Project Brief

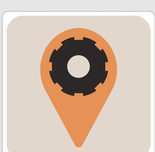
Hex #: D25C27

Hex #: F4E4DC

Hex #: E89256

Hex #: 2D2B2A

App Icon



Fonts

AREA EXTENDED SEMIBOLD ITALIC

AREA EXTENDED BOLD

AREA EXTENDED EXTRABOLD ITALIC

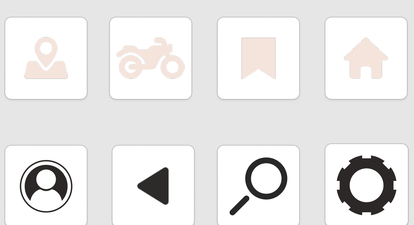
AREA EXTENDED BLACK

AGENCYFB BOLD

AGENCYFB BOLD WIDE

AGENCYFB BOLD ITALIC

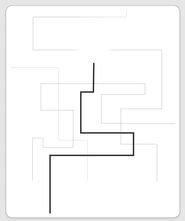
Icons



Brand Images

Design Elements

Roadmap Outline



landmark flat illustration

FAQs

1. How does the app use my location services?

When you enable location services on the app, you will be given landmark suggestions based off of your current location. You can filter these results down by specifying miles from current distance. The default setting gives you landmarks in your current state.

2. Do I get directions to a landmark I've selected right in the app?

No. The app will have a pop-up screen that ask if you want to get directions on Google Maps, Apple Maps, etc. after joining a same day landmark ride.

3. Can I see which landmarks I have visited in the past?

Yes, the app will automatically log your rides as soon as you join a landmark ride. This is viewable on your home screen dashboard with filters to narrow your search.

4. Can I see which riders have already joined a landmark ride?

Yes, there is a section at the bottom of the landmark ride join screen that updates simultaneously with a list of riders who have already joined/are presently joining.

Testimonials

"I rode with a biker in Toronto about a year ago and now we meet up almost every month to go riding together."
- Todd Whistler

"An app that is so intuitive all I have to worry about is enjoying the views around me."
- Kelly Moore-Kerrington

"I've gotten to ride to beautiful places I wouldn't have known about if I hadn't downloaded Ride Along."
- Jerry Langford

Elevator Pitch

With this app, bikers are able to connect with other riders to explore classic American landmarks and beauty by meeting up at designated points specified in the app based off of similar locations. Taking bike enthusiasts back to pure American roots and a time when a person's company was enough, this idea uses technology to make riding what it should be: freeing with good company.

App Functionality

Users of this app can turn on their location services/or manual search to get suggestions to popular landmarks you can ride to with other riders by meeting up at a specified location/time. The app also allows bikers to build relationships further with fellow riders by providing a social interaction platform and logging who you've already ridden with to reconnect.

App Key Features

- Connect with bikers
- Save trips for future dates
- View past trips
- Filterable landmark distances

App Purchasing/Dowload

Google Play

App Store

Call to Action

Escape the City Limits

Contact/Support

Harley Davidson Customer Care/
Member Relations Representative

800-258-2464

Pricing

Free to those who register their Harley Davidson on the app.

$10.00 one time purchase for those who don't own/register a Harley Davidson.