Priorities

Create a mechanical backup mechanism for the lock.

" *The number one problem we get from beta testers is that they're locked out of their bike.*"

– Janice Johns

" *We've done some research around a mechanical backup mechanism for the lock, but it's a lot of work to implement.*"

– Aaron Cobb

Create a best-in-class navigation experience.

" *Online, our customers always complain about navigation features.*"

– Max Williams

" *We're aware that nobody's happy with the navigation, but this isn't a problem unique to CityBikes.*"

– Theresa Stevens

Make sure stats take a back seat to other features.

" *We've built some really awesome things around ride stats that will help set us apart from the competition.*"

– Tina Fowler

" *The stats are a cool add-on, but nobody is buying the bike for them.*"

– Jeremy Bertolino

Priorities

Make sure bike sharing is simple and foolproof.

" *There are still a lot of edge cases around bike sharing that cause errors and privacy concerns.*"

– Theresa Stevens

" *Bike sharing is a really big deal to a lot of our corporate clients, so we have to get this right.*"
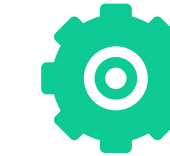
– Jeremy Bertolino

Make the app feel authentic to CityBike.

" *Our brand is at the core of who we are. Everything needs to just feel like CityBike.*"

– Robert Petrov

" *We're really focusing on functionality before any of the superficial stuff.*"

– Tina Fowler

Provide riders with sensible options for the handlebar displays.

" *We decided to keep things simple and to avoid customization of the handlebar displays.*"

– Alex Walker

" *Our users are constantly asking to be able to customize the on-bike displays— especially if they're left-handed.*"

– Max Williams

Risks

- Android development is understaffed and struggling to keep up with iOS.

- Early versions were designed with cyclists in mind.

- Battery limitations affect the overall bike experience. Current provider isn't working out.

- Accessibility studies have been limited.

- Privacy studies have been limited.

- Marketing is pushing bike-sharing features that are a long way from ready.

- Manufacturing has fallen behind, and important functionality is being cut.

- The marketing team is using mock-ups to sell the app, while the development team has deprioritized app aesthetics.

Appendix: Stakeholders Interviewed

Core Team

Theresa Stevens

Software Product Manager

Alex Walker

Bike Software Engineer

Tina Fowler

iOS Developer

Extended Team

Janice Johns

Customer Support

Robert Petrov

Brand Manager

Aaron Cobb

Bike Hardware Engineer

Alice Bennett

Industrial Designer

Jeremy Bertolino

Marketing Director

Max Williams

Online Support