

## Bike+ Product Contract

Product Description: Non-distracting bike navigation system

Intended Customers: Commuters who use bikes as their primary mode of transportation, tourists using bike-share, hobby cyclists

Market: Bike Accessories/GPS or Bike-Share Programs

User: Bikers

Attribute	Metric	Unit	Value
Safety	Time eyes are off the road due to navigation per turn	Seconds	<0.5
	Requires hands to come off of handlebars	Binary	No
Learnability	Number of commands in language	Number	<10
Usability	Duration of active work on single charge	Hours	3
	Provides direction based on real-time data	Binary	Yes
	Doesn't inhibit normal bike usage	Binary	Yes
	Frequency of Vibration	kHz	10
	Duration of Signal	Seconds	0.7
Convenience	Time to affix and enter directions	Seconds	<60
Affordability	Cost of product	\$	<100
Reliability	Operates normally in adverse weather (rain, snow, ice, heat)	Binary	yes
	Operates normally in the range of temperatures	C	-10 - 40
Universality	Works with every smartphone by using existing hardware	Binary	Yes
	Works with every bike	Binary	Yes