



BikeShout



Problem: going green needs  
more biking,  
but not all people that can  
bike, bike.

Research shows:

**EARLY ENGAGEMENT OF CITIZENS  
IS CRUCIAL  
FOR CITY INNOVATION SUCCESS.**

CITY OF BORÅS, SWEDEN, 2019



- 1) **SURVEY** THE PUBLIC
- 2) **ENGAGE** them through **INTERACTION**
- 3) Keep up good habits through gamification

# WHAT IS PREVENTING YOU FROM CYCLING TODAY?

- Roads and traffic
- No parking
- Vandalism
- Prices & Repair costs
- Need help with routine
- Other [ entry field ]

TOO often **APPS** or **WEBSITES**  
Are made without **VALIDATION**  
**AND don't get used.**

CASE: Borås **started with a biking survey**

People **complained about winter** cycling

So Borås

**did a pilot** with dubbed tires

And improved snow cleaning. They're also working on heating the central street.

They **continue engaging the public.**

Source: City of boras 2019



WHAT PEOPLE **SAY**  
**THEY WANT** is one thing.

WHAT DO PEOPLE  
ACTUALLY **DO** ?

**WE SURVEYED 10 ADULTS**

PLAYING POKEMON-GO

**That picked it up for social and  
physical activity**

They love **SOCIAL, TROPHIES, and  
PHYSICAL ACTIVITY**

But don't care about the gaming grind

WHAT IF WE GAME IT UP?

We know **SOCIAL INTERACTION &  
GAMIFICATION WORKS** for  
inspiring mobility

And it **CAN BE MINIMAL,  
Through TROPHIES,  
NOTIFICATIONS and EMOJIs  
ALONE**



# City Cycling community hub

Sustainable mobility - through shared data and gamification  
helping you keep up good habits

14:27



Skip

## Welcome to BikeShout

Swipe to see a brief overview of the features

Menu screen 1

### Get going

Plan a walk or bike tour

### Your stats

Track your progress

### Your health

Stay in control of your wellness goals

### Share

Be on the go with friends and family!

### Carbon track

Minimize your carbon footprint

### Your trophies

See what you have achieved

# What prevents you from biking today?

Help us improve city mobility

Pick all that apply or none

- ☐ Vandalism and theft
- ☐ Bad winter weather
- ☐ Expensive to service and fix
- ☐ Bikes are expensive
- ☐ Roads and traffic
- ☐ Alternativ 6

Other reason:

Menu screen 1

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Minimize your carbon footprint

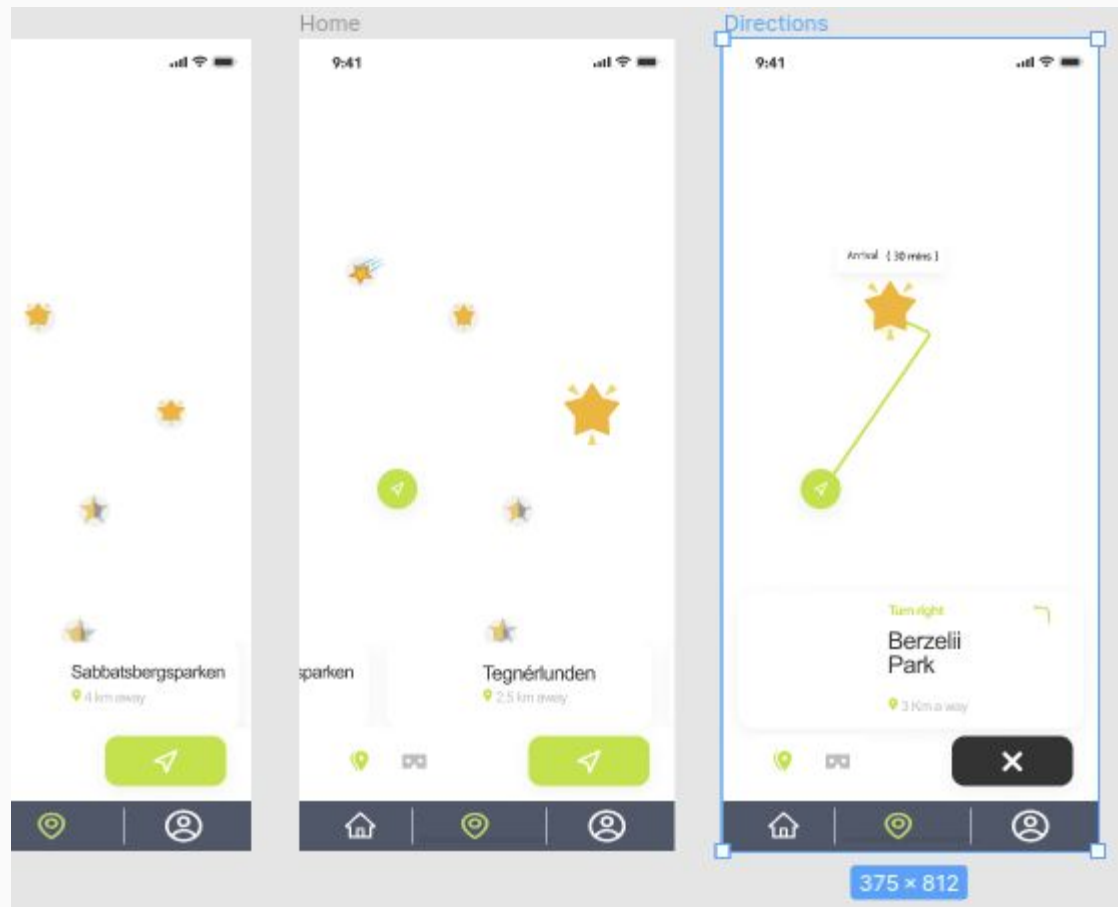
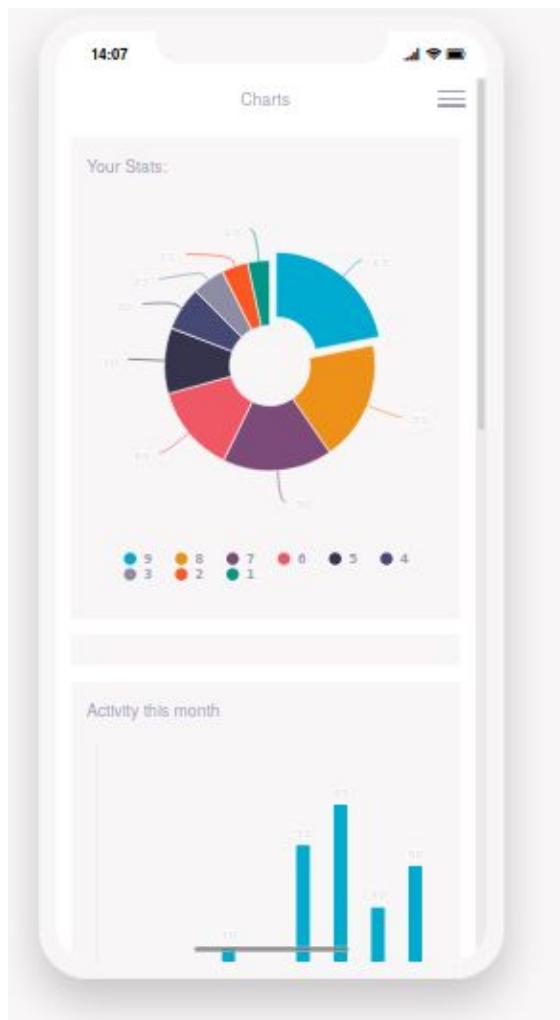
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14:57



Skip



**Your total ride of 47 km**

is equivalent to planting 5 flowers



15:44



Report



\* Required fields

Report an issue

Type of issue (pick one)

-- Select one




Describe problem \*

Submit

Clear





A solid blue vertical bar on the left side of the slide.

# **PARTNERING CITIES And RESEARCHERS**

**11** SUSTAINABLE CITIES  
AND COMMUNITIES



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**13** CLIMATE  
ACTION



**17** PARTNERSHIPS  
FOR THE GOALS



The next step:

# ENGAGE STAKEHOLDERS

Which form would work?

# TAKE THE NEXT STEP.

TEAM : teamBikeshout@gmail.com

- ALEX P ( IDEA, DEMO APP, DEMO FORM )
- MUGAHID ELNOUR ( WIREFRAMES )
- CAROLINA A LORENTZON  
( PITCH DECK, IDEATION )