

# eLocker | Book secure shared bicycle parking

## Research Plan

### Stakeholders

- eLocker Company (Senior management, product managers, sales managers, customer support)
- The Users (Existing bicycle riders, potential new bicyclists who wants to ride their bicycle to the transit station)
- The Design Team (The entire team who would be working on developing the eLocker app)

### Assumptions

- Existing bicycle lockers are not secure
- Existing bicycle lockers cannot store bicycle accessories
- Bicycles are exposed to the elements on the open bike racks/enclosures
- Parking spaces are not conveniently located at the transit station making transfer logistics difficult
- Individual bicycle locker boxes can only server one user who has signed a long-term rental agreement with the transit authority
- Available parking spots are taken or unavailable leading to transfer anxiety

### Research Goals

- Understand the users, who they are, their lifestyle and their interest/reservations regarding bicycling to the transit station?
- Get insights into their pain points, deterrents and apprehension regarding bicycling to the transit station and using public transit
- Understand their motivations for bicycling and using public transit
- Are there specific aspects of bicycling that they really like?
- Validate or invalidate assumptions and preconceived notions about the users that ride their bicycles or would like to ride their bicycles on a regular basis

### Research Methods

- Market/Literature Research
  - What are the options currently available in the market and how effective are they to store a bicycle?
  - Identify the things that they do well and the things that are problematic with respect to keeping the bicycle safe and secure
- Competitor Analysis
  - Bike Racks
  - Open enclosures
  - Group facilities
  - Individual bicycle locker boxes
- Email Blast with a brief questionnaire
  - Send a questionnaire inquiring about the users' current experience with bicycle parking at transit stations
- User Interviews
  - Interview current bicyclists to get their insights into bicycling to the transit station and taking the transit daily for work