

eLocker | Book secure shared bicycle parking

Users

1. **Steven Massler** 38 M, a marketing and sales person, works in Berkeley, married with two kids, loves to run and ride his bicycle.
2. **Mark Danier:** 36 M, a web designer, works in San Francisco, lives with his girlfriend, loves to juggle and do body acrobatics
3. **Adam Tsai:** 26 M, a project manager in an Architecture firm, works in the South Bay, lives in San Francisco
4. **Robbin Hunt:** 28 F, a customer support agent, works in San Francisco, likes to ride her bicycle and use the public transit system for her daily commute.
5. **Dayna White:** 45, a stay home mom, lives in Oakland with her husband and two kids, they often go for bicycle rides as a family over the weekend
6. **Lan Hue:** 51, a designer working in the South Bay, lives alone with her daughter, likes to take leisurely bicycle rides
7. **Stella Mohindra:** 42, a nurse working in East Bay, lives in Dublin with her boyfriend, does not like to ride the bicycle

Quotes from Users

- “I am not sure if my bicycle will get stolen even after securing it to the bicycle rack”
- “The Lockers are not always free of available and there is no way of checking beforehand”
- “The bicycle storage is inconveniently located at the Bart station”
- “Existing storage systems have no space for helmets or boots”
- “I am not sure how long it will take from storing my bicycle to get to the train platform”
- “If I can book the locker beforehand, I do not have to worry about it once I get to the Bart station”
- “I should have an option of periodic/regular/daily booking”
- “If I am running late, I should be able to add time to my booking”

Daily Commute

- Likes to ride his bicycle to the transit station
- Starts working while on the Bart commuting to the City
- Likes to get ready for work while transitioning to Bart
- Likes to destress by listening to music

Using the bicycle

- Likes to ride his bicycle to the transit station
- Drops the kids off to school on bicycles
- Up-to-date with latest technological innovations
- Follows bicycling and health blogs to get tips and suggestions
- Likes to give insights into riding through his own experience
- Follows his own routine
- Likes things that are well designed and innovative
- Bad design bothers him
- Hopes to ride his bicycle for as long as he can
- Is afraid of allowing his kids to ride bicycles by themselves

Bicycling to transit station

- Existing bicycle locking systems are not secure
- Bicycle lockers not conveniently located at the Bart stations
- Not sure of the lockers being available at the transit station
- Bicycle accessories cannot be stored in the existing lockers
- Cannot figure out accurate transfer logistics
- Likes to do things his own way
- Be able to see the availability of lockers at various transit station
- He would like to book the locker beforehand
- Wants to be able to calculate transfer times from the locker to the train platform
- Be able to add time to his start and end rental times if caught up or running late
- It would be great to have an option of recurring booking

Incentive for bicycling

- Bicycling is a good way to get the much-needed exercise that is free and fun
- Likes to ride his bicycle with family on bicycle trails
- Likes to help others who would like to start bicycling
- Research oriented, likes to investigate and deep into subject matter
- Hopes that the cities get less reliant on the automobile
- Wants people to try bicycling and see if works for them
- Likes to ride his bicycle which also helps avoid traffic congestion
- Loves the idea of bicycling and clean air reducing pollution
- Dreams of having a situation where bicycles take priority over automobiles
- Dreams of a time when cities would make bicycling a priority
- Hopes to teach his kids bicycle safety

Research Analysis and Synthesis

Provisional Personas - People that are willing to consider riding a bike to the bus or a train likely fall into three categories:

1. **People who would ideally prefer to make a short walking trip to transit**, but their origin/destination is too far from the stop for this to be practical. A significant portion of these potential users are likely "Interested but Concerned" about biking.
2. **People who would ideally prefer to bike for the full duration of their trip**, but their trip is too long, too hilly, or the weather isn't conducive to bicycling on that day. Many of these potential users may be enthusiastic and confident or interested but concerned bicyclists who would not consider leaving their bike locked at a station all day unless long-term bike parking offers them a secure option.
3. **People who would ideally prefer to drive** but rely on transit to access the places they need to go on a daily basis. Neither transit nor bicycling may be this group's first choice, but they may ride a bike to a transit stop because walking distances are unreasonably long, because they are too young to drive, or because car ownership is not economically viable or efficient for them. The focus for these users should be on providing safe access with minimal delay.

Who are we designing for?

Potential user group	Barriers to selecting preferred mode	Priority Need
People who prefer transit	- Transit stop is not in walking distance	Low-stress bicycling facilities and easy transfer logistics
People who prefer biking	- Desired trip is too long/hilly - Weather is not conducive to bicycling - A link in the trip exceeds user comfort level	Long-term, secure bicycle parking at transit stop and Low-stress bicycling facilities that connect to transit stop
People who prefer driving	- Under 16-year-old - Driving is too expensive	Safe bicycling facilities that minimize delay to/from transit stop

Conclusion

Safety, storage and transfer logistics were the main focus for the users

Insights

1. Should be able to see availability of eLockers in realtime beforehand at various transit stations.
2. Needs a way to book the eLockers
3. Should be able to see the locations of eLockers so they can plan for transfer logistics
4. Needs to be able to add minutes to their start and end rental times if they are running late
5. Should be able to store bicycle accessories like helmet, shoes, etc. within the eLocker