

# #BIKECURIOUS

*Personalised, Safe and Convenient Cycling Journey Planning*

**GEO-SPATIAL CYCLISTS**

UNICYCLE HACKATHON 2021

# Cycling: How Do People Feel?



**60%**

Agree that **cycling** is  
a great way to get  
around town easily  
and efficiently

# AUCKLAND CYCLISTS?

## 14% CYCLING ASPIRER

Rely on Their Cars – Cycle for Recreation but Would Like To Ride More Often

## 6% RESTRICTED RIDERS

Keen Cyclists but Dont Ride Much for Daily Commutes

## 8% POSSIBLE PEDALLERS

Open to Considering Cycling as a Transport Method

## 28% OF AUCKLANDERS ARE POTENTIAL CYCLISTS

# Cycling: How Do People Feel?



**0.9%**

Of trips cycled

# PROBLEM

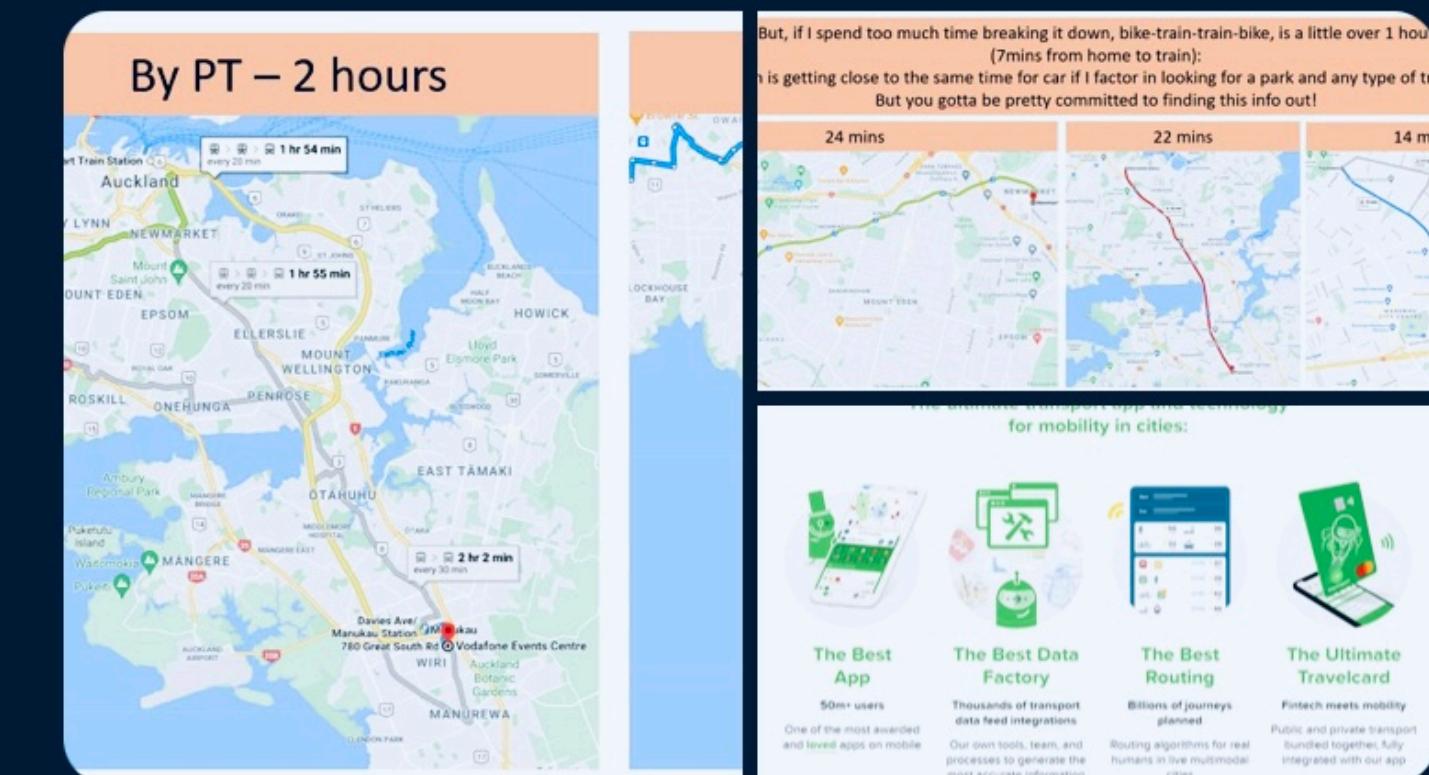
People want to ride but ...  
they don't know how to make the  
journey work for their **personal needs,**  
**confidence** and **competence.**



Jessica Rose Whau Resident  
@jessicarose\_LTF

...

I need to get to a conference in Manukau, I live in Avondale. I like to avoid using the car if I can. I don't want to look for a park, sit in traffic, or be lumbered if I want to socialise later.  
NZTA, we need an app for this, eg can we just get a city mapper subscription

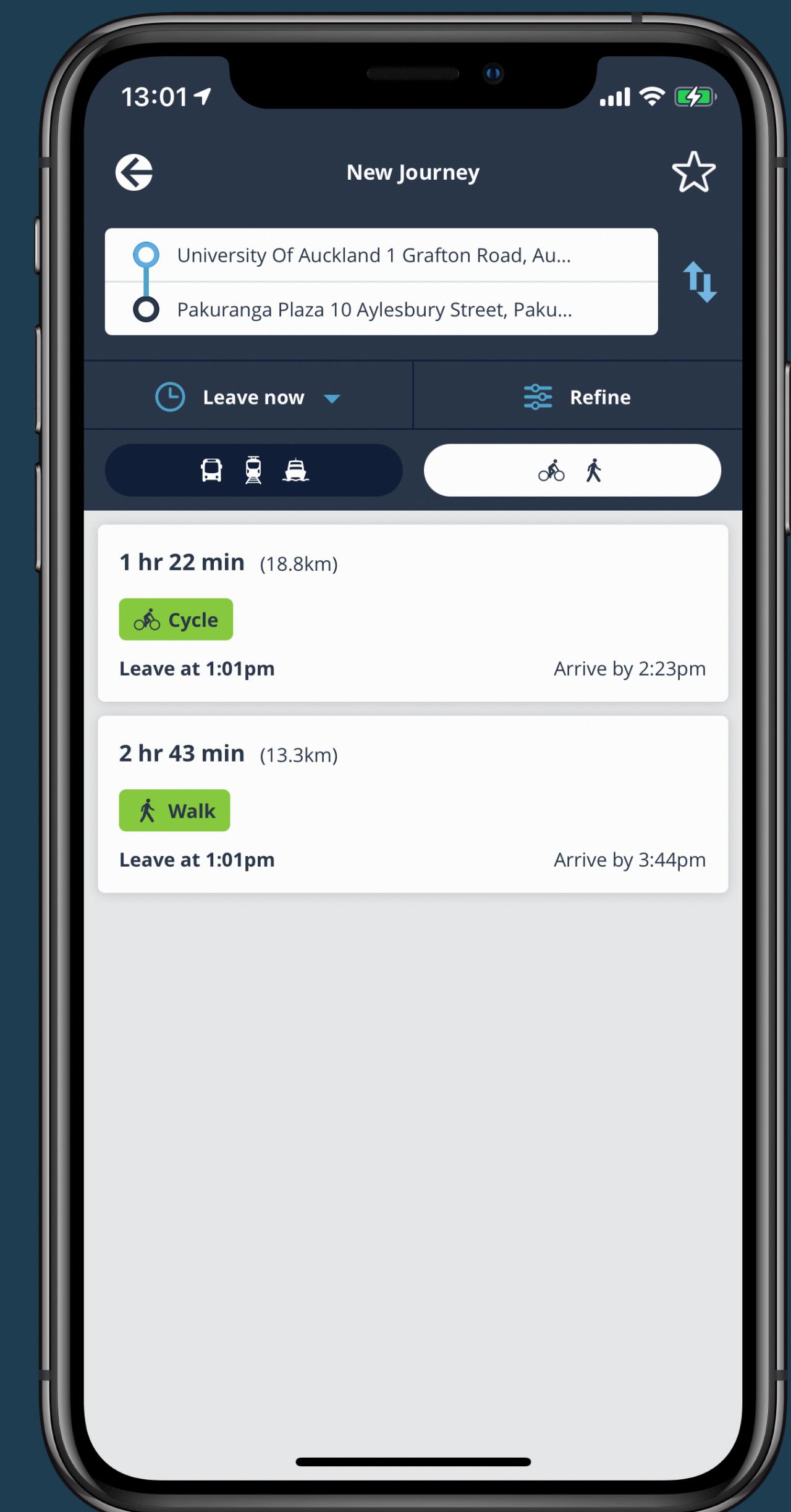


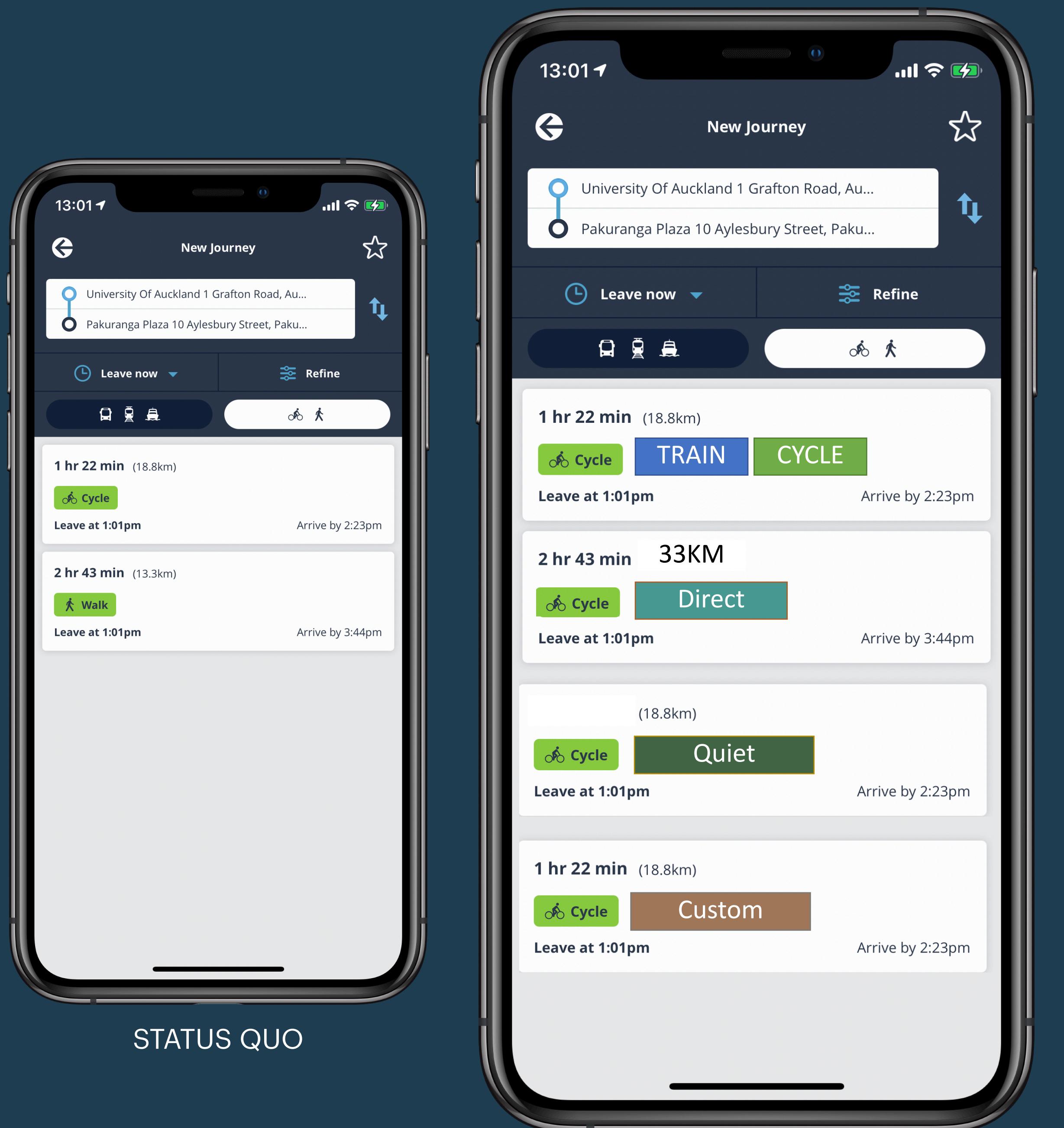
# AT MOBILE USERS

THERE ARE **250,000** PEOPLE WHO USE THE AT MOBILE APP EACH MONTH

**3 MILLION** JOURNEYS PLANNED PER MONTH

OF THIS, ONLY **1%** USE THE **ACTIVE** PANEL (I.E WALKING / CYCLING)





*Gives users multiple journey options.*

*Displays time, distance, multi-modality travel.*

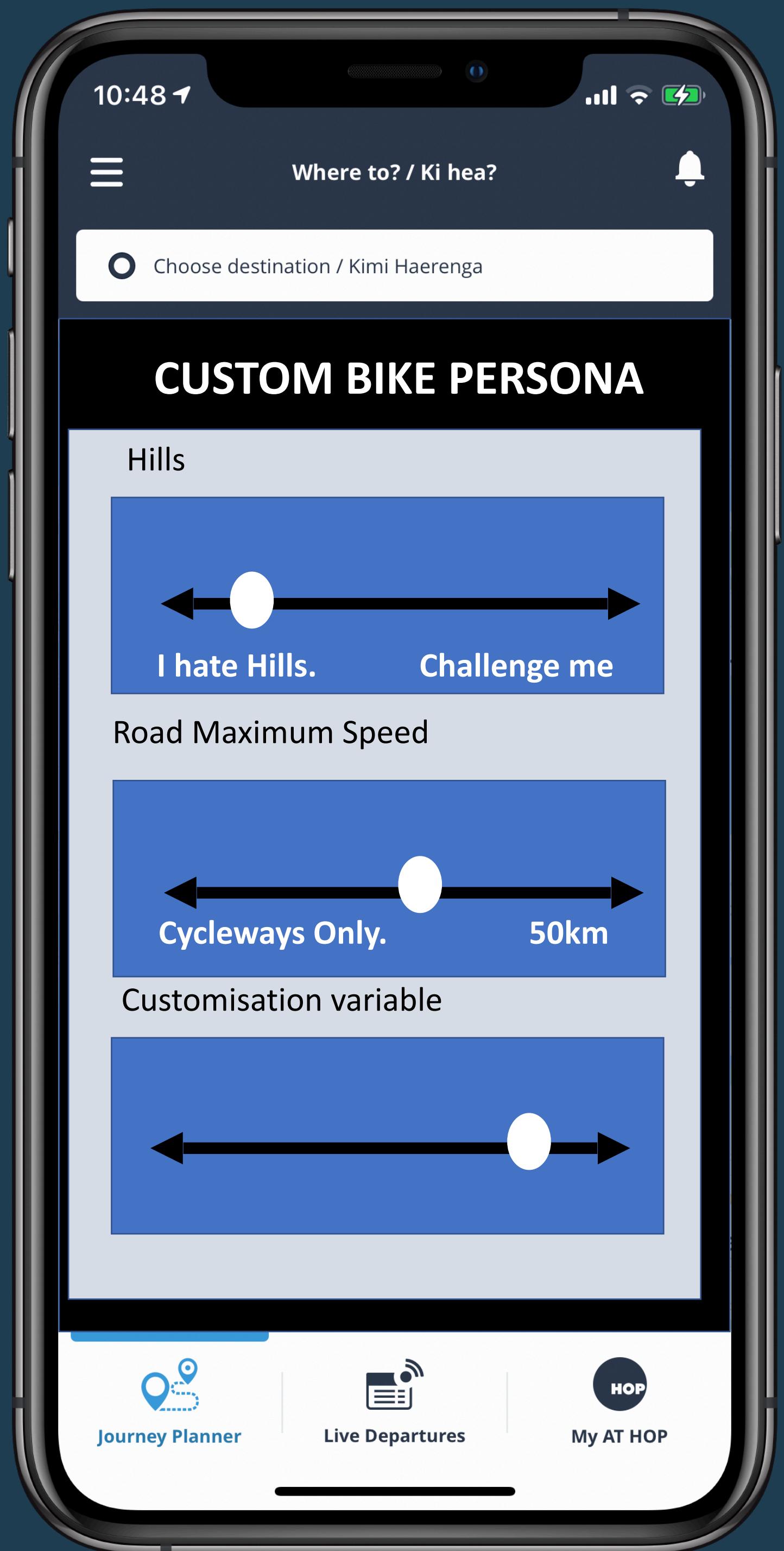
*Provides a more customised experience*



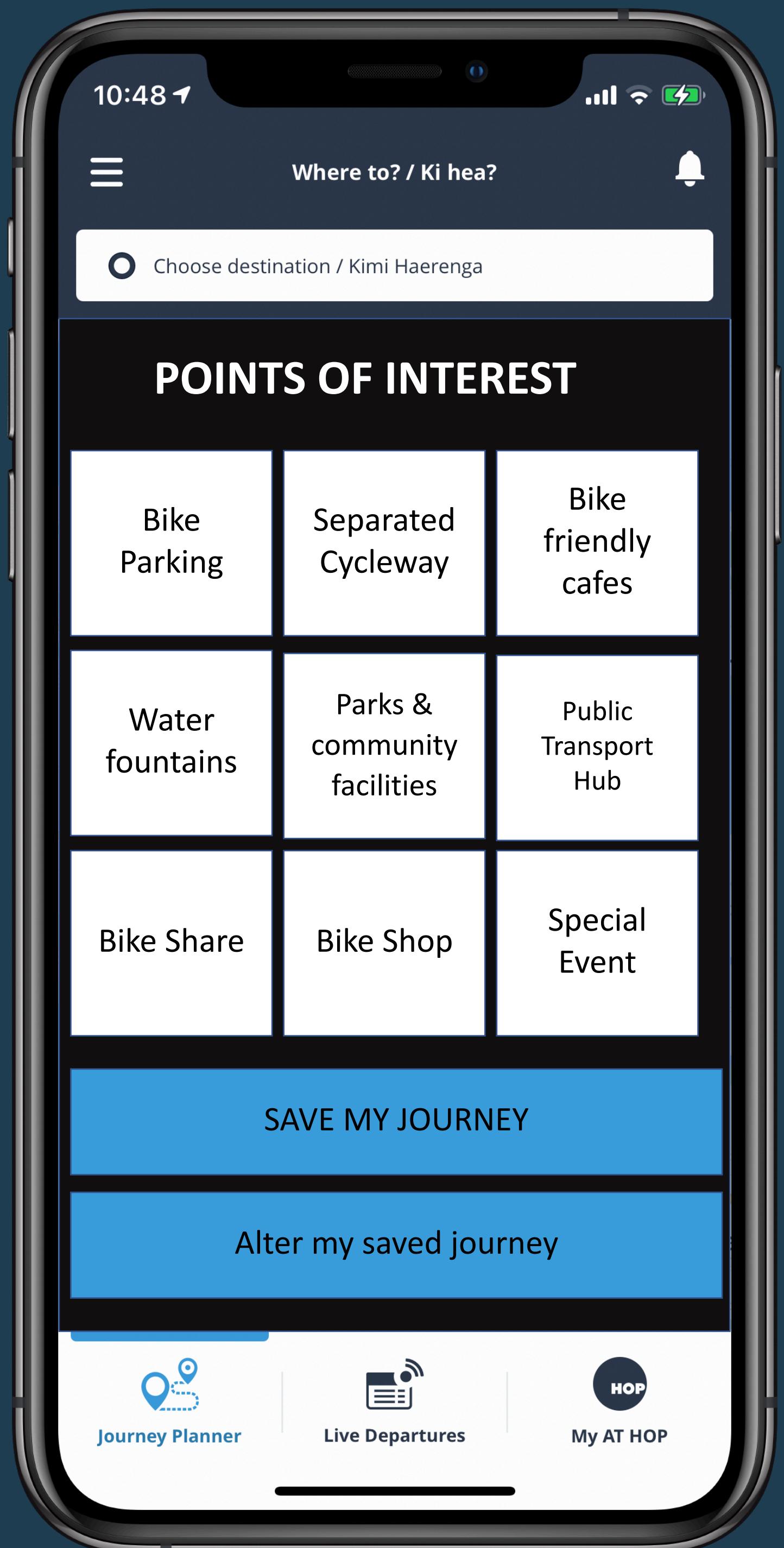
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*milies and  
DIRE. connecting journeys rides between cycleways  
Personalise and tune a ride to your exact  
using This rider is confident with hills, higher  
needs. Such as hills, and road speed “  
speed roads and wants the fastest route”*



**CUSTOM**  
*Make Your Own Cyclist Profile.*



## ADDITIONAL CUSTOMISATION

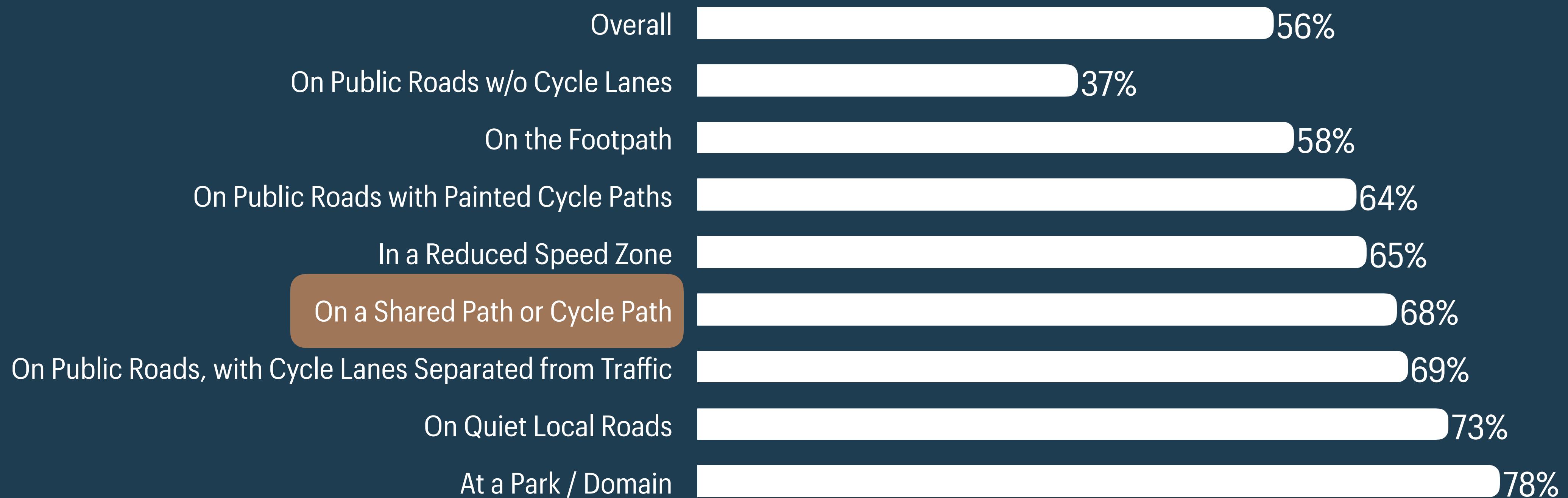
*Pick locations of interest*

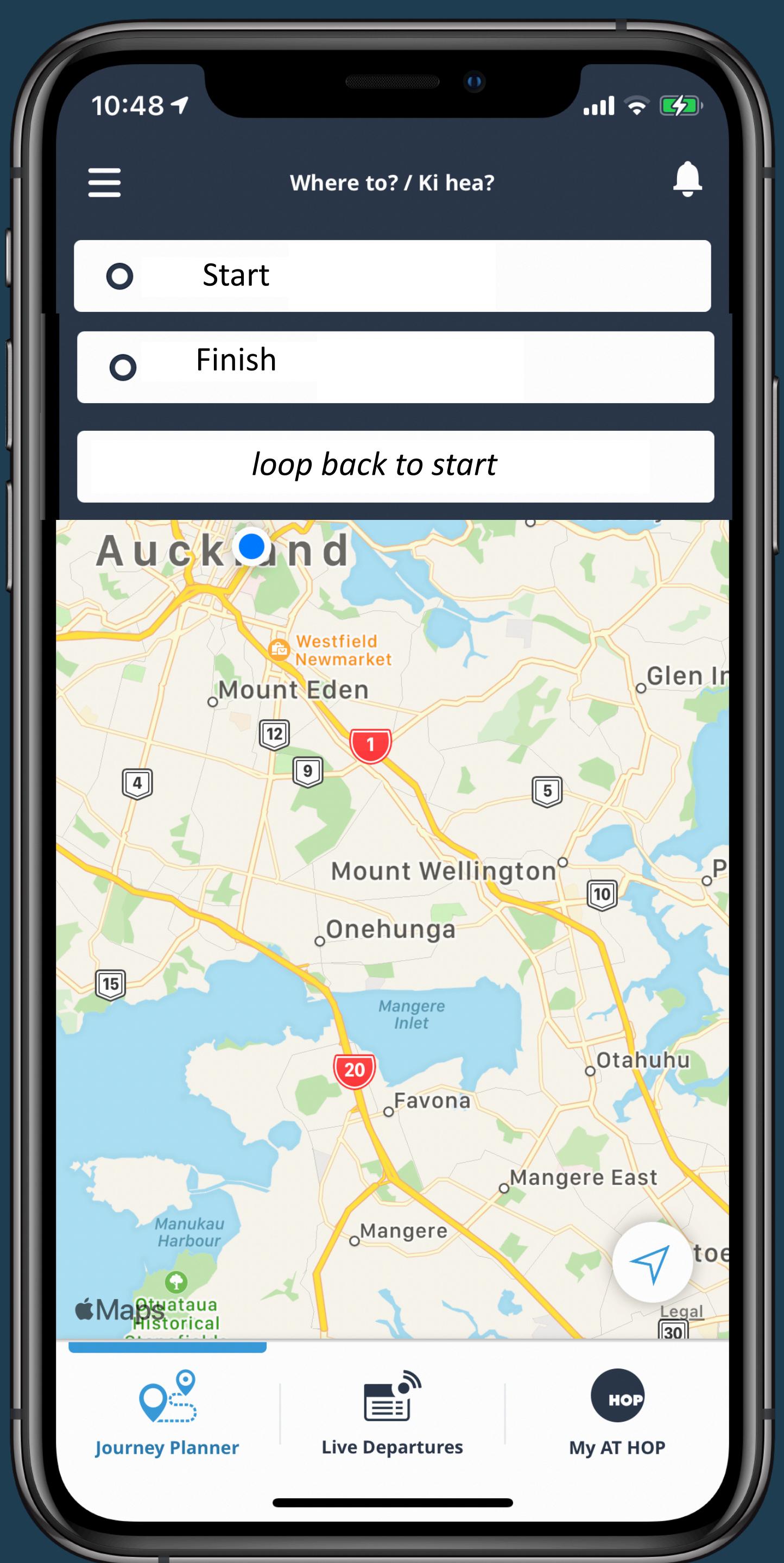
*Connect Bus, Ferry, and Trains*

*Collaborate with community groups  
and businesses*

*Alter/Save Journey*

# Where People Feel Safe Cycling





## EXTRA FEATURES

*Ability to loop ride. Creating day trips, or one-way routes.*

# DEVELOPMENT BACKEND

## Algorithm Utilises Open-Access Data

- >Traffic density  
*For cars and bicycle*
- >Terrain and elevation
- >Road information
  - Quality*
  - Illumination*
  - Speed Limit*
- >Parks and Community Facilities
- >Public transport routes and hubs

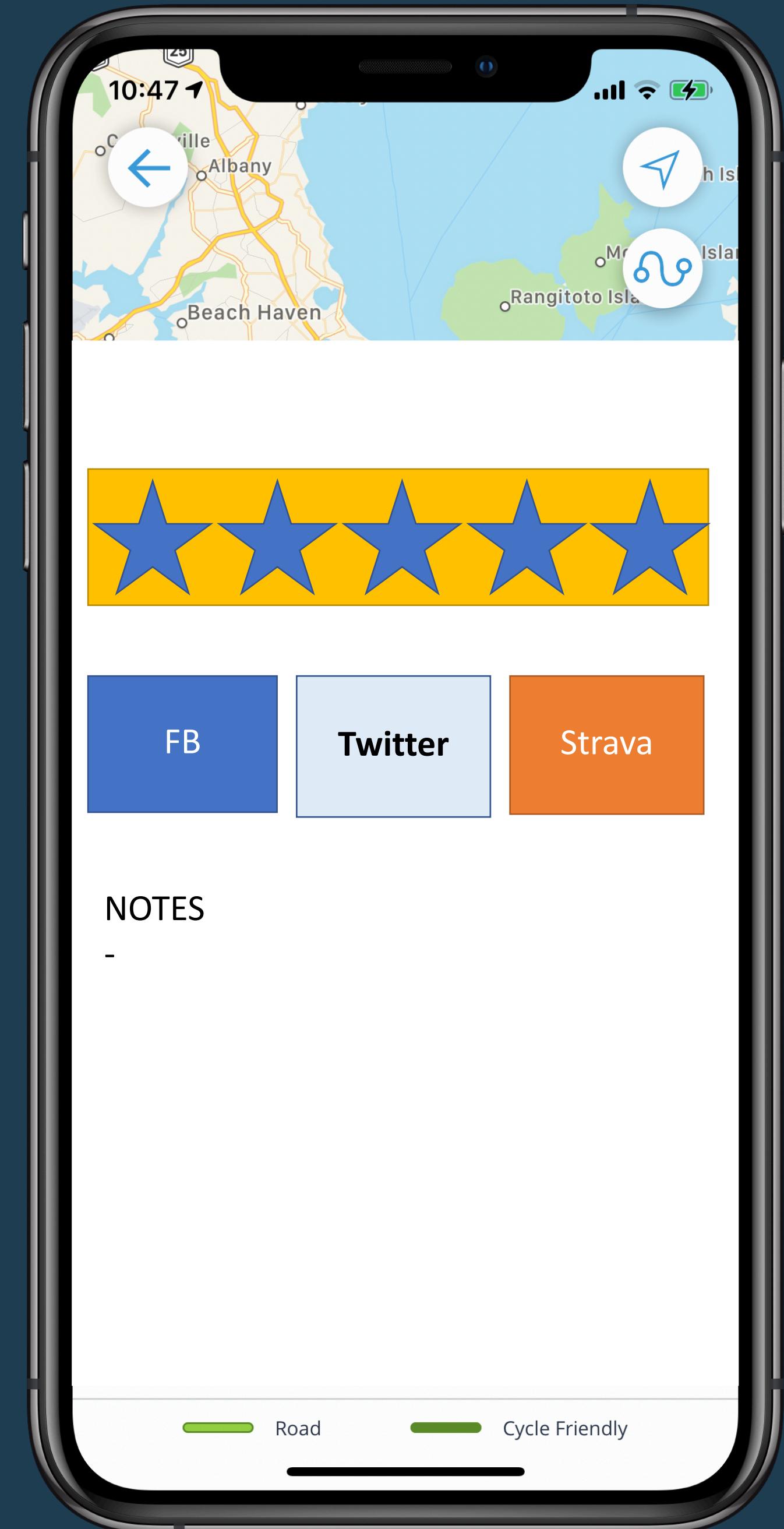
## Launch As Part of AT Mobile



## Available to World as Open API

Supported by Google





## POST JOURNEY

*Ability save and share journey to phone, or with friends.*

*Route recommendations update based on user feedback*

*Work with community groups to display creative/interesting day trips/ routes*

# OUR TARGET AUDIENCE

Motorists who are **considering cycling**

People who do **not** currently live **near** existing cycle  
**infrastructure**

**Occasional riders** who want **increase** their trips & destinations

# *Meet our Users*

**Each of These Users Will Require a Different Type of Trip**

# **MITZI ROSAL** Retiree



## **WHY I WANT TO CYCLE:**

I want to meet new people

## **WHAT IS STOPPING ME FROM CYCLING NOW:**

I don't know where the good routes are

I want to find nice cafés to visit

## **I RIDE...**



**QUIET**

# **JONES FAMILY** Working Parents, a 6-Year-Old and a 4-Month-Old



## **WHY WE WANT TO CYCLE:**

Fun family activity  
Gets the kids outdoors

## **WHAT IS STOPPING US FROM CYCLING NOW:**

We don't know of any safe cycling routes  
We need playground and changing facilities

## **WE RIDE...**



# JEMINA TAO *Student Living in Papakura*

## **WHY I WANT TO CYCLE:**

Cost-effective way to get to uni  
Good for the environment

## **WHAT WAS STOPPING ME FROM CYCLING :**

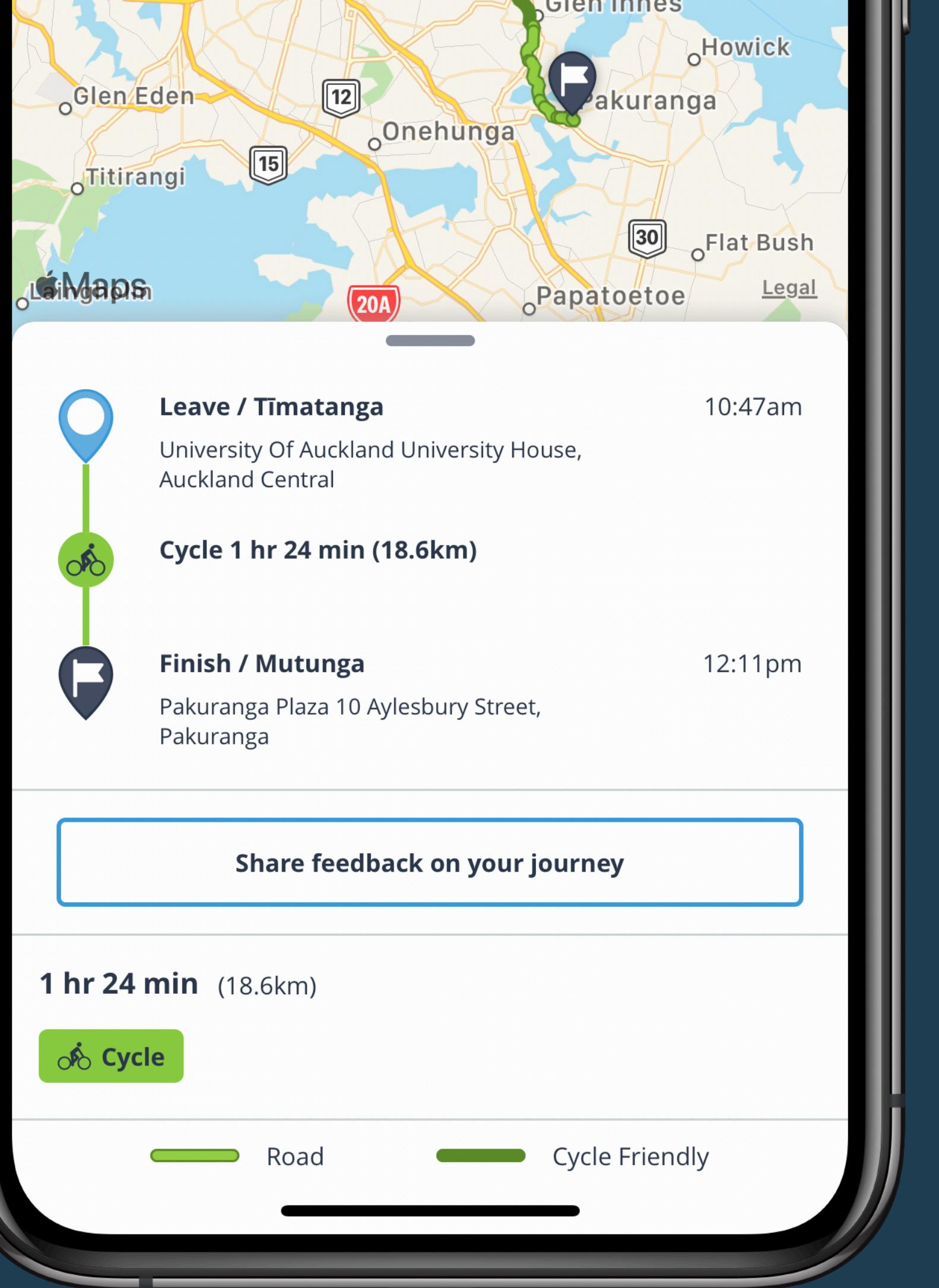
I thought I lived too far away

**I RIDE...**



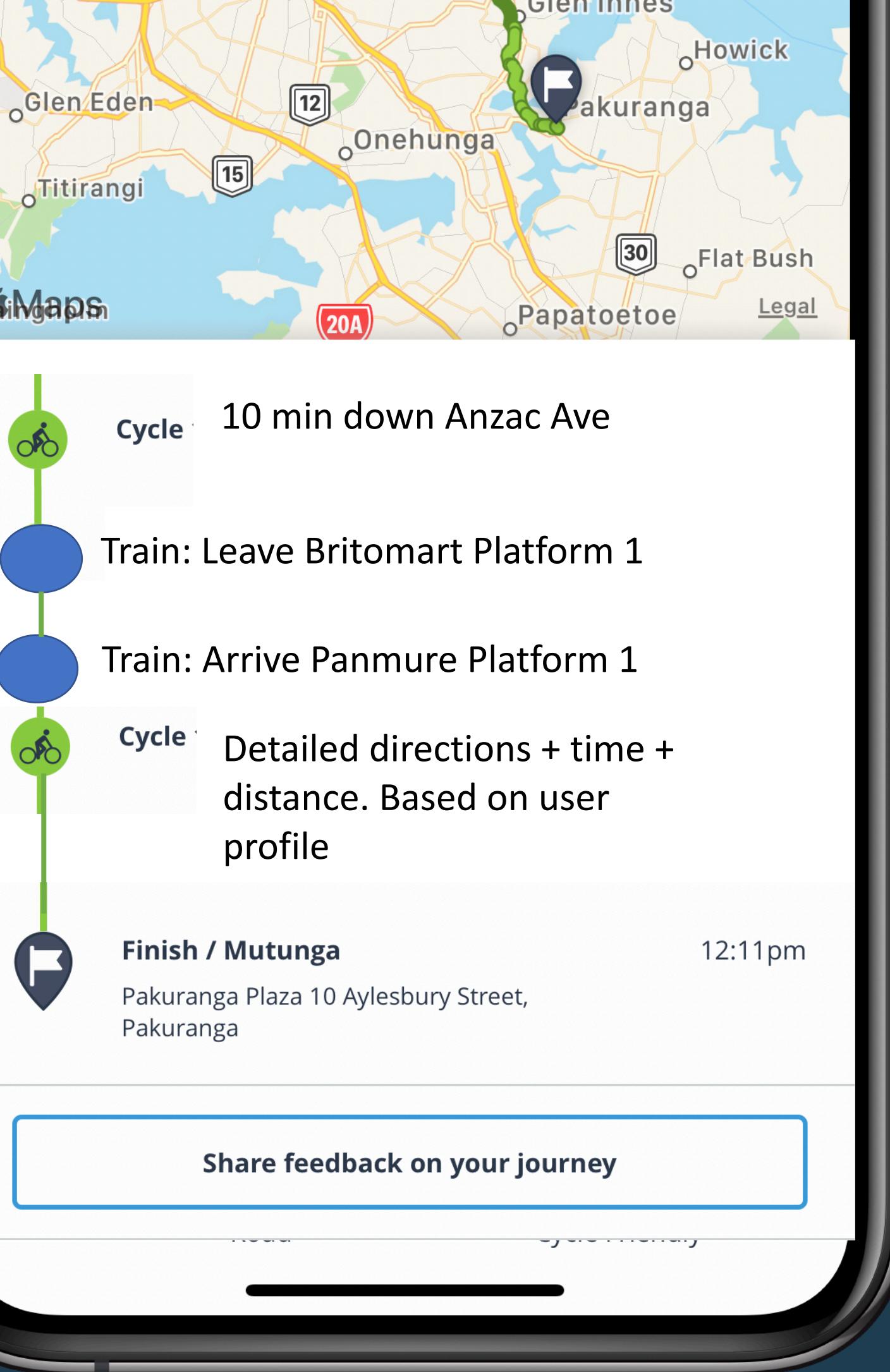
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STATUS QUO

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OUR DESIGN

## EXAMPLE: UNI STUDENT CYCLING HOME

### *Direct Persona*

- *Fastest Route*
- *Happy To Ride on Hills and High Speed Roads.*
- *Wants To Connect Cycling and Train Travel.*

# THE LAUNCH

INITIAL TARGET: UNI STUDENTS

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QUIZ: WHAT'S YOUR  
BIKE STYLE?

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What's your bike persona ?

Ella the Eco-warrior



*"I study geography and I want to reduce my carbon footprint. I use the AT cycle app route finder to connect my home with the local train station, instead of driving. Saving the environment and my wallet at the same time" - Ella. Manakau*



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Available on Play and App Store



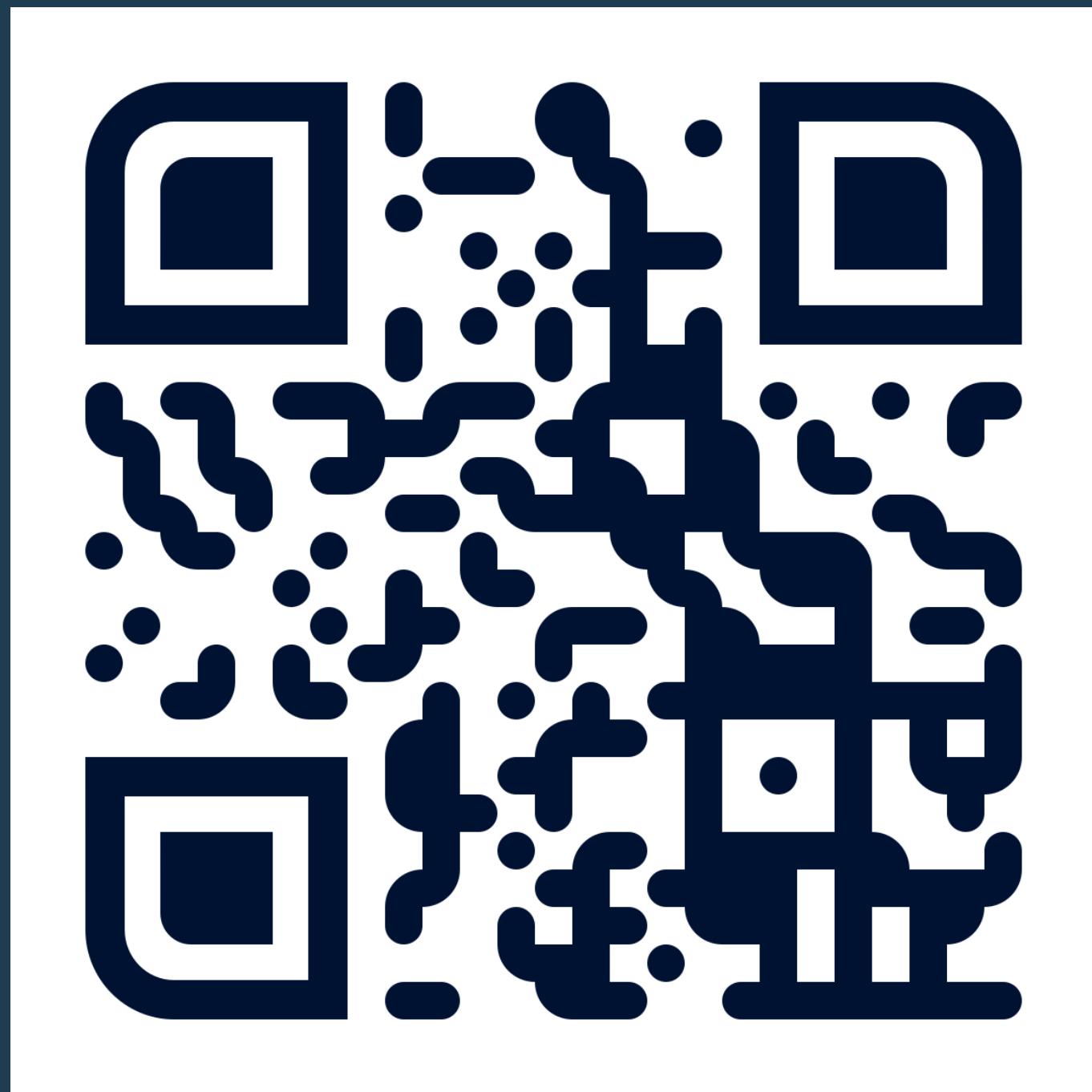
DIRECT



QUIET



CUSTOM



Thank You