

'Book eLockers': Eliminating public transit's first-mile/last-mile problem

Interview script

Opening

Hi! How are you doing today? My name is Shivang and I am conducting user research for booking eLockers at public transit stations like BART and Metro. Bikelink is one of the companies that provide secure bike parking and bike sharing at these locations and they are planning to launch an app that would allow the users to both, lock/retrieve bikes from their eLockers as well as have access to the functionality of booking the eLocker prior to your bike ride to the transit station. Would you have time to answer a few questions regarding your day to day biking and commute experience? It will not take more than 20-25 mins of your time. Please let me know if you are uncomfortable answering any of the questions.

Information

Name | Age | Profession | Are you married | Do you have kids

Interview Questions

1. *Daily commute*

- a. Where do you live and work?
- b. What is your daily commute distance and commute time?
- c. Do you drive to work or take public transit?
- d. How does your daily commute to and from work look like? Can you describe your experience in detail?
- e. If you use multiple modes of transport, which part is the most inconvenient / frustrating?
- f. Have you used 'Scoop' or other car-sharing apps to get a ride to the transit station? How was your experience?
- g. How do you normally commute between the transit station and your home or your place of work?
- h. Do you own a Bikelink card and have you used the eLockers at the transit station? Can you please describe your experience?

2. *Using the bicycle*

- a. Under what circumstance would you include biking within your daily commute?
- b. What aspects of biking do you really like?
- c. What aspects of biking do you dislike and would like to be improved?
- d. Would you be willing to bike to the transit station as part of your daily commute?
 - i. If yes, why?
 - ii. If no, why not?

3. *Bicycling to transit station*

- a. If you do use the Bikelink card, do you normally find space to park your bike in the eLockers?
- b. How would you describe your transfer from the bike to the train? What would you like to improve?
- c. What other facilities would you like to be provided at the transit station for people who bike?
- d. What other services would you like to be provided at the eLockers?
- e. How can the whole experience including the transfer logistics be made easier and more efficient?

4. *Incentive for bicycling*

- a. What would be the biggest incentive to bike to the transit station?
- b. Would having the peace of mind of booking an eLocker beforehand, be an incentive?
- c. Would leading a healthier lifestyle an incentive?
- d. What other incentives would make you consider biking to the transit station?

5. *If you got everything you wanted/required to bike to and from the transit station, what would that look like? Please describe your wish list.*

Closing

Thank you for your time. We are all done. Your insights are really valuable to us. Please let us know if you would like to get more information about our research.

Contact Information Email | Phone