

Social Motorcycle riding app. Find buddies to ride with.

Are you the first to go through a midlife crisis so none of your friends ride? Or are they all too busy to ride with you? I've got an app that lets you search for and match with other riders. This is based on who is available during the same time as you and in your area so you can ride together. You could even start group messages if you are looking for more than one person to ride with.

- Motorcyclists want to/enjoy riding with friends/groups
- Motorcyclists don't have a lot of motorcyclist friends
- Motorcyclists are social and like to meet new people

Identify the likelihood of motorcyclists wanting to find others to ride with.

Survey questions:

1. Do you ride a motorcycle? Y/N
2. Do you have friends that ride motorcycles? Y/N
3. If you do have friends that ride, how many? 1, 2-3, 4-5, 6+?
4. Do you prefer riding alone or in a group? Alone/Group
5. Do you like meeting other riders? Y/N
6. Do you ride for commuting purposes, fun or both?
7. How often do you ride recreationally? Never, 1-2 times per week, 3-4 times per week, almost daily
8. Is the motorcycling community an important aspect of riding for you?
9. On a scale from 1-10, how likely are you to use this app to find other riders?

RESPONSE ANALYSIS

- Total responses 5
- Majority ride motorcycles
- No more than 4 friends per person recorded in responses
- Majority like riding alone
- All responders enjoy meeting other riders
- Recreational riding is most popular with some also riding to commute
- 1-2 rides a week most common
- Average importance of community is around 5 or 6 with one response being a 0
- Average likelihood of using this app is around 7
- 1 suggestion recorded, option to list people's interests. One hello response recorded
- No emails given for future contact

Conclusion, potential for interest in this app. Maybe spin this app to be more social and less emphasis on finding riding partners since the majority prefer riding alone. Keep matches, keep groups. Keep locations and other filters.

