



Final Master Project

Urban City Bike -Mi Carry

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Transportation and overpopulation



Crowded bus in Milan



chinese people are waiting for bus



Brazil metro Stations

Problem Recognition In Big Cities

- People **cannot find place to sit** inside the public transportation
- **Time management** is playing a very important role in our life
- Its very hard to carry **heavy stuff** with you
- **Car parking** is another major problem which is part of transportation
- People prefer **personal mobility** in big cities



Target Users





Segway legal Issues Personal Mobility

ENGLAND



It can not be used on pavements, on the road and where bicycles can, or be used as invalid carriage. It just can be used in private property and only with the land owner's permission.

GERMANY



It is allowed on bicycle paths and public roads until city limits. It requires special permit to ride it on sidewalks and pedestrian zones. The driver must have moped type license.

CHINA



It was classified as a motorcycle, owing to the power output; however, there is no report of registration. Segway Japan, an authorized dealer, sells Segways only to corporations.

USA



Allowed on sidewalks in most states, though local municipalities may forbid them. Many states also allow them on bicycle lanes or on roads with speed limits of up to 25 mph.

JAPAN



It was classified as a motorcycle, owing to the power output; however, there is no report of registration. Segway Japan, an authorized dealer, sells Segways only to corporations.

BRAZIL



It can be used on private places, center downtown, by the police and on bikeways and footpaths.

ITALY



allowed within city limits wherever pedestrians or bicycles are allowed, i.e., sidewalks, bicycle paths, parks, etc.

AUSTRALIA



It was classified as a motorcycle, owing to the power output; however, there is no report of registration. Segway Japan, an authorized dealer, sells Segways only to corporations.



ENJOY



Avarage Pricing

- 60€ per 24hour /4minute 1 euro

Advantage

- very good visibility
- confortable & safety

Disadvantage

- heavy material
- not easy to find parking place
- not always available
- low quantitiy

CAR TO GO



Avarage Pricing

- € 59,00 per 24 hour 4 minute 1 euro

Advantage

- Less visibility
- confortable& safety

Disadvantage

- heavy material
- not easy to find parking place
- not always available
- high quantitiy

BIKE ME



Avarage Pricing

- 50 cents for each half hour

Advantage

- good visibility
- less price

Disadvantage

- heavy material
- less luggage capacity
- high quantitiy



Existing Transportation

MINI CAR



Advantage

- access to go everywhere
- enviromentfriendly
- comfortable
- safety

DisAdvantage

- not so visible

Jul 20, 2014 NEW ELECTRIC BICYCLES TO SHARE



Advantage

- access everywhere
- enviromentfriendly

DisAdvantage

- still doesn't have big luggage
- not sustainable
- not safety enough
- not flexible enough



Market Analysis and Technology Investigations



- The Kubo is powered by a 3 kW hub-mounted electric motor that Lit Motors says will provide a top speed of 45 mph and a range of 50 miles per charge,



- the most safest motorbikes
- 3 wheel well balanced



- good manufacturing technique



Ha:mo". France launch Project
30 to 45 minutes 6 euro & adding 4 euro for each hour



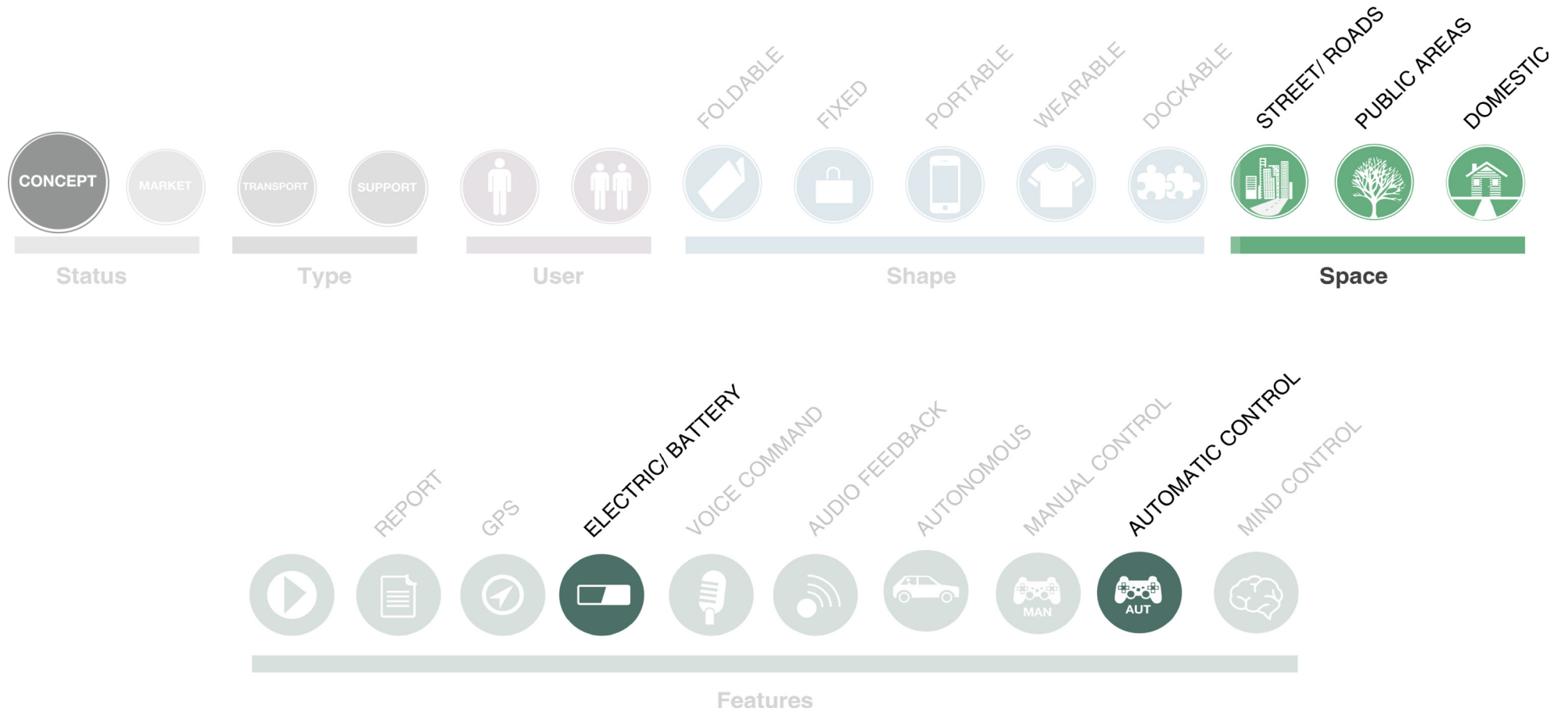
- solar energy opportunity
- luggage compartment



- companies understand that using bikes & cargo-bikes relieves congestion in cities and saves money



Personal Mobility Analysis (Main Objectives)





INTERLOCK MARKET TROLLEY.



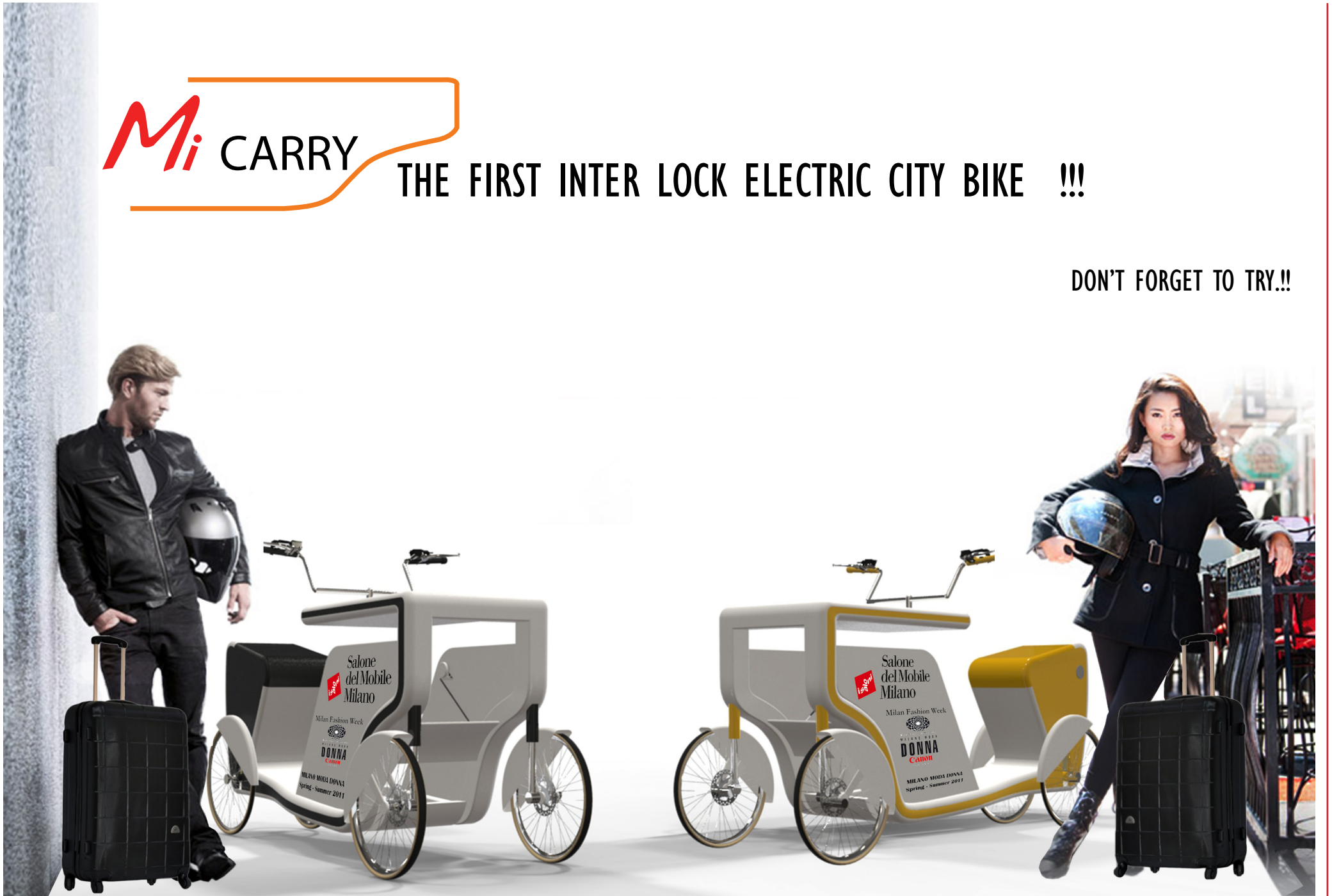
Mi CARRY

MORE THAN BIKE ME LESS THAN ENJOY .

Mi CARRY

THE FIRST INTER LOCK ELECTRIC CITY BIKE !!!

DON'T FORGET TO TRY!!





Mi CARRY

Marketing Strategy

- 1st year: expo and fashion week
- 2nd year: it can be in salone its a good exposition opportunity

Milan Fashion Week

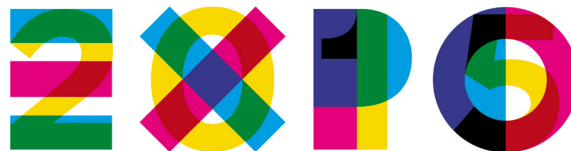


Camera Nazionale della Moda Italiana

MILANO MODA

DONNA

Salone
del Mobile
Milano



MILANO





Mi CARRY

Marketing Strategy

EXPO 1st year





Mi CARRY

Marketing Strategy

SALONE DEL MOBILE 2nd year





Mi CARRY

Marketing Strategy

Milan Fashion Week



Camera Nazionale della Moda Italiana

MILANO MODA

DONNA

Canon

SPONSOR PRINCIPALE

MILANO MODA DONNA

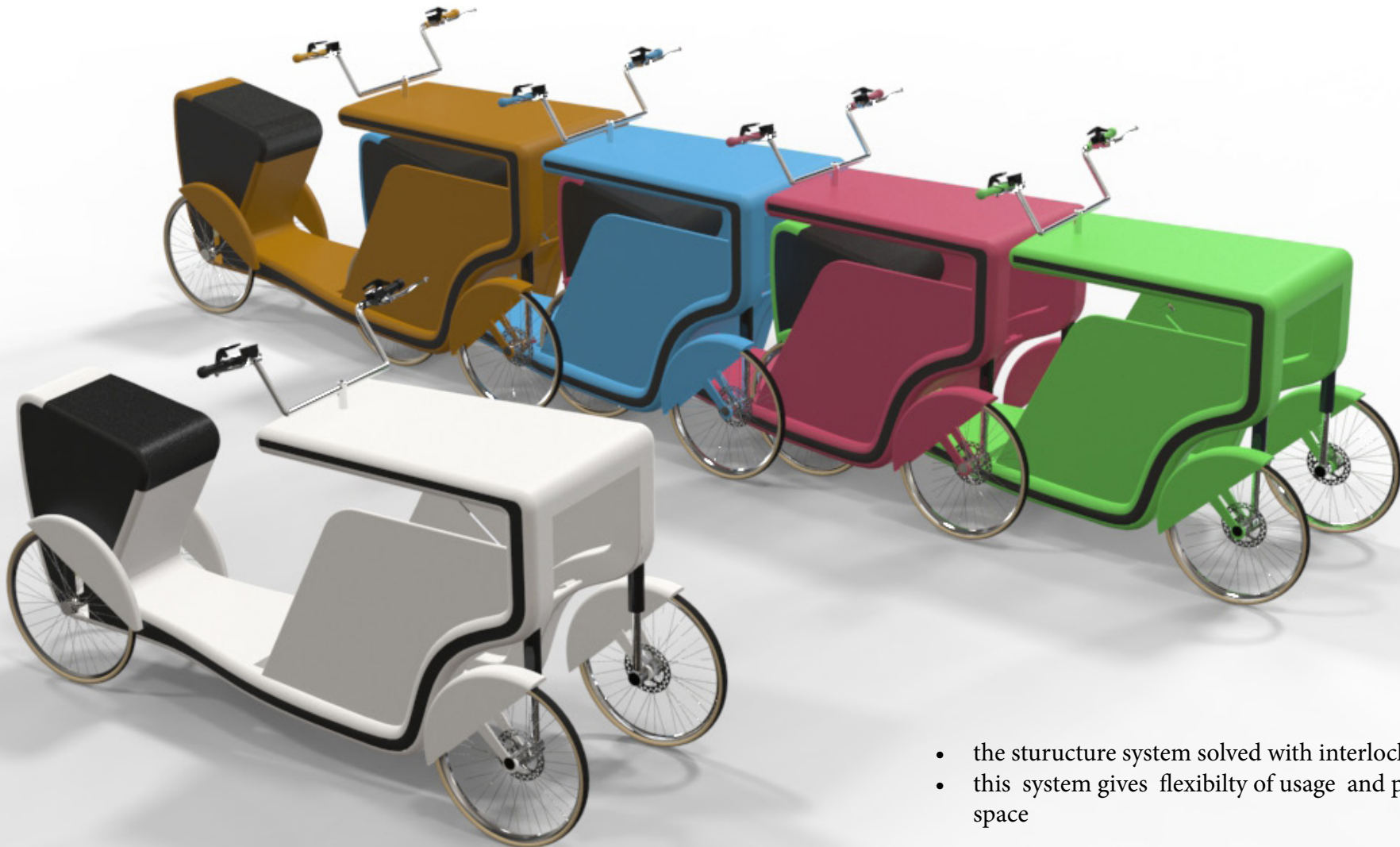


- flexible
- compact
- eco friendly
- green design
- functional
- Aesthetic
- sustainable
- fun
- safety



Mi CARRY

Minimum Place More Functionality



- the structure system solved with interlock system
- this system gives flexibility of usage and parking space



Mi CARRY

Sustainable Energy And More Colour Opportunities





Mi CARRY

Target Users





- charged by solar energy
- charged by electric stations



Mi CARRY

Technical Information

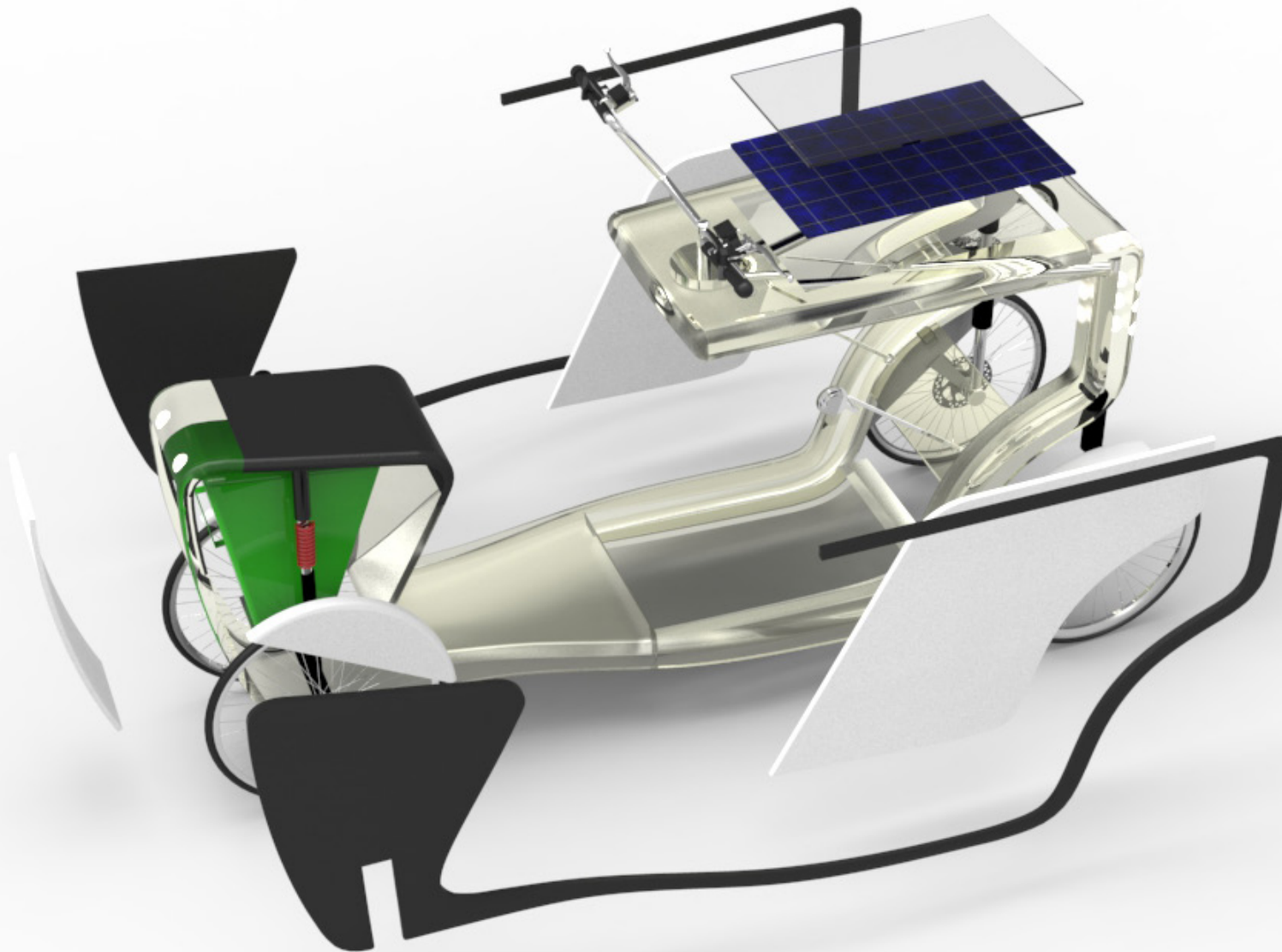


- polyurathene cushion
- polyethylene body
- aluminium steel structure system
- 17 watt solar charger kit
- plastic suspension systems
- disk stoppers
- 3 kW hub-mounted electric motor 50 miles per hour 45 mph
- **NFC system**





Exploded View





Mi CARRY

Technical informations



DW's suspension system



Hydraulic turning system



Mi CARRY

Functionality (Luggage Compartment Capacity)



- battery is hidden inside of the mold
- it has locker which can only open by owner
- suspension systems solved independently they are directly connected to the mold

- 3 kW hub-mounted electric motor 50 miles per hour



Mi CARRY

Functionality Luggage Compartment Capacity



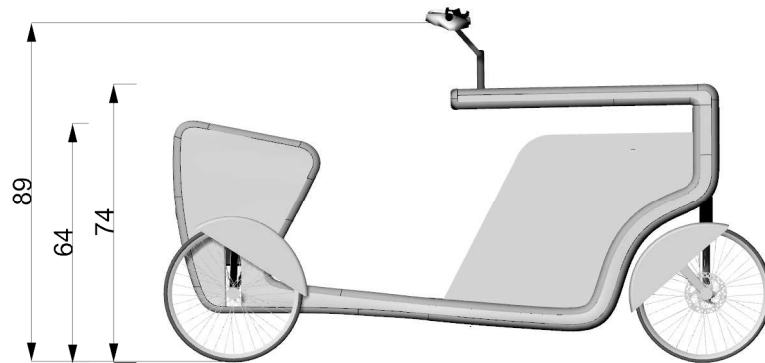
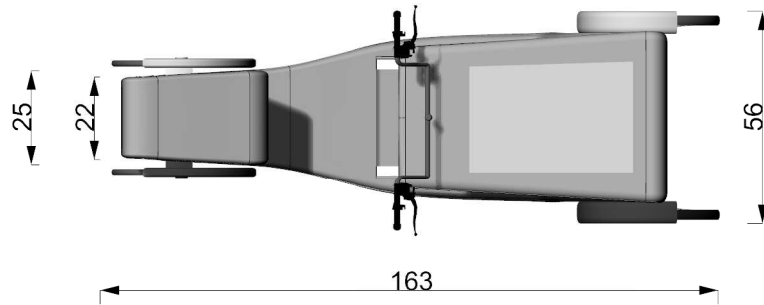
- maximum capacity
- 37 cm width
- 51 cm height
- 76cm depth





Mi CARRY

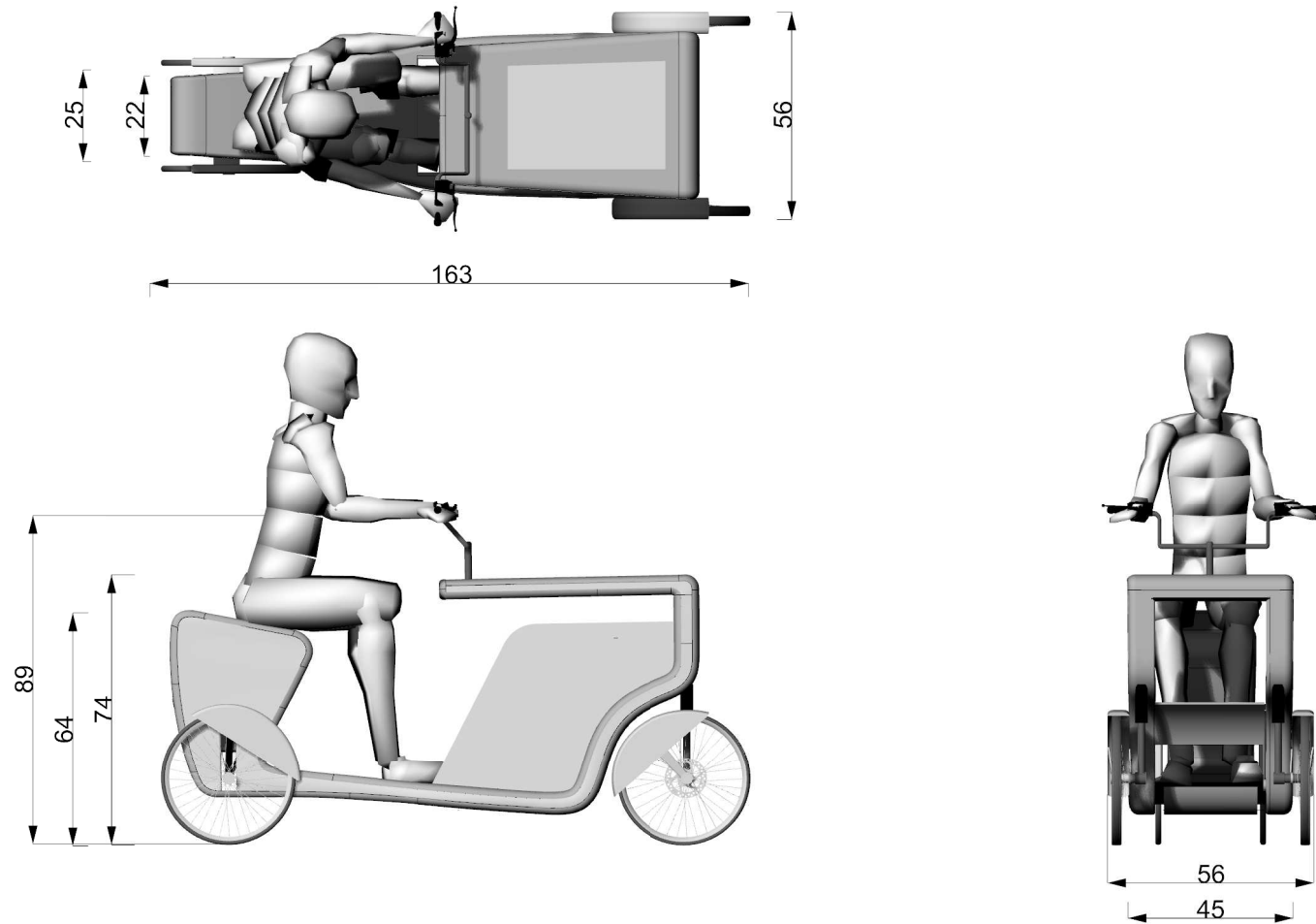
Technical Information





Mi CARRY

Technical Information



THANK YOU.

Mi CARRY

HAVE A NICE RIDE..!!

