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Go! Green! Go!

Concept

Our app allows you to track your day to day sustainable travel and compare it to the national average. By keeping under the proposed goal of travel emission the user can receive perks in the form of reduced travel fares.



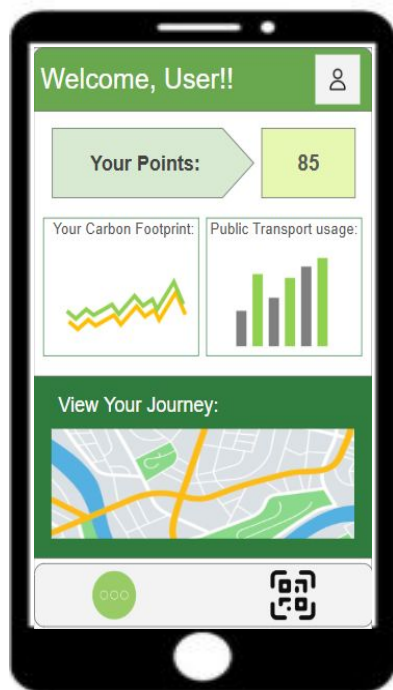
Method

You can use you leap card to track your use of public transport such as the luas and the app can track whether or not you are cycling or walking by checking your speed. This ensures that the user is using sustainable methods of transport.



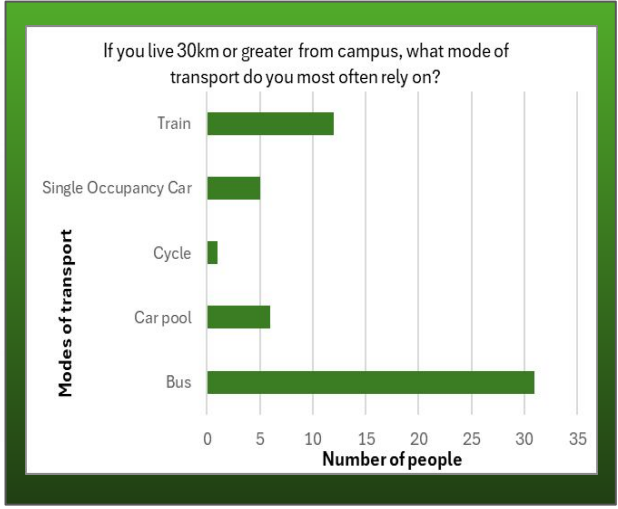
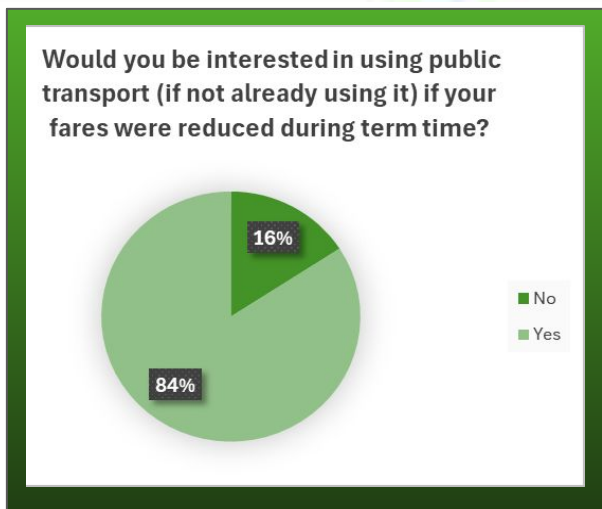
Research

We carried out a year wide survey with people from our course to determine how many would benefit from our idea and whether our plan of reduced fares would create a change in behaviour. According to the survey, 52% of people used the bus to get to campus most of the time. And 84 % of people would use public transport more often if there were cheaper fares during term time.



Aim

We want to motivate a change and encourage people to actively choose public transport. We hope that by implementing a reward system and a set of goals, both those who are and who aren't interested in sustainability will make an effort to think about it in their daily life and the small changes they could make to help.



Smarter Travel
Student Awards