Participation
We create platforms where stories can be told and informed decisions can be made.

**Engaging**
Using persuasive technology to create authentic channels of communication

**Participative**
Activating and embedding collective impact

**Open Source**
Creating legacies for citizens to contribute and build upon
Globally connected, locally focused
450 Fab Labs around the world enabling citizen innovation
Community
Industry
- AECOM
- Via Cycles
- Synergy Health

Community
- Ministry of Awesome
- XCHC
- Sensing City

Advocacy
- Frocks on Bikes

Creative
- Graphic designers
- Architects

Technology
- Freelance software and hardware developers

Academic
- University of Canterbury

Media
- Ara Broadcasting School

Government
Sentiment

Sensibel
We are capturing journeys, experiences and stories that track where, how and why bikers move.

To provide crowdsourced knowledge that will help inform the level of intervention required to encourage modal shift.
1. Capture
Positive or negative experiences are lodged on a bell-like device

2. Annotate
Which can be annotated, categorised and socially shared.

3. Analyse
To enable ranking, clustering and filtering

Bluetooth enabled Sensibel device.

Sensibel App

July 24th, 6:36PM
Smooth cycle along river's edge under trees.
Moving from Data to Knowledge

Crowd-sorted Information

Figure 1. Sensibel in action.
People don’t choose a bicycle over a car, bus or train unless they have encouragement. And the encouragement... is not so much safety, as comfort. People need to feel safe on a bike”
– Peter King (AA Magazine Autumn 2016)
Key features

<table>
<thead>
<tr>
<th>Human experiences</th>
<th>Information</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sentiment</strong></td>
<td>Collects data and filters knowledge that supports interventions for behaviour change</td>
<td>Provides a community-building platform for engagement and connection of between cyclists (customers) and Auckland Transport</td>
</tr>
<tr>
<td>Annotated positive and negative experiences</td>
<td></td>
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<tr>
<td><strong>Social profiles</strong></td>
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<tr>
<td>beyond the simple counting of bikes</td>
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<tr>
<td><strong>Journeys</strong></td>
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<tr>
<td>Distance, time, speed,</td>
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</tbody>
</table>
# Development Pathway

<table>
<thead>
<tr>
<th>Minimal Viable Product</th>
<th>Beta Testing</th>
<th>Commercial Pilot</th>
<th>Commercialisation</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMMERCIAL</strong></td>
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<tr>
<td>MVP Trials</td>
<td>Business Case Development</td>
<td>Commercial Platform Development</td>
<td>Engagement Platform</td>
<td>Supply chain</td>
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<tr>
<td><strong>PRODUCT</strong></td>
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<tr>
<td>Proof of Concept</td>
<td>Beta Testing - Analytics</td>
<td>Behaviour Change Analytics</td>
<td>Modal Shift Incentivisation</td>
<td>Public Product Release</td>
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<tr>
<td><strong>RESEARCH</strong></td>
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</table>
## Development Pathway

<table>
<thead>
<tr>
<th>Stage</th>
<th>Duration</th>
<th>Description</th>
<th>Funded</th>
<th>Invested</th>
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</thead>
<tbody>
<tr>
<td>Minimal Viable Product</td>
<td>6 months, 10 devices, 30 journeys</td>
<td>Simple app and device, trial and scoping</td>
<td>$15,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>Beta Testing</td>
<td>6 months, 8 devices, 100’s of journeys</td>
<td>Research focus, user experience, org development</td>
<td>$15,000</td>
<td>$35,000</td>
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<tr>
<td>Commercial Pilot</td>
<td>6 months, 50+ devices, 10,000+ journeys</td>
<td>Commercial application, user functions</td>
<td>$120,000</td>
<td>$120,000</td>
</tr>
<tr>
<td>Commercialisation</td>
<td>6 months, 500+ devices, 100,000+ journeys</td>
<td>Crowd-fund, user incentivisation/social platform</td>
<td>$200,000</td>
<td>$200,000</td>
</tr>
<tr>
<td>Release</td>
<td>Ongoing, 10,000+ units, 1,000,000+ journeys</td>
<td>Product release, community engagement</td>
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</tbody>
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