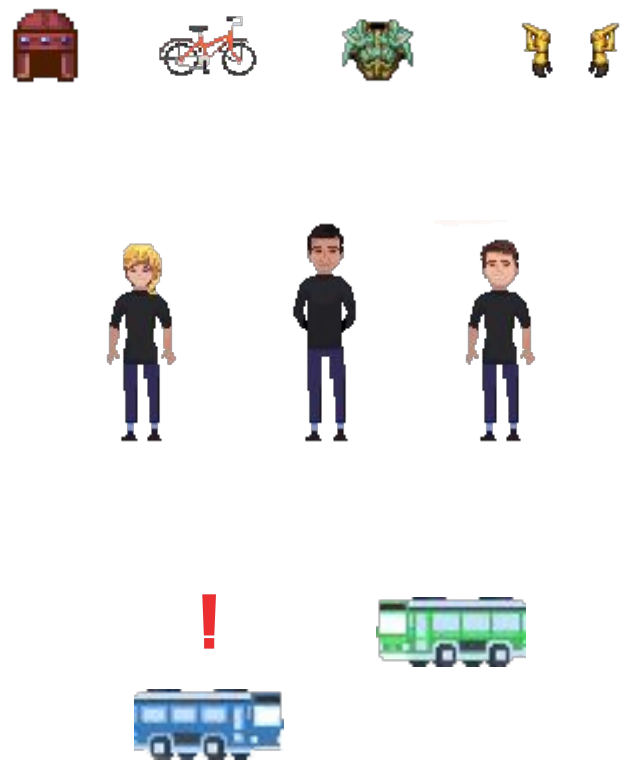
COMMUNAL BUS GAME

SCHOOL BUS $\stackrel{?}{=}$ ADULT BUS

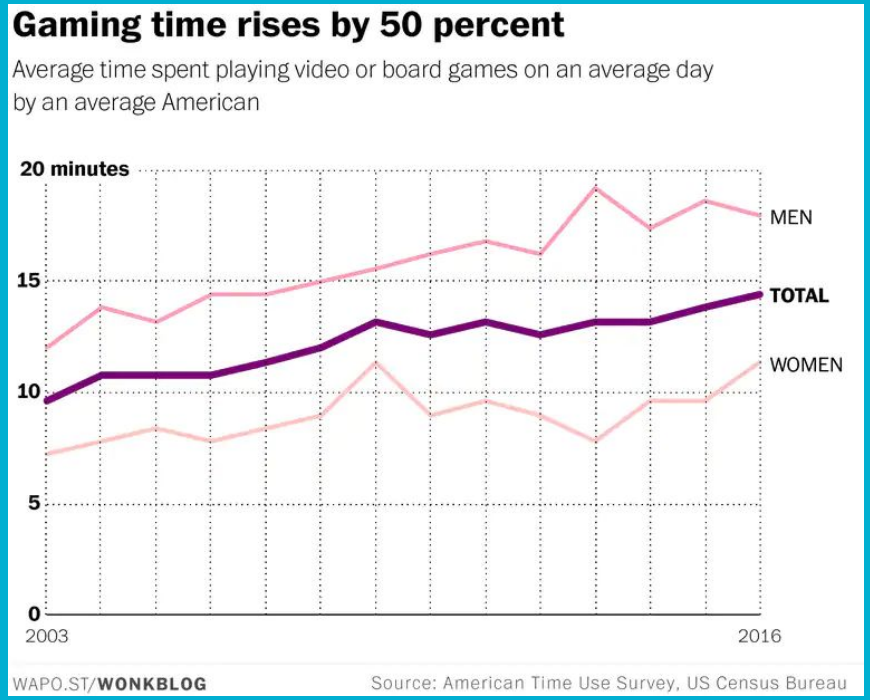
BUSJOUST

Collect bus drivers and **JOUST** oncoming busses

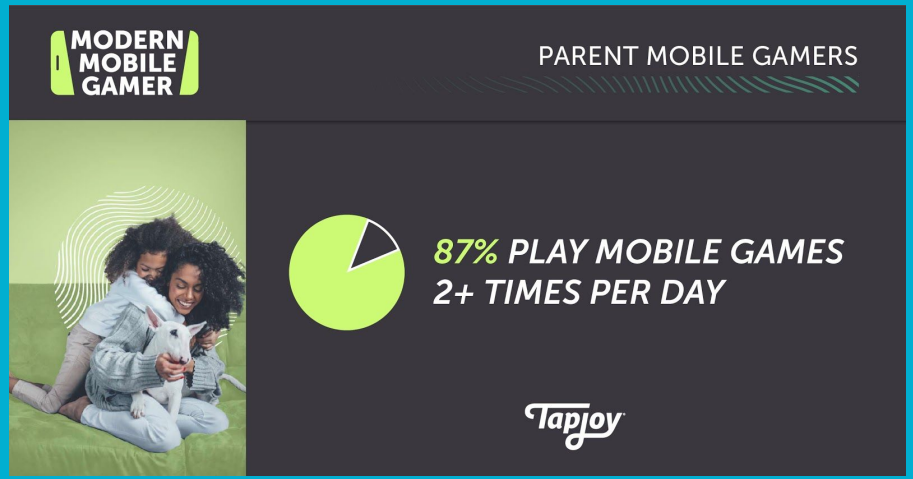


How do you spend your time on the bus?

a. READING
b. SLEEPING
c. WORKING
d. GAMING



Demography of Mobile Gaming



- Widely representative:
  - Millennials
  - Parents
  - High-income users
  - All sorts of careers
- “These users are highly engaged and follow consistent daily and weekly app usage patterns”

Source: https://www.tapjoy.com/resources/mobile-game-demographics/

Bus Joust

Bus joust gamifies the collection of transportation data so that smart cities get access to individual origin-destination pairs and other robust data about city movement without having to pay for trip diary surveys.

Bus Joust

- In, Bus Joust, every bus driver is a hero that enters into jousts with other oncoming bus drivers. Each hero's performance can be enhanced by special equipment earned through the performance of data-collection minigames played by transit users.
- Minigames are playable while waiting for the bus as well as while on the bus, giving complete end-to-end origin and destination data about the user, as well as surrounding transport data along each route.
- The Bus Joust platform can be extended with any type of data collection minigame, including counting of pedestrians, cyclists and vehicles.

AR-games would provide simple UI for people to provide data to the city.

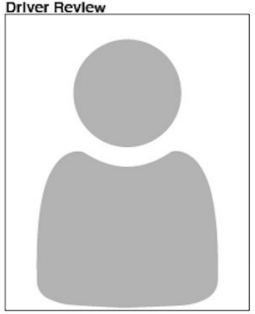
How Does Bus Joust Work

Data Collection

Walt Time at the Stops

Paired Original and Destination Locations

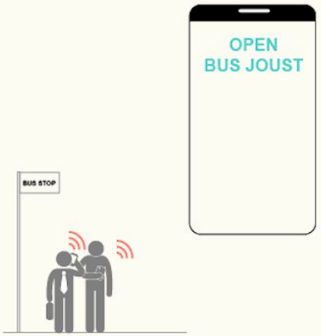
Driver Review



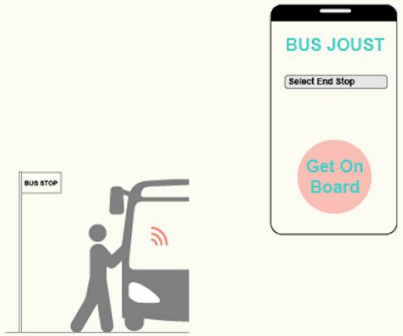
Local Data

WATING FOR BUS

Public Experience



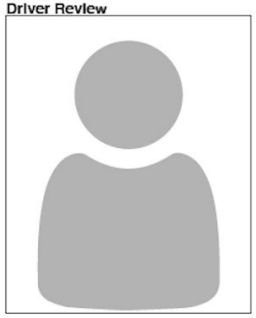
GET ON BUS

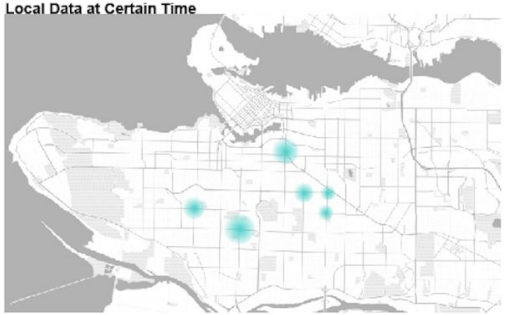


SMALL GAMES

How Does Bus Joust Work

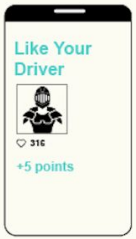
Data Collection





SMALL GAMES ON BUS

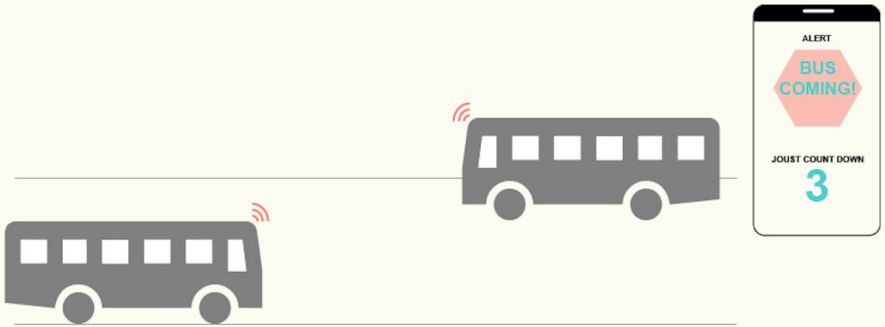
Public Experience

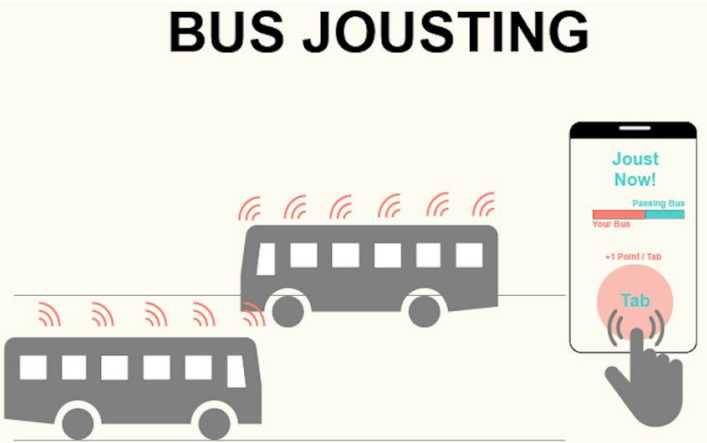


How Does Bus Joust Work

Data Collection

Public Experience



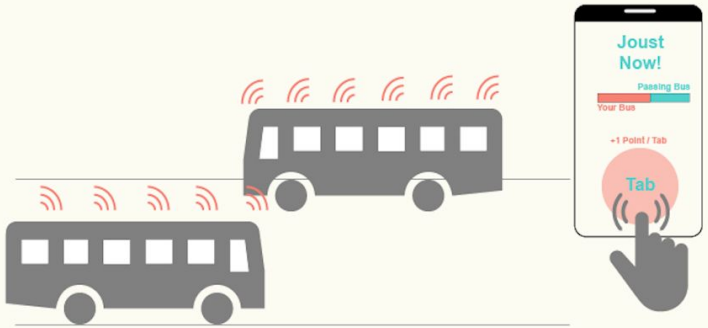


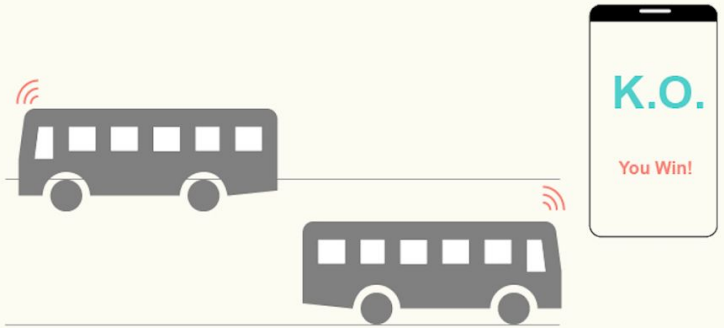
How Does Bus Joust Work

Data Collection

BUS JOUSTING

Public Experience





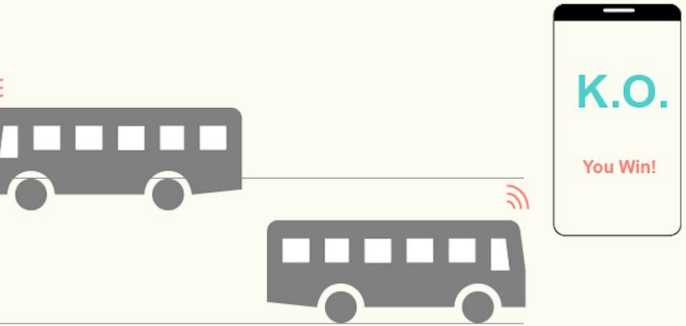
How Does Bus Joust Work

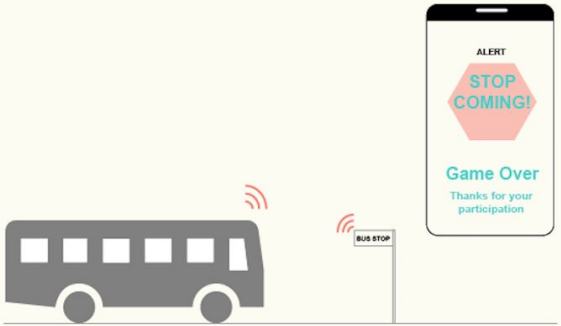
Data Collection

GETING OFF BUS

SURVEY

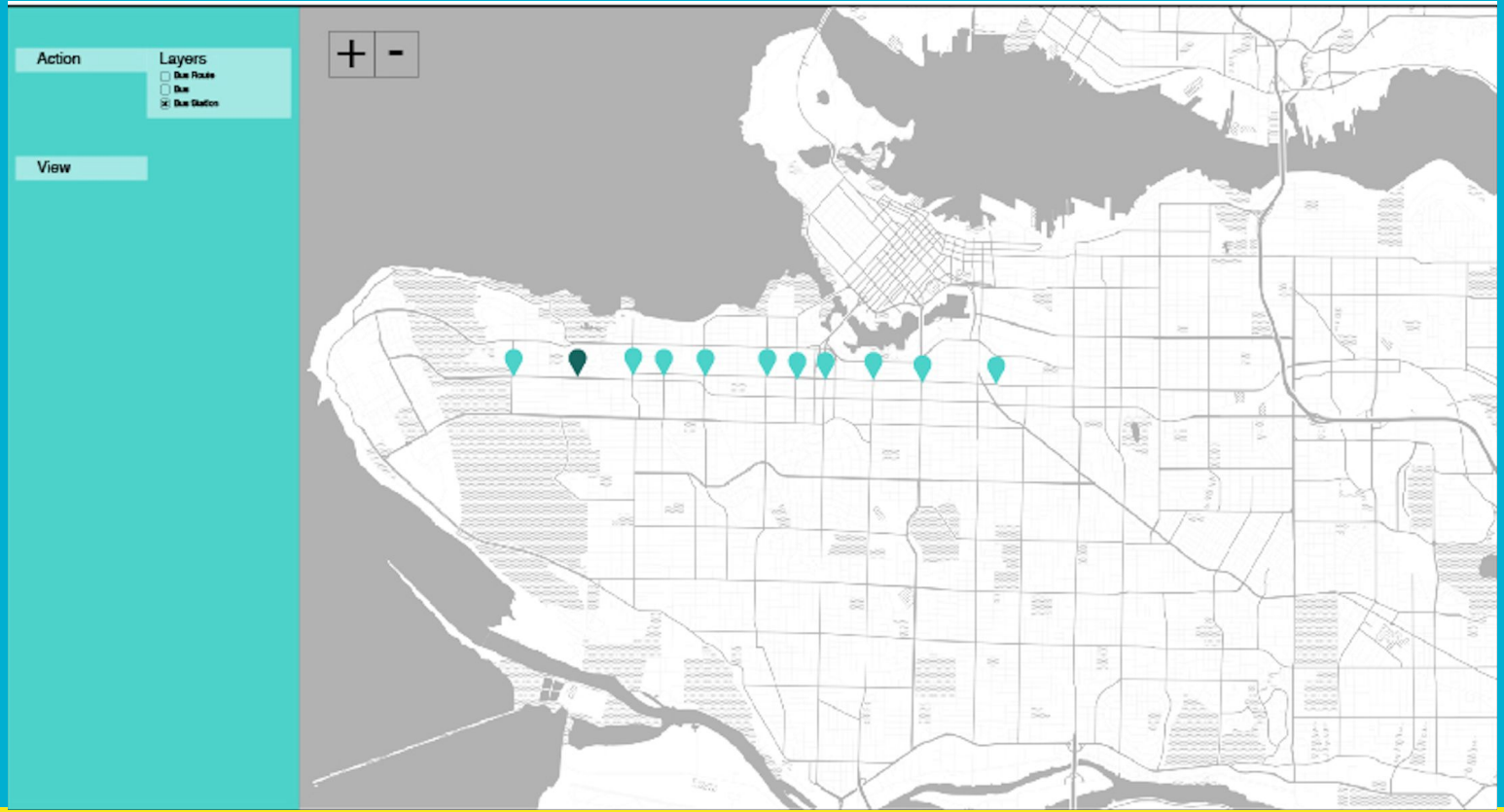
Public Experience





Game Demo...

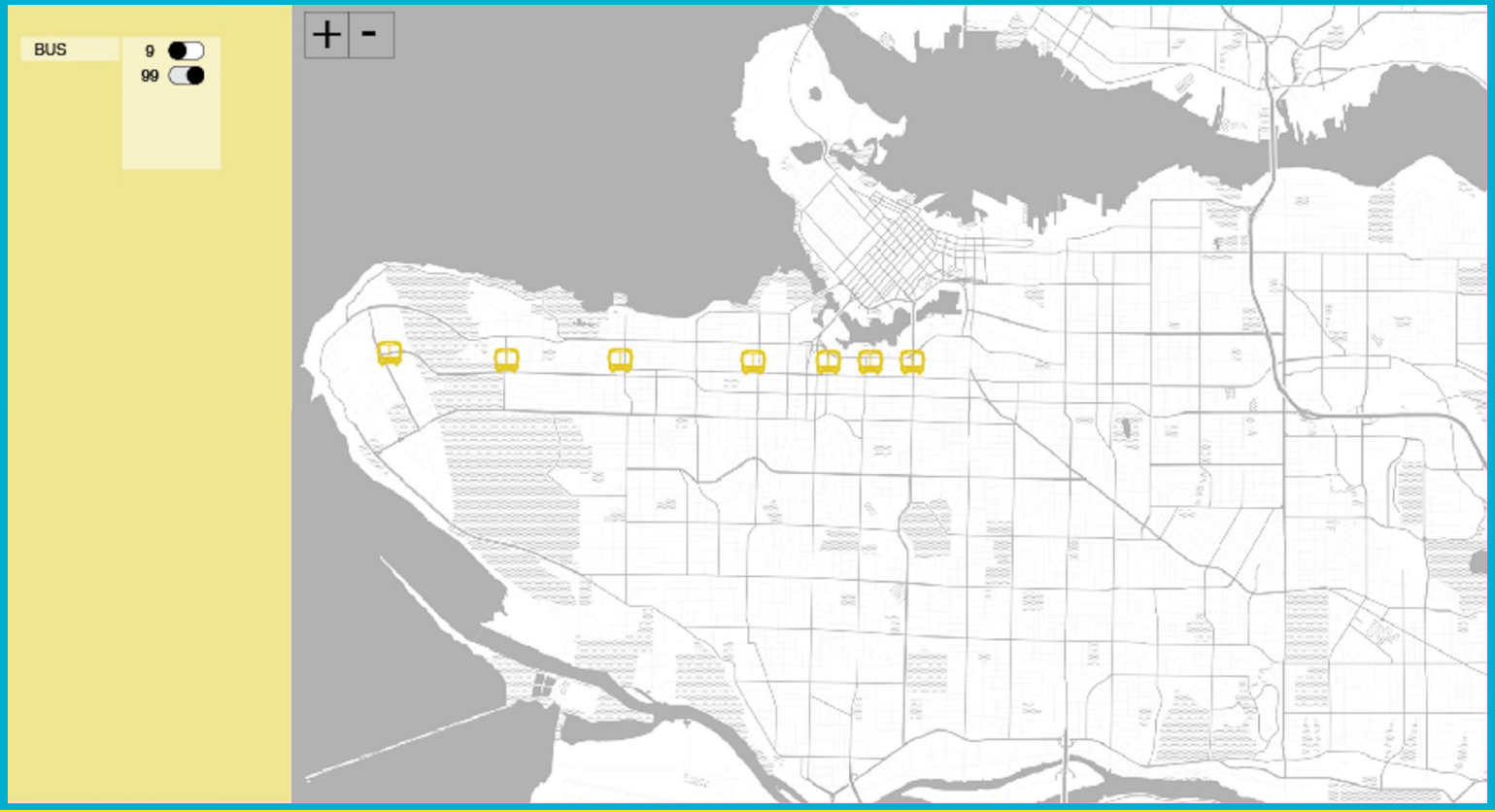
City Administration Demo



City Administration Demo

City Administration Demo

Internal Administration Demo



Internal Administration Demo

CONCLUSION

Features

- Precise Transportation Data - conclusive full trip diary, origin & destination
- Full Admin Panel - customize surveys with immediate feedback
- Extendable Platform - new data collection mini-games based on city's needs
- Viral Engagement - engage citizens in exciting and novel ways

Bus joust gamifies the collection of transportation data so that smart cities get access to individual origin-destination pairs without having to pay for trip diary surveys.