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Gamification of Car Dashboard

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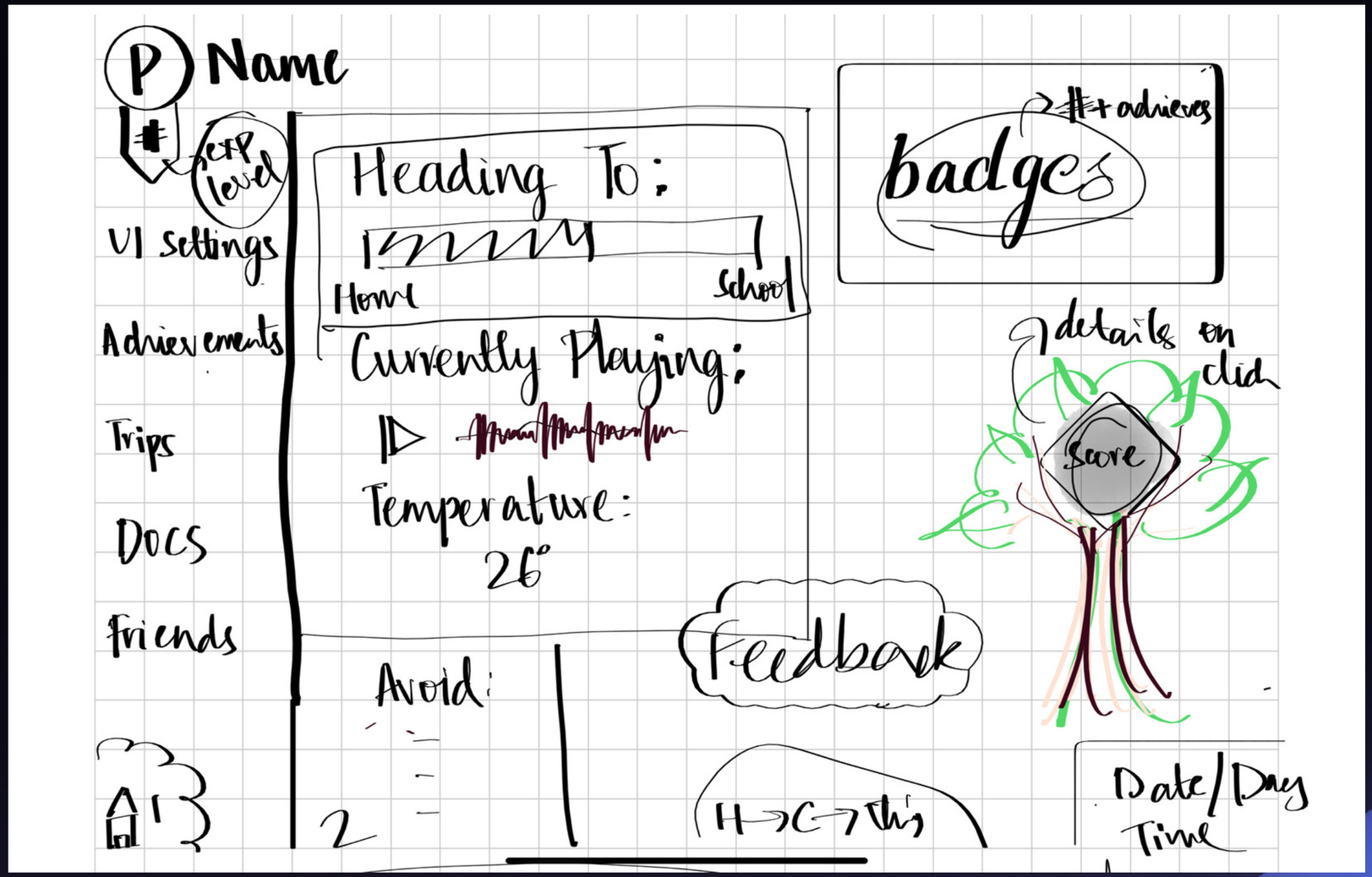
Proposed Ideas

- Profile for Each Driver
    - Checklist
    - Score Based on Mileage
    - Distance Driven
    - Locations Driven To
    - Documents
    - Achievements
    - Friends System
        - Locations of Friends on Map
        - Add Friends
- Global and Regional Leaderboard
- Progress Bars for Distance to Destination
- Ability to update live incase of issue at location
- Rewards: Badges,Rankings
- Quality of Driving Score Indicator

Brainstorming



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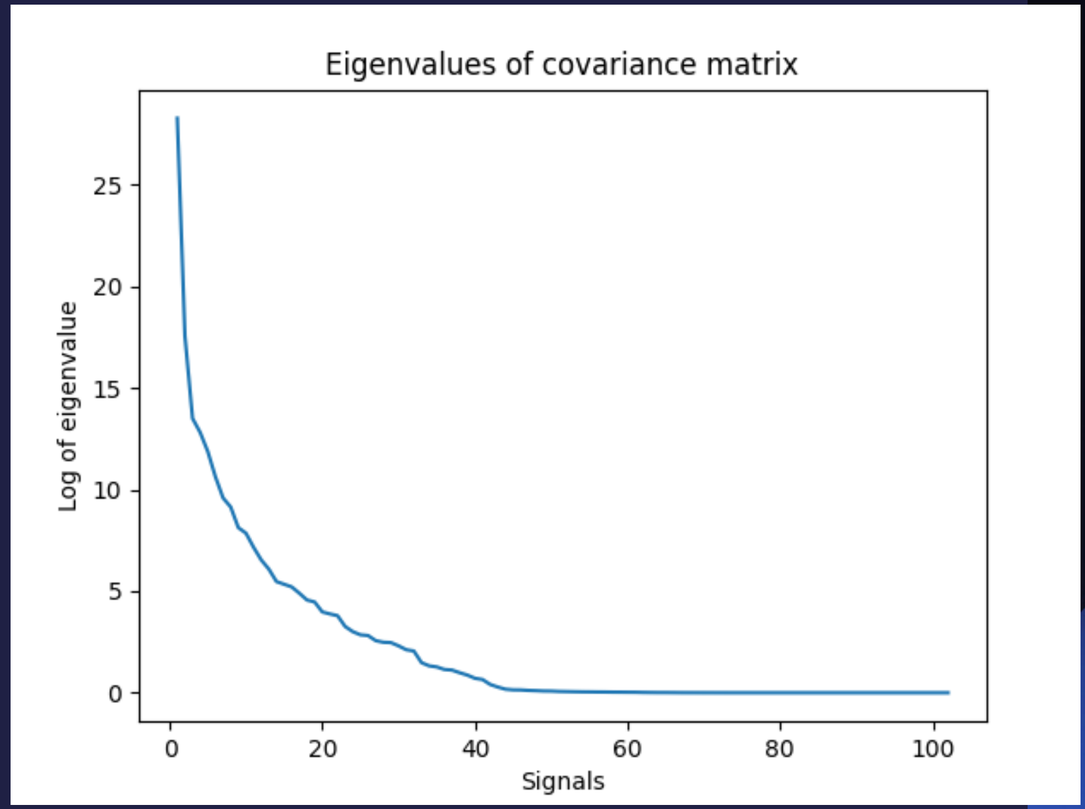
Principal Component Analysis

We find the signals in the data that contain the most information. This is done by calculating the eigenvalues of the covariance matrix

This is an unsupervised method to filter out unnecessary data.



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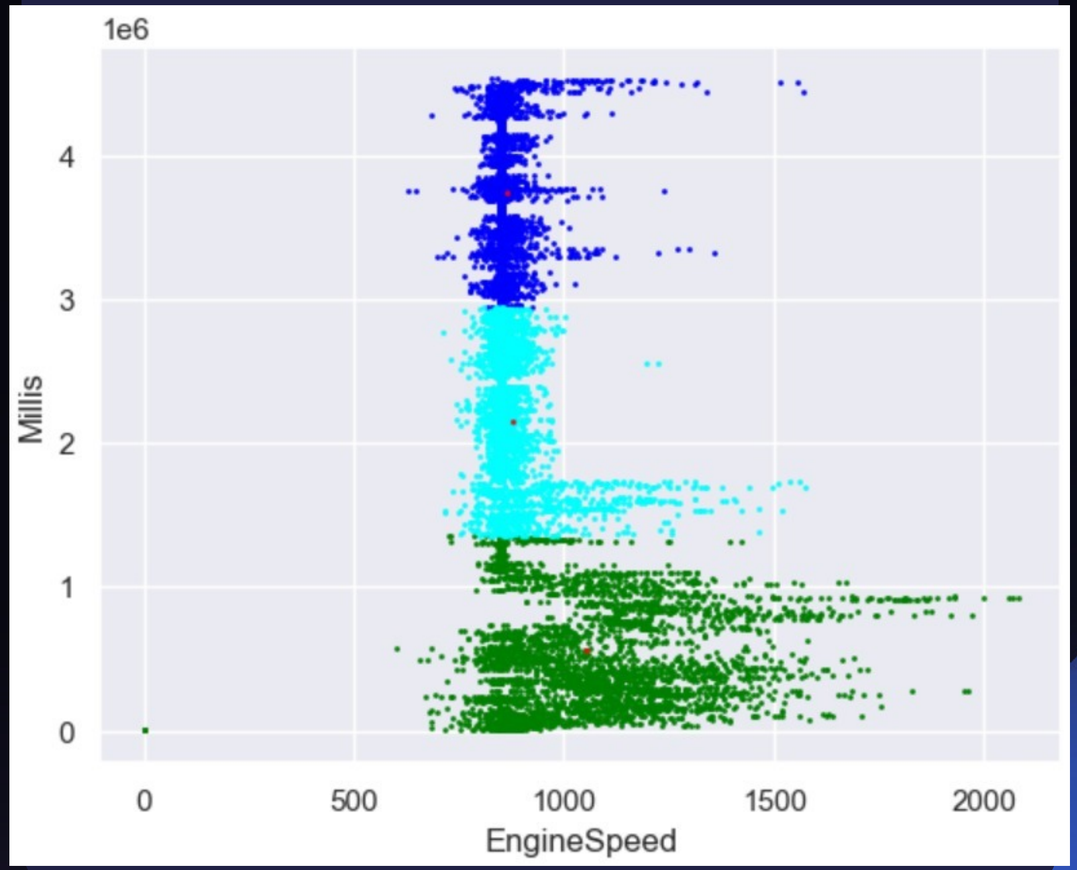
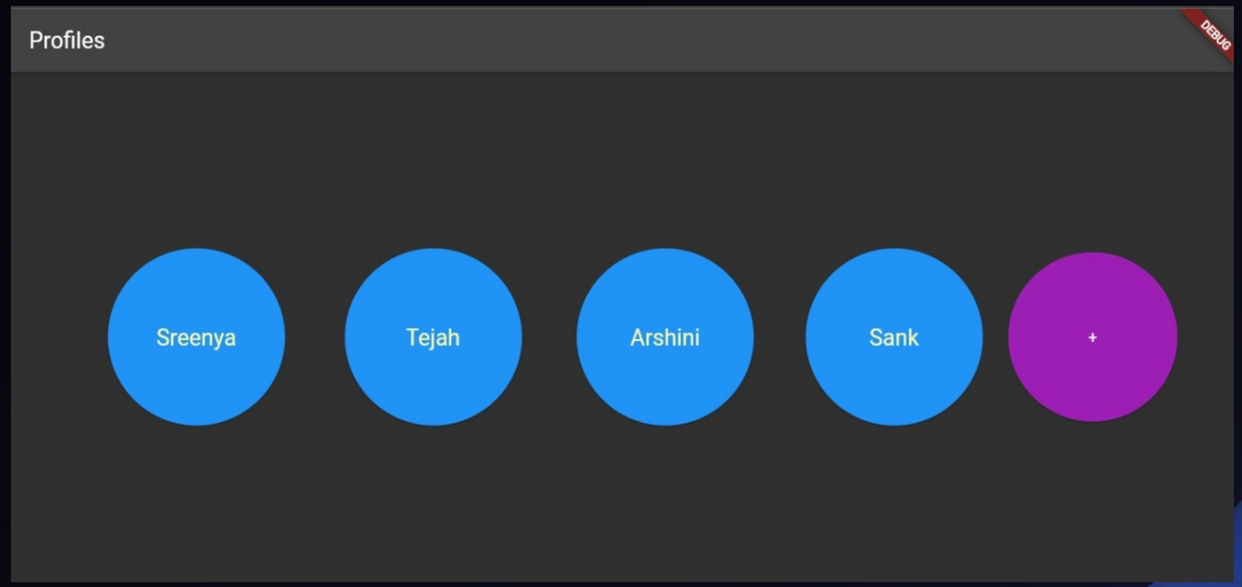
K-means Clustering

We find clusters in data to recognize certain patterns. This may include weather conditions, driver health, road conditions etc.

This is an unsupervised method to get insights on the available data without manually finding patterns.



Profiles for Each Driver

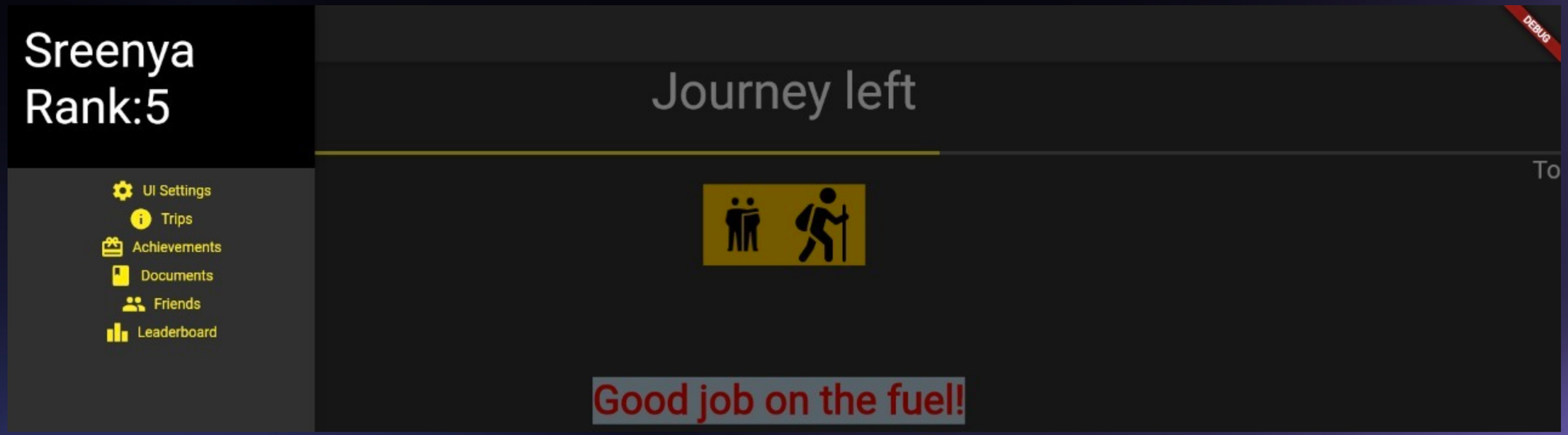


- Each user can make a profile.
- The homepage for each profile is created.
- It displays the progress bar for depicting the time to reach destination
- The number of badges are also displayed which can be attained through the achievements unlocked.
- An indicator also shows how well we are driving.

Different Features

Can show the achievements of each profile. Gives rewards based on them. Displayes the leaderboard.

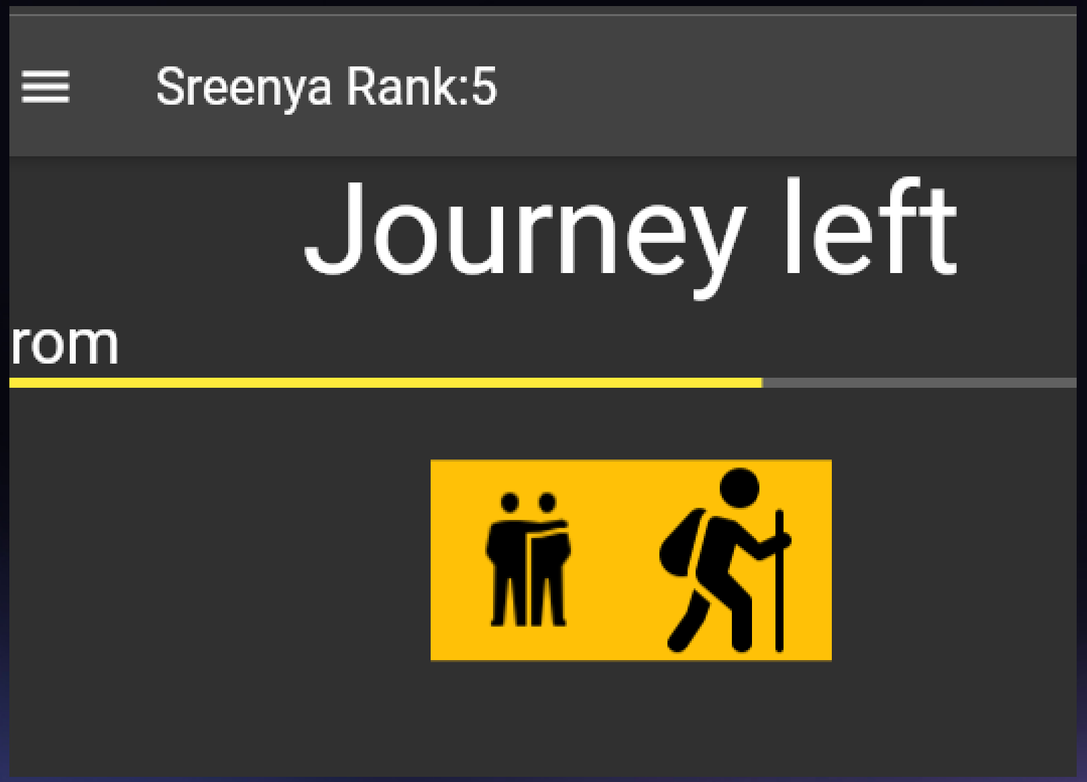
Uses data like efficiency of driving, number of trips etc.



Rewards

Displays the rank of each user at the top.

Gives new badges on unlocking new achievements!



Achievements

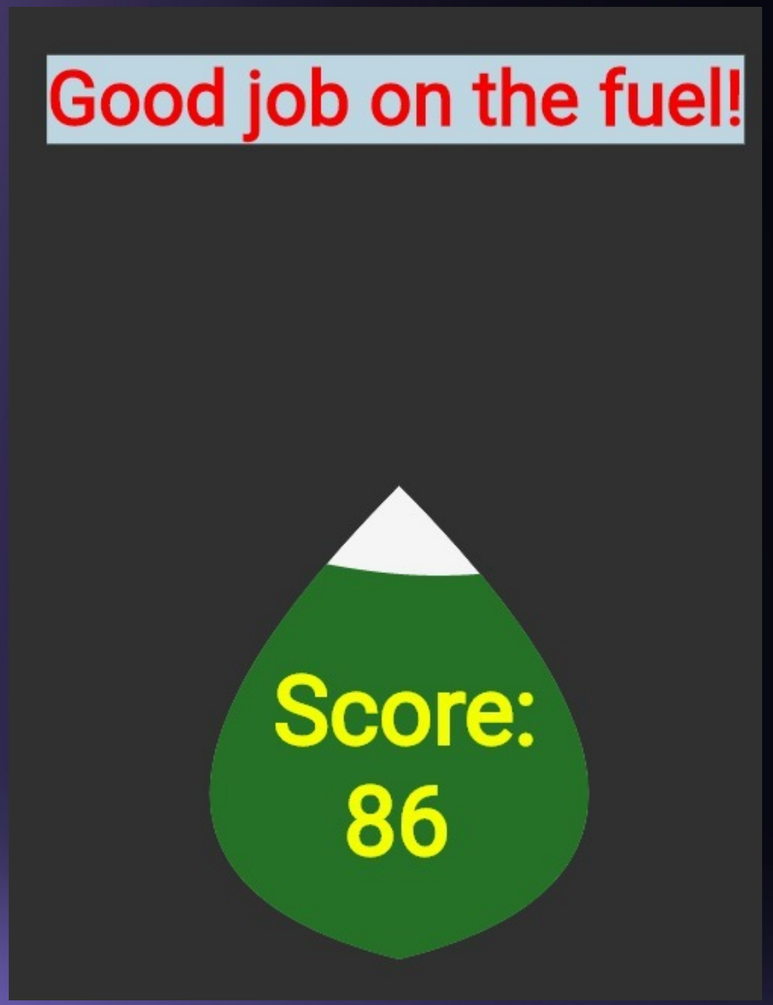
Shows the achievements unlocked by specific user

Awarded upon reaching certain milestones which can be inferred form the data.

Global and regional Leaderboard

1. Leaderbpard for each user and their friends
2. Leaderboard for all the driver profiles
3. Leaderboard across the globe

Score for current trip



Calculates score using distance to fuel ratio, safety protocols followed, speeding etc.

Displays score. Goal is to fill the leaf with green.

Gives suggestions to achieve the same.

Incentives

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SAFETY

It encourages safe driving by rewarding it

LOYALTY PROGRAMS

Badges and Rankings can be used to redeem coupons at the car dealerships

INCREASE IN CUSTOMER ENGAGEMENT

Publicity for the brand as everyone would be talking about it

Thank you