

Free-floating bikesharing In Mobility as a Service (MaaS)

Problem definition

Mobike is new to the Dutch market. They acknowledge that the Dutch market is different than other countries they operate in. **Mobike is in lack of knowledge how to be successful in the short term and how to be successful in the long term in the Netherlands.** This research projects aims to finding answers to those questions.

User research

To determine how Mobike can be successful now Mobike must know what users think about the product and service. Through interviews and a survey, Mobike got to know what had to change to the product and service of Mobike to appeal better to the Dutch users, and thus become successful on the short term.

Success on short-term



Increase of coverage of Mobike over cities



Deploying a better bike that fits the Dutch market better



Increasing availability of the bikes within cities



No deposit needed to lower the barrier for users



Mobility as a Service

From interviews with experts it became clear that Mobility as a service (MaaS) will be part of the future of Mobility. Local governments as well as the ministry of watermanagement and infrastructure depend on the MaaS concept to provide the best Mobility solution of the future. Mobike must fit in this future.

Bike as a Service

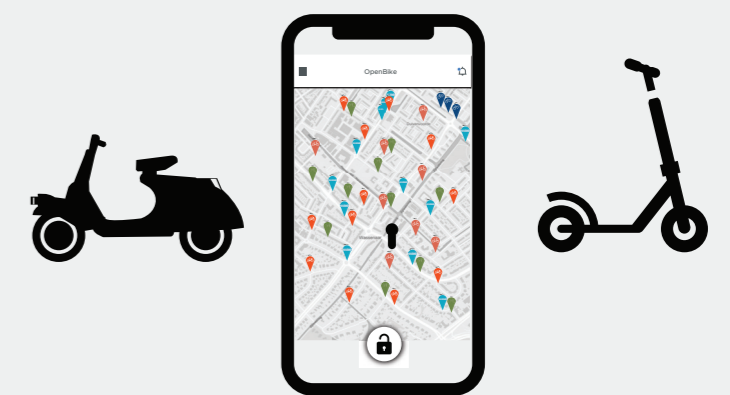
Through a creative process, envisioned is what the ideal customer journey is for bikesharing in the future. This vision where there is one application which unlocks all bikesharing services, is a point on the horizon of Mobike. Complying this vision will ensure success in the future.

Success on the long-term

One app to rule them all

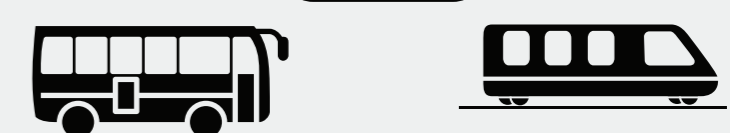


Mobility providers working together



Data sharing through an open standard

In collaboration with (local) governments



How can Mobike get there?

Current situation

Current product and service does not appeal to the userbase of Mobike. Bikesharing is not integrated in travel plans and the coverage is low.

Optimizing product

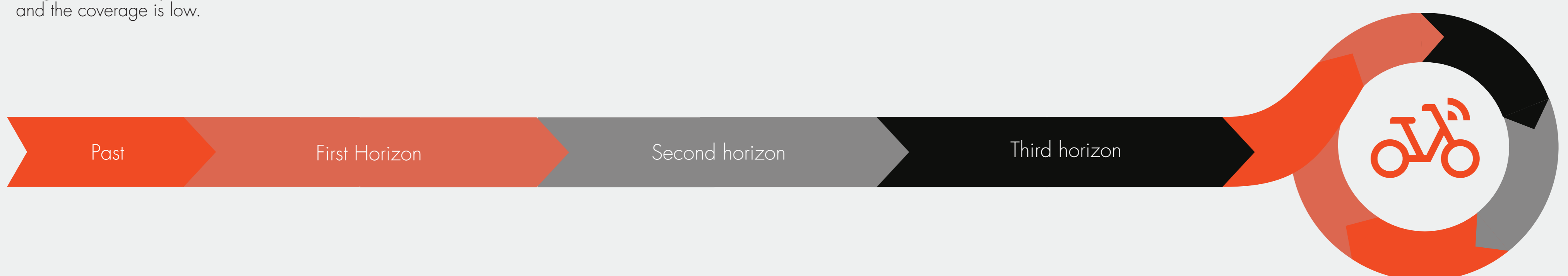
Focus in the first years is optimizing product and service to the users of Mobike and enlarging coverage, reaching critical mass to run a profitable business in the Netherlands

Evolve towards MaaS

Focus shift from getting the product right for right now to getting the product right for the future. Piloting MaaS will show what Mobike has to do to get to MaaS in 2 years.

MaaS & Mobike

In this horizon the focus of Mobike shifts in developing towards MaaS into diversificate the product offerings of Mobike broadening the market for sustainable growth.



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Free-floating bikesharing in Mobility as a Service
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Strategic Product Design

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