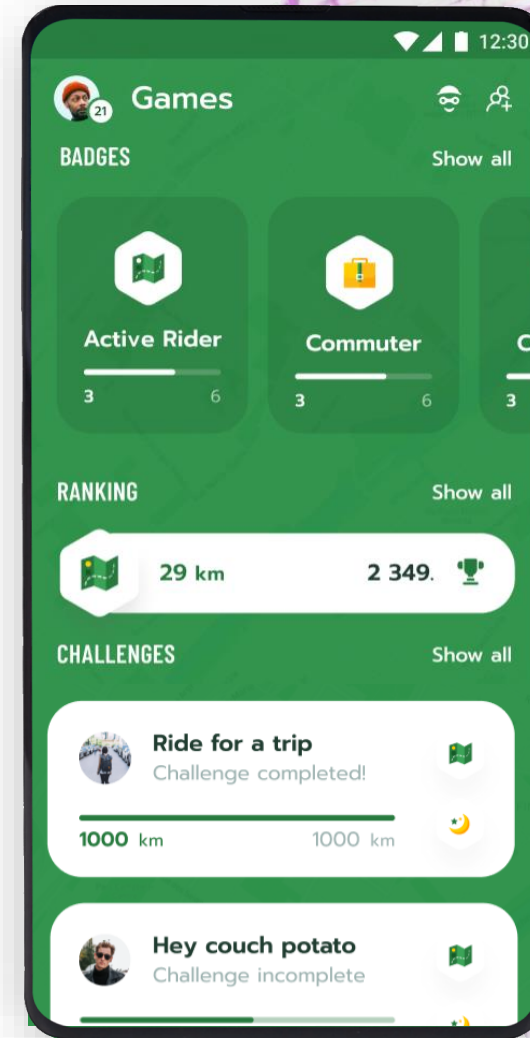




Cyclers Motivate

Unlock the power of
micromobility gamification



- 1 - 2
- 2 - 5
- 5 - 10
- 10 - 20
- 20 - 40

Powers the world's **best-rated** cycling apps

Prague on Bike

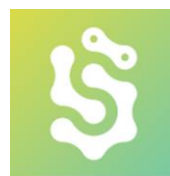


4.7



653 total

Šlappeto

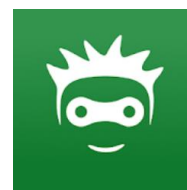


4.6



605 total

Cyclers



4.4



2,793 total

Validated by **200.000+** users

Cyclers Platform Modules



Cyclers Navigate



Cyclers Motivate

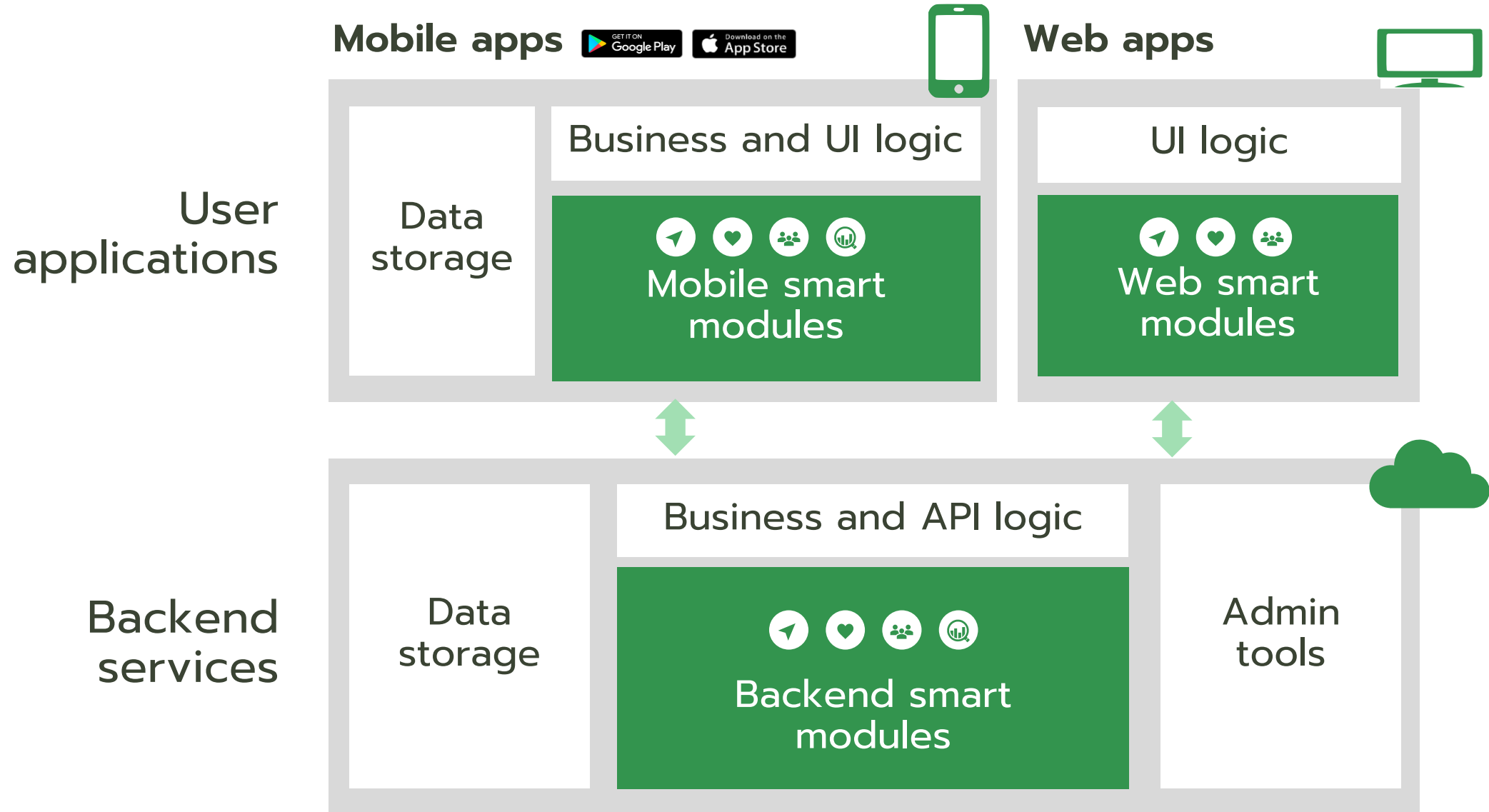


Cyclers Analyse



Cyclers Connect

High-Level Platform Architecture



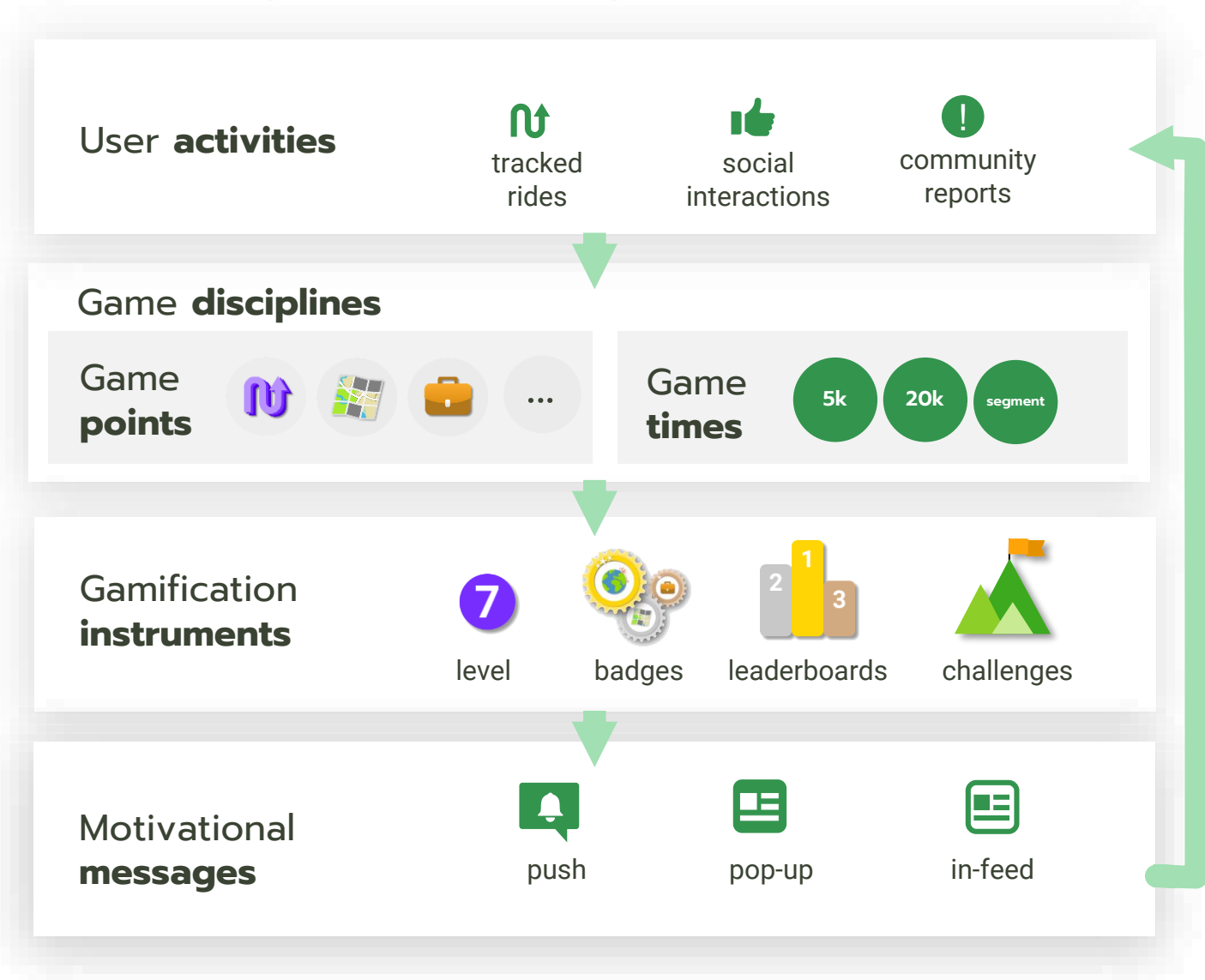


Cyclers Motivate Module

Motivate Module: Overview

Smart, interactive and **highly customizable** gamification engine.

- 1** Various types of user activities can be monitored in and then promoted by the engine.
- 2** User activities are processed and scored for points or times in many game disciplines.
- 3** Proven gamification instruments are then used with the awarded points or times to motivate the user.
- 4** Progress (or the lack of) in gamification instruments generates messages stimulating desired user activities, thus closing the gamification loop.



Cyclers Motivate: Key Features



Behavioural psychology-based

Built around the Fogg's proven **motivation-ability-trigger** model for persuasive applications. Targets various types of motivation – **competition, recognition, achievement, collaboration**.



Personalized & interactive

Automatically tracks individual user's progress and sends **triggers** to nudge the user into action through a variety of channels.



Accurate, reliable, fraud-resistant

Uses advanced, **AI-powered** algorithms to accurately **track** and **evaluate** user's activity and automatically detect and exclude **fraudulent behavior**.



Easy to integrate & customize

Ready-to-use **out of the box**. Easy to **add new** activities and disciplines to drive the behaviors you want. **Quick to integrate** into your app.



User Activities

User Activities

Any user **activity** that can be **observed** can be **rewarded** through the gamification.



Tracked Rides

Tracked rides are the key input into the gamification engine. Rides can be recorded in the mobile app using the Cyclers SDK **energy-efficient Tracking module** or fed in from customer's backend systems.



Social Interactions

Likes and comments in the in-app discussions can be tracked, evaluated and rewarded.



Community Reports

User-submitted reports on cycling risks and issues can be tracked, evaluated and rewarded.



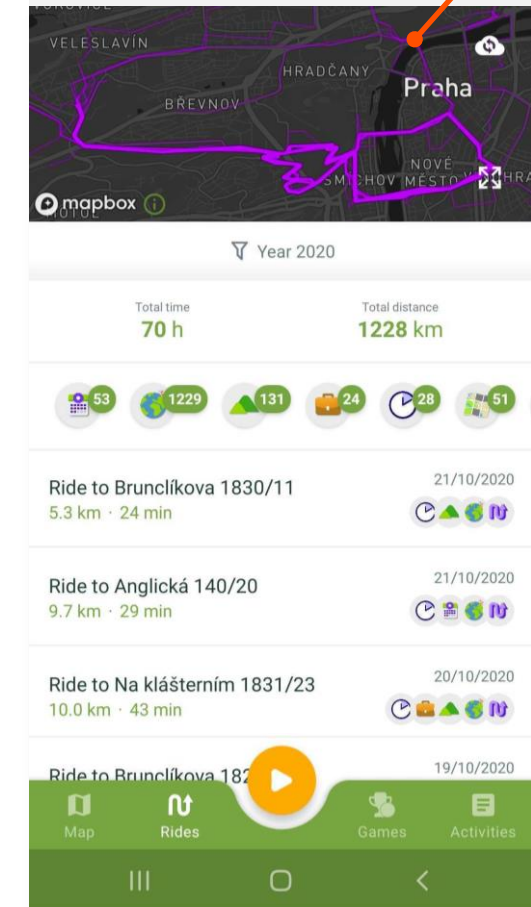
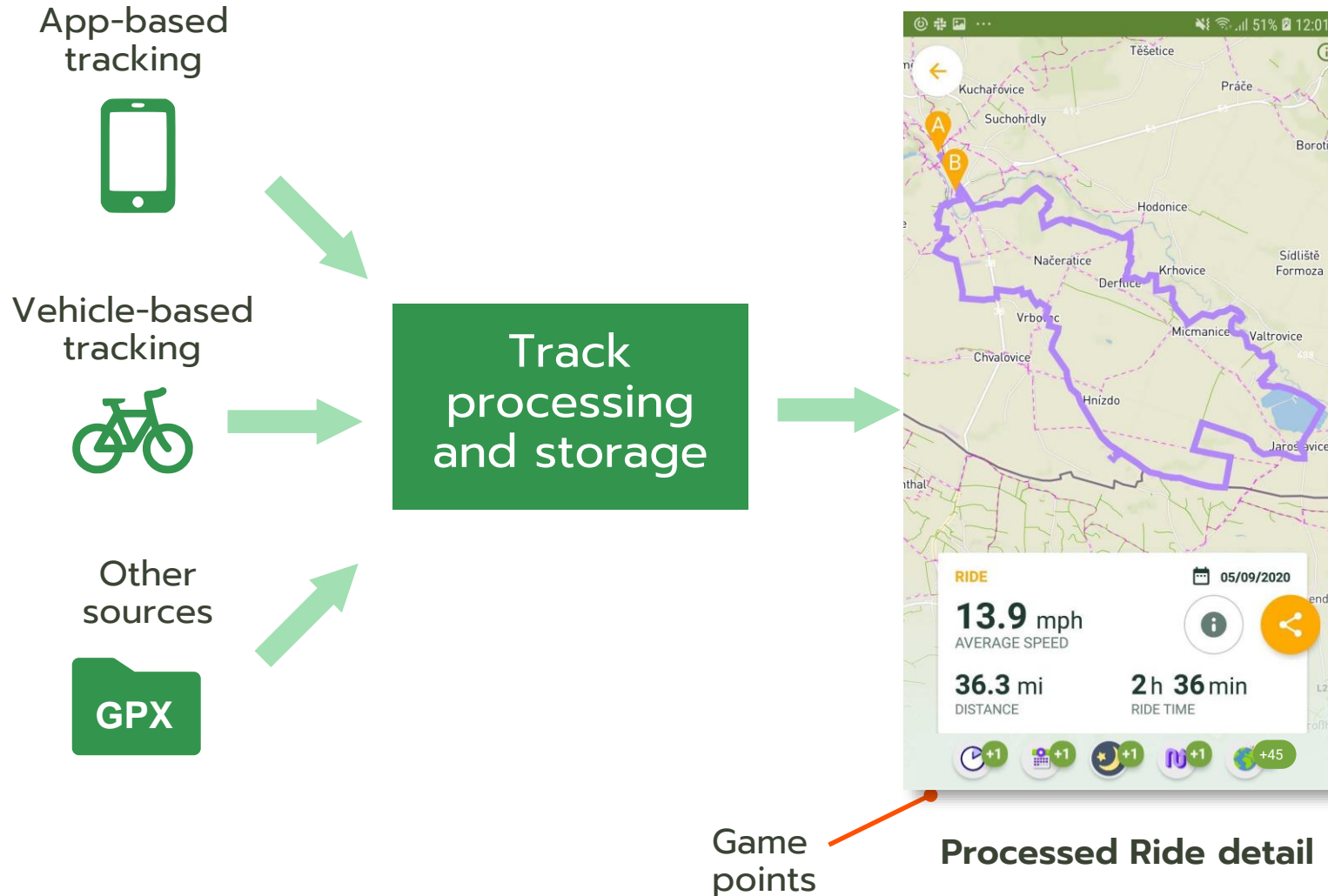
Your Activities

Any user activity that can be observed can be plugged in to the gamification engine and rewarded.

Tracked Rides

Tracked rides from **various sources** are automatically **processed** and **stored**.

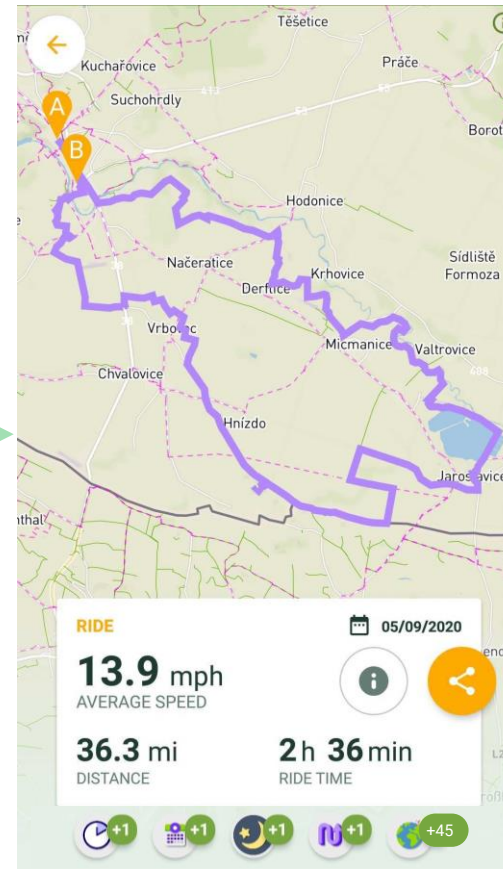
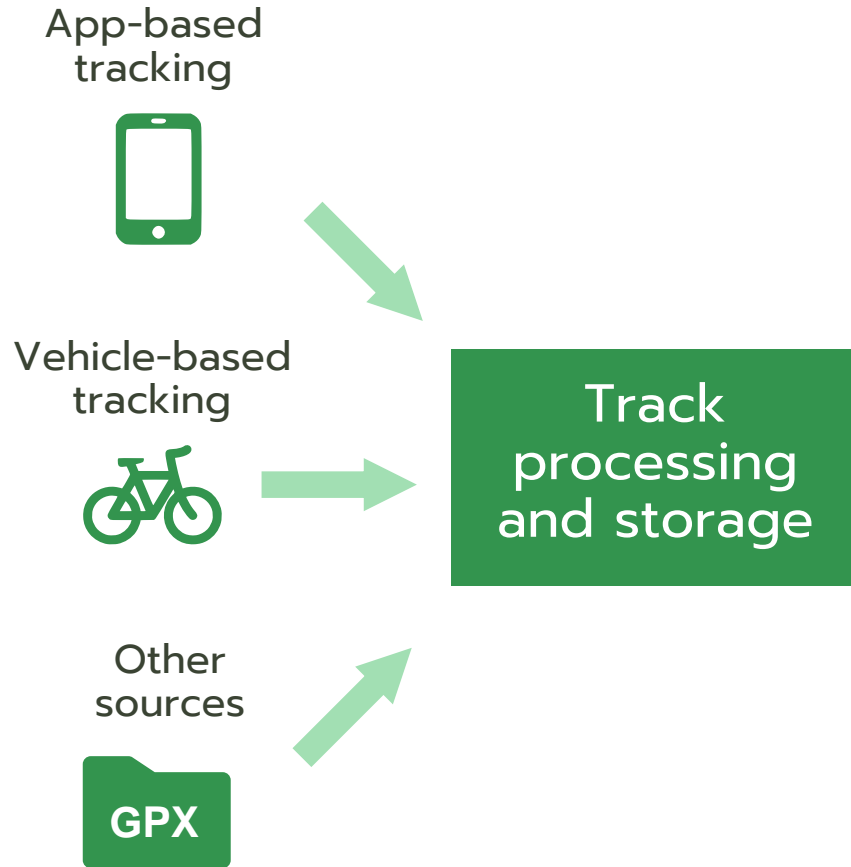
Expandable
personal
heatmap



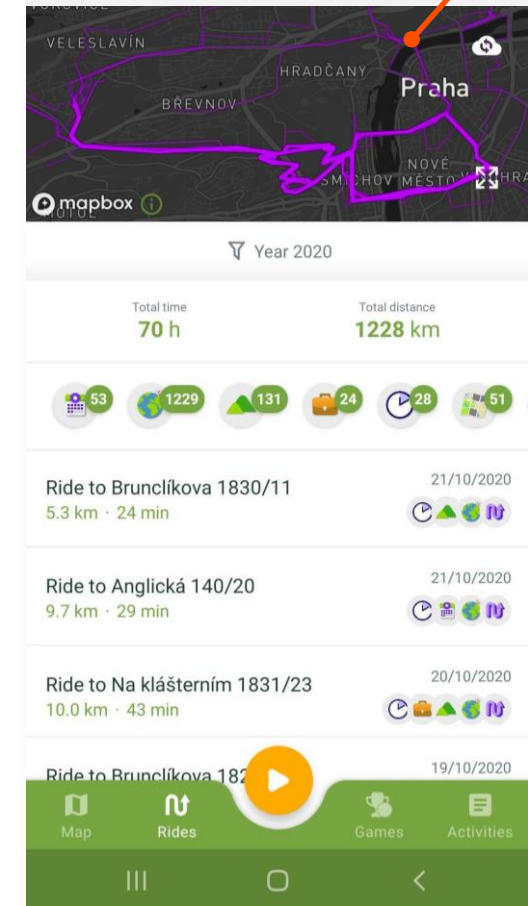
Tracked Rides

Tracked rides from **various sources** are automatically **processed** and **stored**.

Expandable
**personal
heatmap**



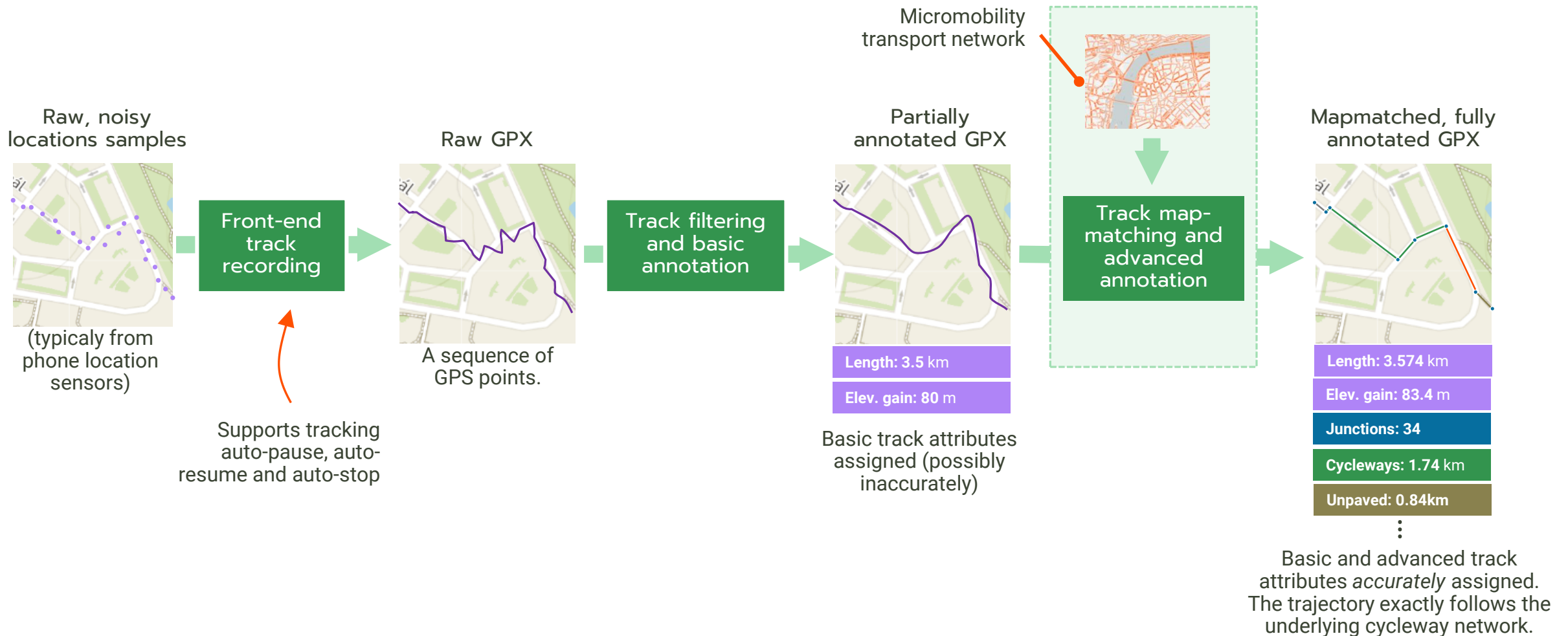
Processed Ride detail



Recorded Rides overview

Track Processing: Technology

Advanced tech **map-aware** ride track processing pipeline that enables **accurate, multi-attribute** track evaluation and **fraud detection**

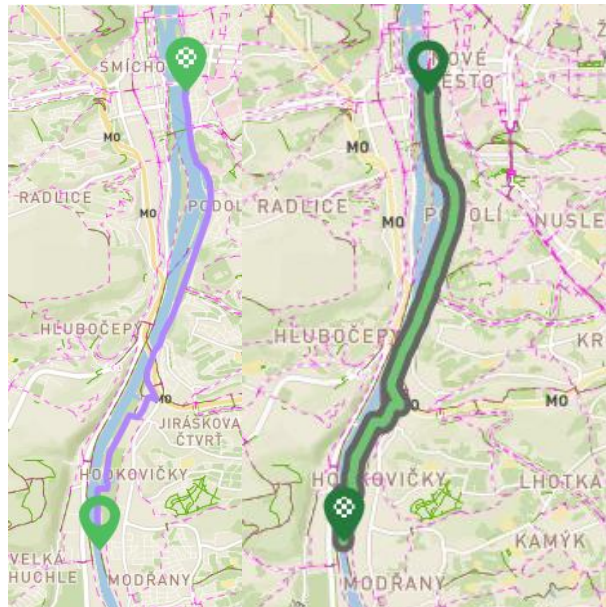


Fraud detection

1

Mapmatched user ride

User trajectory is matched to the underlying micromobility network



2

Compare user ride with underlying (network & behaviour) model



3

Detect physical anomalies and impossibilities





Game Disciplines

Game Disciplines

Disciplines define how **user activity** is turned into measurable **game achievements** that can be subsequently gamified using **gamification instruments**.

03

Game Points

In **point disciplines**, the users are awarded one or multiple points for various achievements related to their activities. The greater the number of game points, the better!



Game Times

In **time disciplines**, the times the users reach on specific distances or on specific segments are measured. The smaller the time, the better!

Game Point Disciplines

Various disciplines rewarding different aspects of user activity can be defined.



Rider

Each ride longer than 1km counts.



Commuter

Each back-and-forth commute counts.



Explorer

Each newly explored square kilometer counts.



Rain Rider

Each ride when its rainy counts.



Visitor

Each point of interest visited on bike counts.



Community Builder

Each user you invited that joined counts.



Safe Rider

Every kilometer on car-free cycleways counts.



Contributor

Each validated community report submitted counts.



Your Discipline

Many more disciplines can be added to reward desired behavior.

Game Times Disciplines

Various **disciplines** linked to **ride times** are supported.



Segments & Virtual Races

With segments, which have been popularized by Strava, users are evaluated and compete on times reached riding on a **specific route**. **Virtual races** then extend this concept to longer routes.



Distances

With distance disciplines, users are evaluated and compete on times they reach riding a **specific fixed distance**, regardless of where they ride. Typically, lengths include **5km, 10km or 25km** and miles equivalents.



Origin-Destinations

With origin-destination disciplines, users are evaluated and compete on times they need to get **between a pair of fixed**, typically well-known **locations**, regardless of the route they take.



Gamification Instruments

Gamification Instruments

Designed to appeal to various types of motivation – **competition, recognition, achievement, collaboration.**

7

Level

Aggregate all user's game achievements into single player level rating.



Badges

Reward user's individual progress in various game disciplines.



Leaderboards

Compare user's accomplishments with other riders in various game disciplines.



Challenges

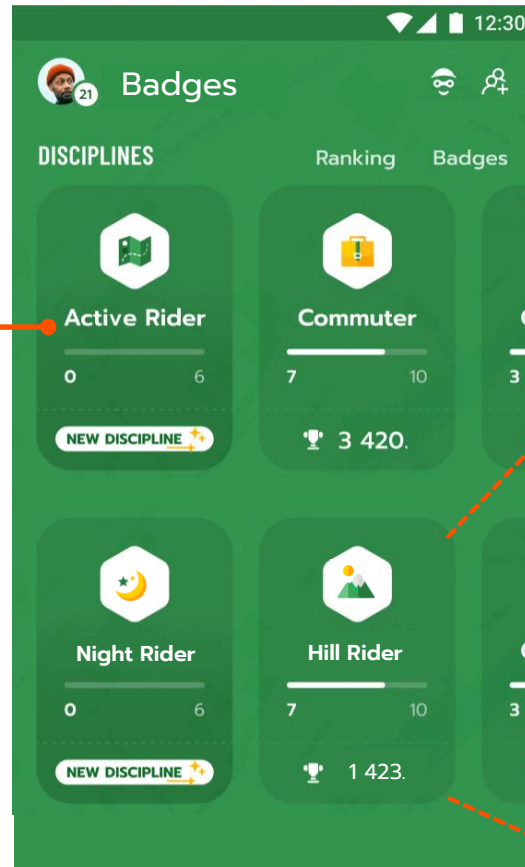
Motivates user to accomplish a defined goal within a limited period of time.

Badges

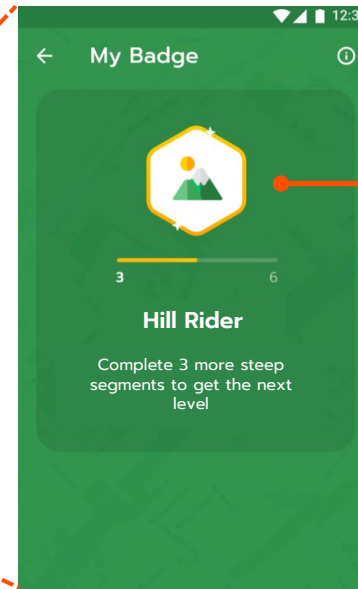


Motivates **individually** by **recognizing** progress.

Badges
with the user's current
progress for each
discipline



Badges **overview**



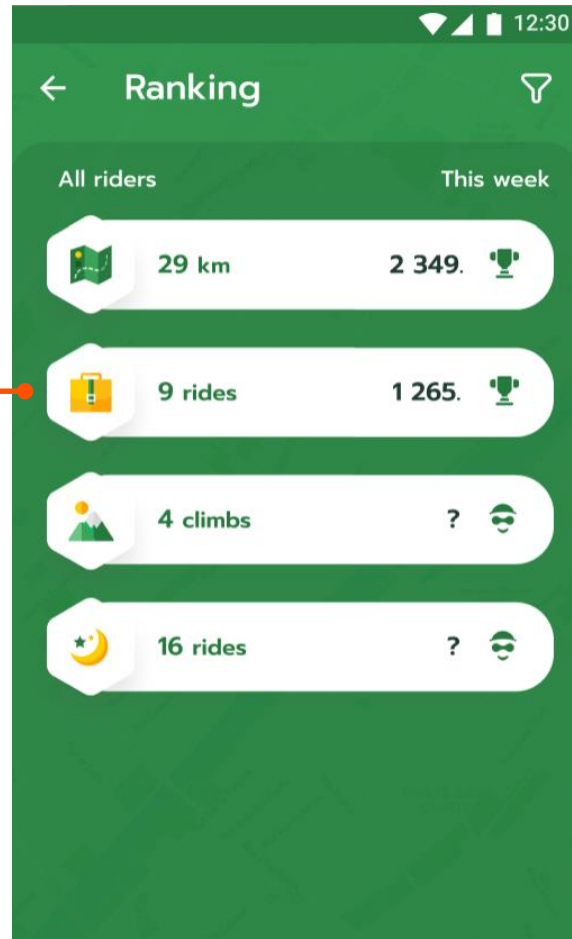
Badge **detail**

Badge **level**
(bronze, silver, gold)

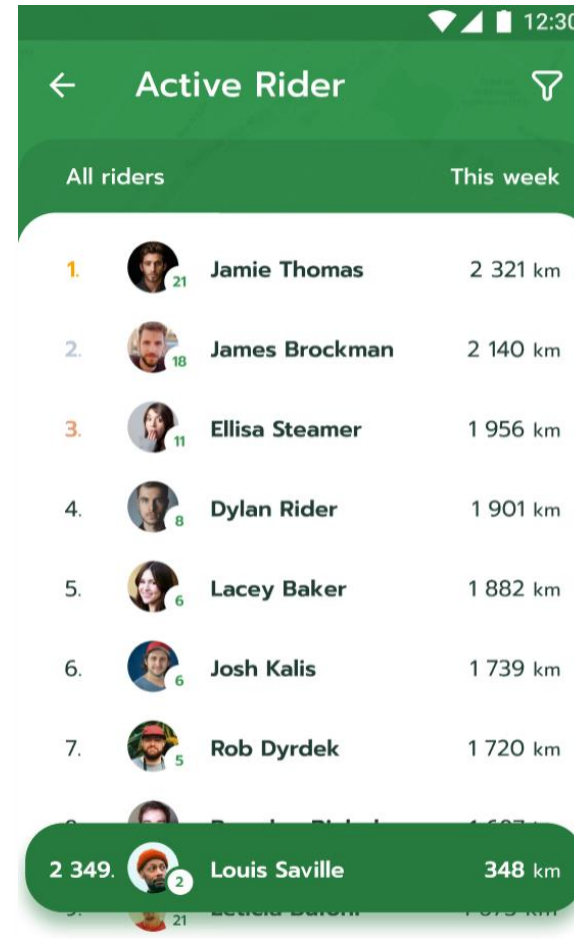
Leaderboards

Motivates through **social comparison** / **competition** with other riders.

Leaderboards
for individual
disciplines

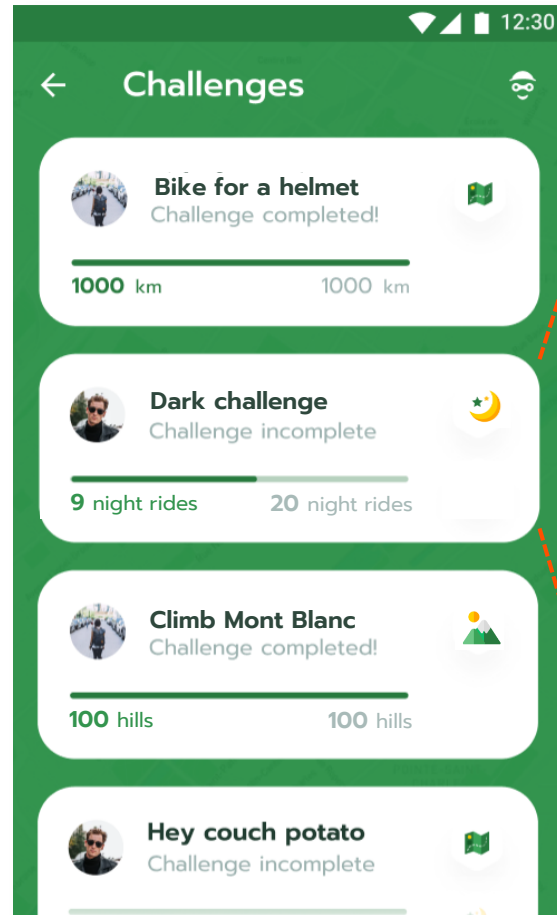


Leaderboard filters
based on time and location

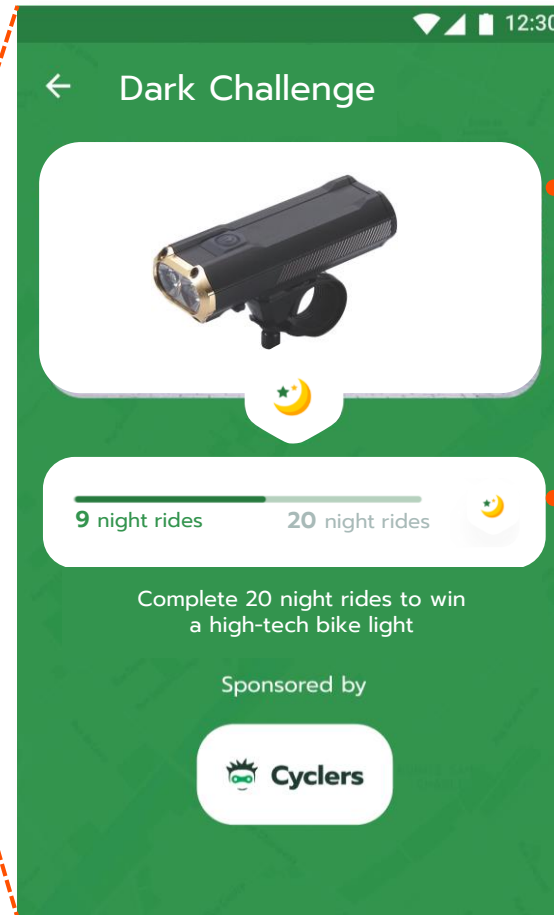


Challenges

Motivates to achieve **defined goals** in a **limited time**.



Challenges overview



Challenge detail

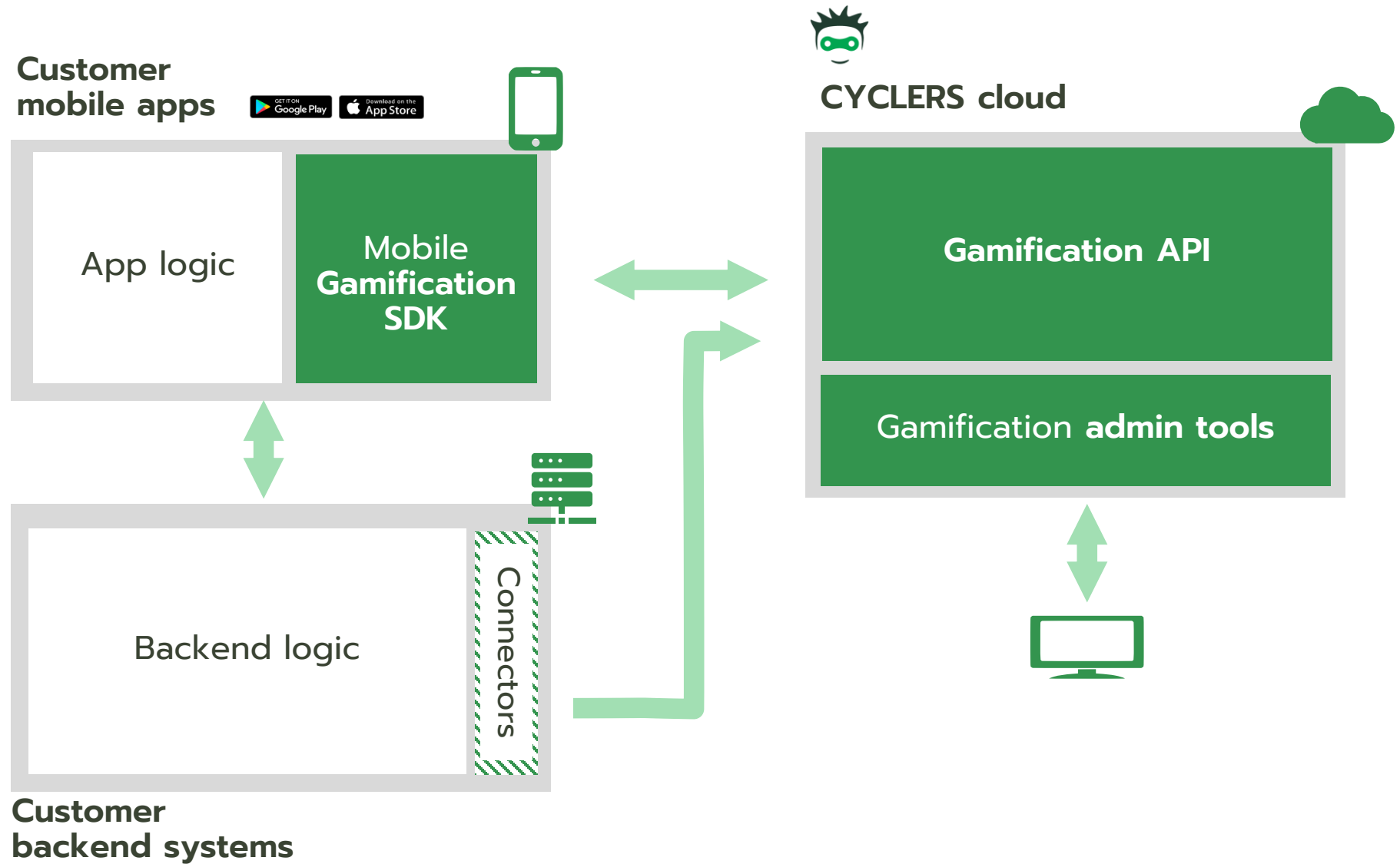
Prize
to win for completing
the challenge

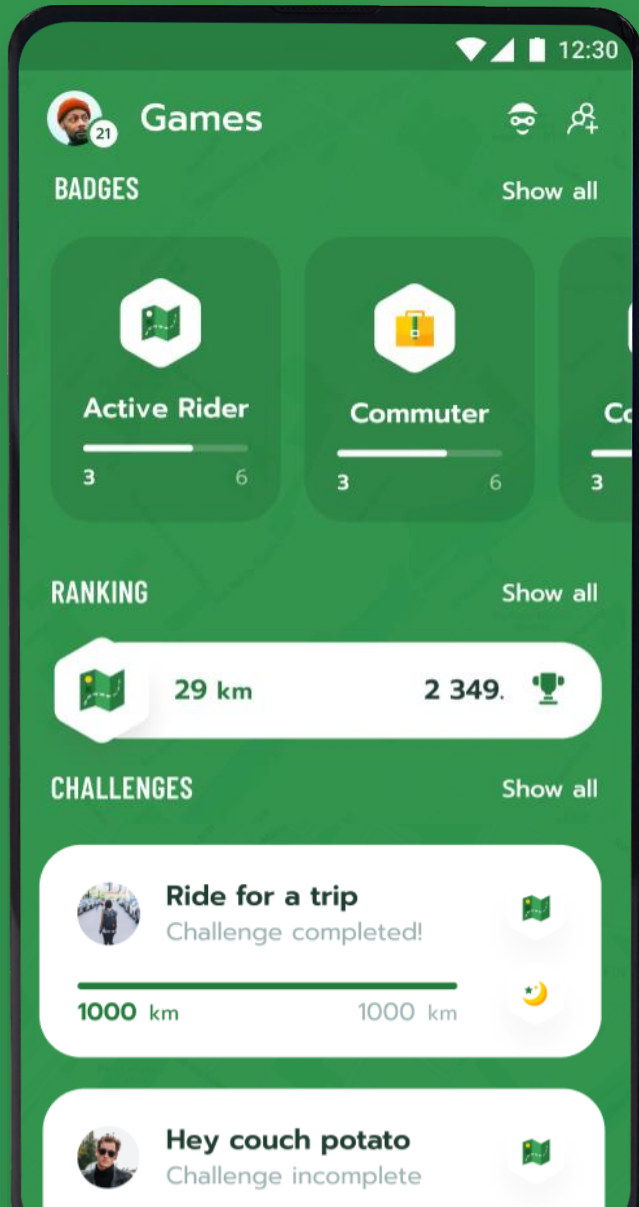
Progress
on the challenge



Integration

Integration





Cyclers Motivate

More information:
info@umotional.com
cyclers.tech/motivate