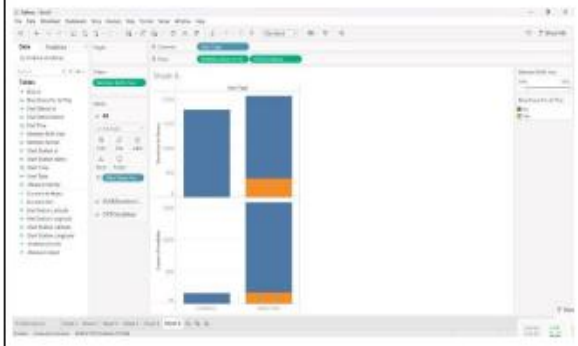

Duration(in sec) Spent in Different Stations

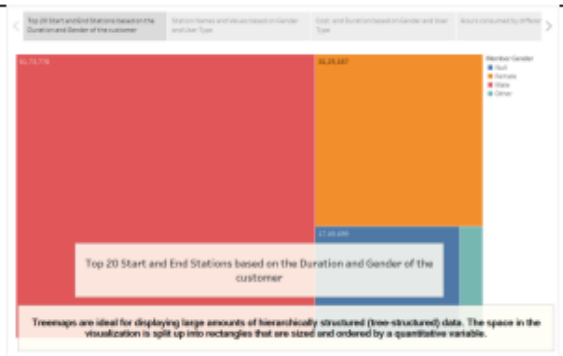

Duration for which Bikes are rented (Based on Gender)


Top 20 End Stations based on the Duration and Start Station

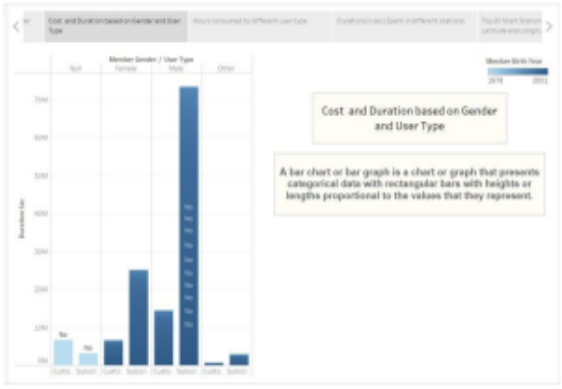

Top 20 Start and End Stations based on the Duration and Gender of the customer

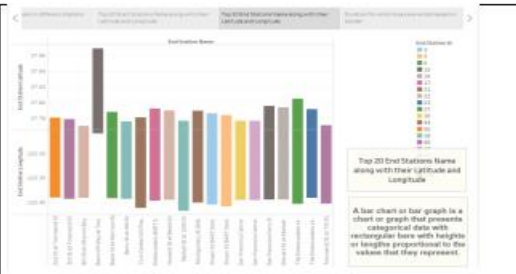
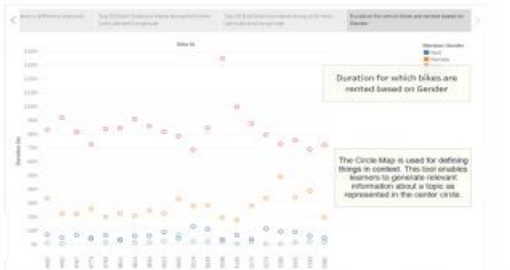


		  
5.	Effective User Story	Number of Scenes – 8


Top 20 Start and End Stations based on the Duration and Gender of the customer
Treemaps are ideal for displaying large amounts of hierarchically structured (tree-structured) data. The space in the visualization is split up into rectangles that are sized and ordered by a quantitative variable.

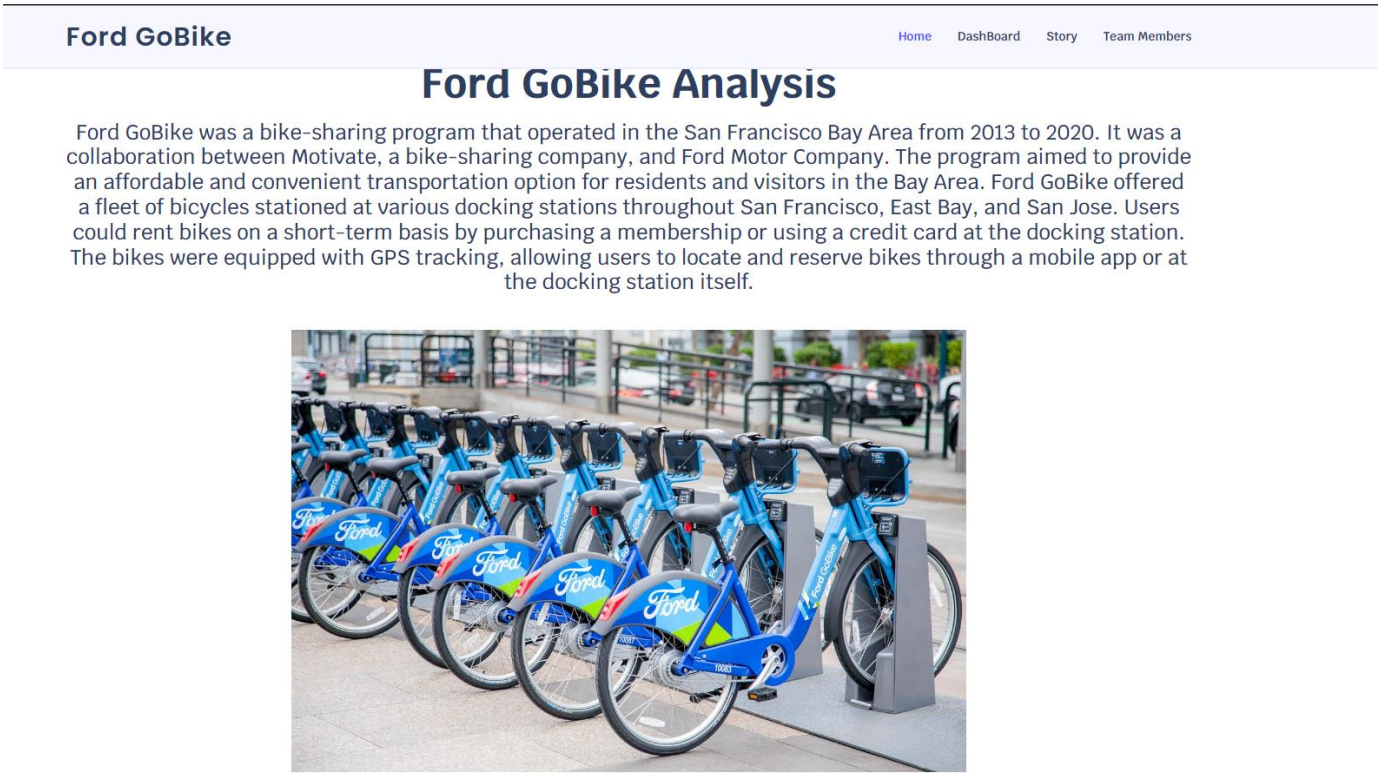

based on Gender and User Type
A bar chart or bar graph is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent.

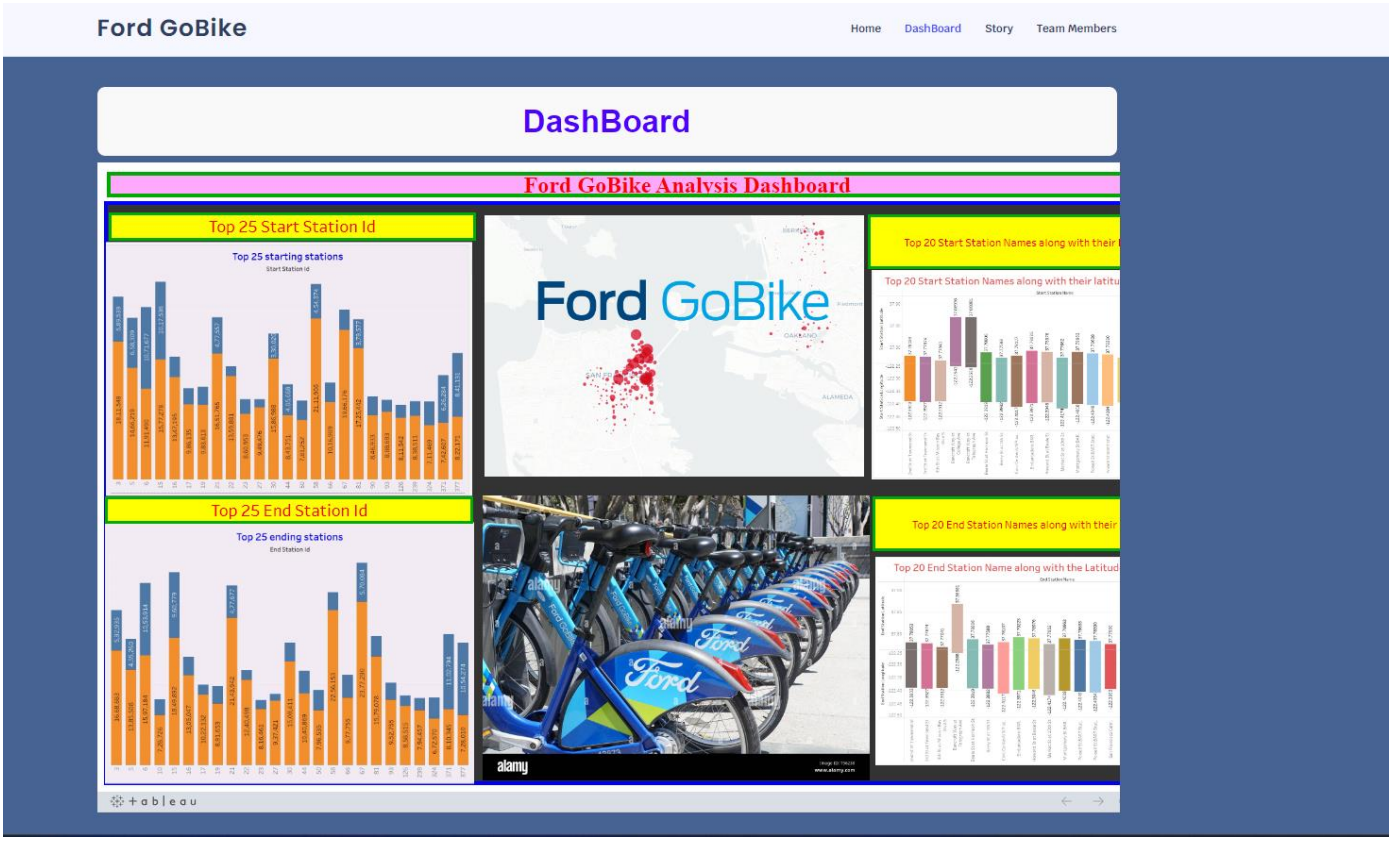

Cost and Duration based on Gender and User Type
A bar chart or bar graph is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent.

		  
		 
6.	**Descriptive Reports**	**We worked in Tableau ,therefore we didn't create any reports . We just created the DashBoard and Story.**

RESULTS

➢ Output Screenshots





Ford GoBike

Home DashBoard Story Team Members

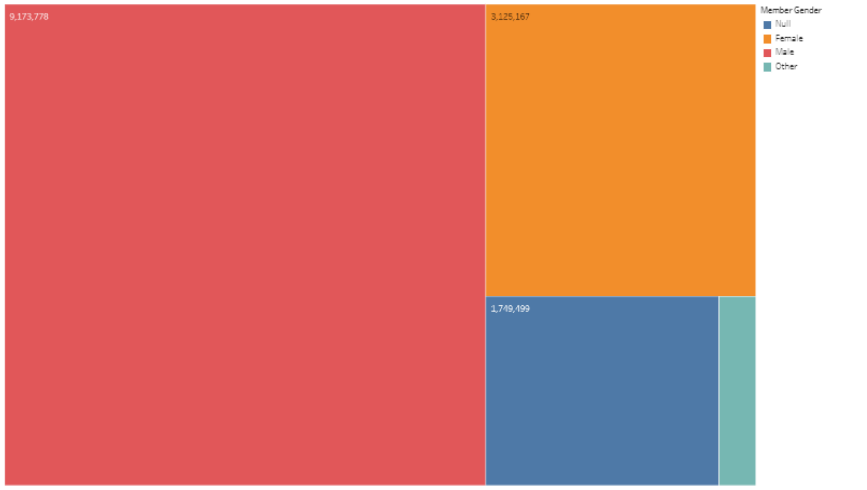
Ford GoBike

Home DashBoard Story Team Members

Story

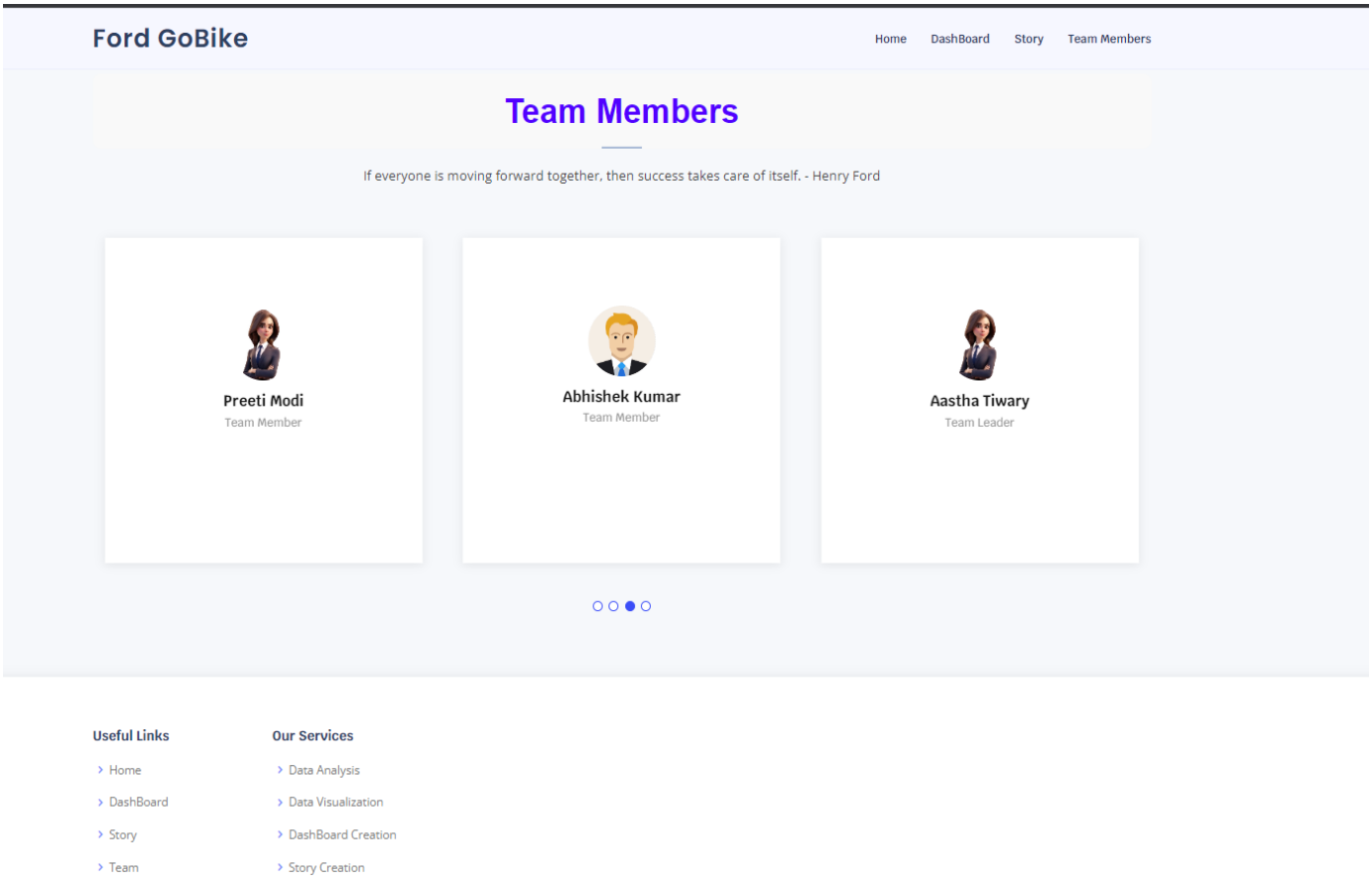
Story 1

Top 20 Start and End Stations based on the Duration and Gender of the customer | Station Names and Values based on Gender and User Type | Cost and Duration based on Gender and User Type | Hours consumed by different user



Top 20 Start and End Stations based on the Duration and Gender of the customer

Treemaps are ideal for displaying large amounts of hierarchically structured (tree-structured) data. The space in the visualization is split up into rectangles that are sized and ordered by a quantitative variable.



ADVANTAGES & DISADVANTAGES

➢ Advantages of Ford GoBike:

Affordable Transportation: Ford GoBike provided an affordable transportation option for residents and visitors, especially for short trips, making it cost-effective compared to owning a personal bike or using other modes of transport.

Convenience: The program offered convenience by placing bikes at various docking stations throughout major areas, allowing users to easily access and return bikes without the hassle of maintenance or storage.

Eco-Friendly: Encouraging bike usage contributed to reducing the carbon footprint, promoting a more environmentally friendly mode of transportation and mitigating traffic congestion.

Health Benefits: Encouraged physical activity and a healthier lifestyle, as users engaged in cycling, improving cardiovascular health and overall fitness.

Technology Integration: The integration of GPS tracking and a mobile app enhanced user experience, allowing users to find and reserve bikes easily, making the system

efficient and user-friendly.

- **Disadvantages of Ford GoBike:**

Limited Coverage: The availability of docking stations might have been limited in certain areas, limiting accessibility for residents who lived outside the service area.

Weather Dependency: Inclement weather conditions could deter users from utilizing the bikes, reducing the service's reliability, especially during rainy or extremely hot days.

Maintenance Challenges: The bikes required regular maintenance to ensure they were in good working condition. Malfunctions or damaged bikes could inconvenience users and require swift repair or replacement.

Safety Concerns: Biking in urban environments poses certain safety risks, including accidents with vehicles or pedestrians. Ensuring the safety of users was a challenge for the program.

Competition with Other Transportation Modes: Ford GoBike faced competition from other transportation services such as ride-sharing apps and public transit systems, which could impact its user base.

Limited Rental Time: Short-term rental periods might not have been sufficient for some users, especially if they needed the bike for extended periods, leading to additional charges for exceeding the rental time limit.

CONCLUSION

In conclusion, Ford GoBike, a collaborative effort between Motivate and Ford Motor Company, provided a notable solution to the transportation needs of residents and visitors in the San Francisco Bay Area from 2013 to 2020. By offering an affordable and convenient bike-sharing program, it aimed to reduce traffic congestion, promote eco-friendly transportation, and improve accessibility for short trips. The fleet of GPS-equipped bicycles, strategically stationed at various docking stations in key areas, allowed users to rent bikes on a short-term basis, enhancing mobility options. The integration of GPS tracking technology and a user-friendly mobile app streamlined the rental process, making it efficient and convenient for users to locate, reserve, and return bikes.

However, challenges such as limited coverage, weather dependency, maintenance issues, and competition with other transportation modes were notable aspects of the program. Despite these challenges, Ford GoBike played a significant role in encouraging bike usage, promoting a healthier lifestyle, and contributing to the overall

efforts aimed at creating a more sustainable urban transportation system in the Bay Area during its operational years.

FUTURE SCOPE

While Ford GoBike ceased its operations in 2020, the concept of bike-sharing programs continues to evolve, presenting several potential future opportunities and improvements:

1. Expansion and Integration:Future bike-sharing programs could expand their coverage to reach more neighborhoods, ensuring a wider accessibility for residents. Integration with existing public transportation systems, such as buses and trains, could provide seamless multi-modal transportation options.

2. Electric Bikes and Scooters: Integrating electric bikes and scooters into bike-sharing fleets can enhance user experience, making it easier for people to cover longer distances and navigate hilly terrain.

3. Smart Technology:Continued advancements in smart technology, including IoT devices and sensors, can improve bike tracking, maintenance, and user experience. Smart locks, for instance, could enable users to lock and unlock bikes using their smartphones.

4. Partnerships with Businesses and Institutions: Collaborations with businesses, universities, and large institutions can lead to bike-sharing programs tailored to specific communities. Corporate partnerships could offer employees incentives to use bike-sharing as a commuting option.

5. Promotion of Safety:Future programs may focus on enhancing safety measures, such as providing helmets, implementing bike lanes and dedicated paths, and promoting awareness campaigns to ensure safe riding practices.

6. Data Utilization:Utilizing data analytics can help optimize bike placement, predict user demand, and improve overall operational efficiency. Insights from user data can also inform urban planning and transportation policies.

7. Environmental Sustainability:Emphasizing eco-friendly practices, such as using renewable energy sources for charging stations and implementing green initiatives, aligns bike-sharing programs with broader environmental goals.

8. User Education and Engagement:Educating users about the benefits of bike-sharing, safety guidelines, and the environmental impact of using bikes can encourage more people to participate. Engaging the community through events and promotions can also boost program visibility and usage.

9. Inclusivity: Ensuring inclusivity for all community members, including individuals with disabilities, by providing adaptive bikes or alternative transportation options tailored to specific needs.

10. Public-Private Partnerships:Collaborations between local governments, private companies, and non-profit organizations can create sustainable funding models, ensuring the long-term viability of bike-sharing programs.

APPENDIX

➢ Source Code

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">

  <title>Bikin Bootstrap Template - Index</title>
  <meta content="" name="description">
  <meta content="" name="keywords">

  <!-- Favicons -->
  <link href="static/assets/img/favicon.png" rel="icon">
  <link href="static/assets/img/apple-touch-icon.png" rel="apple-touch-icon">

  <!-- Google Fonts -->
  <link
href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,600i,700,700i|Krub:300,300i,400,400i,
500,500i,600,600i,700,700i|Poppins:300,300i,400,400i,500,500i,600,600i,700,700i" rel="stylesheet">

  <!-- Vendor CSS Files -->
  <link href="static/assets/vendor/aos/aos.css" rel="stylesheet">
  <link href="static/assets/vendor/bootstrap/css/bootstrap.min.css" rel="stylesheet">
  <link href="static/assets/vendor/bootstrap-icons/bootstrap-icons.css" rel="stylesheet">
  <link href="static/assets/vendor/boxicons/css/boxicons.min.css" rel="stylesheet">
  <link href="static/assets/vendor/glightbox/css/glightbox.min.css" rel="stylesheet">
  <link href="static/assets/vendor/swiper/swiper-bundle.min.css" rel="stylesheet">

  <!-- Template Main CSS File -->
  <link href="static/assets/css/style.css" rel="stylesheet">

  <!-- =======================================================
  * Template Name: Bikin
  * Updated: Sep 18 2023 with Bootstrap v5.3.2
  * Template URL: https://bootstrapmade.com/bikin-free-simple-landing-page-template/
  * Author: BootstrapMade.com
  * License: https://bootstrapmade.com/license/
  ======================================================== -->
</head>
```

```
<body>

  <!-- ======= Header ======= -->
  <header id="header" class="fixed-top">
    <div class="container d-flex align-items-center justify-content-between">

      <h1 class="logo"><a href="index.html">Ford GoBike</a></h1>
      <!-- Uncomment below if you prefer to use an image logo -->
      <!-- <a href="index.html" class="logo"><img src="static/assets/img/logo.png" alt="" class="img-fluid"></a>-->

      <nav id="navbar" class="navbar">
        <ul>
          <li><a class="nav-link scrollto active" href="#hero">Home</a></li>
          <li><a class="nav-link scrollto" href="#about">DashBoard</a></li>
          <li><a class="nav-link scrollto" href="#services">Story</a></li
          <li><a class="nav-link scrollto" href="#team">Team Members</a></li>


    </div>
  </header><!-- End Header -->

  <!-- ======= Home page Section ======= -->
  <section id="hero" class="d-flex align-items-center">

    <div class="container d-flex flex-column align-items-center justify-content-center" data-aos="fade-up">
      <h1>Ford GoBike Analysis</h1>
      <h2>Ford GoBike was a bike-sharing program that operated in the San Francisco Bay Area from 2013 to 2020. It was a collaboration between Motivate, a bike-sharing company, and Ford Motor Company. The program aimed to provide an affordable and convenient transportation option for residents and visitors in the Bay Area. Ford GoBike offered a fleet of bicycles stationed at various docking stations throughout San Francisco, East Bay, and San Jose. Users could rent bikes on a short-term basis by purchasing a membership or using a credit card at the docking station. The bikes were equipped with GPS tracking, allowing users to locate and reserve bikes through a mobile app or at the docking station itself.
      </h2>

      <img src="https://miro.medium.com/v2/resize:fit:1200/1*svOc4J2tPu5LUfpQDhKwjA.jpeg" class="img-fluid hero-img" alt="" data-aos="zoom-in" data-aos-delay="150">
    </div>

  </section><!-- End Home page Section -->

  <main id="main">

    <!-- ======= DashBoard Section ======= -->
    <section id="about" class="about">
      <div class="container">

        <h2 data-aos="fade-up" style="text-align: center; font-weight: bold; font-family: 'Arial', sans-serif; font-size: 40px; color: #5100ff; background-color: #f9f9f9; padding: 20px; border-radius: 10px;">DashBoard</h2>



        <div class='tableauPlaceholder' id='viz1699198207784' style='position: relative'><noscript><a href='#'><img alt='Ford GoBike Analysis Dashboard ' src='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;Fo&#47;FordGoBikeAanlysisProject&#47;Dashboard1&#47;1_rss.png' style='border: none' /></a></noscript><object class='tableauViz'  style='display:none;'><param
```

name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param name='embed_code_version' value='3' /> <param name='site_root' value='' /><param name='name' value='FordGoBikeAanlysisProject/Dashboard1' /><param name='tabs' value='no' /><param name='toolbar' value='yes' /><param name='static_image' value='https://public.tableau.com/static/images/Fo/FordGoBikeAanlysisProject/Dashboard1/1.png' /> <param name='animate_transition' value='yes' /><param name='display_static_image' value='yes' /><param name='display_spinner' value='yes' /><param name='display_overlay' value='yes' /><param name='display_count' value='yes' /><param name='language' value='en-US' /></object> <script type='text/javascript'> var divElement = document.getElementById('viz1699198207784'); var vizElement = divElement.getElementsByTagName('object')[0]; vizElement.style.width='1300px';vizElement.style.height='877px'; var scriptElement = document.createElement('script'); scriptElement.src = 'https://public.tableau.com/javascripts/api/viz_v1.js'; vizElement.parentNode.insertBefore(scriptElement, vizElement); </script>
<noscript></noscript><object class='tableauViz' style='display:none;'><param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param name='embed_code_version' value='3' /> <param name='site_root' value='' /><param name='name' value='FordGoBikeAanlysisProjectDashboard/Dashboard2' /><param name='tabs' value='no' /><param name='toolbar' value='yes' /><param name='static_image' value='https://public.tableau.com/static/images/Fo/FordGoBikeAanlysisProjectDashboard/Dashboard2/1.png' /> <param name='animate_transition' value='yes' /><param name='display_static_image' value='yes' /><param name='display_spinner' value='yes' /><param name='display_overlay' value='yes' /><param name='display_count' value='yes' /><param name='language' value='en-US' /></object> <script type='text/javascript'> var divElement = document.getElementById('viz1699198242552'); var vizElement = divElement.getElementsByTagName('object')[0]; vizElement.style.width='1300px';vizElement.style.height='877px'; var scriptElement = document.createElement('script'); scriptElement.src = 'https://public.tableau.com/javascripts/api/viz_v1.js'; vizElement.parentNode.insertBefore(scriptElement, vizElement); </script>

</section><!-- End DashBoard Section -->

<!-- ======= Story Section ======= -->
<section id="services" class="services">

<h2 data-aos="fade-up" style="text-align: center; font-weight: bold; font-family: 'Arial', sans-serif; font-size: 40px; color: #5100ff; background-color: #f9f9f9; padding: 20px; border-radius: 20px;">Story</h2>

<noscript></noscript><object class='tableauViz' style='display:none;'><param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param name='embed_code_version' value='3' /> <param name='site_root' value='' /><param name='name' value='FordGoBikeAnalysisProjectStory/Story1' /><param name='tabs' value='no' /><param name='toolbar' value='yes' /><param name='static_image' value='https://public.tableau.com/static/images/Fo/FordGoBikeAnalysisProjectStory/Story1/1.png' /> <param name='animate_transition' value='yes' /><param name='display_static_image' value='yes' /><param name='display_spinner' value='yes' /><param name='display_overlay' value='yes' /><param name='display_count' value='yes' /><param name='language' value='en-US' /></object> <script type='text/javascript'> var divElement = document.getElementById('viz1699198856014'); var vizElement = divElement.getElementsByTagName('object')[0]; vizElement.style.width='1316px';vizElement.style.height='1291px'; var scriptElement = document.createElement('script'); scriptElement.src = 'https://public.tableau.com/javascripts/api/viz_v1.js'; vizElement.parentNode.insertBefore(scriptElement, vizElement); </script>

```
    </div>
  </section><!-- End Story Section -->



  <!-- ======= Team Members Section ======= -->
  <section id="testimonials" class="testimonials section-bg">
    <div class="container" data-aos="fade-up">

      <div class="section-title">
        <h2 data-aos="fade-up" style="text-align: center; font-weight: bold; font-family: 'Arial', sans-serif; font-size: 40px; color: #5100ff; background-color: #f9f9f9; padding: 20px; border-radius: 10px;">Team Members</h2>
        <p>If everyone is moving forward together, then success takes care of itself. - Henry Ford</p>
      </div>

      <div class="testimonials-slider swiper" data-aos="fade-up" data-aos-delay="100">
        <div class="swiper-wrapper">

          <div class="swiper-slide">
            <div class="testimonial-item">
              <p>
                <i class="bx bxs-quote-alt-left quote-icon-left"></i>

                <i class="bx bxs-quote-alt-right quote-icon-right"></i>
              </p>
              <img
src="https://t3.ftcdn.net/jpg/06/17/13/26/360_F_617132669_YptvM7fIuczaUbYYpMe3VTLimwZwzlWf.jpg"
class="testimonial-img" alt="">
              <h3>Aastha Tiwary</h3>
              <h4>Team Leader</h4>
            </div>
          </div><!-- End  First Team Member -->

          <div class="swiper-slide">
            <div class="testimonial-item">
              <p>
                <i class="bx bxs-quote-alt-left quote-icon-left"></i>

                <i class="bx bxs-quote-alt-right quote-icon-right"></i>
              </p>
              <img
src="https://t3.ftcdn.net/jpg/06/17/13/26/360_F_617132669_YptvM7fIuczaUbYYpMe3VTLimwZwzlWf.jpg"
class="testimonial-img" alt="">
              <h3>Ayushi Gupta</h3>
              <h4>Team Member</h4>
            </div>
          </div><!-- End  Second Team Member item -->

          <div class="swiper-slide">
            <div class="testimonial-item">
              <p>
                <i class="bx bxs-quote-alt-left quote-icon-left"></i>

                <i class="bx bxs-quote-alt-right quote-icon-right"></i>
              </p>
              <img
```

```
src="https://t3.ftcdn.net/jpg/06/17/13/26/360_F_617132669_YptvM7fIuczaUbYYpMe3VTLimwZwzlWf.jpg"
class="testimonial-img" alt="">
              <h3>Preeti Modi</h3>
              <h4>Team Member</h4>
            </div>
          </div><!-- End Third Team Member item -->

          <div class="swiper-slide">
            <div class="testimonial-item">
              <p>
                <i class="bx bxs-quote-alt-left quote-icon-left"></i>

                <i class="bx bxs-quote-alt-right quote-icon-right"></i>
              </p>
              <img src="https://e7.pngegg.com/pngimages/304/305/png-clipart-man-with-formal-suit-illustration-web-
development-computer-icons-avatar-business-user-profile-child-face.png" class="testimonial-img" alt="">
              <h3>Abhishek Kumar</h3>
              <h4>Team Member</h4>
            </div>
          </div><!-- End Fourth Team Member item -->


        </div>
        <div class="swiper-pagination"></div>
      </div>

    </div>
  </section><!-- End Team Members Section -->



</main><!-- End #main -->

<!-- ======= Footer ======= -->
<footer id="footer">

  <div class="footer-top">
    <div class="container">
      <div class="row">



        <div class="col-lg-2 col-md-6 footer-links">
          <h4>Useful Links</h4>
          <ul>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Home</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">DashBoard</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Story</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Team</a></li>

          </ul>
        </div>

        <div class="col-lg-3 col-md-6 footer-links">
          <h4>Our Services</h4>
          <ul>
```

```
            <li><i class="bx bx-chevron-right"></i> <a href="#">Data Analysis</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Data Visualization</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">DashBoard Creation</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Story Creation</a></li>

          </ul>
        </div>



      </div>
    </div>
  </div>

  <div class="container d-md-flex py-4">

    <div class="me-md-auto text-center text-md-start">
      <div class="copyright">
        &copy; Copyright <strong><span>Ford GoBike</span></strong>. All Rights Reserved
      </div>
      <div class="credits">
        <!-- All the links in the footer should remain intact. -->
        <!-- You can delete the links only if you purchased the pro version. -->
        <!-- Licensing information: https://bootstrapmade.com/license/ -->
        <!-- Purchase the pro version with working PHP/AJAX contact form: https://bootstrapmade.com/bikin-free-simple-landing-page-template/ -->
        Designed by <a href="https://bootstrapmade.com/">BootstrapMade</a>
      </div>
    </div>

  </div>
 </footer><!-- End Footer -->

 <div id="preloader"></div>
 <a href="#" class="back-to-top d-flex align-items-center justify-content-center"><i class="bi bi-arrow-up-short"></i></a>

 <!-- Vendor JS Files -->
 <script src="static/assets/vendor/aos/aos.js"></script>
 <script src="static/assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
 <script src="static/assets/vendor/glightbox/js/glightbox.min.js"></script>
 <script src="static/assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>
 <script src="static/assets/vendor/swiper/swiper-bundle.min.js"></script>
 <script src="static/assets/vendor/php-email-form/validate.js"></script>

 <!-- Template Main JS File -->
 <script src="static/assets/js/main.js"></script>

</body>

</html>
```

➢ GitHub & Project Demo Link

1) Empathy Map (Video)

https://drive.google.com/file/d/1Ap2kBZNinK0JtdjztpWoJMkryltTd7dR/view?usp=sharing

2) Brainstorming Map(Video)

https://drive.google.com/file/d/1rpX3Ekr8ITvUgxpNGyNbpDB6WiocmUx6/view?usp=sharing

3) Project Design Phase(Video)

https://drive.google.com/file/d/1e290FQkb4NvDqkdFCv6iC_D8SHDNjvHd/view?usp=sharing

4) Project Planning Phase(Video)

https://drive.google.com/file/d/1e290FQkb4NvDqkdFCv6iC_D8SHDNjvHd/view?usp=sharing

5) DashBoard(Video)

https://drive.google.com/file/d/1GPLRB_rZDewgk1bjiYl2jcekYDyRTxym/view?usp=sharing

6) Story(Video)

https://drive.google.com/file/d/1_ZSlI4RrsWF7BfXxJONi6Q14SqivJHa9/view?usp=sharing

7) Web Page(Video)

https://drive.google.com/file/d/1M5LRi2_4pbHMKiIUnwvDfzpwEMFadoKQ/view?usp=sharing

8) GitHub Link

https://github.com/smartinternz02/SI-GuidedProject-587531-1697032807