







Group 14



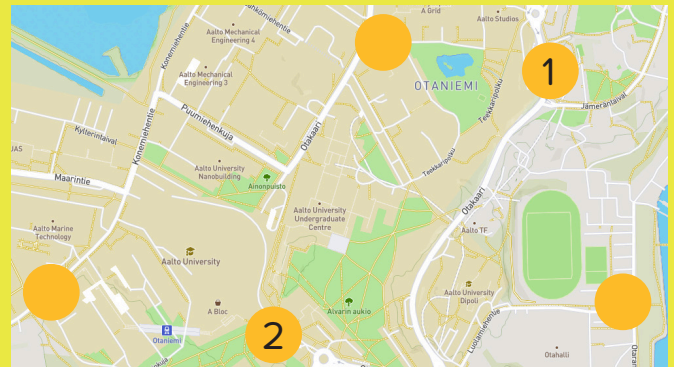
Customer Scene Investigation

City bike stations in Otaniemi

About

-  250 city bike stations in Helsinki and Espoo
-  Provided by the city of Helsinki and the city of Espoo
-  Available to use by anyone with a valid ticket
-  Day / Week / Season tickets
5€ / 10 € / 30 €
-  Season from May to October
-  Can be used 30 mins at a time

5 STATIONS IN OTANIEMI



MOST POPULAR STOPS

- 1) Teekkarikylä
- 2) Metro main entrance



User demographics

78 respondents (71 survey + 8 interviews)
Age between 19-45
Both male and female

81,5 % studies in Otaniemi
57,4 % lives in Otaniemi
5,6 % works in Otaniemi

Research methods



Semi-structured interviews
and SUS



Online survey



Observations on stations

City bike service



- 1) Overall station coverage in Helsinki and Espoo
- 2) Bikes are easy to use
- 3) Cheap price compared to public transport in general between Espoo and Helsinki
- 4) City bikes are easy and ecological way to commute



- 1) Station coverage and number of bikes are not enough in Otaniemi
- 2) Bicycle settings are inadequate
- 3) Sometimes problems occur when returning the bike
- 4) Bikes are not in a good condition

System Usability
Scale Score **75/100**
= B

Observations from stations

- 1) Activity between stations differ. Some are popular only during the morning and evening, some throughout the day.
- 2) Most users are always in a hurry when returning the bike
- 3) Users did not have any problems when returning the bike

From the survey

53 users from which

58%	do trips outside Otaniemi
57%	goes to and from Otaniemi
51%	moves within Otaniemi

Quotes

"There should be a station close to the end of SMT/JMT as the people who live there already have the longest way to the metro."

"Very limited availability of the bikes prevents me from using the city bikes more frequently."

"Shitty bikes are shit. I mean they are in very bad condition, and are often hard to get out and return."

"There is really minor errors and you don't need to...for example if I get these bikes to here, and then it starts to rain, I can take the bus home, I don't need to kind of consider my own bike. "