Concept and Vision

EcoTravel is an Android application that automatically tracks each trip you make with the ElectriCity bus. The application then calculates the amount of carbon dioxide and money saved by taking this trip by bus instead of taking it by car. Each user has a profile page where all their savings are stored and displayed in graphs so that you can see how much you saved on a specific date, week or month. You can also search for other people's profiles and see the same information about them.

The main feature of the app is that users can create business profiles within the app. A business profile acts just like a regular profile but instead of collecting saved carbon dioxide from one user, it collects the stats from all users connected to the business profile. The idea is that a company creates a business profile within the app, all their employees then connect to the company and by doing this you can see how much carbon dioxide an entire company saves by using public transportation. The business profiles also differs from regular profiles in that they have a description field where the company can write about their environmental policies or just general information about the company.

The app features both company and user toplists so that you can see what companies are travelling the most by public transport and also what users within the companies that contributes the most. The idea of the toplists is that saving carbon dioxide becomes a competition and thus becomes an incentive for people to take the bus more frequently.

To make it more interesting for individual users there is a feature called "Medals" where the user work toward a specific goal. A goal could be "Travel 10 kilometers by bus" or "Connect to a company", the goals are displayed with progress bars in the medal tab and when a goal is achieved you are awarded with a medal. Apart from individual medals, there are company medals for companies to work towards together and global medals which all users work towards together.

Beyond the functionality implemented in our application we see many ways to develop it further. In order to make it even more attractive for companies to use the application we think it would be a good idea to display the toplists on the screens of the busses and bus stops. This would give the companies free PR and contribute to their good will. A function you could add in order to attract more individual users to the application is to make it so that you can compete within a specific company as well or form your own group of people to compete with. You could also add real winnable prizes to the medals.

Our application has a great potential of collecting a lot of data regarding people's habits when it comes to public transport. You can change the user information in order to create the specific data that might be interesting for a third part. This data could then be sold to a company that finds it useful and thus we have an opportunity to earn money from the application without having a lot of advertising.