



wego₂

Gamification

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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.

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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

[bit of context]

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



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?

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)

Registration

... dolor in hendrerit in.

Survey

... dolor in hendrerit in.

Neighbourhood goals

... dolor in hendrerit in.

Personal savings

... dolor in hendrerit in.

Your tickets

... dolor in hendrerit in.

The game elements

Dynamics

- Constraints: Limitations and commitments.
- Emotions: To provoke feelings in players.
- Narrative: A consistent and continuous story.

Progression

Our application starts with a small survey about your current car and you 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"

- Relationships: Social interactions.

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 Valdonzellla). 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.

Points

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Teams

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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.)

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