

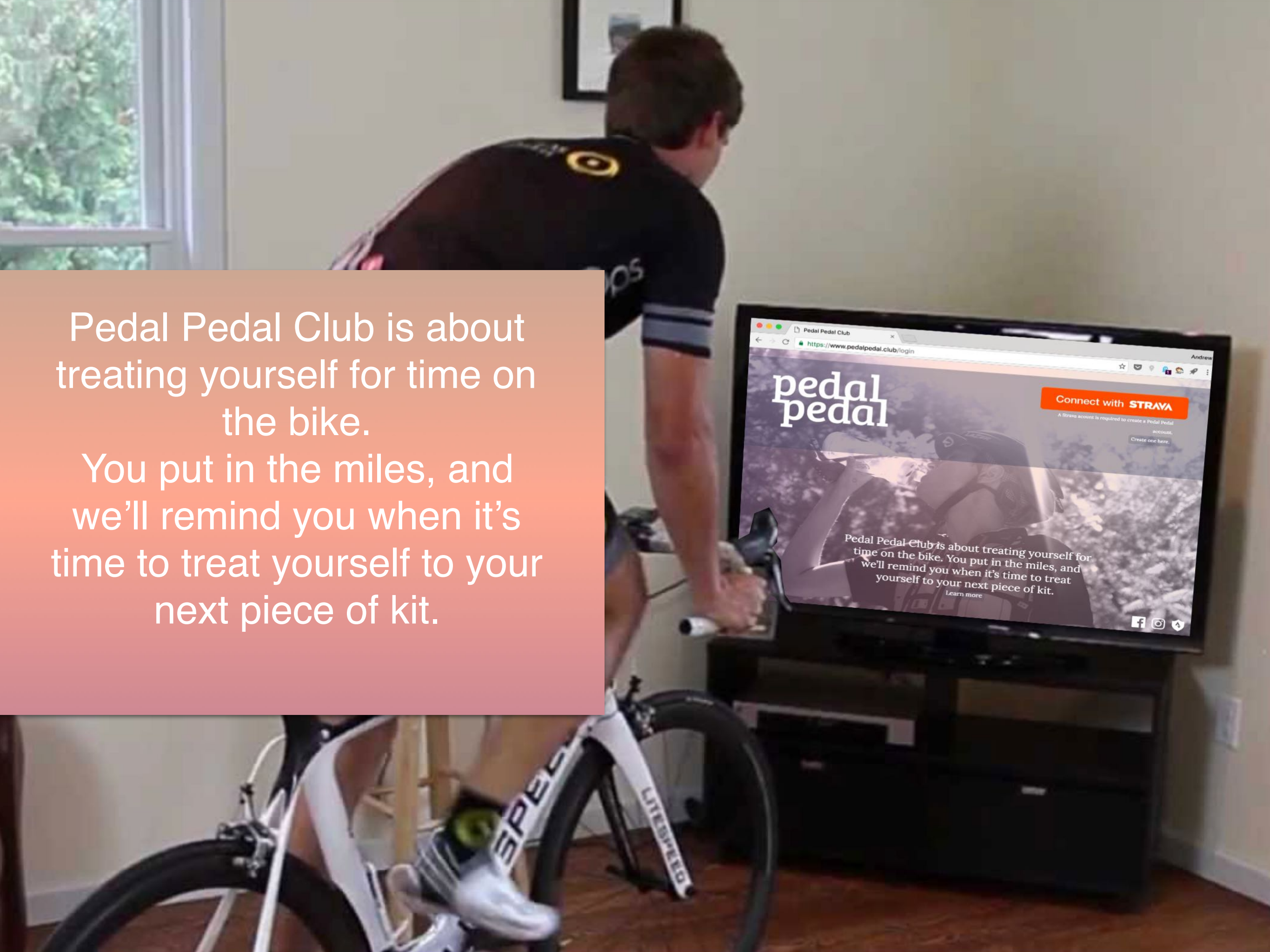
pedal
pedal

Bike App build log

Andrew Lovett-Barron
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Pedal Pedal Club is about treating yourself for time on the bike.

You put in the miles, and we'll remind you when it's time to treat yourself to your next piece of kit.



How did this happen?

Idea + Time

Prototype

Design

Code

Launch

Lessons

Idea + Opportunity

2016-07-27, 14:33

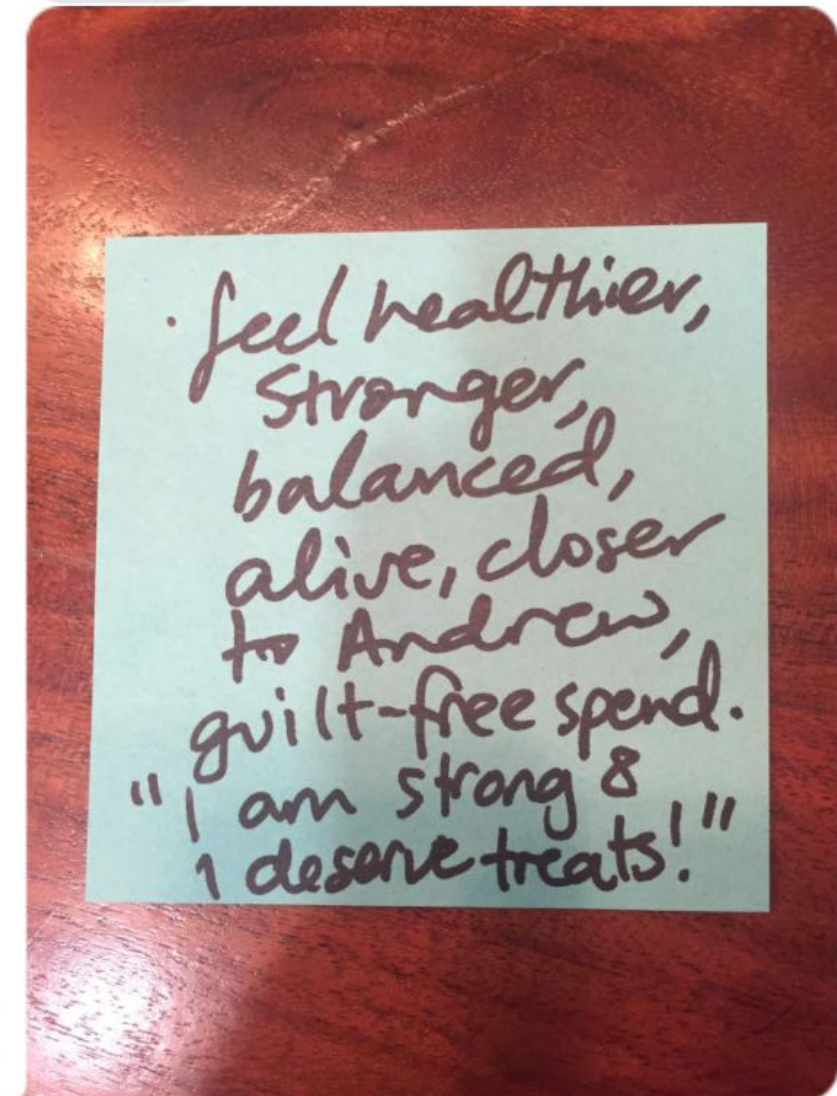
I have a request! Can you make me a "shop" where I can redeem biked miles for treats (like new kit, massages, etc)?

Sure

It's a good idea. Will think on making ya something

Thanks :)

Benefits:



$\frac{\$100^{+12}}{5000\text{km}} = \$0.24/\text{mile}$

Prototypes (To Start)

Claimed



$$\frac{\$100 \times 12}{5000\text{km}} = \$0.24/\text{mile}$$

Treat!

Own
Already



Unclaimed Miles

35km
yesterday

Peddle

Claimed



$$\frac{100}{5200}$$

= \$ 0.23 /km

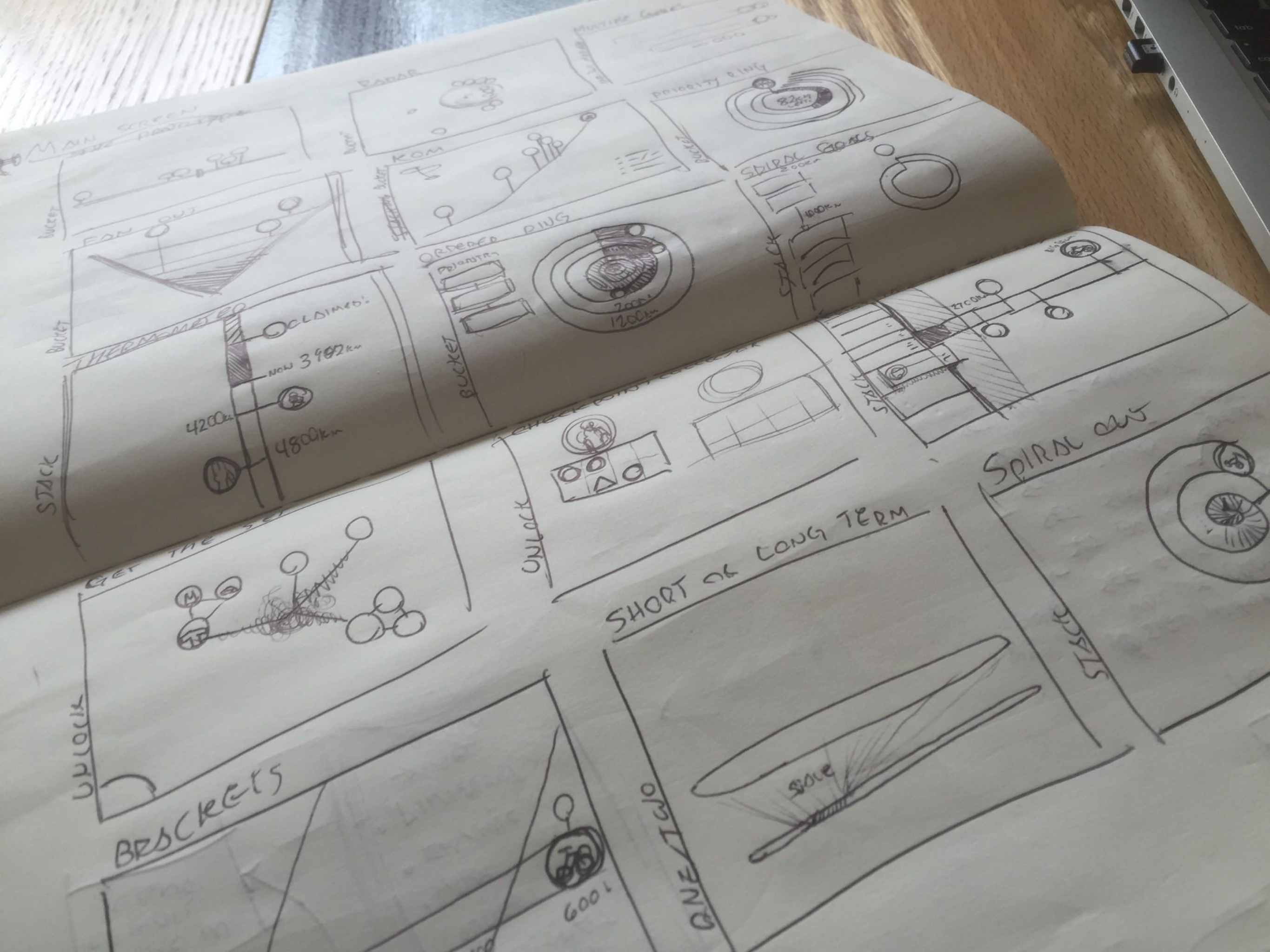


d Miles

peddie

Elements
Pinterest
Failed to load status of 4
Rendering V
Rendering V
2 Got user
>

Design
(Starts with research)



Budget Challenges ▾

Completed August 8th
780km ridden
Completed in 3 weeks



Add 780km to The Big One?

or

Treat yourself *from Rapha.cc*

425km to go



Challenge not started!



Drag to challenge



6740km
to go

PINARELLO
DOGMA F8



Pedal & Pin

Claimed



Wishlist



Rapha Climbing Shoes

Using a multi-disciplinary team of footwear designers, last makers, biomechanical experts and test riders, the Rapha Climber's Shoes combine a traditional feel and classic styling with cutting-edge components and technology to deliver exceptional performance and optimum power transfer in mountainous terrain.

400 usd



Go claim it at
MAAP.cc

315km
to go!

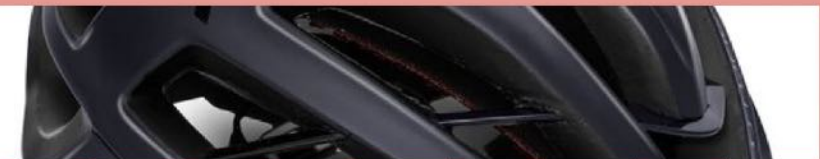
650km
to go!



50km



35km
yesterday



50km

Research!

Joy- August 11, 2016

**** General**

- Tell me about yourself
- Tell me about your work
- Tell me about your living situation (Partner? Roommates?)

**** Buying things**

- Tell me a bit about your financial situation
- How would you describe the way you make and spend money?
- How do you manage your budgets?
- How do you make decisions about what you buy?
- What was the last big thing you purchased (as a cyclist or otherwise)
- When was the last time you treated yourself?
 - What was the treat?
 - What prompted you to treat yourself?

**** Cycling**

- How did you get into cycling?

Always biked as a kid
Comfortable at a young age as a bike
Grew up on military bases, very safe as a kid
When we were off base in the south, and very rural and
Running track, going to get a scholarship for track and not cycling
Don't have the road bike, but posted on the PA mailing list to get a road bike
Riding an accountant from google's bike
Describe self as an occaisional cyclist
I'm either doing soemthing all the time, or not doing it at all
Get addicted to the Strava Stuff
Every time I can go over 30mi I go over 30mi
6mo a year I go crazy and bike a ton, and then there is a downside part of the year where I don't work out
Either biking all the time or not biking
Trying to incentivize myself to go back outside
One of those recent upgrades is bike shoes -> knew the pair I had was super worn out
Causing knee issues, super frustrating, my knees hurt
My shoes are shitty, maybe I should fix my shoes
Bought the pedals -> need to get cleates
Need a commuter bike, where the faraday comes into play
If I ever go back to mountain biking if I buy a car

When was the last time you stopped?

It's so bad, I'm so lazy
I don't ramp up slowly enough

Research!

Liz - August 16, 2016

**** General**

- Tell me about yourself
- Been cycling forever
- Cycle touring -> 4 months living out of a tent + bike
- Commuted + 20k each way cycle commuting
- 3km each way bike commuting
- Mountain bike team
- CX races
- Not a road rider
 - Seems sweaty and difficulty
 - All injuries are from cycling
- 32 years old
- Toronto
- Tell me about your work
 - Project manager for a web dev company, trained to be an ME
 - Side projects -> mostly around engineering concepts
 - Human powered cargo vehicle
 - Like a cargo bike: great for size, not for presence
 - Ship it in a regular bike box size
 - GPS tracker
 - Seat tube GPS tracker
- Tell me about your living situation (Partner? Roommates?)

**** Buying things**

- Tell me a bit about your financial situation
- How would you describe the way you make and spend money?
- How do you manage your budgets?
- How do you make decisions about what you buy?
- What was the last big thing you purchased (as a cyclist or otherwise)
- When was the last time you treated yourself?
 - What was the treat?
 - What prompted you to treat yourself?

**** Cycling**

- How did you get into cycling?

Dad was a lot older than most parents -> 49 when born
Would go cycling together at 12, b/w 4 and 15 cycling
At 15, would want to go for further than just the aprk
Trans Canada trail
Last year of high school, was going mountain biking on MTB
Retailer, Shiano, worked as a bike mechanic
"Acquiring my fleet"

Nick - August 12, 2016

**** General**

- Tell me about yourself
- Tell me about your work
- Tell me about your living situation (Partner? Roommates?)

**** Buying things**

- Tell me a bit about your financial situation
- How would you describe the way you make and spend money?
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**** Cycling**

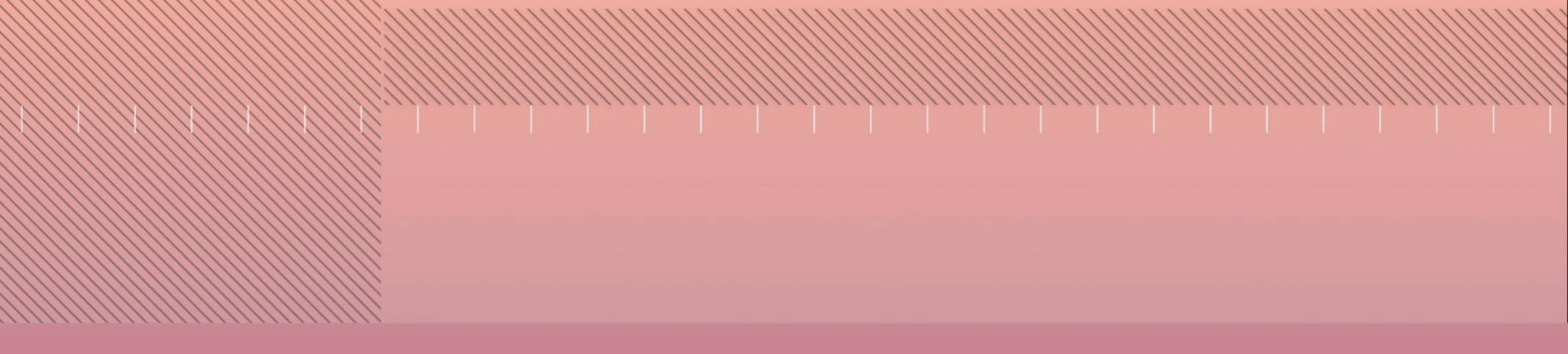
- How did you get into cycling?

First got into cycling in highschool
Wanted a bike to ride on weekends

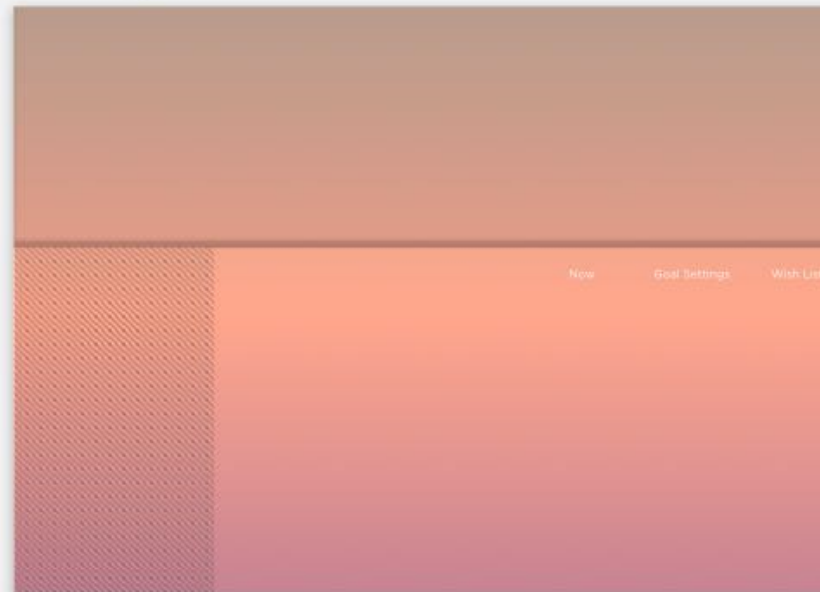
- Ride to school
- Bought a shitty schwinn
- Got progressively bigger
- From there started commuting to work, got longer and longer rides
- Every ride you do is the hardest ride you've ever done
 - 5, 10, 20, 30mi
 - Small hills, then bigger hills, then real climbs
- Road a fixed gear for a while, easy

Bought a long haul trucker off a reco from a friend
First discovered cycle touring, "What would you do" from a friend who knew?
Started touring around, started doing longer rides
When Nick moved to Claifornia, bought a road bike and a cross bike. Got into long distance road biking, got into road bike scene, got bike as light as possible. "Can't really get any lighter" and really had to get stronger
Everything started to disintigate with the light stuff
Got back into thr touring scene. Break bike, built that bike
Fat bike, wanted to buy a mountain bike, saw the krampus, found it on craigslist, slowly tweaked

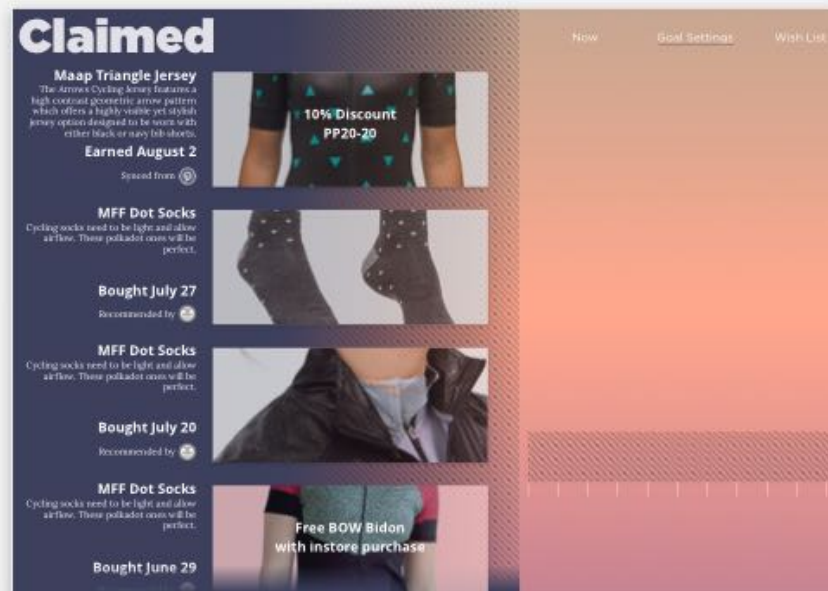
Pedal
& Pin



Settings Pane



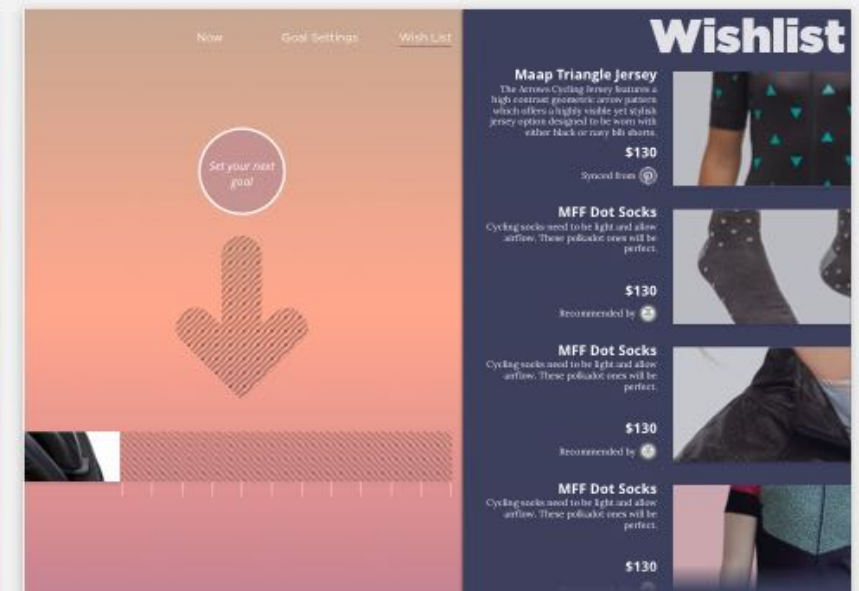
Claimed



Stacked Goals



Wishlist



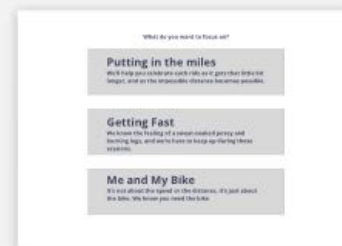
StravaReturnPage



Landing Page



SetYourGoals



Things to test out:
What if a user doesn't have a team yet?
What if the user doesn't know what to pick first?
What if the user doesn't know what kind of riding they want to do?
What if the user?

Settings Pane



Empty Wishlist



Guided List



Claimed



Stacked Goals



Wishlist



Empty Screen



SetupScreen



Text screen



Unfilled Goal



Diff-obj



Landing Page



Setup Focus

Information hierarchy needs some work

Setup Goals

Setup Details



SetYourGoals Strav...nPage



SetupScreen



Settings Pane



Claim...opy 2



Claime...Copy Claimed



Stack...Goals



Empty...ishlist



Wishlist



Setup Kits + Wishlist as tabs



KitInProgress



Guided List



Guide...dded



Text screen



NoPr...ithKit



Unfilled Goal



Diff-fobj





Land...Copy



Land...py 2



Land...py 3



Land...Page



Setu...ocus

Setup Goals

Setu...etails



Setti...Copy



SetY...Goals

Strav...Page



Setu...screen



Clai...opy 2



Setti...Pane



Empt...hlist



Empty Kit



Guided List



Guid...dded



Guid...Copy



Clai...Copy



Claimed



Stac...Goals



Wishlist



KitIn...gress



Guid...opy 2



KitIn...Copy



Text screen



ModalView



Wish...t_top



Unfill...Goal



Diff-fobj



Code
(i.e. make a thing)

A person wearing a cycling helmet and jersey is drinking from a water bottle. The background is a blurred outdoor scene with trees and sunlight filtering through the leaves.

pedal
pedal

Connect with **STRAVA**

Using Strava and Pinterest, we'll help you budget to
explore the million joys a bike can bring.
[Learn more](#)

Find your own route – on
the bike and in the bank.

```
style.less
1 @import "reset.less";
2 @import "font.less";
3 @import "structure.less";
4 @import "list-pane.less";
5 @import "list-item.less";
6 @import "kit-item.less";
7 @import "login.less";
8 @import "claimed.less";
9 @import "about.less";
10 @import "main.less";
11 @import "responsive.less";
12
13 body {
14     width: 100%;
15     height: 100%;
16     max-width: 100%;
17     overflow-x: hidden;
18     margin: 0;
19     background-repeat: no-repeat;
20     background-attachment: fixed;
21     background-image: linear-gradient(-180deg, #C6A793 0%, #FF
22     div::-webkit-scrollbar { width: 0 !important };
23 }
24
25 #no-mobile {
26     display: none;
27 }
28
29 .hide {
30     display: none;
31 }
32
33 a {
34     color: #00B7FF;
35 }
36
37
38 input[type=button] {
39     width: 100%; height: 35px;
40     max-width: 190px;
41     clear: both; float: left;

list-item.js
1 app.Views = app.Views || {};
2
3 (function () {
4     'use strict';
5
6     app.Views.ListItemView = Backbone.View.extend({
7         template: _.template($("#list-item-template").html()),
8         events: {
9             'drag': 'dragging',
10            'drop': 'dropping',
11            // 'click .claimbtn': 'claimItem',
12            'change .price input': 'changePrice'
13        },
14
15        initialize: function() {
16            var _this = this
17            this.render()
18            // this.model.bind("change", this.render, _this);
19            _.bindAll(this, 'claimItem');
20            // _this.model.on('fetch:start', this.loading)
21            // _this.model.on('fetch:start', this.loading)
22            app.db.users.sample().bind('sync', this.done_loading);
23            this.model.bind('request', this.loading, this);
24            this.model.bind('sync', this.done_loading, this);
25        },
26
27        render: function() {
28            var _this = this
29            // console.log(this.model)
30
31            var target = (function() {
32                if(_this.model.get("queue_order") == null
33                    && _this.model.get('claimed') != true){
34                    return $('#list-pane > .tabs > .lists')
35                } else if(_this.model.get('claimed') == true){
36                    return $('#claimed > .claimed')
37                } else {
38                    return $('#queue')
39                }
40            })()
41            // this.model.get("queue_order") == null ? $('#this
```


dal

Mettle Speed Strap (Made-to-Order)

Mettle Speed Strap (Made-to-Order)

\$78

Synced from @

S1-A Riding Jersey

Black & Sage - Search...

S1-A Riding Jersey Black & Sage -

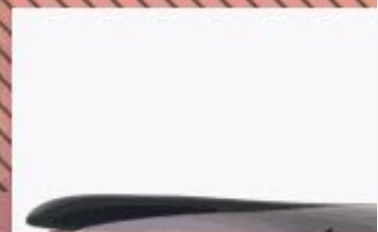
Search and State

\$150

Synced from @

6 rides of 10

66% complete



Launch
(Deadlines are Friends)

Calling all Strava Developers



By [Celia Stockwell](#)

5 August 2016

Tags

api

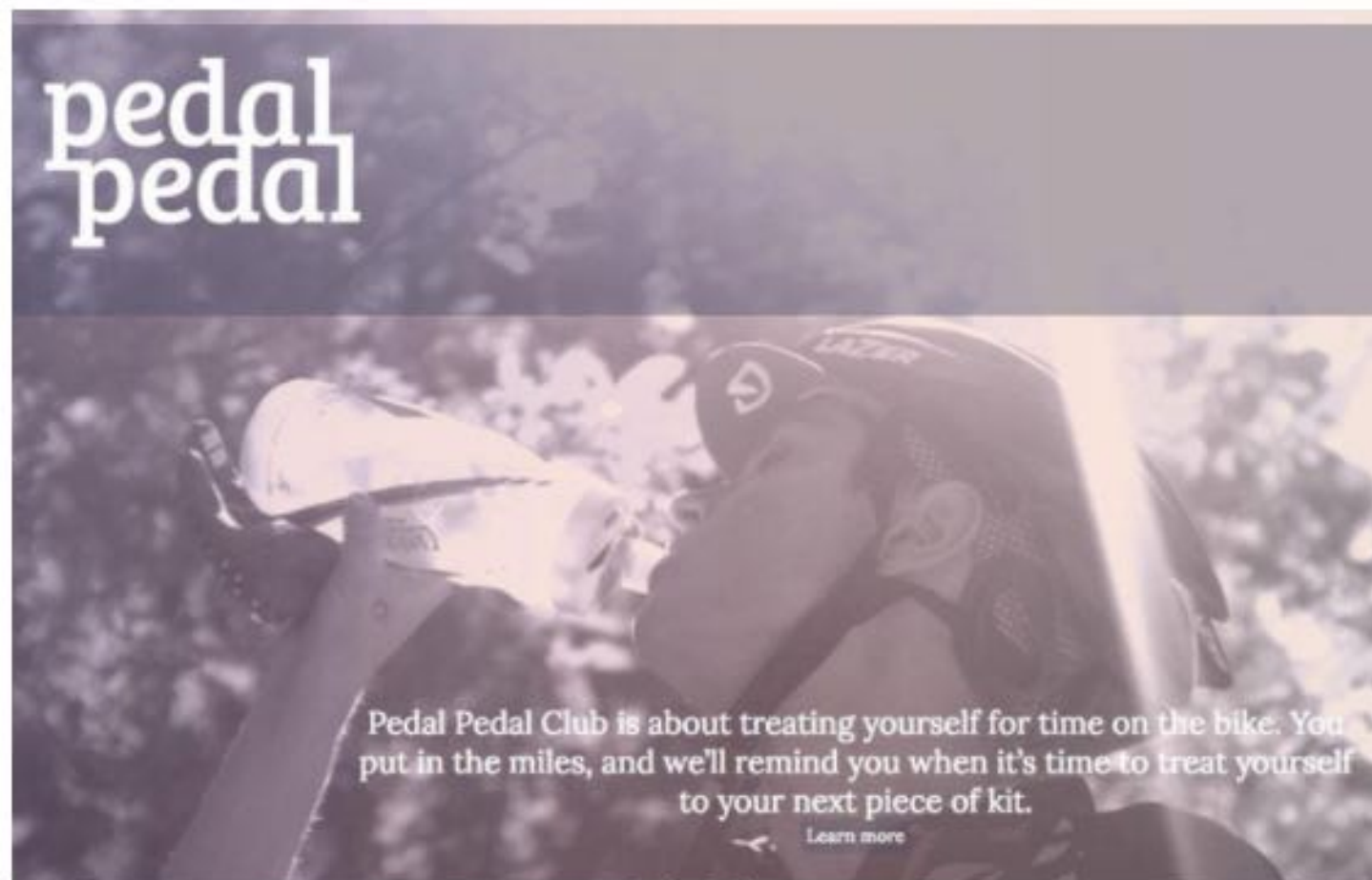
developers

You are invited to Strava's first developer API challenge!





Lessons (TBD)



4/4

IMAGE COURTESY OF [PEDAL PEDAL](#)

Pedal Pedal

It can take some serious willpower to keep your training on point. Pedal Pedal Club is a Strava add-on all about incentivizing your training with rewards more tangible than those shiny gold and silver trophies on the screen—specifically, the rewards you know you want. Built to integrate both the Strava and Pinterest social platforms, this tool tracks your **progress on the bike** towards rewards in the form of gear and treats you've pinned on Pinterest. Define your own goals and budget, then Pedal Pedal will track your efforts and send you an email reminder once you've reached your milestone—while it's not a platform for completing the purchase, look at Pedal Pedal as the angel on your shoulder, reminding you that it's good to indulge from time to time—especially when you reach a major goal!

RELATED: [The 40 Best Kits of 2016](#)

