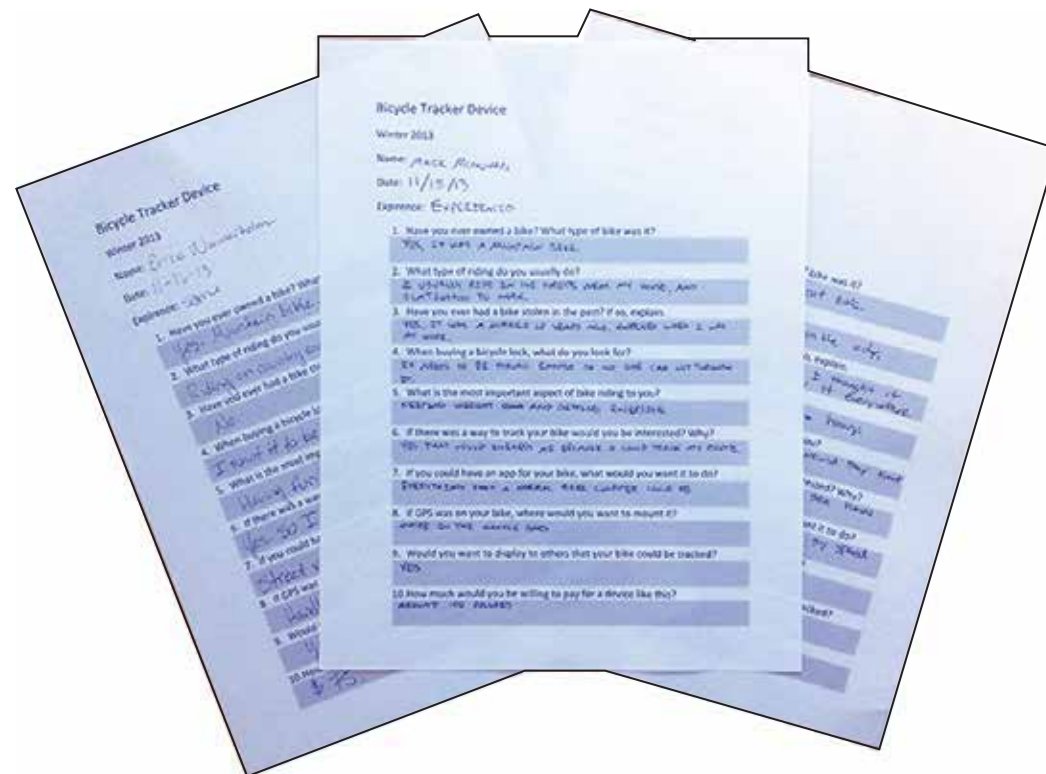
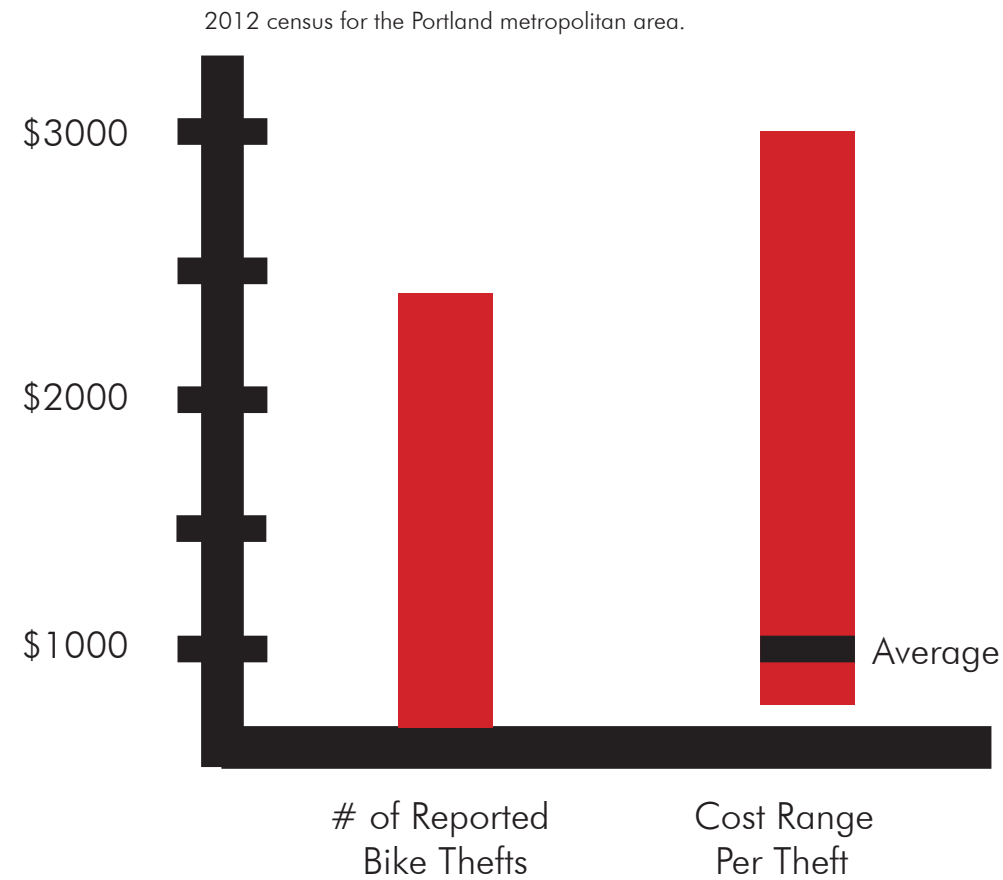


# RESEARCH



## INTERVIEWS:

- Over half have had bike stolen
- GPS was important depending on where you live
- Weight, security, and cost are most important for locks
- Would want app to include trip calculator
- Would prefer if device was between 50 and 100 dollars
- Users split between wanting to advertise if their bike could be tracked or not