

App Idea

- Is there an app that you've always wished existed?
 - A well designed, intuitive application used to plan riding routes and events for any type of biking activity. Mountain biking, Road biking, Motorcycle and Dirtbikes.
- Is there a tool that you think would be really useful for a friend or family member in your life?
 - Yes, most of our family and friends ride bikes, motorcycles and dirt bikes and would find this tool useful.
- Is there an app you use on a daily or weekly basis that you feel could be improved or expanded in some way?
 - Strava is an App exclusive for cyclists. We could improve it by expanding it to other riders and making posts and rides shareable to where you can upload their route to Google/Apple maps.

Getting Ready for Research

Write Elevator Pitch

Motorcyclists are constantly trying to discover new routes and expand their network of fellow riders. They often lack resources to discover beautiful and fun routes to ride.

2 Down is a social network for motorcycle riders and adventurers seeking to connect with new riders and explore new trails and routes. 2 down will also give users the ability to save, download, and document newly found trails and routes to share and review with riders looking for a similar riding experience.

Document Assumptions

Think of at least 3 assumptions that you are making about the app that you want to build and document them below your elevator pitch.

For example, if I'm building an app for dog walkers to connect with people who need dog walking services, I am assuming:

- Riders have a difficult time knowing what to expect on routes/trails before they arrive.
- Riders enjoy meeting and greeting other riders.
- Riders can't always find good routes on existing networks, such as Facebook, Strava or a Google search.

Write Your Problem Statement

- Identify the motivations of riders to expand their route knowledge.
- Identify the expectations riders have when meeting new groups and discovering new trail systems.
- Identify the riders willingness to use a social media platform to expand their riding network and connect with new riders.
- Identify the riders ability to locate and find riders of a similar style/skill level to confidently ride with.

Screening question

- Do you ride motorcycles or bikes? (Yes/No)

Qualitative questions

- What type of Motorcycle/Bike do you own?
 - Motor/Pedal
 - Street/Dirt
- How often do you expand your riding network?
- What was one thing you wish you knew about another rider, before you went on a ride together?
- What have your previous experiences been when trying to expand your riding network and find new people to ride with?
- What frustrations do you have riding in groups?

Quantitative questions

- On a scale 1-10 how likely are you to ride with a new person you met on a social networking platform?
- On a scale 1-10 how likely are you to try a new route?
- How many routes do you ride on a regular basis?
- How often do you try a new route?
- (Insert Elevator Pitch) Would you be interested in this type of App?
- Riders need a larger knowledge of routes to ride. Riders need a larger network of people with similar riding styles. Riders need an app to help them expand their rider and riding

network. Riders need a way to save/download routes. How well are these needs currently being addressed?

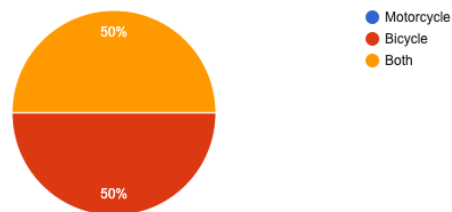
Analysis & Reporting Results

Key Findings:

- If someone has a motorcycle it is likely they own a non-motorized bike

Do you own a motorcycle or a bicycle?

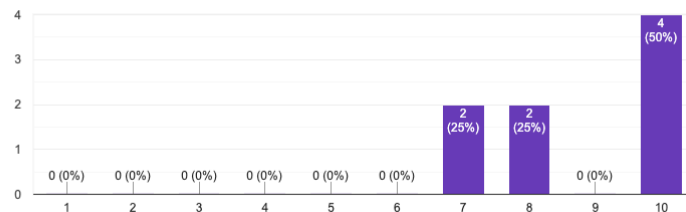
8 responses



- Most people find 0-1 new routes per month, meaning people are not riding new routes regularly. Most people stated they are highly likely to try a new route.

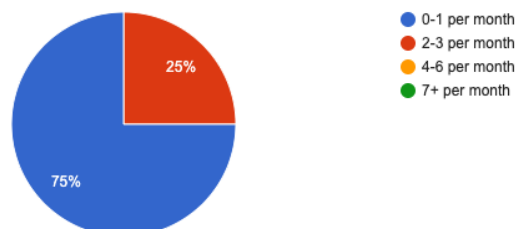
On a scale 1-10 how likely are you to try a new route?

8 responses



How often do you try a new route?

8 responses



- People want to know the experience levels of other riders.

Varying skill levels

Slow riders and riders that are out of control, not being safe, or are showing off.

Level of experience varies

The safety of the other riders. Some riders just want to show off and that can put other people in danger.

We found that we need to add a few questions to our survey to understand how people find new routes, or what they currently use.

We also should add in current needs/frustrations they have when searching for new routes.

It would be nice to collect more targeted responses with people who ride and get more results.