Iowa Adventure Cyclist Course Creator

Lightning Talk 1:
Product Research

Project Overview

The creation of a mapping application for cyclists that can:

- Use mapping utility to create routes that can be exported to GPS devices or other applications
- Identify different types of road surfaces of intended route
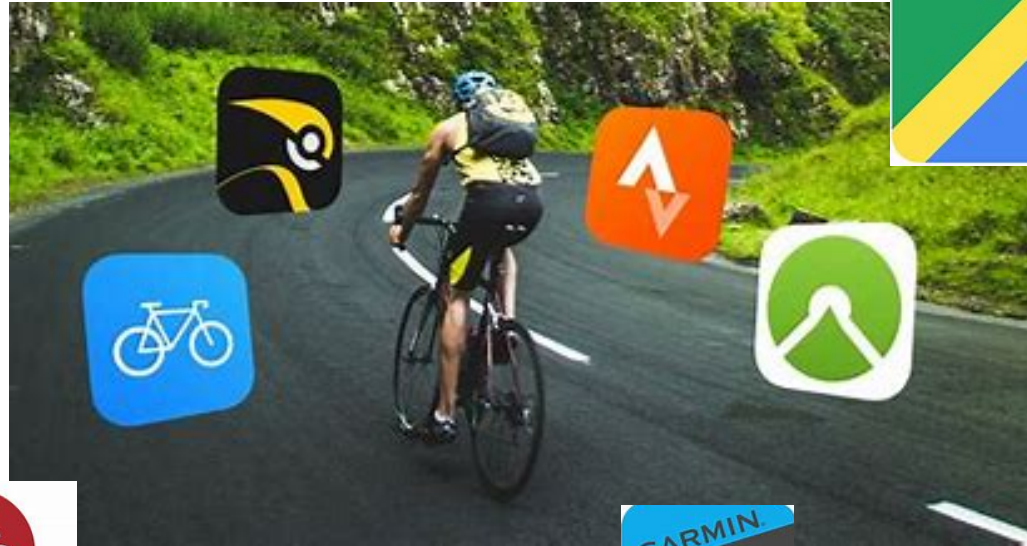- Identify average traffic flow of intended route

Problem Statement

Cyclists need a way to determine the surface classification of unfamiliar roads when charting out a path ahead of time. Some cyclists prefer to stay on paved roads while other adventure cyclist seek out rougher "Class B" roads.
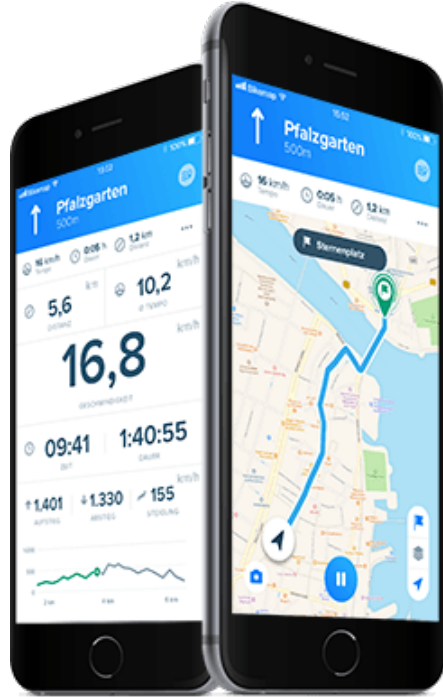
Existing Products

- Garmin Connect
- Bike Map
- Strava
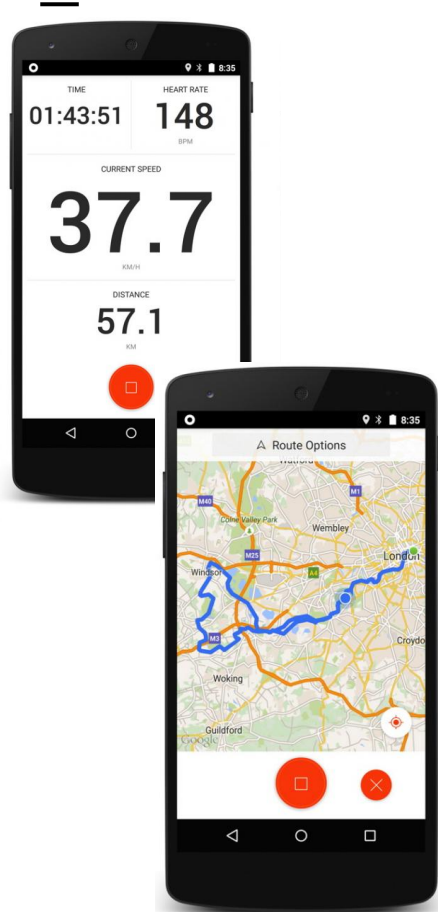- MapMyRide
- Google Maps
- Komoot

Garmin Connect

- Seamlessly connects with common cycling products such as Garmin Edge. Great for tracking progress over time and building customizable training plans.
- Garmin has a large network of devices that work very well with eachother including, Garmin watches, edge and the connect app. Garmin also has a good reputation in the GPS industry
- Purchasing a Garmin Edge for cycling can be expensive. The app also does not connect to Apple health for user interested in that. Users can not see terrain types when building routes.
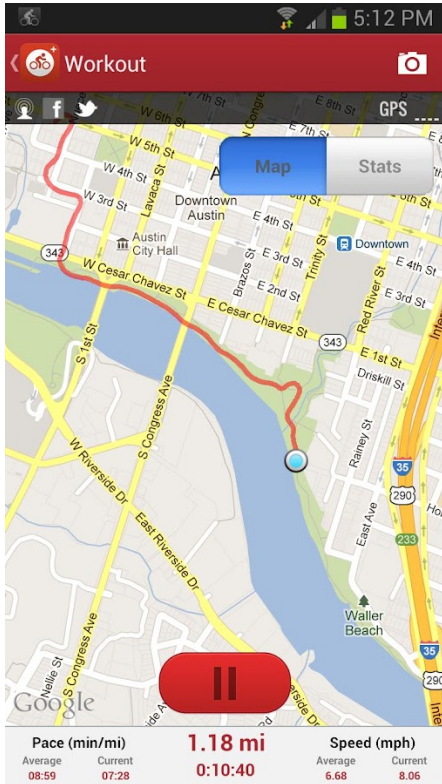
Bike Map

- The app's real time update allows you to alert other Bikemap users to any issue you might encounter on your path.
- It is a good free alternative to apps such as Strava or Komoot
- It has a lot of inaccuracy problems including bad routing algorithm and not recognising bike lanes.

Strava

- Has good community features where you can share your stats and post pictures of your ride and create public routes.
- Good for logging activity to keep track of progress.
- Most of the good features are behind a paywall and you can only do very basic things without a subscription.
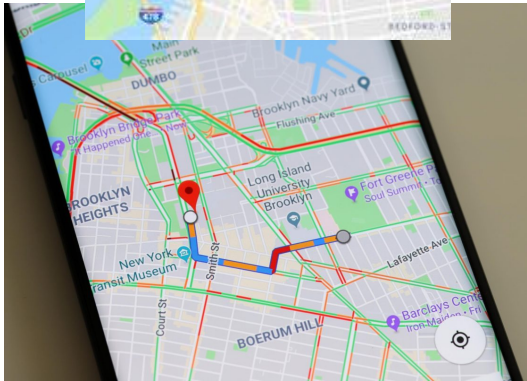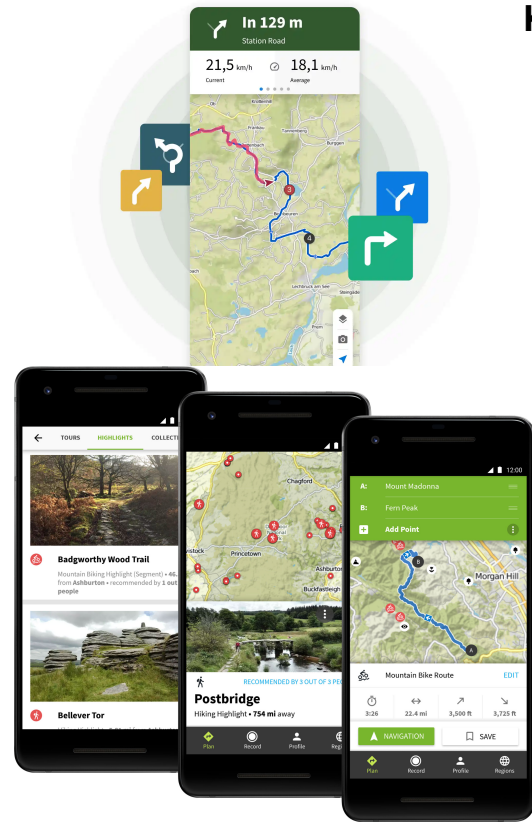
MapMyRide

- Has a focus on running and biking and you can create your own routes and save them with an account
- Accounts are free for people to create
- Not as many features as other applications
- simplicity of features makes it easy to use

Google Maps

- Widely used map software. Highly functional mapping.
- Has large support team. Exterior funding structure
- Not focused around fitness functionality, more car centric. Cannot accurately filter for class B roads

Komoot

- Ready-built routes that can be filtered by distance, difficulty and public transport links.
- Planning and saving routes is free compared to it's competitors requiring a subscription. Komoot also recommends discovering new places and to enjoy the scenery which competitors focus on challenges of cycling.
- Shows routes in the area around you which makes planning difficult if you plan on traveling somewhere to cycle and not having the immediate access to see routes of where you plan on visiting which can hinder planning.

Market Gap/ Conclusion

There is an opportunity gap for a free route mapping app that is focused around cyclists. **There's no significant competitor that provides mapping functionality that takes into account road surface type, classification, and traffic level while supporting export to other apps or devices.** This niche should enable our group to build a product that is differentiated from others and provides a useful service.