

wego₂ Gamification

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2019

Summary

Wego2 is an initiative that aims to make private car owners aware of the problems that can be generated in the long term by the use of their vehicle in order to encourage them to use public transport options.

This initiative proposes an alliance with the local government of Barcelona, which would connect its boarding tickets to Wego2, in order to measure the use of public transport of each user and this would be transformed into coins that people use as a way of contributing to community projects.

The ultimate goal of Wego2 is for citizens to be able to see the benefits of stopping polluting in their immediate environment, and it will also generate a collective awareness so that in the long run the reach will be greater.

Starting position

"Your city council is noting an increase in the daily use of private vehicles within city limits and this can be a serious environmental problem. They need to use gamification to convince citizens to use public transportation."

Users

Adult citizens with private vehicle that don't use public transportation and aren't aware of environmental hazards.

Research findings

People are having a private car mainly because it gives them convenience, freedom and flexibility.

People use their cars pretty much everyday, 5 - 6 days.

Usually people that own a car use public transport to save time in the traffic, also to save money and some of them because in the cities sometimes is hard to find a place to park the car.

All of them are aware of the ambiental issues the cars generate, however none of them use public transport because of this.

[Click here to view our questions](#)

Problem

People are in general aware of environmental damage, but nevertheless they are using their car almost everyday to get to work due to money and time issues, because they are not thinking in a collective way.

"Nothing changes if it is just me, that give up driving a car."
- said 7,7 MRD people

Users after the research

Adult citizens, who are working and own a car. They are in general actually aware but still, they do not want to give up comfort, flexibility and freedom. They usually live in suburbs of cities.

Persona

Julia
Age: 35
Working in an agency in the city centre

"I want to travel easy and want to arrive at work on time."

BIO

Julia is living in Terrassa in the suburbs of Barcelona and works in an advertising agency at Plaza Catalunya in the city center. She uses her car for going to work and for doing groceries. She usually has a busy lifestyle and freetime is really valuable to her. Her car only serves for going from A to B. In general she is aware of environmental consequences of the usage of the car.

PAINS
With transportation

- traffic jams cost precious time
- the maintenance of a car is expensive (expenses, conditions, parking)
- finding parking spots in the city is hard
- some places are not easily reachable with public transport

NEEDS
With transportation

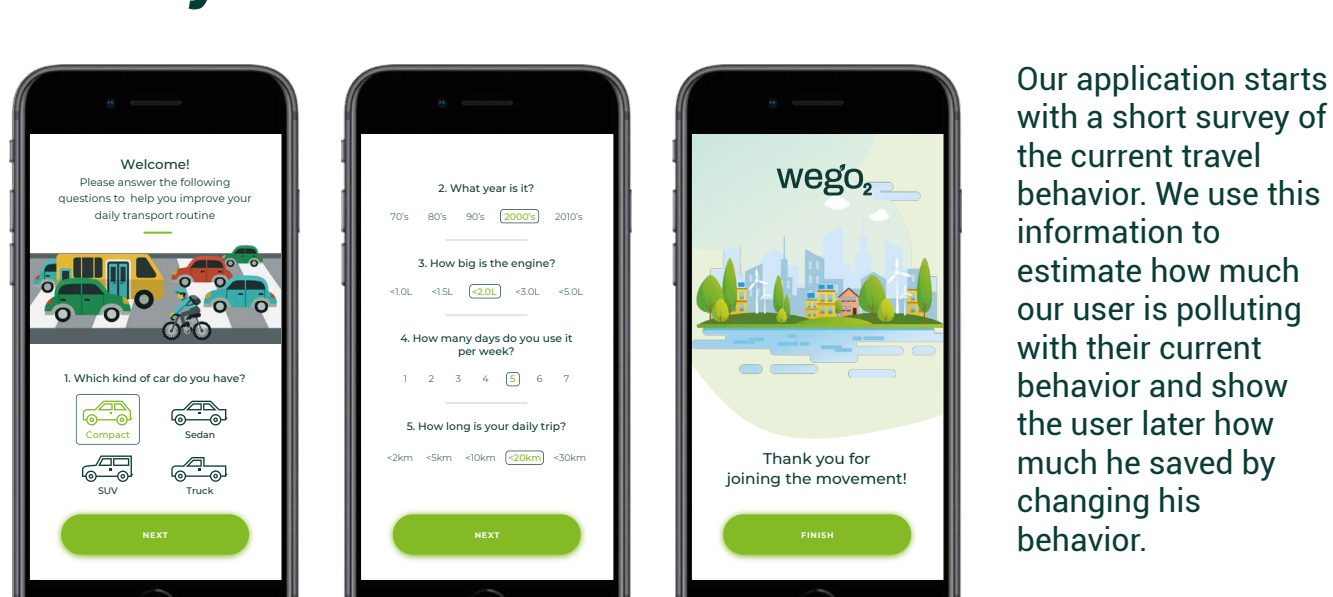
- arrive at work on time
- have flexibility in daily routine
- travel comfortably

New challenge

How might we convert the collective concern (environmental consequences) into acts in real life in a gamified way?

Ideation

For our ideation, we used a ideation technique called 'Crazy 8'.



App idea

A government program in which you see a direct impact of how you are changing the planet. In the application you work together with your neighborhood to directly see your neighborhood becoming greener and cleaner by using public transport. By working together with your neighborhood, you encourage other people to do the same (collective behavior change).

Final app design

Registration

When you open the application for the first time, you will be asked to login or do a registration. During this registration you will asked for your postal code, based on this postal code, the application knows in which neighborhood you are living.

Survey

Our application starts with a short survey of the current travel behavior. We use this information to estimate how much our user is polluting with their current behavior and show the user later how much he saved by changing his behavior.

Neighbourhood goals

In our application, we want our user to see a direct impact of their behavior change. By taking the public transport, you earn points. These points can be invested in projects in your neighborhood. For example: A new tree in your street. Therefore, you are doing a better job for the planet and see a direct effect by seeing your own neighborhood becoming greener.

Goals and ranking

We added a ranking with the best performing neighborhoods. For every neighborhood, we show the total amount of point earned with the whole neighborhood. This makes people more proud on their neighborhood when they are high in the ranking and creates a bit of competition.

Personal savings

Our application also has a section with personal savings. In this section you see statistics of how much money and Co2 you saved by taking the public transport instead of your car. A lot of people don't know the impact of saving for example 690Kg Co2. Therefore, we wanted to show the user similar situations with a similar impact to the user. For example: "690Kg Co2 is similar to 1.2 years of daily showering".

Your tickets

We did not want to change to current public transport ticket infrastructure. Therefore, we decided that the existing paper tickets (For example T-10) will have a QR-code printed on the back. With our application, you can scan this QR code to receive the points to invest in a project of your preference.

Wallet and rewards

In your wallet, you can see the total amount of points you obtained by taking the public transport instead of your car. Below you see projects to which you can contribute. You can distribute your points to the project(s) of your preference.

Video

"Nothing changes if it is just me, that give up driving a car."
- said 7,7 MRD people

[Click here for a video of our concept](#)

The game elements

Dynamics

Limitations and commitments.

Everyone has to go from point A to B, but to achieve this there are multiple options. We want to give our user an opportunity to change their behavior in an easy and fun way to have a positive influence on the climate.

Emotions
We want to make people more aware of the consequences they personally have on the environment. By giving them statistics of how much Co2 they saved and situations that are similar to this, we want to trigger an emotion in the people to change the knowledge of the environmental impact in actual actions.

Narrative
From our research, we concluded that almost everyone was aware of the environmental consequences, but they are not changing their behavior. A lot of people think "Nothing changes if it is just me, that give up driving a car". But if nobody changes his behavior, nothing will change. The story of our application is that you can't change the planet by yourself and you will always have to work together (in our case with your neighborhood to achieve a "collective behavior change").

Progression
Our application starts with a small survey about your current car and your driving behavior with it. Based on this information we can show our user how much money and Co2 they saved by taking the metro instead of the car. A lot of people don't know the impact of saving for example 690Kg Co2. Therefore, we wanted to show the user similar situations with a similar impact. For example: "690kg Co2 is similar to 1.2 years of daily showering"

Mechanics

Competition

We added section with the best performing neighborhoods, this is creating some competition.

Cooperation

You can't save the planet by yourself. Therefore, we want people to stimulate each other to do the same (collective behavior change). Also, to make your neighborhood greener with our app, you can't do it alone. You work together with your neighborhood on a common goal: make your neighborhood greener.

Feedback

For every project, you see a progress bar which visualizes how many points are still necessary to achieve this goal.

Rewards

In our application, we have specific goals (for example: a new tree in Carrer de Valdonzella). Together with your neighborhood you go with the metro often to save points and see a direct impact of your behavior change in your neighborhood.

Components

Achievements

You want to make your neighborhood greener, so you can directly see an impact when your neighborhood achieved a goal.

Boss fights

Sometimes bigger projects could be added to the application. For example: A full park. To achieve this bigger goal, you will need a lot more points than for the smaller projects.

Gifting

Since you need to work together to achieve a goal, you can decide to give points to projects that are maybe not directly in your street but to help other people.

Leaderboards

We decided to add a leaderboard in our application with the best performing neighborhoods. We added this to make persons proud of their neighborhood when they are performing very well and add some competition between neighborhoods.

Teams

You can't save the planet by yourself. Therefore, we want people to stimulate each other to do the same (collective behavior change). Also, to make your neighborhood greener with our app, you can't do it alone. You work together with your neighborhood on a common goal: make your neighborhood greener.

Virtual goods

With every scanned ticket, you earn points. These points can be seen as virtual money to spend on a project of your choice (For example: A specific tree in your street.)