Ride & Stride

Our Goal

Our goal is to encourage smarter, more sustainable travel instead of single-passenger car use as pollution and increased traffic congestion are harming our environment. The app will:

- Promote more sustainable commuting using incentivised rewards.
- Track steps and distance covered while commuting.
- Award points that can be used to purchase items from on-campus stores.
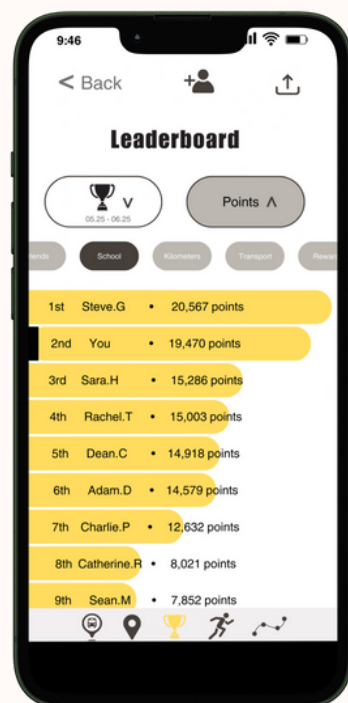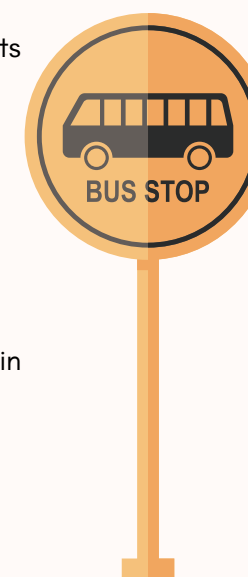- Use monthly leaderboards to encourage friendly rivalries with larger prizes available.

Leaderbaords

- University-wide leaderboard and private leaderboards to encourage competition between friends.
- Monthly prizes awarded to top 5 users on the university-wide leaderboard.

Research

- We found out using this survey that 53% of staff and students use public transport, 8% cycle and 11% walk to and from campus. [1]

- The survey also shows that 51% of respondents would be motivated to use more sustainable travel if they were incentivised. [1]

Prizes

- 1,000 points = €1
- Roughly 1 free coffee every 2 weeks for walkers/cyclists/e-scooter users, or every 3 weeks for public transport users.
- €15 Londis vouchers or sponsored prizes for the top 5 on the monthly leaderboard.

Funding

To generate revenue the app will:

- Primarily use monitored and relevant advertisements.
- Sell user data* to TFI, to help them better develop the public transport system based on popular routes and travel times.

*Optional and preferences can be changed at any time, following all legal guidelines.

Points System

- Points awarded frequently to promote participation, while keeping limited funding in mind.
- Points awarded as follows:
- Walking = 90 pts/km
- Bike/E-scooter = 22 pts/km
- Public transport = 5 pts/km

Dublin City University, "Smarter Travel Survey", March 2024, https://rb.gy/j40for [1]

Student Names:
Jacinta Caron, Leia Hill, Natasha Kearney, Jumana Meddar, and Maebh O'Sullivan

DCU Ollscoil Chathair Bhaile Átha Cliath Dublin City University

Leaderboard

Points ∧

1st	Steve.G	•	20,567 points
2nd	You	•	19,470 points
3rd	Sara.H	•	15,286 points
4th	Rachel.T	•	15,003 points
5th	Dean.C	•	14,918 points
6th	Adam.D	•	14,579 points
7th	Charlie.P	•	12,632 points
8th	Catherine.R	•	8,021 points
9th	Sean.M	•	7,852 points

BUS STOP

Smarter Travel
Student Awards