Product-service system adoption: motivational drivers for e-bike sharing.

8 semi-structured interviews

24 motivational drivers

Relative advantage
- Cost reduction
- Time savings
- Accessibility

Compatibility
- Match with existing products
- Integrated solutions
- Ease of use

Complexity
- Trust
- Knowledge
- Self-confidence

Trialability
- Product development
- Customer support
- Ease of use

Observability
- Word-of-mouth
- Recognizable design

Product-service system adoption: motivational drivers for e-bike sharing.

Design goal
- The design goal is to postpone or replace car ownership.

Design brief
- The user is a 25-35 year old person who will use the product for work-related distances daily in urban areas. The design goal is to postpone or replace car ownership.

Stimulate acceptance by strengthening...

1. First week of work!
2. Create profile & pick your product!
3. Delivered to you
4. Effortless riding through the city!