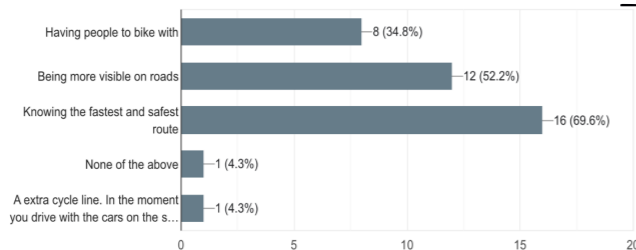


The Problem

People who commute to campus by bike don't always feel completely safe. The campus survey we conducted revealed what people would hope for.

Select which of these options would make your commute easier?
23 responses



Bike Along!

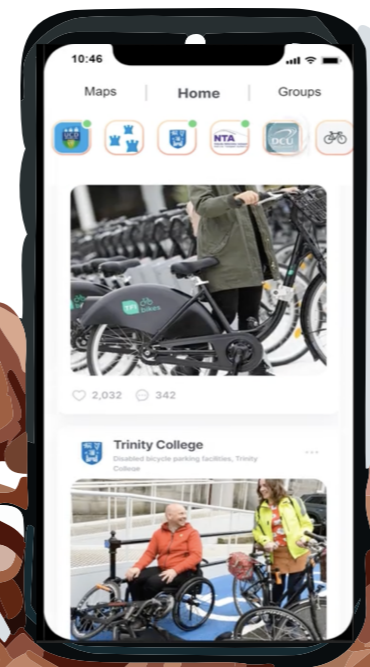
What can our app do?

With the help of our app, users can interact with others and ride bikes to campus together. With the assistance of our app, people can safely commute to college by meeting new people and cycling friends. Additionally, our app allows students to pick the safest or fastest cycling routes, making commuting less stressful and easier. You can also use our app to find the closest cycling showers so you can freshen up before class!



What are the benefits of our app?

Using the app not only enables environmentally friendly transport, but also helps to reduce road congestion. Choosing the bike over the car not only has a positive impact on the environment, but also promotes personal health and saves costs. Our app promotes a sustainable, social and health-conscious lifestyle and at the same time improves individual mobility in the urban environment.



Our Goals

- get people on the bike
- remove mental and social barriers towards biking.

App can help with attitude and norms:

- Legitimacy: biking is socially accepted
- Confidence: familiarity with routes and biking as a form of transportation
- Route Knowledge: through bike network
- Bike events (workshops e.g.) remove barriers and create community actions

