



Universidad
de Alicante

Save My Ride

WWW.SAVEMYRIDE.EU

BIKE PAL FINAL REPORT

Alicante, January 2014

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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.



"WHENEVER I SEE AN ADULT ON A BICYCLE,
I HAVE HOPE FOR THE HUMAN RACE."

H.G. WELLS, ENGLISH AUTHOR

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.





VÍAS FAVORABLES

Sube los puntos de tu ciudad donde pienses que se pueda circular en las mejores condiciones posibles: Zonas 30kms/h, carriles bici, vías amplias con alta visibilidad, poco tráfico a motor...



BICICLETAS PÚBLICAS

¿Buscas una bicicleta de alquiler en tu localidad? Busca el punto más cercano donde hacerte con una. Al clicar en un punto podrás ver un enlace con el que acceder a la información de la red de bicicletas del municipio en cuestión.



ROBOS DE BICICLETAS

¿Te han robado la bici? Sube a SaveMyRide toda la información posible. Si alguien la ve podrá contactar contigo y además tu información servirá para que el resto de usuarios sepan dónde y cómo candar la bici.



DEFICIENCIAS EN LA VIA

¿Quieres alzar la voz ya que has encontrado una deficiencia en la vía ciclista? ¿Un carril bici se corta en medio de la nada? Súbelo al mapa y advierte al resto de usuarios de SaveMyRide de posibles puntos conflictivos.

3. Capacity to involve partners

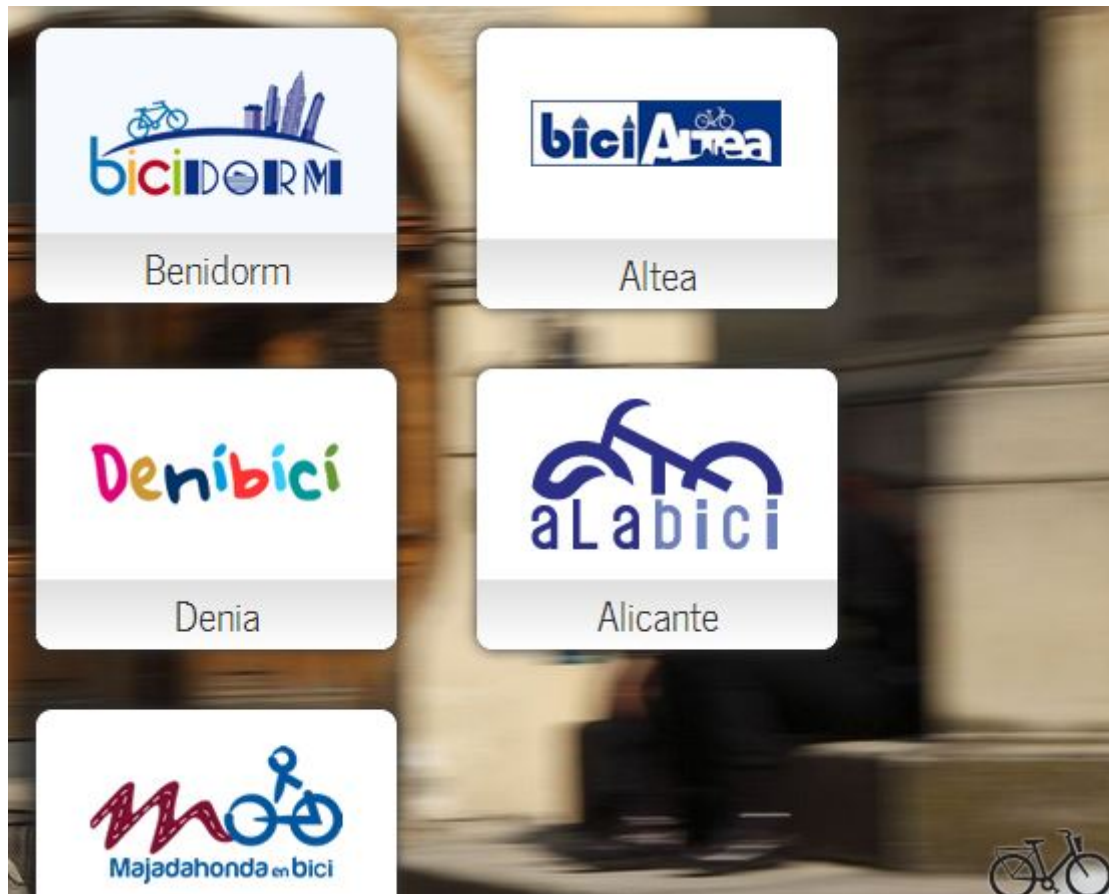
Our ability to reach partners has been one of our biggest weaknesses. The contacted partners have been:

- 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.



- 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.





- 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.



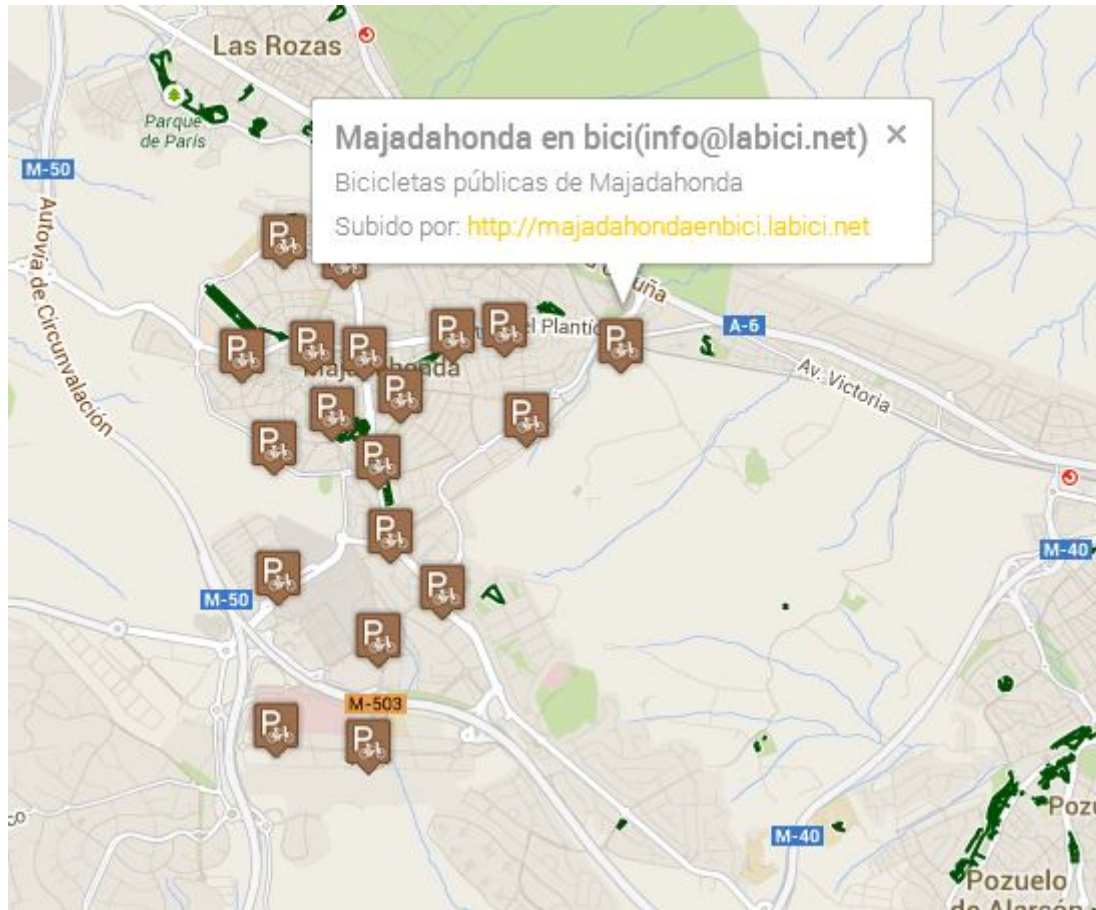
Among other partners we intended to contact some organisations and websites based on databases of bicycle thefts but we had some difficulties to reach them and furthermore there are plenty of them and none are yet fully established as unique in Spain.

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.

Tweets

 **SaveMyRide** @ES_SaveMyRide · Oct 17
Dentro de poco...youtube.com/watch?v=dgaRrQ...
View media Reply Retweet Favorite More

 **SaveMyRide** @ES_SaveMyRide · Sep 28
En el blog: ¿Qué es SaveMyRide? shar.es/KY9CD vía @ES_SaveMyRide
Expand Reply Retweet Favorite More

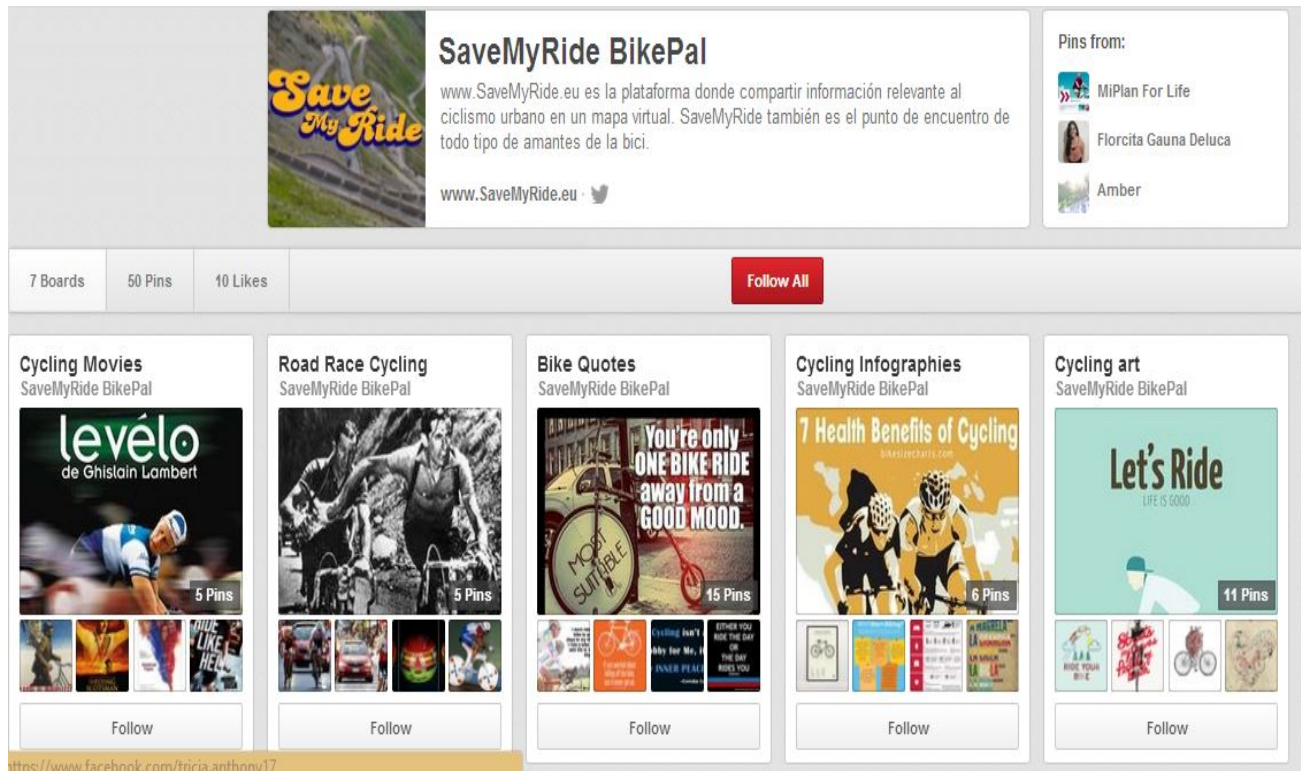
 **SaveMyRide** @ES_SaveMyRide · Sep 22
En SaveMyRide.eu podrás encontrar los puntos o rutas mas favorables para transportarte en bici. ¡Aunque casi todas las vías son válidas!
Expand Reply Retweet Favorite More

 **SaveMyRide** @ES_SaveMyRide · Sep 12
¿Vas a pie y quieres desplazarte en bici? Consulta en SaveMyRide.eu donde tienes el punto de alquiler público mas cercano.
Expand Reply Retweet Favorite More

 **SaveMyRide** @ES_SaveMyRide · Sep 12
¿Te han robado la bici? Sube a SaveMyRide.eu el máximo de información posible. Si alguien la ve podrá contactarte.
Expand Reply Retweet Favorite More

 **SaveMyRide** @ES_SaveMyRide · Sep 12
En @ES_SaveMyRide podrás marcar puntos deficientes para la circulación en bici. Alza la voz y advierte al resto de comunidad ciclista.
Expand Reply Retweet Favorite More

- 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.



The screenshot shows the Facebook profile for 'SaveMyRide BikePal'. The profile picture is a logo with the text 'Save My Ride' in a stylized font. The bio states: 'www.SaveMyRide.eu es la plataforma donde compartir información relevante al ciclismo urbano en un mapa virtual. SaveMyRide también es el punto de encuentro de todo tipo de amantes de la bici.' and includes the website 'www.SavemyRide.eu' and a Twitter icon. The page has 7 Boards, 50 Pins, and 10 Likes. A 'Follow All' button is visible. Below the header are five boards: 'Cycling Movies' (5 Pins), 'Road Race Cycling' (5 Pins), 'Bike Quotes' (15 Pins), 'Cycling Infographies' (6 Pins), and 'Cycling art' (11 Pins). Each board has a 'Follow' button.

➤ *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) 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.



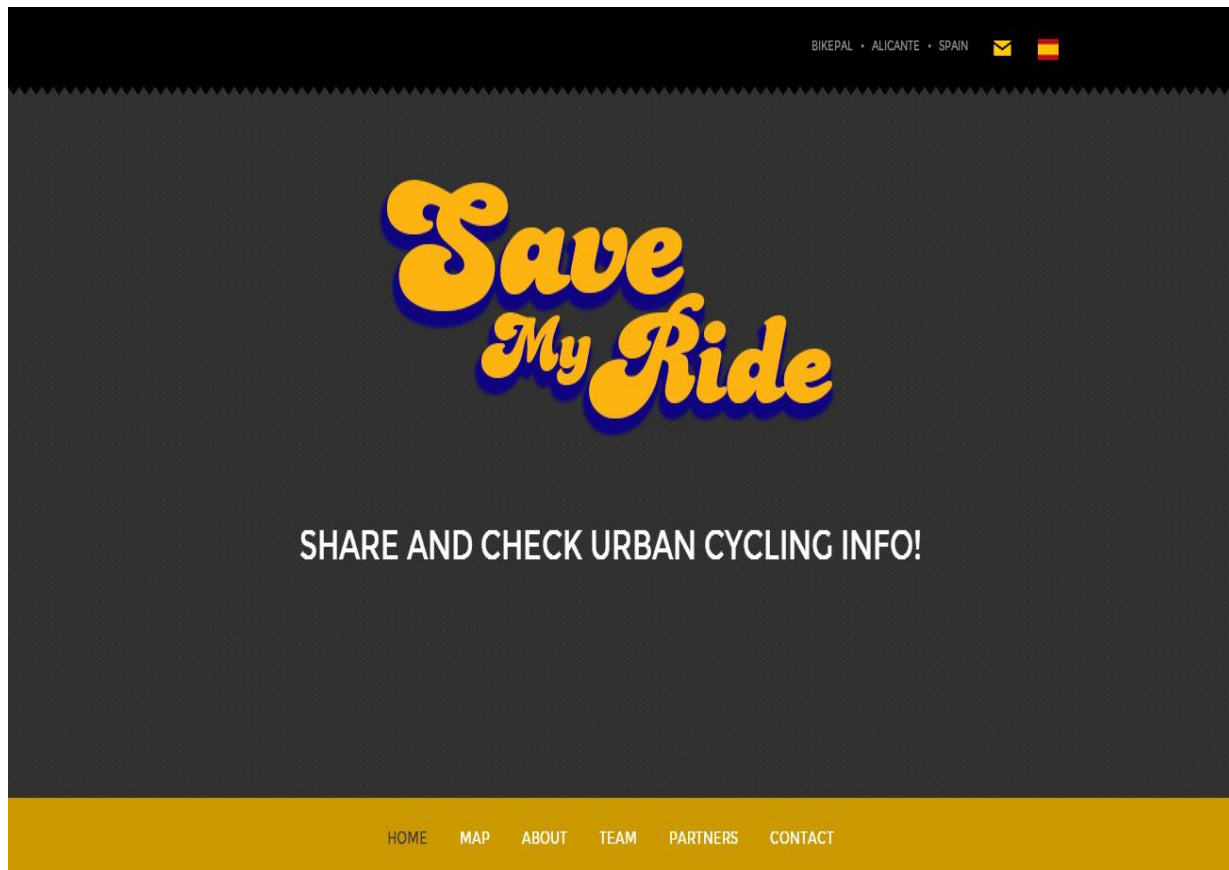
6. Evaluation

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.



ABOUT

SaveMyRide is a project included in the BikePal campaign of the European Transport Safety Council that intends to globalize any kind of relevant information for urban cycling on an interactive map. The whole cycling community can share and check out information in order to prove that the bicycle can be a safe mean of transport.

Every cyclist can know where to rent a public bike while chooses a safer route than other with some deficiency or speak up to get the others know that his bike has been stolen. The website has a responsive design so, being responsive, allows the user to check and share any kind of information with a smartphone: before, during, or after a ride.

SAFETY CYCLIST



Blog of SaveMyRide

Inicio [¿Qué Es SaveMyRide?](#) [@SaveMyRide](#)



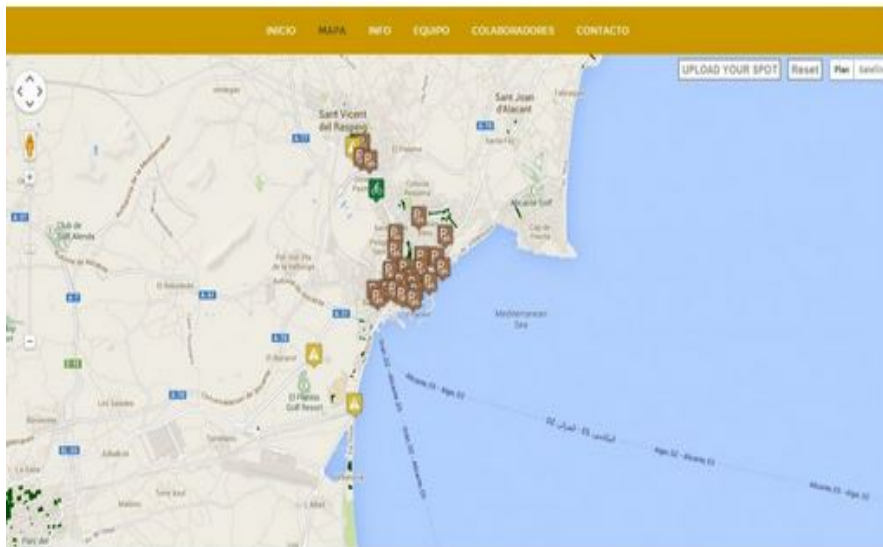
Save My Ride Blog

Toda la información acerca de la bici como medio de transporte urbano.

[SaveMyRide Blog](#) [¿Qué Es SaveMyRide?](#)

¿Qué es SaveMyRide?

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



¿Cómo puedo ver o compartir esos puntos?

Cada icono 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 tí 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 específico puedes compartir tu punto a través

Citas

“La melancolía es incompatible con andar en bicicleta”

James E. Storrs

