

Background

Transport is a necessity for commuting with cars being the leader of negative environmental impact

The Goal is to encourage active and sustainable modes of transport e.g. walking, cycling and public transport

Ribbet



Keep Ruben Ribbeting...

by choosing active and sustainable transport options



Proposed solution

An app with the aim to keep your character alive by sustainable travel

The less CO2 emitted and tracked by GPS data, the healthier and cleaner the frog will be!

Weekly & monthly progress is tracked on the dashboard



Supporting theory

Competence motivation theory - People are more likely to engage in activities they feel capable doing

Key components of this theory in our app

- Percieved competence
- Role of social influences



Evidence of feasibility

All you need is your phone, suitable for all commuters, and it is engaging. Using GPS to track transport distance and mode, and normative data to estimate carbon emissions

Evaluation plan

- Number of users
- Frogs life span, and quality of living
- How often and how long people are using the app

