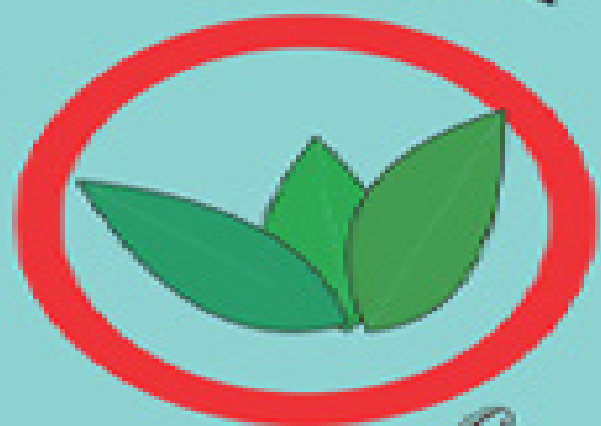


our bike whenever, wherever,  
anytime, anywhere



eco



friendly

easy to use

# strategy

Bikzo is a sustainable urban mobility initiative created by transport enthusiasts Alex and Sam with the primary goals of reducing traffic congestion, lowering carbon emissions, and providing affordable transportation options for Bristol residents. They offer a bike-sharing service with three types of bicycles (classic, electric, and folding) available through a “pay-as-you-ride” system, essentially providing an alternative to private car ownership and public transport. The bikes themselves are maintained at local docking stations throughout the city, with a focus on university areas, business districts, and tourist hotspots.

Alex and Sam want a website produced to inform people about their services, provide a way to locate and reserve bikes, and educate about sustainable transport benefits. They are also wanting to market their services both online (i.e., social media) and in public (i.e., bus shelters, bike lane signage).

Analysis of the userbase reveals an environmentally conscious, diverse group of people who can be categorized as “cost-conscious,” “eco-friendly commuters,” and “urban explorers.” In terms of convenience, there is already strong competition from services such as ‘Lime’ and ‘Santander Cycles,’ so Bikzo’s Unique Selling Points (USPs) - being locally focused, offering a variety of bike types, and maintaining affordable pricing - should be prioritized. The userbase also values flexibility, so emphasizing the 24/7 availability and easy app-based access will be impactful.

The userbase is also concerned about safety and bike maintenance, so it’s important, as a brand, to avoid making assumptions about cycling experience (i.e., referring to all users as “expert cyclists” in marketing material) and implicitly (i.e., what is conveyed by imagery - are riders shown wearing helmets and using bike lanes?). Attitudes towards bike-sharing have also been taken into consideration: despite UK cities having among the worst traffic congestion in Europe (RAC Foundation, 2023), there remains hesitation about bike-sharing safety (Transport for London, 2022, p.23). It is therefore important to avoid terminology suggesting Bikzo is only for athletic users or that riding requires special skills, so customers feel confident utilizing the service.

There are also potential customers who are sensitive to the concept of shared transportation and may have hygiene concerns. It is therefore important to avoid imagery of heavily used equipment and instead empha-



size the regular maintenance schedule and cleanliness protocols. In terms of education, the focus should be on how bike-sharing contributes to urban mobility solutions while being accessible to all fitness levels.

This project will provide the designer with an excellent opportunity to showcase their abilities in website development, mobile app design, and sustainable transportation marketing.

## References

RAC Foundation (2023) Urban Traffic Congestion in UK Cities. [online] Available at: [www.racfoundation.org/congestion-report](http://www.racfoundation.org/congestion-report) (Accessed: 1 June 2024).

Transport for London (2022) Cycling Safety and Public Perception. [online] pp.23. Available at: [www.tfl.gov.uk/cycling-research](http://www.tfl.gov.uk/cycling-research) (Accessed: 1 June 2024).

Bristol City Council (2024) Sustainable Transport Initiatives. [online] Available at: [www.bristol.gov.uk/transport-plans](http://www.bristol.gov.uk/transport-plans) (Accessed: 1 June 2024).



# Scope

## Website Functional Requirements

- Cohesive navigation
- Responsive design (mobile-first)
- Built using Bootstrap 5
- Real-time bike availability tracker
- GDPR compliant user data handling
- Integrated payment system

## Graphic Design Requirements

- Logo exported on 200×200mm canvas with 50mm inner border
- One B2 wall poster for marketing
- Two types of merchandise (helmet stickers/tote bags)
- Two bike decal designs (for classic/electric bikes)
- Station docking point mockup
- Colour scheme: Primary (#0d6efd blue and#FFFF00)

## Website Content Requirements

- Overview of services (What is Bikzo? How does bike-sharing work?)
- Bike reservation system
- Interactive station map with addresses and availability
- Pricing plans (pay-per-ride, daily passes, subscriptions)
- Safety guidelines and cycling tips
- Information about environmental benefits
- Social media feeds
- Options to sign up for memberships
- Daily bike availability updates
- Interactive map + station addresses

## COLOR SCHEME



## Brand Identity: BikZoo

### Name and Logo

The name “BikZoo” evokes excitement, uniqueness, and community—like a zoo filled with different characters, BikZoo is a hub for all types of bikes and bikers. The name was chosen to give the brand a strong, energetic personality that appeals to a wide audience, from daily commuters to adventure seekers.

The logo incorporates a stylized gear and speed lines forming the shape of a roaring wheel, symbolizing motion, reliability, and mechanical precision. The circular nature of the gear also subtly references sustainability and continuity. The blue and yellow color palette used in the logo reflects trust, professionalism, energy, and vibrancy—perfectly in line with BikZoo’s commitment to outstanding service.

### Primary Colour Scheme

Blue (#3486c7): Signifies trust, professionalism, and cool-headed reliability.

Yellow (#FFD700 or #f1c40f): Adds vibrancy, warmth, and optimism to the brand.

Together, these colors communicate energy and efficiency while maintaining a friendly, approachable personality. Used across promotional materials, uniforms, and the website, they build consistent visual recognition.

### Our Strategy

BikZoo aims to transform the traditional concept of bike servicing into a modern, customer-first experience. Our strategy includes:



## NAME AND LOGO





<https://www.vecteezy.com/vector-art/7535731-bike-sharing-rental-service-logo-icon-with-a-bicycle>



[https://www.google.com/search?q=bike+sharing+LOGO+-services&client=safari&sca\\_es-](https://www.google.com/search?q=bike+sharing+LOGO+-services&client=safari&sca_es-)



# Graphic Design Requirements

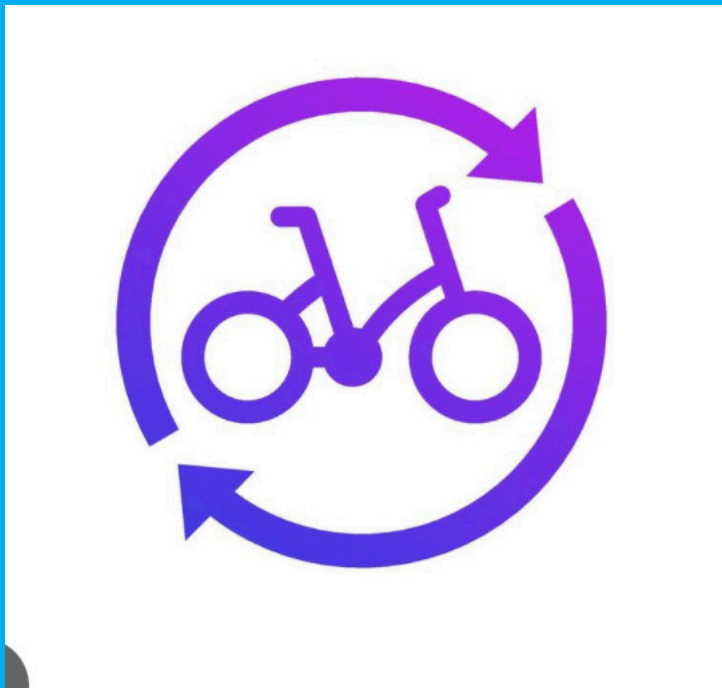
Bikzo's visual identity must be consistent and appealing. The logo, exported on a 200×200mm canvas with a 50mm inner border, should be versatile for both digital and print media. Marketing materials, including a B2 wall poster, will advertise the service in high-traffic areas, while two merchandise designs (e.g., helmet stickers and tote bags) will enhance brand visibility.

For practical branding, bike decals and station docking point mockups will ensure uniformity across physical assets. A cohesive colour scheme—using primary colours like #0d6efd (blue) and #4CAF50 (green)—will reinforce Bikzo's eco-friendly and reliable image.

## Strategic Goals and Implementation

Bikzo's success hinges on user accessibility and environmental impact. By positioning itself as a flexible and affordable alternative to traditional transport, the service can attract students, commuters, and tourists. Avoiding terminology that implies exclusivity (e.g., "athletes only") will ensure inclusivity.

Marketing efforts will focus on digital campaigns (social media, SEO) and local partnerships (universities, businesses). Regular user feedback collection will guide improvements, while performance metrics (e.g., app downloads, bike usage rates) will measure success. <https://ideausher.com/blog/how-is-a-bike-sharing-service-beneficial-in-2021/>



<https://fifteen.eu/en/resources/blog/fifteen-technology-further-enhanced-bike-rental-services-accessible-to-everyone>