Big Idea 3.0

One sentence:

We are developing a gaming application to make traveling more fun and connect travellers with others, making it interesting by adding a reward system.

A defined offering

* We are offering a free gaming application while in public transport.
* The game is going to revolve around small, fast, slow and mental games. These little mini-games consist of tasks like turn your phone to the left/right to make the train stay on track. With these games you can earn points, which enables you to earn rewards. Rewards will be varied, for example): 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 are travellers.
* We aim to make this application as fun as possible for all travellers, doesn’t matter what age or what their situation is.
* Adding a difficulty setting might increase the amount of interested people.

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.
* We relieve the pain of having long and boring travel times.
* It is easier to stay entertained while travelling.
* You can find new connections or even friends with this app.

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.

**Big Idea 3.0**

General description:

We want to make a gaming application to use during public transportation. To help travellers pass time. One mandatory thing is that we need to make it cooperative to connect people together.

We want the game to consist of multiple fast paced mini-games (like WarioWare), however it could contain some slower games to give players a small breather. Games in addition to other slow and mental games for long distance travellers. Perhaps add a big puzzle which must be solved together with everyone within a time limit to make the game more interesting and exciting. Mini-games are the preferred format so that travellers play several games or they can play the same game several times. Perhaps we can add some small Puzzle elements to it and collectibles (Gacha) as digital rewards. The game would have a leader board and scoring system. The higher your score the more points you earn. These points can be spending on rewards like Free Drinks, discounts on tickets and other discounts. Higher difficulty settings and the higher your high score reaches might impact the amount of points you earn.

In normal situations, you work with a partner. This partner gets randomly assigned to you. We want to implement a bigger team effort as well. We can develop an option so we can suggest inexperienced players or allow travellers to search for their game-partners via name or Facebook account. Some games could be played in specific places so you have a sense of visiting new cities or traveling more.

The game would be incorporated into the system of the vehicle you are currently on. They will be put on the screen of the train and can be shared to Facebook. This promotes the game but is also used to give clues during the mini-games.

The service would be provided by the network of the vehicle (like the free wi-fi in the trains etc.) or for other ideas they could be able to connect via NFC. You can login with your Facebook account and share your scores with friends and invite friends to play. Travellers can see their high scores on the leader board or they can share it on their Facebook accounts. Add points to the phone or to the connected OV-Card

Most popular rewards: Discount on fare prices, Free drinks, Discount to other, Coupons for food.

The main point of the game is to make travellers work together to earn rewards. This way people can make new connection or friends. And to make the game more social and exciting we can add travellers who have been competing together with them in the game on Facebook as an option.

Big Idea 2.0

We are developing a gaming application to help travellers feel less bored and make traveling more fun with a cooperative and engaging 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, fast, slow and mental. 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, which enables you to earn rewards. rewards will be varied examples) : 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 are travellers or their friends on social media.
* 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 travelling.

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.

**Big Idea 2.0**

General description:

We want to make a gaming application to use during public transportation. To help travellers spent their time. One mandatory thing is that we need to make it cooperative to connect people together.

We want the game to consist of multiple fast paced mini-games (like WarioWare). games in addition to other slow and mental games for long distance travellers or Perhaps add a big puzzle which must be solved with everyone within a time limit to make the game more interesting and exciting, Mini-games are the preferred format so that travellers play several games or they can play the same game several times Perhaps we can add some small Puzzle elements to it and collectibles (Gacha) as digital rewards. The game would have a leader board and scoring system. The higher your score the more points you earn. These points can be spending on rewards like Free Drinks, discounts on tickets and other discounts.

In normal situations, you work with a partner. This partner gets randomly assigned to you. We want to implement a bigger team effort as well. we can develop an option so we can suggest inexperienced players or allow travellers to search for their game-partners via name or Facebook account. The idea for this was to implement boss battles into the game while waiting at the station for example when your train is delayed. These boss battles would be big and could give out a lot of points. Everyone must work together to defeat the boss though. The more people are logged in to bring the boss down the more points everyone receives. This gives a feeling of being part of something big and being part of a group of people.

The game would be incorporated into the system of the vehicle you are currently on. They will most likely be put on the screen of the train, bus and plane. This promotes the game but is also used to give clues during the mini-games or it will just show the leader board.

The service would be provided by the network of the vehicle (like the free wi-fi in the trains etc.) or for other ideas they could be able to connect via NFC or Facebook network. You can login with your social media account (most likely Facebook) and share your scores with friends and invite friends to play. Travellers can show their high scores on leader board or they can share it on their Facebook accounts. Sharing would reward people with point that they can use for the above-mentioned rewards.

Give users the options to save their points by logging into the game via Facebook, Mobile Number or e-mail address, and make them free to select their own reward.

Most popular rewards: Discount on fare prices, Free drinks, Discount to other, Coupons for food.

Perhaps connect it to your OV card so the reward points could be added on it.

The main point of the game is to make travellers work together to earn rewards. This way people can make new connection or friends. And to make the game more social and exciting we can add travellers who have been competing with them in the game on Facebook, and the button will be optional so we don't break traveller’s privacy

The mini-games would differ in theme depending what kind of public transportation the user is using now. When in a train the games are train themed, on a plane they are plane themed etc.

|  |  |
| --- | --- |
| **Big Idea 1.0** | **Big Idea 2.0 in one sentence (see PDF on Portal)** |
| 1.0 Element | Improved towards 2.0 element |
| Fast-paced Game | Keep the fast-paced part, add some slower ones |
| Mini-games | Mini-games are the preferred format. Perhaps add some small Puzzle elements to it and collectibles (Gacha) as digital rewards. |
| High score on screens in train | High Score on screens and Facebook |
| Play together with a team member | Add an option to “Add as friend” to Facebook after you finish playing together. |
| Connect via NFC | NFC & Facebook connect. Perhaps increase rewards if you play with someone who’s **NOT** on your friend list. |
| A reward point system | Give users the options to save their points and select their own reward.  Most popular rewards: Discount on fare prices, Free drinks, Discount to other, Coupons for food.  Perhaps connect it to your OV card so the reward points could be added on it. |
|  | Add a “Find new member” option, give it a cooldown so you won’t **just** leave people for not being as good as you. |
|  | Perhaps add a big puzzle which must be solved with everyone within a time limit. |

Big Idea 1.0

We are developing a gaming application to help travellers feel less bored and make traveling more fun with a cooperative and engaging 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.

**Big Idea 1.0**

General description:

We want to make a gaming application to use during public transportation. To help travellers spent their time. One mandatory thing is that we need to make it cooperative to connect people together.

We want the game to consist of multiple fast paced mini-games (similar to WarioWare). The game would have a leader board and scoring system. The higher your score the more points you earn. These points can be spend on rewards like Free Drinks, discounts on tickets and other discounts.

In normal situations you work with a partner. This partner gets randomly assigned to you. We want to implement a bigger team effort as well. The idea for this was to implement boss battles into the game while waiting at the station for example when your train is delayed. These boss battles would be big and could give out a lot of points. Everyone has to work together to defeat the boss though. The more people are logged in to bring the boss down the more points everyone receives. This gives a feeling of being part of something big and being part of a group of people.

The game would be incorporated into the system of the vehicle you are currently on. They will most likely be put on the screen of the train, bus and plane. This promotes the game but is also used to give clues during the mini-games or it will just show the leader board.

The service would be provided by the network of the vehicle (like the free wi-fi in the trains etc.). You can login with your social media account (most likely Facebook) and share your scores with friends and also invite friends to play. Sharing would reward people with point that they can use for the above mentioned rewards.

The main point of the game is to make travellers work together to earn rewards. This way people can make new connection or friends.

The mini-games would differ in theme depending what kind of public transportation the user is using at the moment. When in a train the games are train themed, on a plane they are plane themed etc.