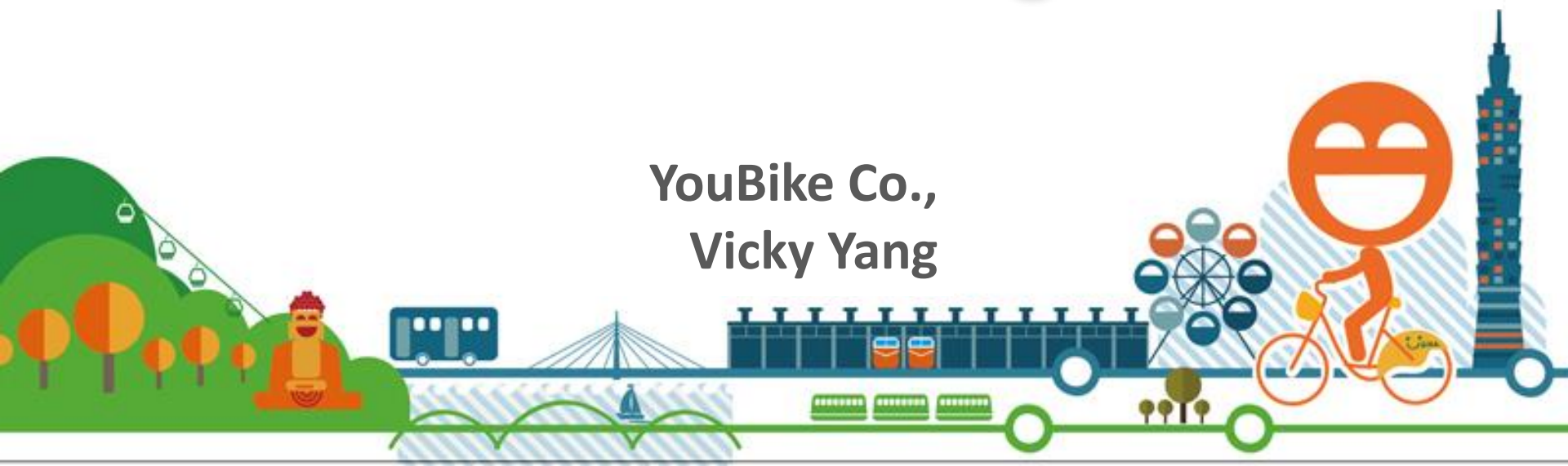




YouBike: A User-Centered Approach to Bike Sharing

YouBike Co.,
Vicky Yang



Public Bike Sharing System is the new trend in the world





Mayor of London
Boris Johnson

There are two kinds of cities in the world:
One has bike-sharing system in operation,
the other one is in planning or construction

World Bike-sharing Cities :
997 cities in operation · 299 cities in planning or under construction





Taiwan

23.49 million people/
36,197 km²

649 people/km²

1 of 10 World's Best Bike Routes for Cyclists *by CNN*



Xiaolongbao
by Le Guide Michelin

Origin of Bubble Tea

Taipei

2.70 million people/271 km²
9,951 people/km²



12 Things You must Do in Taipei

Walk on the lighted skybridges

到信義區南橋百貨公司，走空中夜光走廊
Walk on the lighted skybridges connecting department stores in the Xinyi District

The Ferris

到美羅華摩天輪，吹晚風聽音樂
Enjoy the high winds on the Ferris wheel at Miramar

Taipei River cruise

到藍色公館邊「內科」科技城的天空線
Watch the horizon from the Blue Highway

Yangmingshan National Park

到竹子湖賞花吃野菜
Buy fresh vegetables and flower at Zhushu

Lung-Shan Temple

到龍山寺和大炮塔過節百年慶典
Remember scenes of the past at Lungshan Temple and Dabaozhong

Drink tea

到貓空喝茶飲大山
Enjoy Tea time break at Mao kong

Beef noodles

到排名前30名的地方吃牛肉麵
Eat beef noodles at one of the top thirty beef noodle shops in Taipei

Night markets

到士林夜市人擠人吃花枝羹
Crowd in with the people at the Shilin Night Market to have a bowl of fried squid

Hiking trail

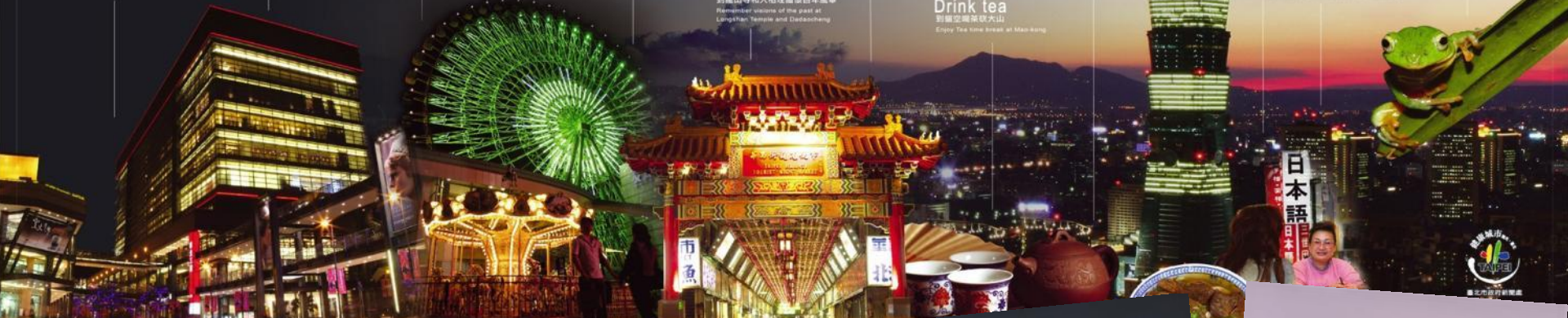
到龍山步道的看台北遠景
Observe the nature of Taipei Basin at any of Taipei's hiking trail

Ximending

到西門町感受青春活力與異國風情
Take in the youthful energy of Ximending

New Year's Eve Party

到台北參加跨年晚會、煙火節、藝術節和詩歌節
Attend the New Year's Eve party, Fireworks Festival, Art Festival, and Poetry Festival



日本語
日本語



VVG Bookstore

The 1 of 20 Most Beautiful Bookstores in the World
by *flavorwire.com*



Pilot Project

2009



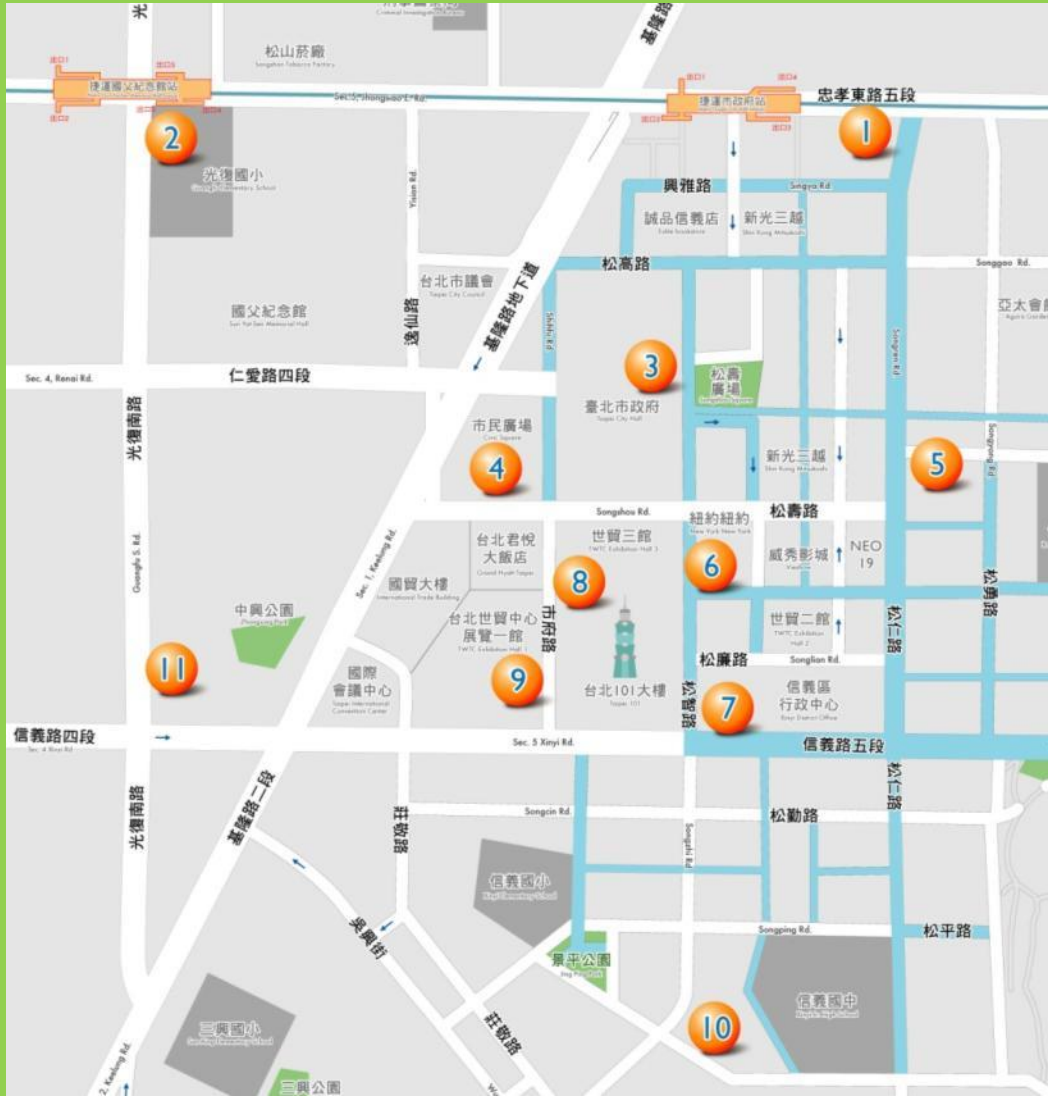
YouBike 1.0

Why Turnover rate of only 0.5??

1. Deposit Required



2. Few Stations



3. Complicated Plans

Member plans:
Daily
Weekly
Monthly
Yearly

“Why didn't I see cyclists in Taipei city?”

The Mayor of City Bern, Switzerland, asked Mr. King Liu: Taiwan makes the most bicycles in the world, but...



City Scheme



2012

YouBike 2.0

Design for BBS
Smile frame
Easy to start

Saddle → VELO

Chains → KMC

Shift → SHIMANO



Saddle

Antibacterial, waterproof, wear-resistant, and height adjustable.



Shift

Three-stage derailleur system, simple and practical.

Self-lock Patent

Self-lock --- Giant Patent

Metal-plastic Basket



1. 取出鎖頭拉出置物籃往下



2. 將鎖頭穿過前輪往上拉



3. 將鎖頭插入右側卡榫上的孔隙



4. 鎖車：
左側鑰匙順時針旋轉拔出上鎖並請妥善保管
5. 取車：
插入鑰匙逆時針旋轉後按下左側鈕解鎖

Safe Riding

Front wheel-driven LED head & tail light

Reflective Tires

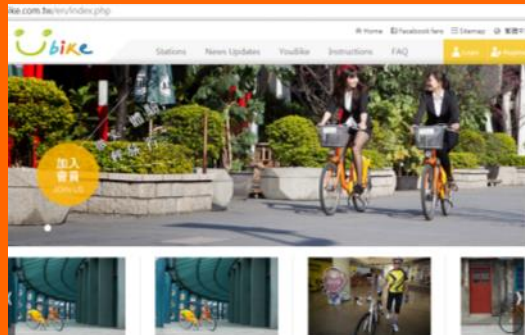
Back wheel

Different in size from the front wheel, increased agility.



User-friendly Registration

Easy Card + Mobile Phone(TW)+ "0" Deposit ,in "2" minutes
Become an YouBike member





Powerful APP

Station Map

租賃站列

102/12/31_2014跨年晚會租賃站點營運時間變動

搜尋站名或地址

- 基隆光復路口
基隆路二段/光復南路(東北側)
可借: 17 可停: 13 17:39 更新
- 捷運台北101/世貿站
莊敬路/信義路五段(東南側)
可借: 35 可停: 17 17:39 更新
- 三張犁
光復南路/基隆路一段364巷
可借: 18 可停: 8 17:39 更新
- 捷運信義安和站
通化街/信義路四段(西南側)
可借: 15 可停: 15 17:39 更新
- 臺北醫學大學
台北醫學大學(吳興街220巷59弄)
可借: 6 可停: 26 17:39 更新
- 市民廣場
市府路/松壽路(西北側)
可借: 44 可停: 16 17:39 更新
- 世貿三館
市府路/松壽路(東南側)
可借: 24 可停: 36 17:39 更新
- 信義廣場(台北101)
松智路/信義路(東北側)
可借: 10 可停: 32 17:39 更新
- 仁愛逸仙路口
仁愛路四段/逸仙路(西北側)
可借: 18 可停: 20 17:39 更新
- 台北市災害應變中心
台北市信義區莊敬路391巷11弄2號
可借: 42 可停: 12 17:39 更新
- 世貿二館
松智路/松壽路(西北側)
正常 無車可借

租賃站地圖

平重慶路口恢復營運

更新時間: 16:51

市民大道

Maintenance Report

請選擇維修類型

- 自行車
- 停車柱
- KIOSK資訊站

Registration

請輸入您的手機號碼

請輸入手機號碼，送出後您將收到一封內含驗證碼的簡訊。

範例: 0911123456

取消 下一步

卡片管理

± Cards

更新時間: 15:48

新增卡片

- [Image of cards]
- [Image of cards]

Hassle-free to Pick-up & Return



2 Bikes → 1 Dock

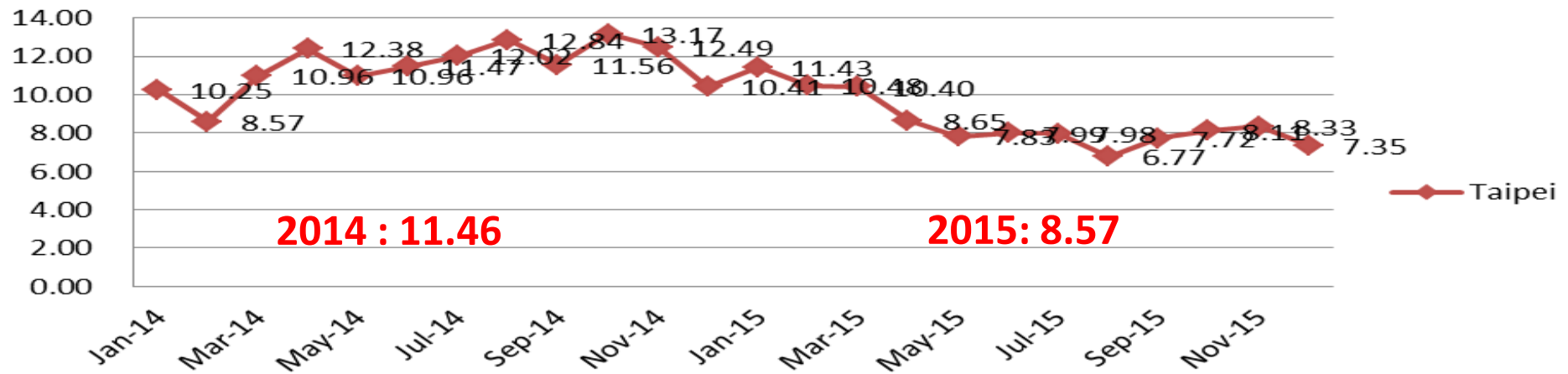




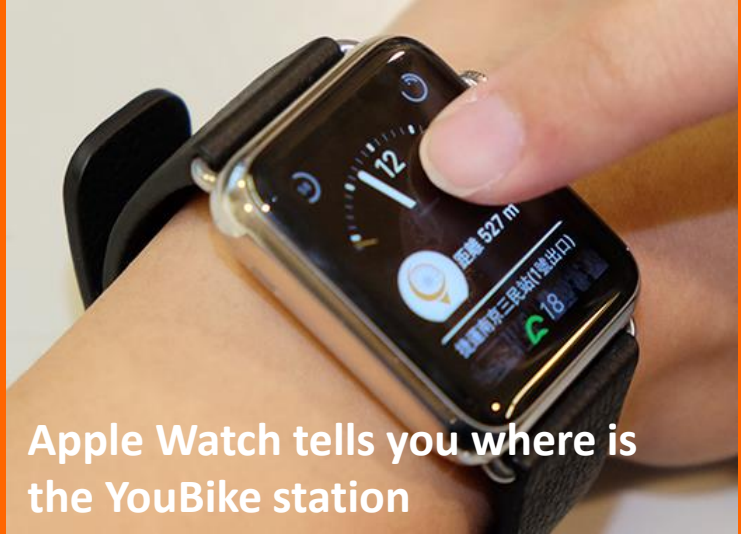
Turnover Rate per bike

by www.itdp.org, 2013

Taipei



High Reputation Worldwide



AKB 48 in Taipei



Discovery Channel : "Taiwan Smart Service" program

Most Successful PPP Bike Sharing System



Most Successful PPP Bike Sharing System

Latest survey

31.2% of YouBikers
switched from
motorcycles

4.4% switched
from cars



Thank You

