Big Idea 1.0

We are developing a gaming application to help travellers feel less bored and make traveling more fun with a cooperative game you can play while in public transport.

A defined offering

* We are offering a free gaming application while in public transport.
* The game is going to revolve around small and fast games. These little mini-games consist of games like turn your phone to the left/right to make the train stay on track. With these games you can earn points, with these points you can earn rewards. The rewards include: free drinks, discounts for train tickets/plane tickets. Because it is a free application people will be more likely to download and play it.

A target audience

* The initial group we will be offering to is travellers
* We aim to make this application as fun as possible for all travellers, doesn’t matter what age or what their situation is.

Solve a problem

* The biggest problem of our target group is that it is boring to sit in public transport. This is especially true for longer travel times. Our product tries to solve this problem to make a fun and interactive experience.
* They gain a new and fun way to interact with people in the same train, bus or plane.
* We relieve the pain of having long and boring travel times.
* It is easier to stay entertained while traveling .

What a secret sauce

* We create a fun and new experience for travellers by interacting with other travellers.
* There are no real competitors because everyone does their own thing while in public transport. We want to connect travellers with other travellers.
* There are no direct alternatives.