

ABSTRACT

Cycling has become part of people's lifestyles, both as a means of transportation and as a recreational and sporting activity. However, challenges such as limited information on safe routes and difficulty in connecting with communities are still common. The lack of platforms that support these needs makes the user experience less than optimal. This research uses a qualitative method that aims to design a mobile application that provides accurate route information while building a cycling community ecosystem. The Design Thinking method is applied through the stages of Empathize, Define, Ideate, Prototype, and Test, with data collection through observation, interviews, and analysis of similar applications. The result of this research is an application design with the main features of path navigation, real-time performance tracking, community forum, and gamification system to increase user engagement. This application is expected to facilitate the search for safer and more efficient routes, strengthen interactions between cyclists, and improve safety and comfort in activities. With this platform, a more inclusive cycling ecosystem can be formed, supporting healthy lifestyles and encouraging community growth in Indonesia.

Keywords: Design Thinking, Mobile Apps, Community, Routes, Cyclists