



INCREASED USE

of property-related electric bicycle pools



A project by RISE & Pedalink

January 2022 - December 2023



Unit Technologies for interaction
Department Prototyping societies

Pedalink



Interest in bicycle pools in new buildings has increased significantly, we have gone from 8 pools 1/1 2021 to 24 pools 1/3 2023.

We have approximately 2 400 households that have access to one of our pools. But **only 368 registered users.**

User type and behavior:

- People curious in trying bike as a mobility option.
- Mostly new to e-bikes and cargo bikes
- Bikes are used to infrequently cases
- 2-3 hours/trip
- Intensive use in the beginning, then fading out.



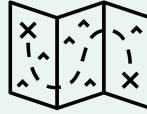
“The bicycles are used too little.”

This projects FOCUS



**To get already
registered user to
use the bicycles
MORE**

Another project focused on getting first
time users onboard



Method

Gamification

It is a way to increase interaction to thereby increase user engagement.

Gamification, is the use of game elements in activities that are not traditionally associated with gaming - for example trade, IT, transport or education.

Process

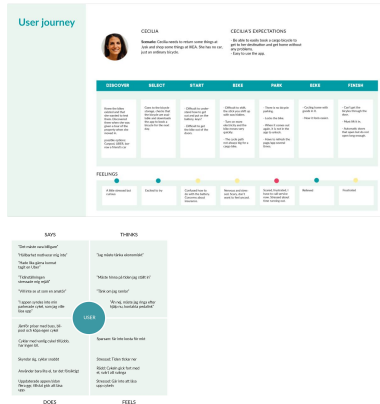
Design thinking



Empathize



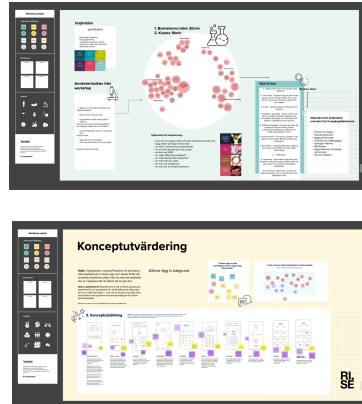
Interviews visualized through a user journey and empathy map



Ideate



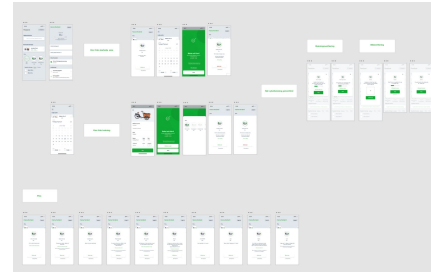
Created gamification concepts and evaluated with users



Develop



Created user interface based on Pedalinks brand guidelines



Test



Gamification concepts will be implemented and tested in Pedalinks existing app

Insights



Gamification

Sustainability a plus but not a motivation

Save money is a motivation

Excursions are fun

Practical use, not for driving around and having fun.

Go grocery shopping

Overall experience

Remove stress with time setting, be able to adjust end-time

Problems with the doors, getting the bikes in

The desire to be able to commute to work by bicycle

Frequently problem with unlocking and locking

Many afraid of the cargo bikes

Need communication that the bike is insured, feel safe

Other payment options, per month or per day

Older people are often afraid to get started

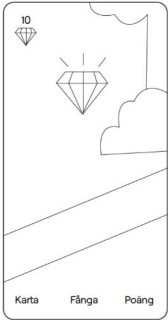
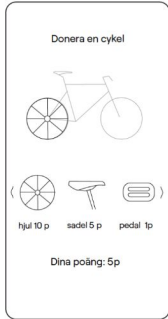
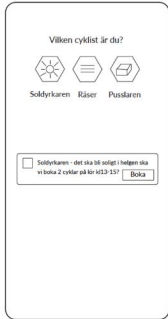
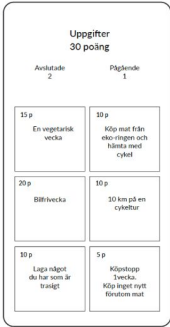
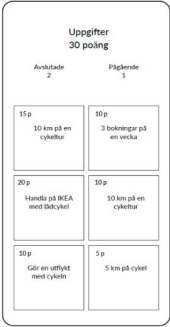
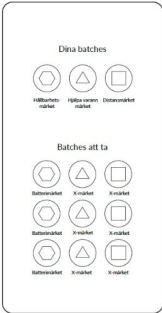
External factors

Roads a bit too narrow for box bikes in Linköping

Stockholm inner city has too many options

10 concepts including gamification elements such as:

Leaderboards
Challenges
Points
Prizes
Badges





The winning gamification concepts after evaluating with users:













Leaderboards

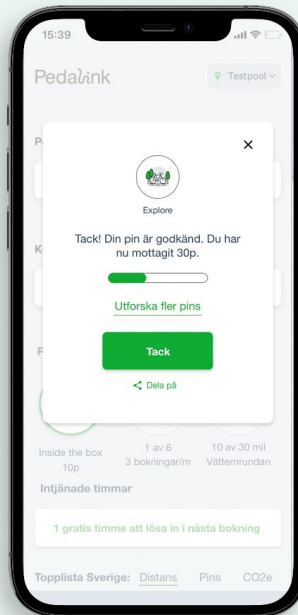
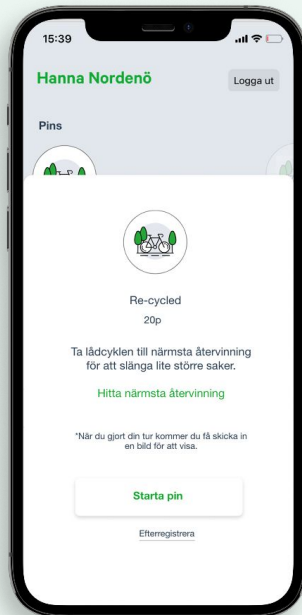
Challenges

Badges

Topplistan Dukaten	
	Pelle Karlsson 235km
	
Du Nivå 3	
13/2	2 km - 0,2kg co2e
11/2	3km - 0,3kg co2e
10/2	3km - 0,3kg co2e
<u>Totalt</u>	<u>Nästa nivå</u>
10 km	30 km

Uppgifter 30 poäng	
Avslutade 2	Pågående 1
15 p 10 km på en cykeltur	10 p 3 bokningar på en vecka
20 p Handla på IKEA med laddcykel	10 p 10 km på en cykeltur
10 p Gör en utflykt med cykeln	5 p 5 km på cykel

Dina batches		
		
Hållbarhets- märket	Hjälpa varann märket	Distansmärket
Batches att ta		
		
Batterimärket	X-märket	X-märket
		
Batterimärket	X-märket	X-märket
		
Batterimärket	X-märket	X-märket



Questions?



Question for you

**Why have this industry not
utilized gamification more?**

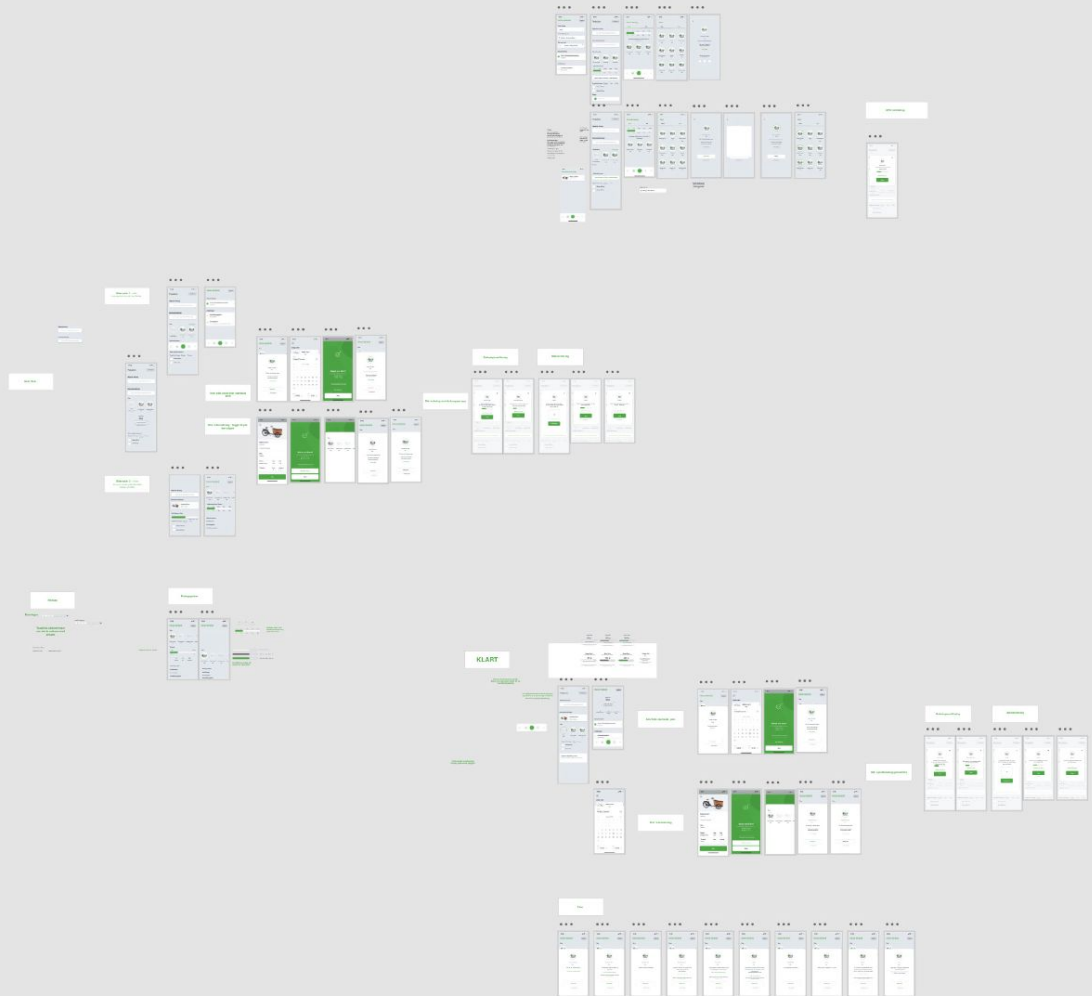


Thank you

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User Interface



User journey

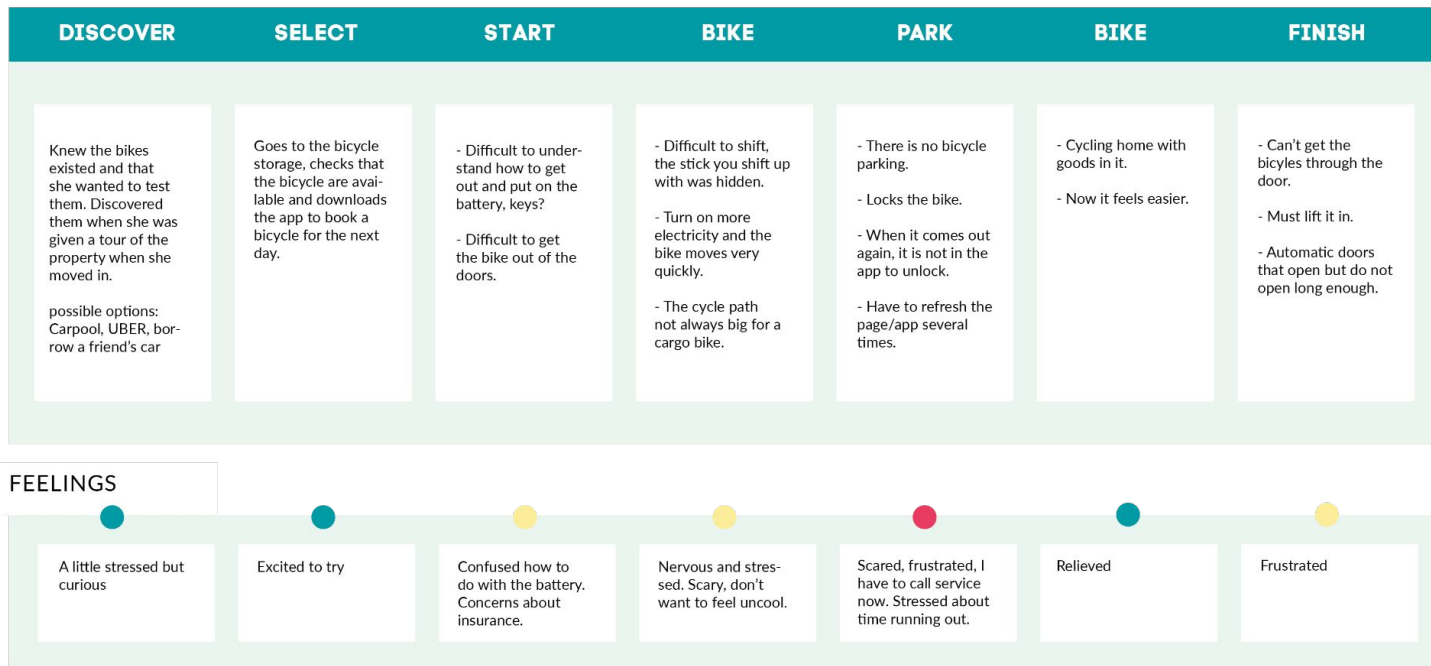


CECILIA

Scenario: Cecilia needs to return some things at Jysk and shop some things at IKEA. She has no car, just an ordinary bicycle.

CECILIA'S EXPECTATIONS

- Be able to easily book a cargo bicycle to get to her destination and get home without any problems.
- Easy to use the app.



[illegible]

Syfte: Cykelpoolen numera Pedalink vill utvärdera vilka spelelement i deras app som skulle få fler att använda elcyklarna oftare. Bor du inte där pedalink har en cykelpool får du låtsas att du gör det.

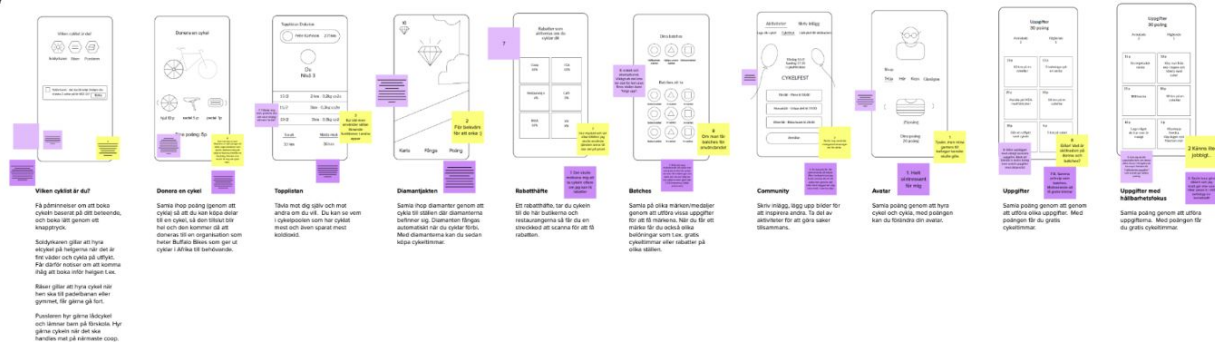
Vad är spelelement? Spelelement är att använda speldesign, spelmekanik och spelsystem för att åstadkomma något eller att ha en effekt på något – som inte är ett spel i sig själv. Man kan jämföra med systemet med bonuspoäng på din lokala livsmedelsbutik.

Behöver du mer info om pedallink <https://www.pedallink.se/>

@Anna lägg in bakgrund:

3. Konzeptutställning

20min Här presenteras 10 olika koncept som vi vill ha feedback på. Placera en siffra på varje koncept, 1-8 på hur troligt att du skulle använda den funktionen (ju större siffra, desto större användning). Skriv gärna en kort motivering till siffran eller lämna en örlig kommentar.

RI.
SE