

1.3 Motivation

Zwift is a popular training platform that cyclists use to train and compete, and improves the overall experience of training on an indoor bicycle trainer. These indoor bicycle trainers have seen a large increase in demand in recent years as an increasing number of consumers turn to cycling as a means of staying active.

These trainers are often very expensive, and thus not accessible to many consumers who might want start participating in interactive virtual cycling experiences. This will promote more people to take up cycling as a means of staying active, and contribute to the promotion of an active and healthy lifestyle in general.

This can be achieved by firstly developing the required software to interact with the Zwift platform and making this available to other developers hoping to develop similar products, and secondly, by demonstrating the development of a robust training platform that has comparable features to trainers that are available on the market at a lower cost point.