

Team: openCity

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GAMIFICATION AT PUBLIC TRANSPORT

Motivate people to use Public Transport

Application that gathers distance covered from a citizen by using public transport.

Kilometeres/miles are reflected to points and added into user's profile point system. Points are translated to real awards.

- Calculates distance covered by using public transport and gathers 'Smiles' 😊 based on the distance
- Grants rewards based on points (Smiles) obtained
- Calculates CO2 emission based on user's car

Who can use it?

- All citizens (as users)
- Public Transport services (as vendors)
- Municipality (as providers of real awards)

Impact and Business Model



Environment



Decrease Car Emission



A full bus can take 50 cars off the road



Use Green Buses

- 👍 Incentives can be provided by municipalities or by total cities
- 👍 Citizens would get benefits from buying the app
- 👍 Free ads for municipalities



Energy Saving



Carbon footprint



Reduce gas consumption



Transport

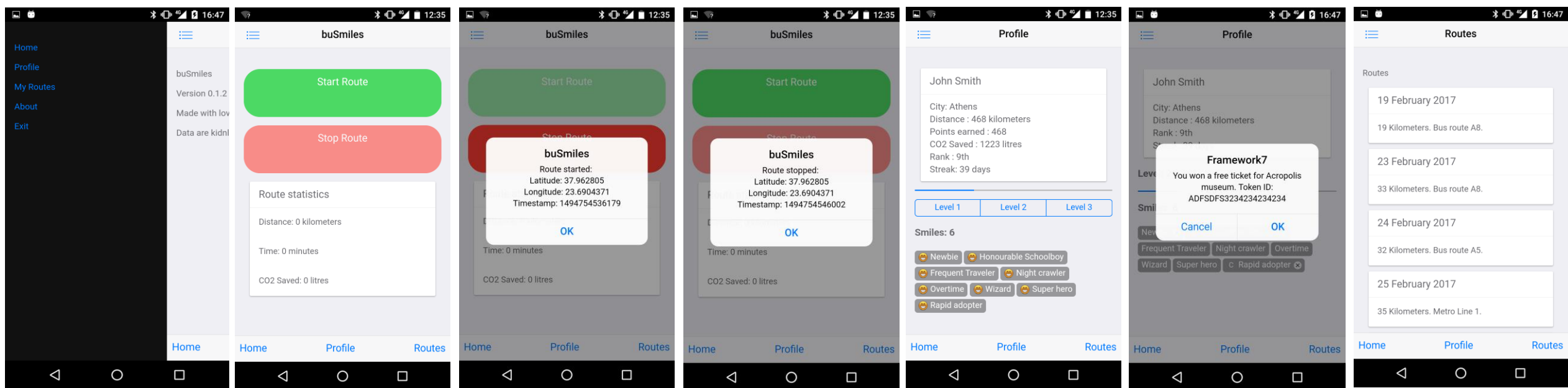


Increase profits to public transports

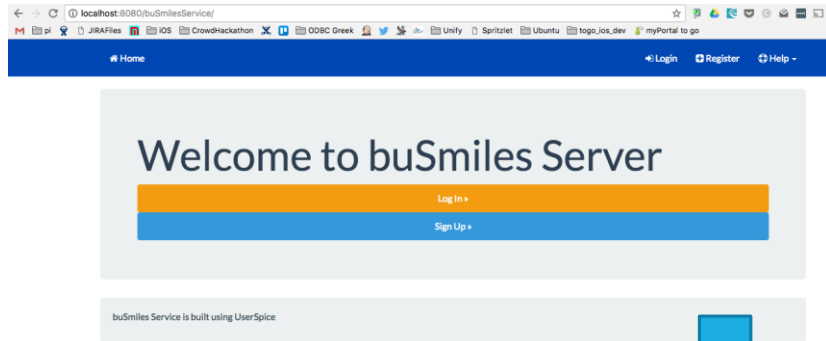


More citizens use them – More frequent and quality services

Android App



Server side



A screenshot of the 'Admin Panels' page in a web browser. The page has a blue header with 'Home', 'Admin', and a settings gear icon. The main content area is titled 'Admin Panels' and contains four summary cards: 'Users' (3), 'Active Users' (2), 'Routes Covered' (36), and 'Litres of gas saved' (92353). Below these are 'Info Panels' including 'All Users (Who have logged in)' with a table showing counts per hour, day, week, and month; 'All Visitors (Whether logged in or not)' showing a unique visitor count of 1; 'Logged In Users (past 24 hours)' with a table of active users; and 'Security Events (View Logs)' showing that there have been events.

Admin Panels

Users	Active Users	Routes Covered	Litres of gas saved
3	2	36	92353
Manage	Manage	Manage	Manage

Info Panels

All Users (Who have logged in)

1	2	2	2
per hour	per day	per week	per month

All Visitors (Whether logged in or not)

In the last 30 minutes, the unique visitor count was 1

Logged In Users (past 24 hours)

Username	IP	Last Activity
Admin	::1	2017-05-14 09:40:41
Lamprosp	::1	2017-05-13 20:48:01

Security Events (View Logs)

There have been

Thank you!

