



Sarah

Frequent user

- Sporty
- Cycles daily
- Cycles everywhere
- Do not use public transport
- Uses city bikes a lot

Needs

- good bike condition
- available bikes
- adequate bike features and settings
- wide station coverage

Motivation

- Being able to bike from A to B
- Convenient way to exercise
- Environmentally friendly option

Compares the city bikes to her own bike (that are lighter, faster, but maybe dirtier - used for different purposes)



Jenna

Occasional user

- Pragmatic
- Often in a hurry
- Uses city bikes when it's convenient
- Frequent user of public transport

Needs

- available bikes
- stations in convenient places, e.g. in front of home or school / work place

Motivation

- Wants to move fast from A to B
- Helps her to be on time
- Convenient way for transportation

Expectations

- Location has to be convenient in order for her to think it's worth to use the city bikes (wishes there'd be a station in further in Teekkarikylä!)
- Needs enough city bikes to be present at the station



Alex

Non-User

- Has his own bike
- Doesn't feel that city bikes would be that useful for him

Reasons not to use

- station locations not convenient .
- does not know where stations are located or whether there is a station where he is going
- price is too high when compared to the benefit of cycling

Motivation

- Has no motivation