# Table of Contents

1. Idea ................................................................. 3
2. Scale of the project ............................................. 4
3. Capacity to involve partners .................................. 5
4. Adaptability of the project .................................... 7
5. Selection of communication channels ..................... 8
6. Evaluation .......................................................... 11
7. Appendix - Images ............................................. 12
1. Idea

We are Daniel Gomis Compañ (student of Business Administration) and David Cartagena Naharro (recent graduate of Computer Engineering) students of the University of Alicante.

Our preliminary idea was the creation of a social platform (website) and a mobile application based on pinning relevant information for social cycling on a virtual map where cyclists could check and share those kind of relevant spots for urban cycling.

Our original idea was eventually changed after our training camp at the beginning of the BikePal program due to the advice of the experts of the training camp. Originally we intended to offer to the users the possibility of pinning impediments or dangers for cycling as a mean of transport; after the training camp we decided to focus more on positive spots for cycling instead of pointing out impediments or barriers to cycling.

At the beginning we planned to make the map as a kind of database of accidents to show the black spots of cycling in the cities and study the origins and its possible solutions. But finally we have selected as possible pins: network of public bikes, positive roads for cycling, and on the « negative spots » bicycle thefts and deficiencies on the road. For any spot pinned every user can upload: tile, URL, e-mail, message, kind of spot and an explicative image.

Another significant change of our original idea was to skip the creation of the mobile application due to its difficulty and the possibility of designing the website as responsive (mobile-friendly) to allow any user to open the website on any browser of any smartphone.
2. Scale of the project

About the scale, our project was highly ambitious because as it is a technological project based on Internet the possibilities are quite wide about any potential growth of the project. By now, if the acceptance of the website grown the first step would be to increase the number of kind of spots to mark out on the map. Another probably improvement could be the interaction in real time of users to edit any point or share it on social networks.
3. Capacity to involve partners

Our ability to reach partners has been one of our biggest weaknesses. The contacted partners have been:

- **ConBici**: Spanish organisation that involves all the local cycling organisations of Spain. We exchange some private mails with the coordinator of ConBici who introduced our project to all the local organisations. Then we sent a survey to every organisation looking for feedback of our project and asking for review of our project and any idea that could be a potential improvement. The rate of response was under 10% but anyway we receive some valuable ideas such as how to select some words in order to avoid any possible rejection to the use of bikes as a mean of transport.

![ConBici Logo]

- **LaBici.net**: Company in charge of the public bikes of our province (Alicante) and some others. We contacted them to get the location of every public bike on our map. They put us through their technician who gave us all the guidelines to include all their spots on our map.

![LaBici.net Logo]
Disabled Park: We met the founders of the start-up Disabled Park (www.DisabledPark.com). It is a project similar to ours based on finding parking places for disabled people through a website and mobile app. They gave us several tips, both technical and managerial, and encouraged us to keep improving our tool taking theirs as a reference.
**Universidad de Alicante**: We went to do a brief speech to some groups of the degree in Civil Engineering after the lectures. We talked about our website and the different programs conducted by the ETSC such as BikePal just in case they had the chance to participate in the future. We received some feedback from the students and some points to add to SaveMyRide. In aggregate we reach around 80-100 students.

Among other partners we intended to contact some organisations and websites based on databases of bicycle thefts but we had some difficulties to reach them and furthermore there are plenty of them and none are yet fully established as unique in Spain.

### 4. Adaptability of the project

We consider this point as our biggest strength. The project, based on the new technologies, can be used everywhere and everyone with access to Internet in the world can check, share and benefit the information to make cycling easier anywhere in the world, the map is designed in a
way that a person in New York can pin anything on the map and at the same time another person is using it in Australia, there is no difference for the logical system of the webpage.

It can also serve as an inspiration, or proposal of collaboration, for a bigger project based on the same idea combining the use of virtual maps and relevant information for cycling to help the community.

5. Selection of communication channels

- **Online:**
  - The website itself: The own website is a communication channel itself. Combined with the blog it can attract online visitors. Through the blog we can share precious information about urban cycling, safety cycling and any kind information.
* Social media: We have opened accounts on Twitter, Pinterest and Facebook where we can share and bounce information of our website and other sites related to cycling to improve the awareness about cycling as a mean of transport and safety road.
**Offline**

- **Advertising:** We placed a poster in a friend's bar placed in one of the most crowded areas of Alicante. We also added a small link to our website ([www.savemyride.eu](http://www.savemyride.eu)) at the end of some videos of cycling tricks played on the TV screen inside the bar.

- **Handouts:** We delivered 100 handouts to the students in our speeches to them in the university.
6. Evaluation

Regarding the evaluation we have to consider certain things:

- First of all we were realistic acknowledging that to create a mobile application was a too optimistic idea so our reduction of expectancies allowed us to set up a more realistic goal such as a normal website with mobile-friendly design.

- One of our weakest points has been not to reach many partners. Our biggest disappointment has been the low enthusiasm and lack of support of the Spanish cycling associations, we took their acceptance and support to the project as given before the beginning of our project and we considered it as a pillar and base for the development of our tool.

- Working and studying at the same time and being separated physically for some months made the work a little bit harder and we got some delays on our milestones due to it but we used the new technologies to overcome those barriers.

- The tool is not being used massively yet but we will keep working on it, we know that it could go viral in some time. And even if it is not used massively we will use the blog and the social network to spread information about safety road for cyclist to increase the knowledge of the bicycle as a mean of transport, something that is raising up right now in our country.
7. Appendix – Images

In order to show the webpage and not just explain the aim of the site, there are few pictures that we think are worth seeing.
¿Qué es SaveMyRide?

SaveMyRide es un mapa virtual donde puedes ver y compartir información relevante al ciclismo urbano y la bicicleta como medio de transporte.

¿Cómo puedo ver o compartir esos puntos?

Cada ícono representa un tipo de información distinta en el mapa. Clicando en el punto podrás ver el nombre e información del punto, la dirección e-mail de contacto, y en caso de que se hayan añadido podrás ver también la foto y dirección web.

Puedes subir información por ti mismo clicando en el mapa y rellenando el formulario contiguo al mapa. Introduce toda la información relevante para ayudar al resto de la comunidad ciclista a conocer mejor su ruta. Si tienes muchos puntos que subir o prefieres ser más expresivo puedes compartir tu punto a través...
Cambio de carril peligroso (contact@savemyride.eu)

Cambio de carril del camino a Urbanova/Avenidas proveniente de Alicante/Avenida de Elche. Anticipar el paso del carril izquierdo antes de la línea continua. Tráfico elevado y velocidad de los coches habitualmente alta.

Inicio/Fín de buen tramo de carril bici (contact@savemyride.eu)

Buen tramo de carril bici desde el barrio de Rabasa hasta San Vicente del Raspeig pasando por la Universidad de Alicante. Carril bici segregado del tráfico de coches y supuestamente aislado de zona peatonal. Habitualmente en buen estado. Atención con dos túneles cortos con poca visibilidad, salida/entrada de vehículos a una gasolinera y eventual pesetas.