

OV-fiets bike sharing system

How to develop a product for everyone?

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Introduction



Peter van de Pol – Product Owner OV-fiets

- Energy sector from 2008 to 2016
- Started at NS Stations 2016 for OV-fiets
- Project OV-fiets Backend for Operations
- Project for development OV-fiets Elock rental system





OV-fiets in a nutshell

- Bike sharing system owned by the NS (Dutch railway)
- Focus of OV-fiets is providing the last mile travel after using public transport
- Back to many rental principle
- Subscription based with a main focus on inhabitants of the Netherlands



Short history of OV-fiets



- In 2003 OV-fiets was started as a foundation
- In 2004 there were 70 locations, 800 bikes, 11.000 customers and 100.000 rentals
- In 2008 NS acquired OV-fiets with 182 locations, 3.500 bikes, 51.000 customers and 480.000 rentals
- In 2019 this was brought to 300 locations, 20.500 bikes, 950.000 customers and 5.3 mln rentals

Parallel between station districts and OV-fiets



Diversity equals Complexity

- Public transport customers are highly diverse
- Work, day trip, visiting family, being on a holiday
- Age, culture, country, background, financial, style, digitally active etc
- There is no real target customer group for mobility or public transport
- “Social use” of “For everyone”
- From a product development perspective this is a nightmare



The big Illusion

- You can't satisfy all customers on the same level
- “OV-fiets is for everyone”
- Really?
- The more diverse your user groups, the more risk you have of doing concessions instead of making choices



What are you about

- Whether you are building a digital product, physical product or actually building
- What are you about?
- Every development is confronted with choices:
“... there will be a time when we must choose between what is easy and what is right”
- The better you know ‘yourself’ the easier the choice will be



Embrace you limitations



The one thing



- What is your goal?
- How are the user groups build up, what drives them, what turns them off?
- What are your limitations and tolerances: budget, goal, satisfaction, stakeholders, law etc.
- Know the trade offs between these things
- Admit that some things are more important than others

The one Sentence

- We are a last mile product
- We are focusing on inhabitants of the Netherlands
- We are here to boost public transport and shared mobility
- OV-fiets is a bike sharing system that supports the last mile in the door-to-door travel for the inhabitants of the Netherlands
- That is our job, everything else we achieve is a win



What it brought us



In practice

- 2016 start with total renovation of IT landscape
- 2017 first release Operations & Customer Service platform
- 2018 Pilot Elock rental system
- 2019 Release of two Operations apps
- 2020 Release of Customer app & Elock rental system

