

# wego<sup>2</sup>

## Gamification

### Laura, Juan & Daan 2019

## 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.

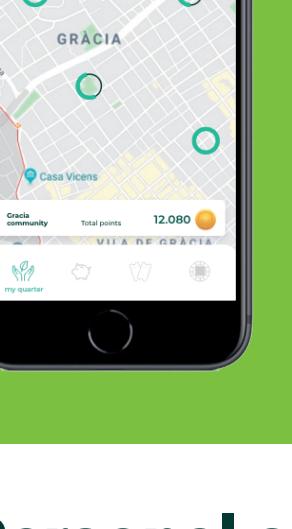
"Nothing changes if it is just me, that give up driving a car."  
- said 7,7 MRD people

## 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

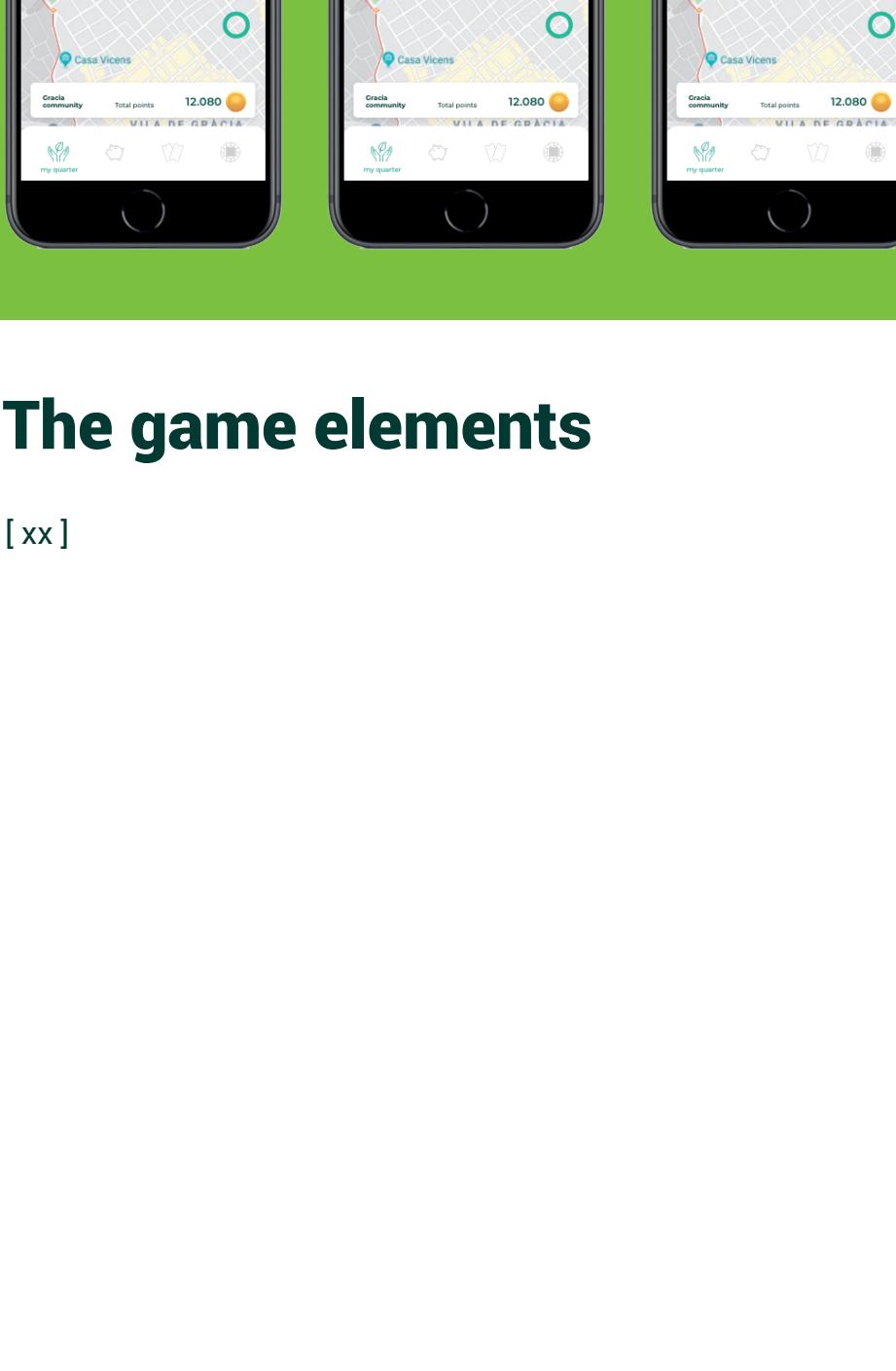
- arrive at work on time
- have flexibility in daily routine
- travel comfortably

## 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)



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## Survey



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## Neighbourhood goals



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## Personal savings



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## Your tickets



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## The game elements

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