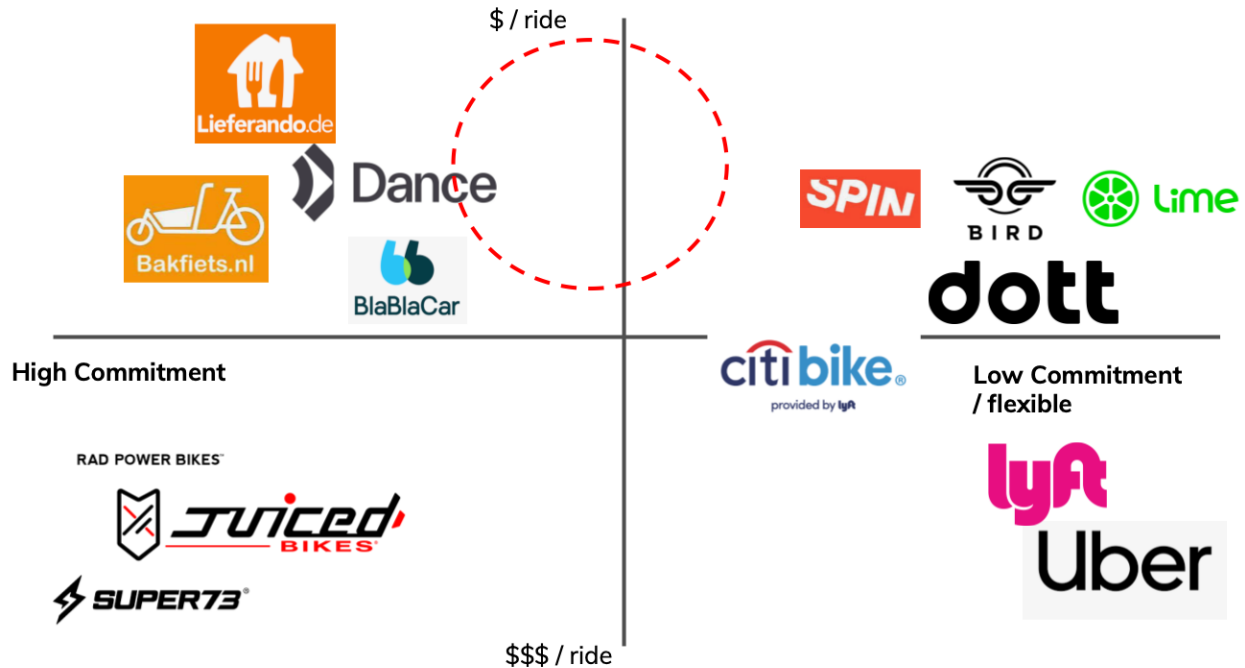


# Comparative Research

2x2 matrix of competition, short write-up of learnings

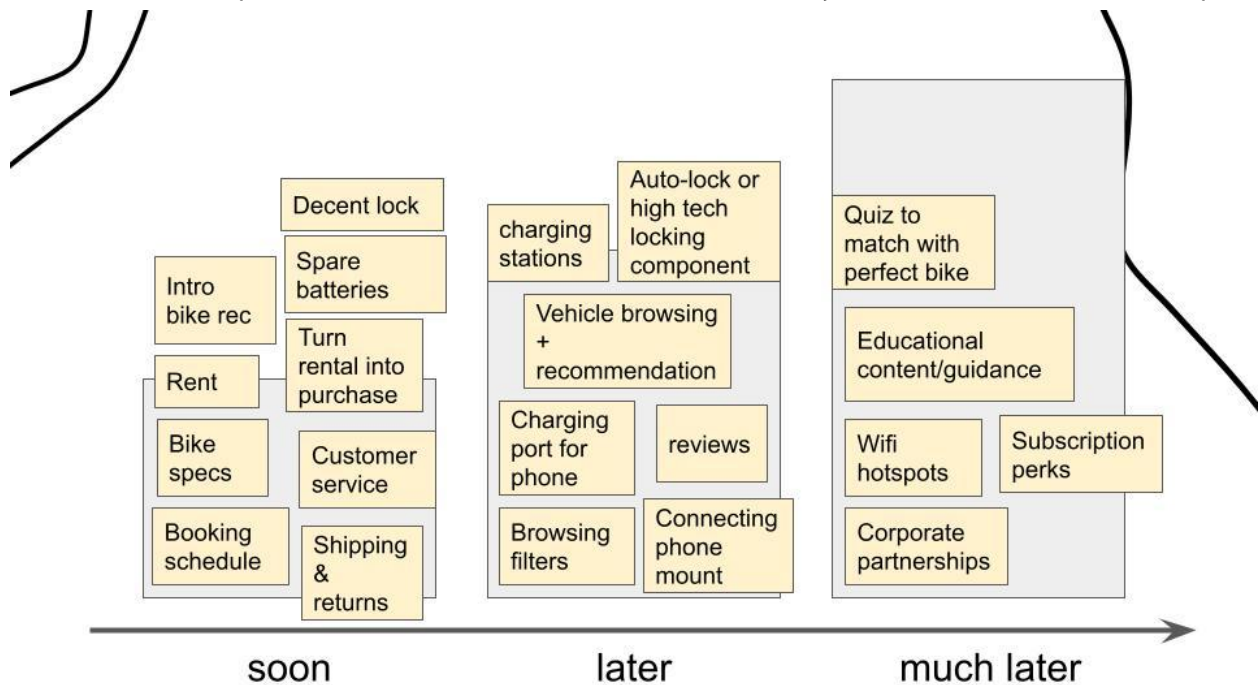
Comparative Research Matrix



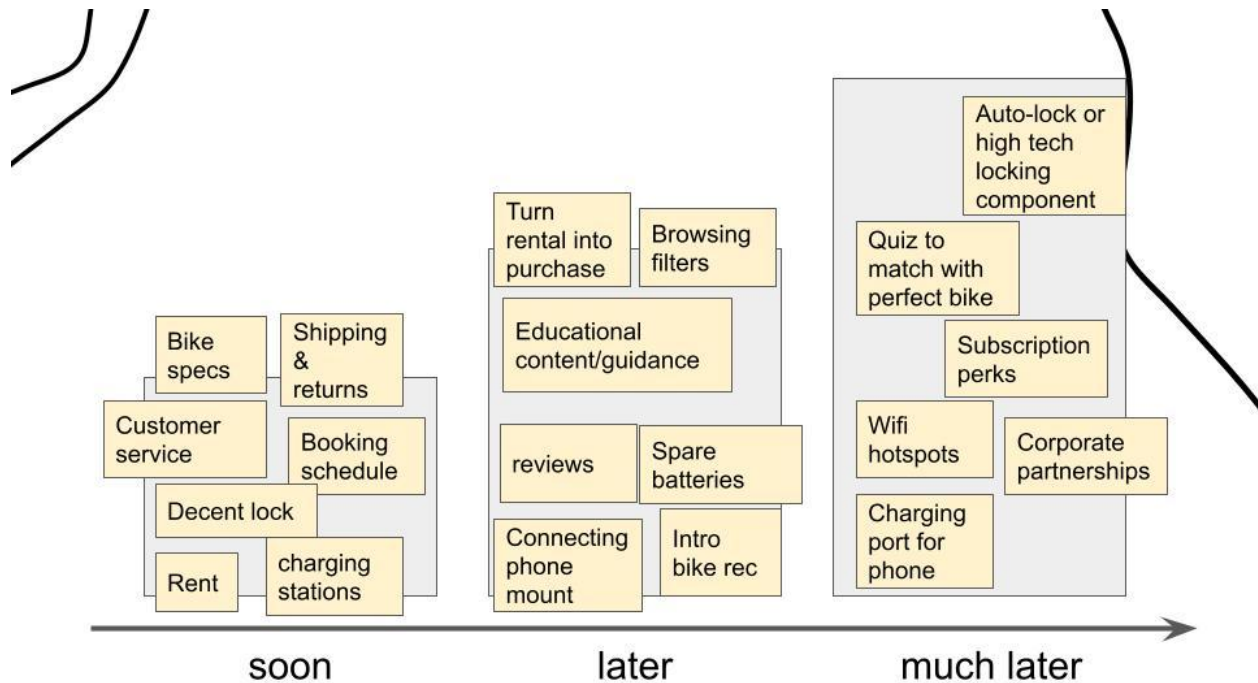
When considering mobility options, one of the spectrums is how much commitment each option requires. With sharing options such as lime and bird, there is very little commitment and a lot of flexibility as you can find them everywhere and you can ride short distances for cheap. With e-bike and scooter ownership options, you have to shell out a lot of money to purchase them, there are also additional pains with maintenance, and it can go to waste if you aren't using it 12 months a year. Another factor is price per ride. More flexible and low commitment options tend to be more expensive, while if you commit to getting good use out of your bike/scooter, the price per ride can be much lower. With a subscription model, we aim to solve the pain points of ownership and bring some aspects of the flexibility low-commitment options provide without being economically unsustainable for daily use.

# Participatory Roadmaps

Insert 10 roadmaps, each team member reflects on what they learned from their roadmaps



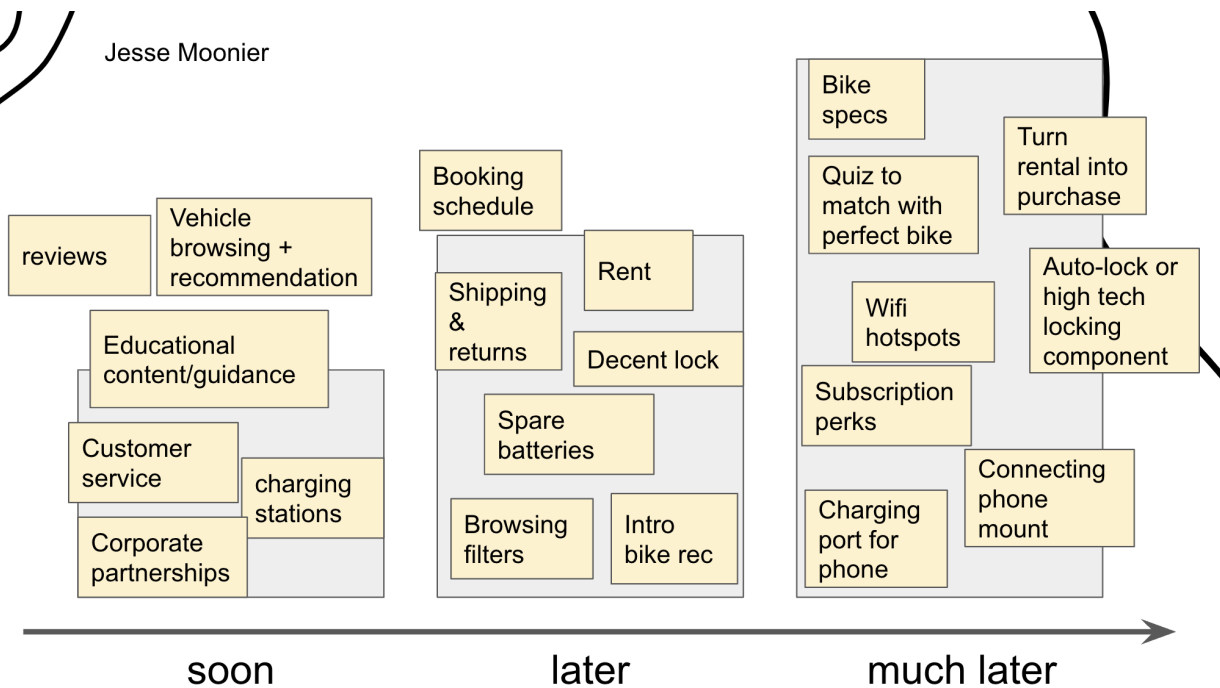
For this roadmap, I interviewed a 24-yr old female who lives in San Francisco. She commutes about a mile to work every day. She works in HR at a consulting firm, so is less familiar with a lot of the advanced technology that is common in places like the Bay Area. One thing that I found interesting from her roadmap was that she found a lot of the features to be important in the soon category, even though I explained to her that it should be the smallest category. Additionally, she brought up good points that the vehicle browsing and filters could be a later feature because that may not be applicable until there was enough inventory for it to make sense. For her, really good customer service was important because she wanted to be able to use the bikes and fix any problems if this was a service she was paying money for. While a decent lock was important to her, she felt that a super high technology would not be that important immediately. I think it is important to consider that stakeholders in different cities may have different views in regards to this topic depending on local crime.



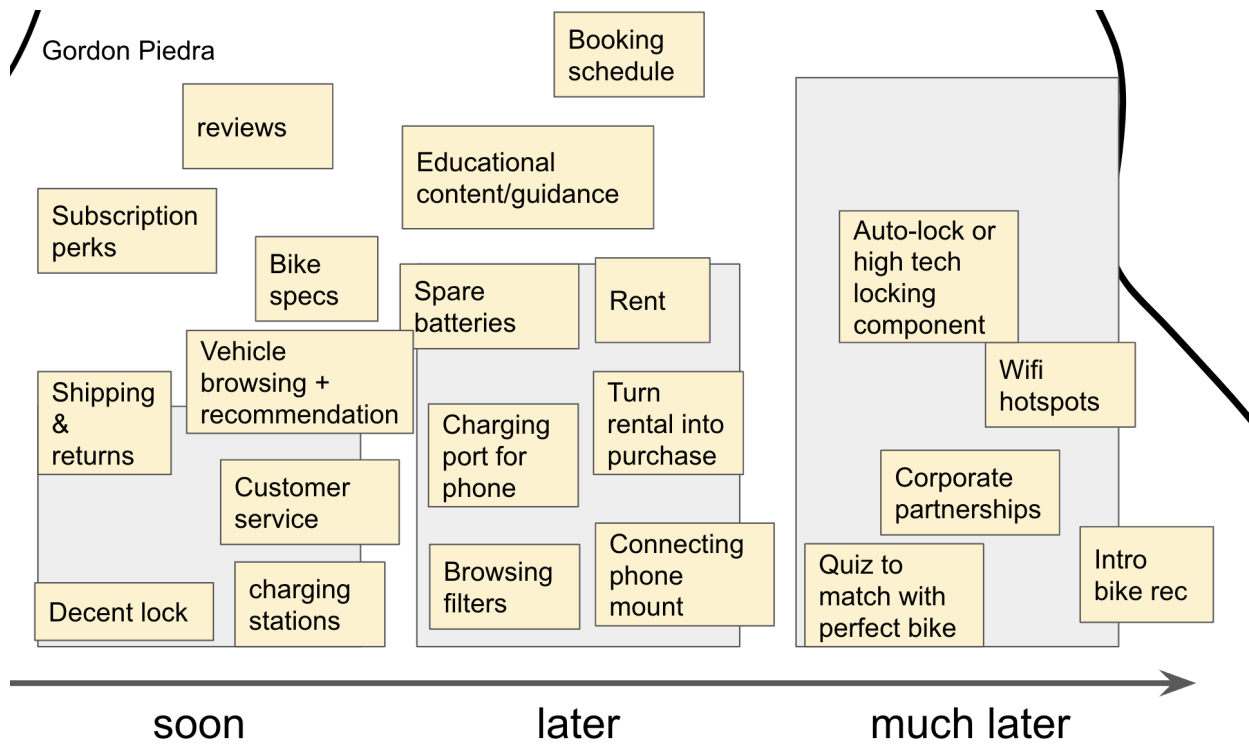
My second interviewee was a 40-yr old male from San Francisco. He had recently ridden an e-bike to get from A to B on vacation, but does not consistently use one. He emphasized that enhanced technology features will be varying levels of importance based on the city, but to him they were relatively important. He would want all the bells and whistles as long as the price was “reasonable”. During the interview, he inquired about the percentage of new cars that are leased versus bought and we found that 27% of new cars are leased. Even more surprising was that 70-75% of luxury cars are leased rather than purchased. In a way, this makes sense because people who want new and expensive cars, want them to always be new. Another feature that he thought would be important would be to create some type of locking saddle bag or trunk on the bike such that an individual could run into a store or workout class (or something else) and leave something locked on their bike.



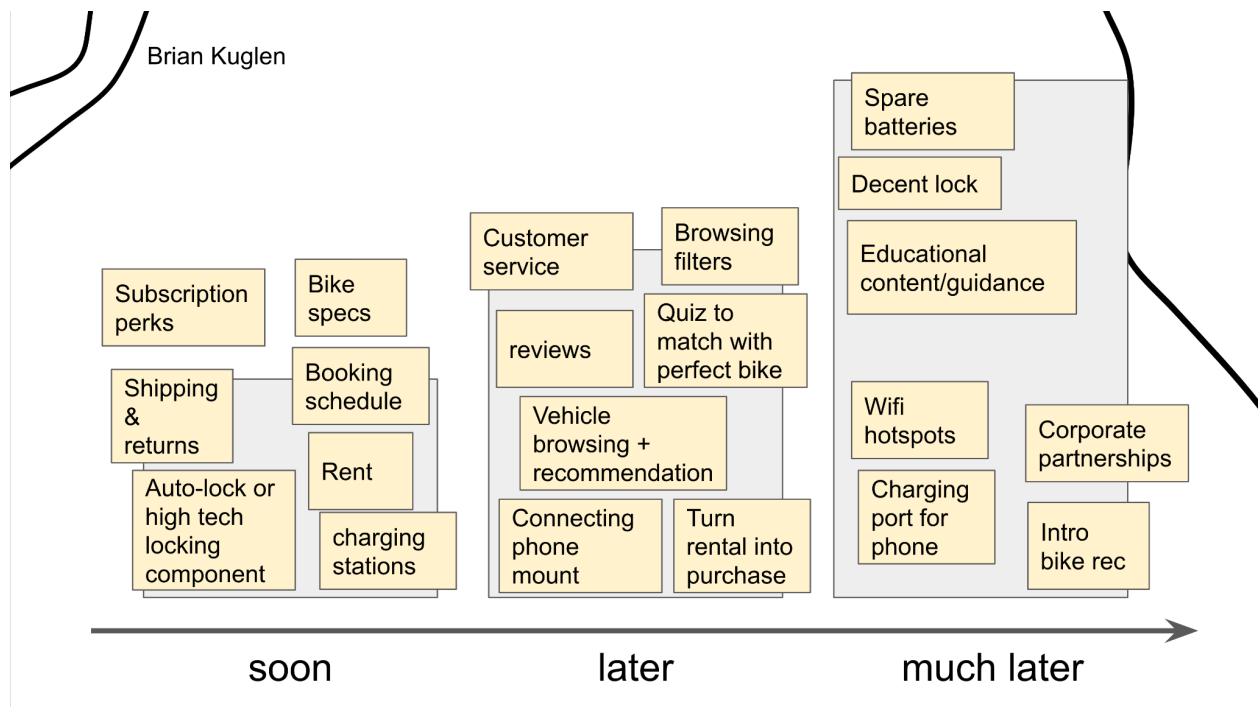
Jesse Moonier



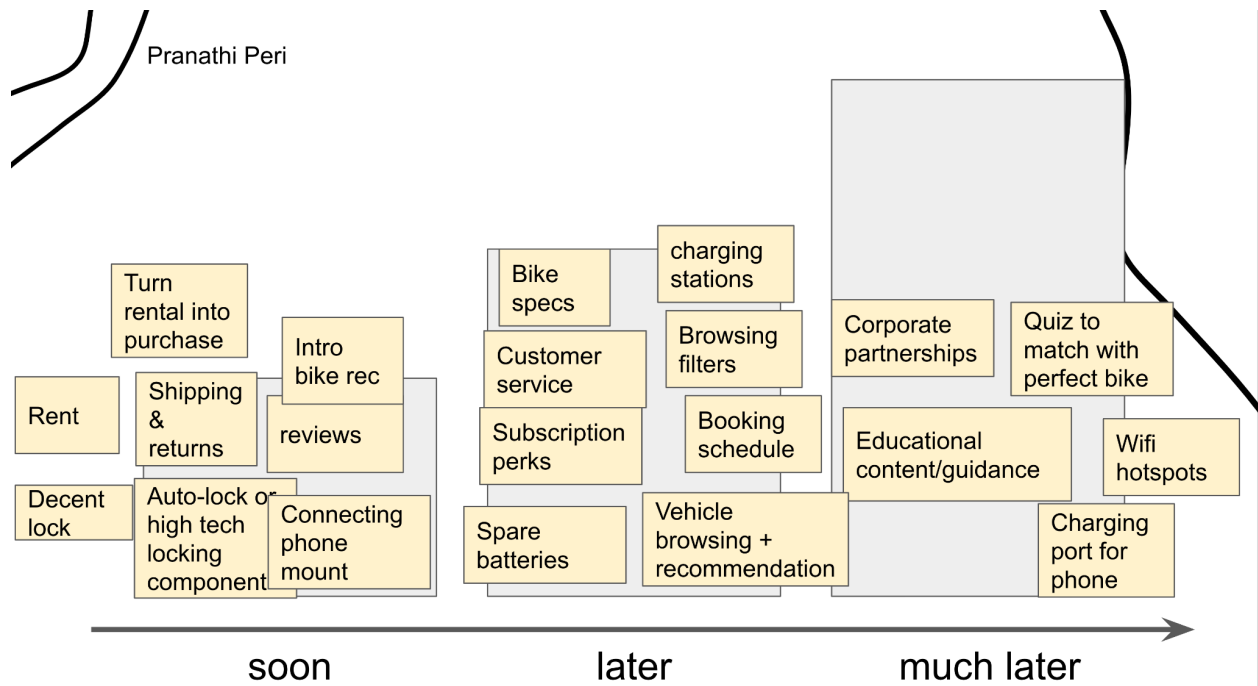
Jesse is a 25-yr old graduate student at Stanford University from Oahu, Hawaii, studying Mechanical Engineering. He has ridden electric bikes before and really enjoyed the experience but has not been in the market for one himself yet. He very much prioritized the customer experience of the product being done first. For instance, customer service and reviews were a must for first features as well as good browsing and education experiences. The smaller details he left to the end such as a charging port for phones and mounts, arguably easier things to implement.



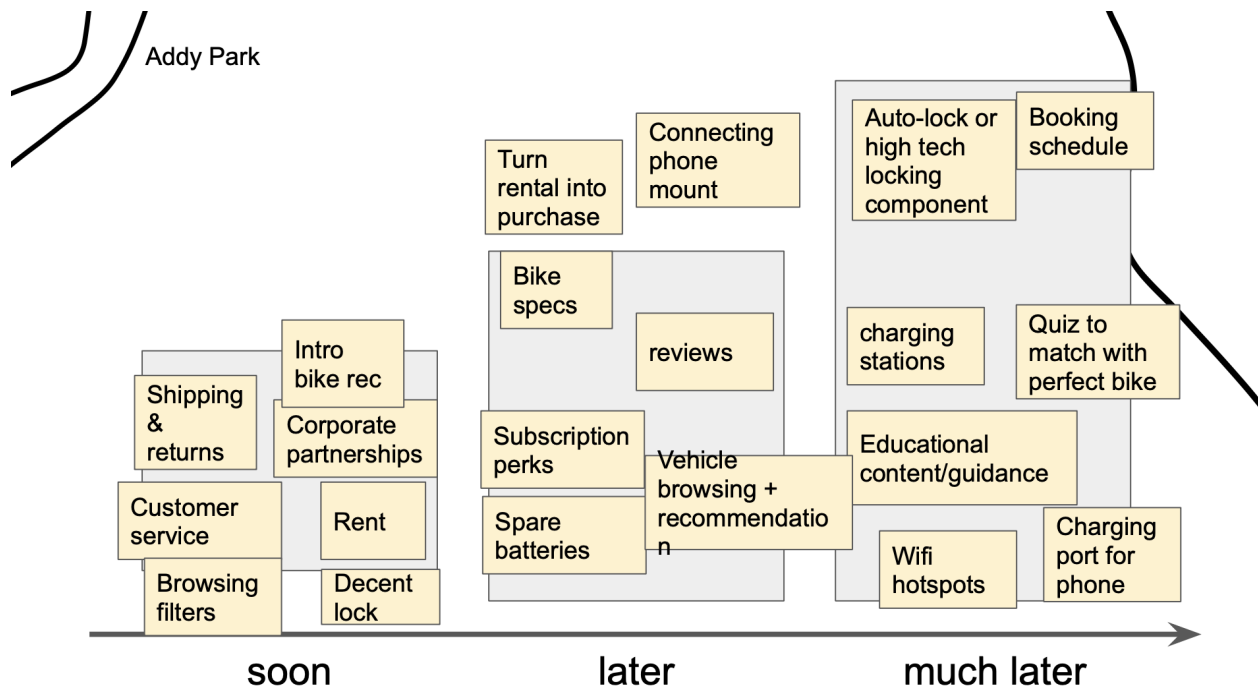
Gordon is a 22-yr old senior studying computer science from the UK/Wyoming. He does not bike around campus since he does not try to add to the glut of bikes on campus but he does have interest in a sustainable mid-range bike option. He very much frontloaded work into the soon and later categories. Contrary to Jesse, he was not concerned with corporate partnerships but did agree that engineering good locks was not huge from the bat since if people are renting the bike, they should keep it safe on their own just as we do now. Similar to Jesse he also prioritized charging stations, something we did not think would be a huge feature, and something which is difficult to implement.



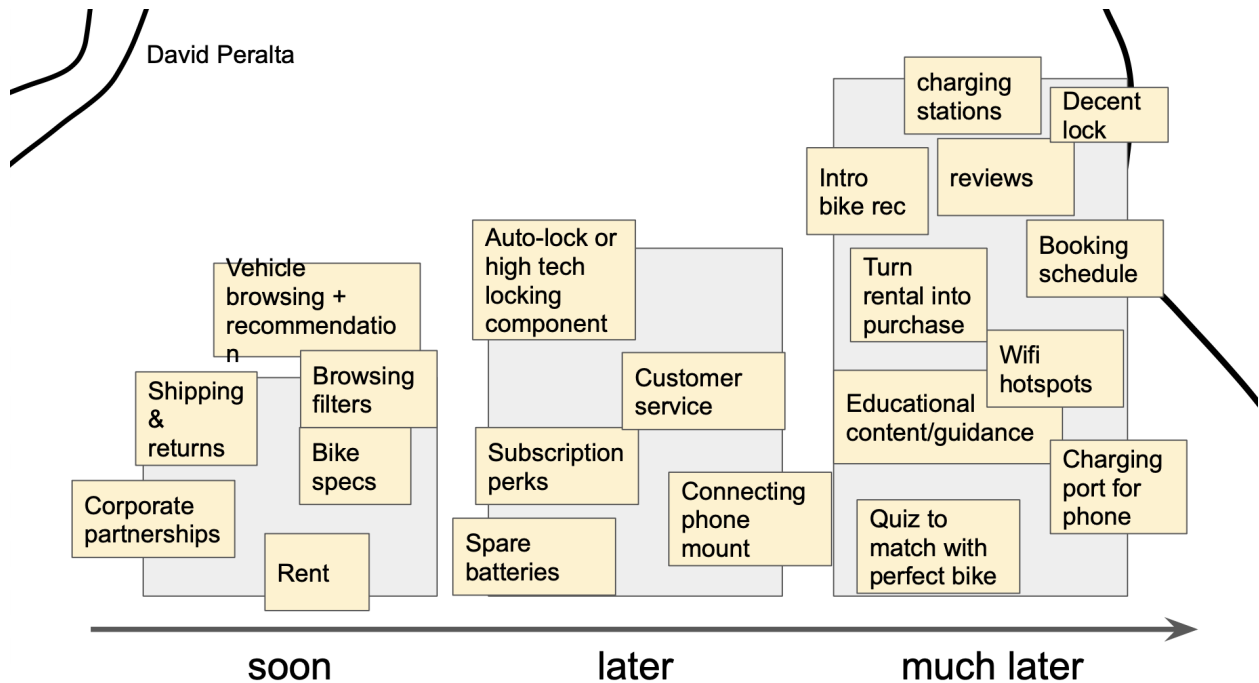
Brian is a 21 year old Stanford student who is interested in living in New York or Los Angeles post-grad. He is interested in our subscription service to try out micromobility and see if it is sustainable for everyday use. Brian describes himself as rather self-sufficient, so the most important aspect of the service is just how good the bike is. He emphasizes the necessity for a good locking system as he feels like that is a big risk when owning an ebike.



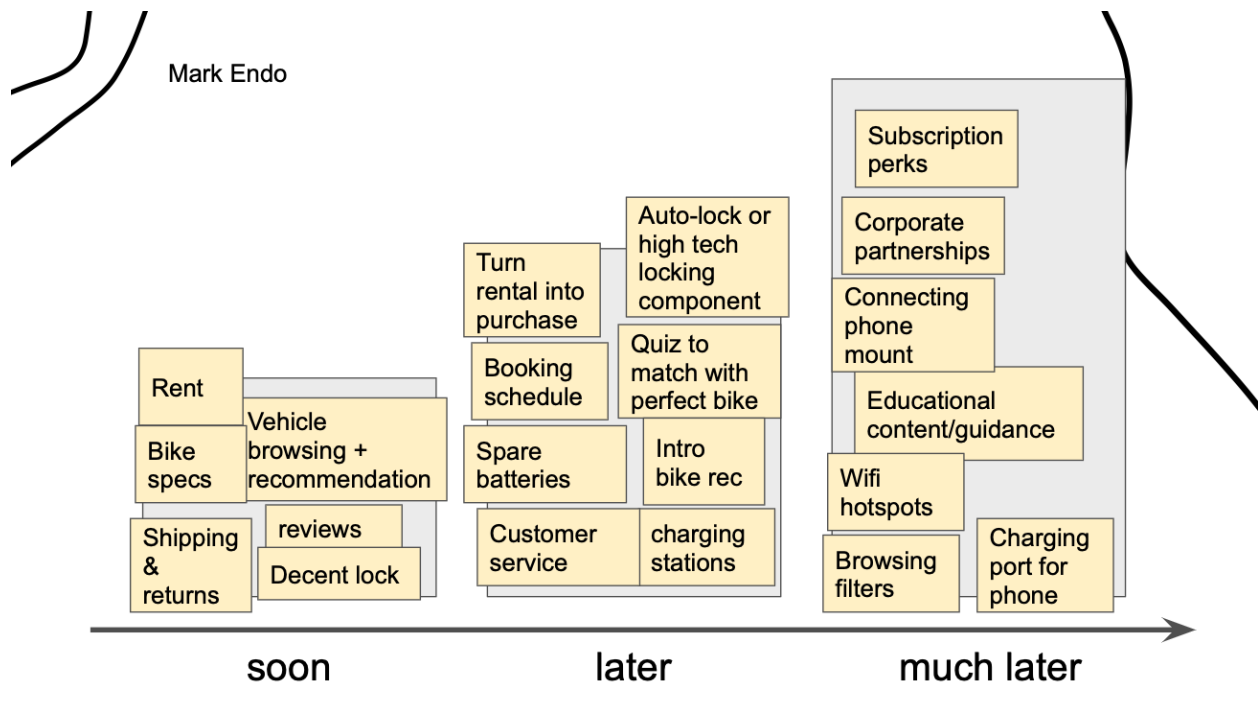
Pranathi is a 23 year old designer / software engineer living in NYC. She currently takes the subway to get from her apartment in Midtown to her office in Union Square, which takes about 25 minutes. She says she loves getting fresh air and frequently goes on skateboard rides around New York and is open to using micromobility options over the subway. She was turned off at the poor quality of shared bike services such as Citibike and the limited amount of ebikes. Her most important features beyond the basics were reviews (hearing others' experiences and use-cases for the ebikes) and being able to turn the rental into a purchase if she likes it.



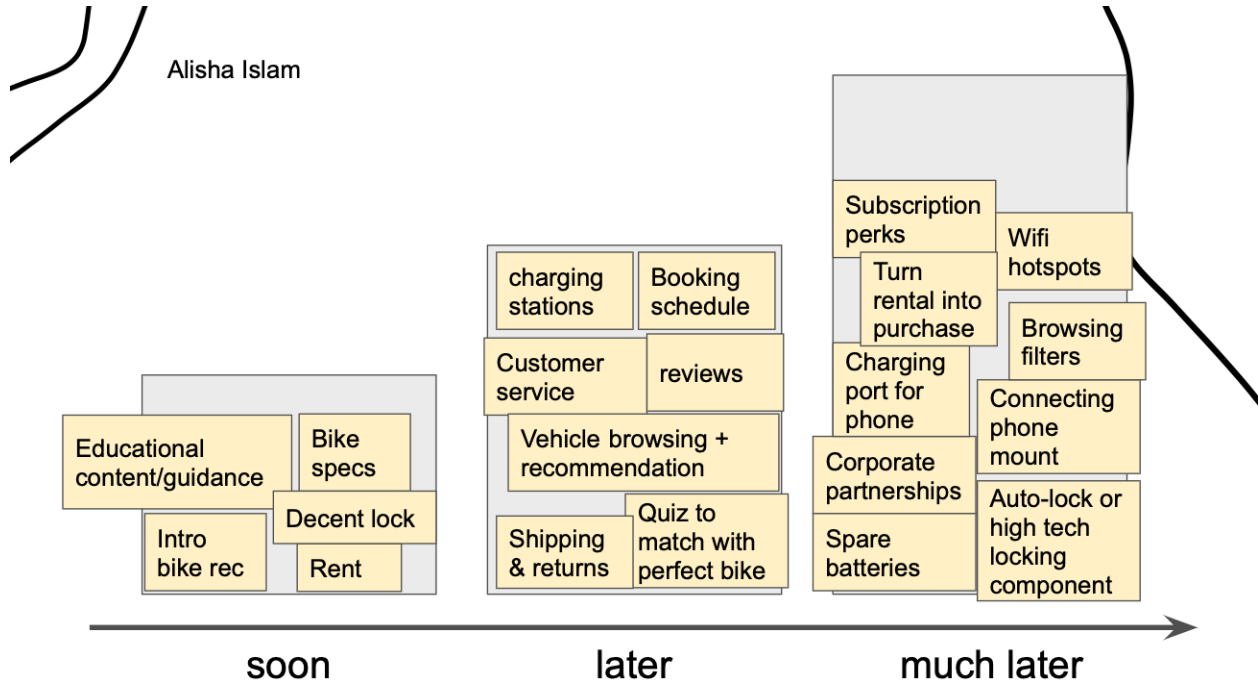
I interviewed Addy Park, a 26 year old working in tech in SF. Her work is hybrid with the option of going into the office or WFH and she noted that she usually always prefers to go into the office. She has never considered traditional e-bikes from services like Lyft since she feels like the bikes don't properly meet her needs (frame is too heavy, hard to adjust seat sometimes, wants wider handle bars since her back hurts if handle bars are too narrow). She considered buying an e-bike to make her commute easier but noted that the initial cost was just too deterring for her and she had many doubts about how the e-bike would work with her back problems. She noted that the weight of the bike is one of the most important factor since she is a relatively small person and worries about having to lift up a heavy bike to get over a curb or up a flight of stairs into her apartment building. She also said that she would hesitate to spend her own money on this subscription service because she associates her commute as something that her company is also partially responsible for and was a big advocate for corporate bike-to-work partnerships ("I can still have a very productive day working from home so I probably wouldn't spend my own money on a e-bike subscription specifically for commuting unless it was sponsored by my company. It would definitely make me go into the office more which I know my company really cares about").



I also interviewed David Peralta, a 23 year old working in consulting in SF. He goes into his office 2-3 times a week during the weeks he's not traveling and said that he is particularly excited about being able to try many different types of e-transportation products (e-bikes, boosted boards, scooters, etc.). He really enjoys browsing these products in his free time and noted that although he has a scooter right now, he is always on the lookout for new products to make his commute more fun and because he likes how many new products are coming out in the space. Most of the time he says that he just enjoys browsing these products and isn't sure that he has any intentions of committing to buying a new product anytime soon. He noted that sometimes his travel plans can change very unexpectedly due to work which may be hard to coordinate with a monthly bike subscription schedule ("I'd definitely feel like it was a big waste if I rented a cool e-bike for a month and unexpectedly had to travel for a part of that month and couldn't use the bike).



I chatted with Mark Endo, a senior at Stanford who has lived in Boston for a month in the past. He usually walked during his commutes. From this exercise, it seems clear that Mark wants features that help guarantee his satisfaction as a customer early on. This means ensuring that he can get as much info about these bikes as possible and that they are safe. In the later section, Mark is looking for additional nice-to-haves that will help make his life easier once already having this bike. These aren't crucial but would make his experience much smoother. The much later column contains features he feels would be the extra wow factor.



Alisha is a senior at Cal Poly Pomona, who has done internships in downtown LA in summers past. She often uses the metro to get to where she needs to. The features highlighted in “soon” reflect the more urgent features that she believes would make her a successful customer of Joyride. Features mentioned in “later” are ones that would supplement her user experience down the road, once she has her bike. Features in “much later” are “add-ons” that she doesn’t believe are crucial but rather nice-to-haves.