

Title

UrbanCyclers

Short description

UrbanCyclers is an urban cycling app for Android and iOS. Its key features include cycling route planner (as of now for Prague, Bratislava and Berlin), turn-by-turn navigation that allows for combining biking with public transport, and route tracking that is linked to a system of rewards and community experience sharing. The routing engine is based on state-of-the-art artificial intelligence algorithms that allows for setting preferences for several criteria including safety, comfort and speed.

Topic

Moving – Active mobility

Characteristics (type, level)

Local/Regional product/Innovation

Country/Countries of implementation

Czech Republic/Slovakia/Germany

Aims and Objectives

The aim of the app is to promote urban cycling by expert advices on how best to ride around the city and to make cycling simpler and fun.

Target Group

General public / commuters

Status

Ongoing

Start and Completion dates

2015 - today.

Lifestyle and Behavior Change

The practice aims to stimulate a switch from passive transport mode to active one by combination of advices (route planning, turn-by-turn navigation) and rewards for regular cycling.

Effects on:

<p>Health and Wellbeing</p>	<p>The app promotes regular physical activity thus contributing to healthier lifestyle. Regular biking has been associated with decreased morbidity and (premature) mortality risk.</p>
------------------------------------	---

Vulnerable populations	Effect on vulnerable populations is probably limited, but cycling is one of the most affordable transport means, and a well-designed and clear app may help some prudent users to overcome some of perceived barriers of urban cycling, e.g. by means of route planning or community experience sharing.
Environment	The app motivates for a switch from car (or other motorized mode) to cycling for daily commuting and consequently reducing emissions of polluting substances and noise and reduction in congestion

Initiated and/or implemented by

Umotional Ltd., a spin-off from Agent Technology Center at Czech Technical University.

Stakeholders and sectors involved

- Umotional as a developer and maintainer,
- Agent Technology Center at Czech Technical University as technology counselor,
- AutoMat - an NGO that organizes annual Bike to Work campaign (competitors may use the app to record their daily achievements),
- partners donating prizes for best cycling achievements,
- users of the app providing feedback to developers

Financial support

Some of the algorithms used in the app were developed at the Agent Technology Center at Czech Technical University with support from national and EU-funded projects.

Evidence-base

No evidence-base so far.

Main activities

Development, testing, marketing and promotion of the app.

Evaluation

Mostly informal, such as feedback Google Play and AppStore.

Main results

Over 10,000 users and a rating 4.4/5 on Google Play.

Key success factors and barriers

The key success factors are most likely a combined effect of route planner, turn-by-turn navigation, route tracking and rewards for regular cycling. Also linking the app to Bike to

Work campaign seems to be an effective promotion. Key barriers are probably lack of cycling infrastructure (especially in Prague).

INHERIT Perspective

This app has been chosen for inclusion because it has a clear win-win potential that may turn into triple win. From an environmental perspective, it motivates a switch from car to cycling for daily commuting and reduces emissions, noise and congestion. From a health perspective, it promotes regular physical activity thus contributing to healthier lifestyle, reduces morbidity and premature mortality risks. The social perspective is somewhat less pronounced but cycling is one of the most affordable transport means, and a well-designed and clear app may help users overcome perceived barriers of urban cycling, e.g. by means of route planning and navigation, or community experience sharing.

More information

- UrbanCyclers web – <http://urbancyclers.com/app.php?lang=en>
- App at Google Play - <https://play.google.com/store/apps/details?id=com.umotional.bikeapp>

Contact

Umotional s.r.o.

Bělehradská 858/23, Praha 2, 120 00

app@urbancyclers.com