



○ Who We Are

Chromaptic is a location-based **game** that encourages users to leave the car behind and **explore** their world. Using the latest **mapping technology** on mobile devices, Chromaptic transforms cities everywhere into **personalized game-boards** for movement and discovery. Through competition and fun, Chromaptic will increase our physical activity on a daily basis.

○ The Problem

Two out of **three** (60%) Americans are not active at recommended levels¹ and there now is a generation of children who may not outlive their parents due to obesity². Sedentary lifestyles have contributed to this problem particularly with increased **“technology”** time (television, computers, and video games) and reduced time spent in outdoor activities.

Unfortunately, the ubiquitous usage of cars exacts a huge **toll on society**. People face increasing rates of obesity as we opt for sedentary modes of travel. Air quality and environment is sacrificed for the sake of toxic fuel to keep us moving. Workers waste countless productive hours in traffic when our street networks are **gridlocked** with too many vehicles. Meanwhile, the many local businesses in once **vibrant** urban cores struggle while their new customers bypass their storefront in the confinement of their car. While 69% of personal vehicle trips are **less than three miles** in length³, why do people opt to use a car, rather than walking or biking?

People find exercise boring.

Our Team

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1. Centers for Disease Control and Prevention- *Physical Activity*

2. American College of Sports Medicine- *“Current Comments- Childhood Obesity”*

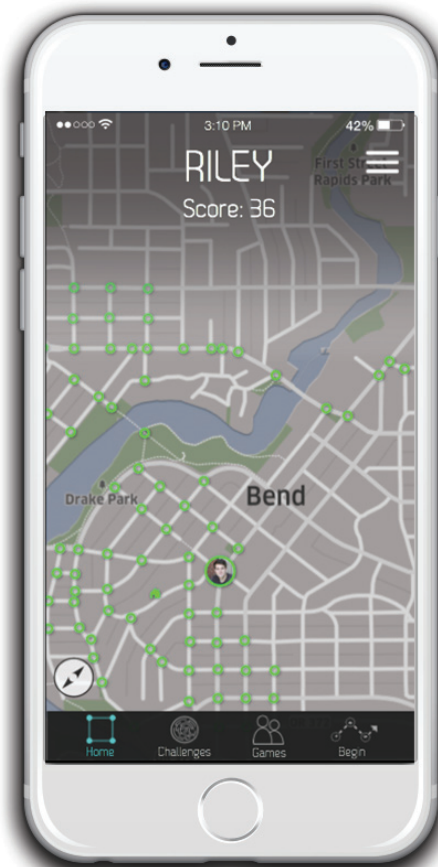
3. United States Department of Transportation- *“National Household Travel Survey”*

○ The Solution



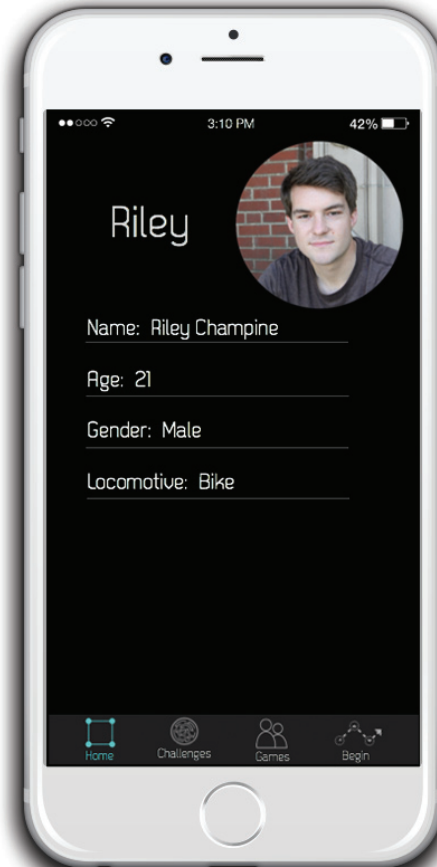
Chromaptic, a location-based gaming app that aims to facilitate the **shift** of everyday personal transportation from the automobile to **healthier** modes of travel, such as biking, walking and running.

Starting up Chromaptic brings you to your Home Map – a visual representation of your current location and every intersection you've visited while playing the game. Chromaptic invites you to discover the world around you.



74%

Of smartphone owners use location-based services⁴



Create a profile, select game types, find friends, and compete in challenges to boost your score. Chromaptic is a personalized app that keeps track of where you've been and rewards you for exploring.

45%

Of smartphone owners use health and fitness apps daily⁵

Using the power of **games** to create a fun atmosphere, users are rewarded for taking different streets, wandering through new neighborhoods, checking in at local businesses, and for interacting, competing, and collaborating with the walkers, bikers, and runners in their vicinity.

"If location-based games are going to have a breakout hit, they're going to need to stop using the real world as a setting, and start making it a vital part of gameplay."

-David Daw, PCWorld

4. TNS Global - Mobile Life Study: April 2012

5. Mobiquity - Get Mobile, Get Healthy: The Application of Health & Fitness Report: 2014

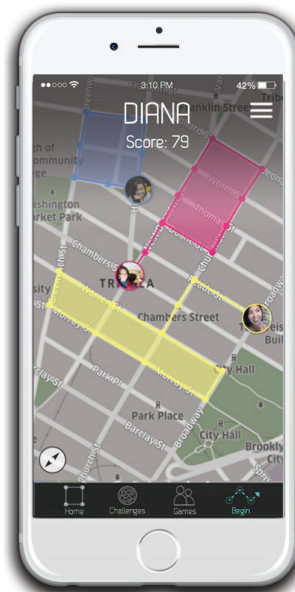
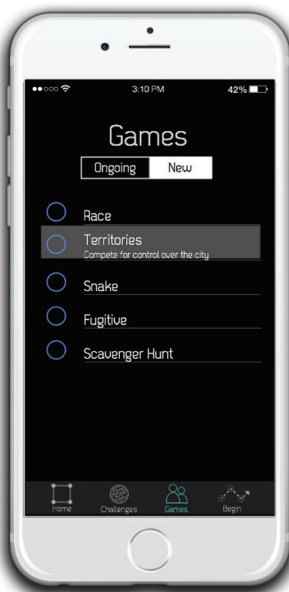
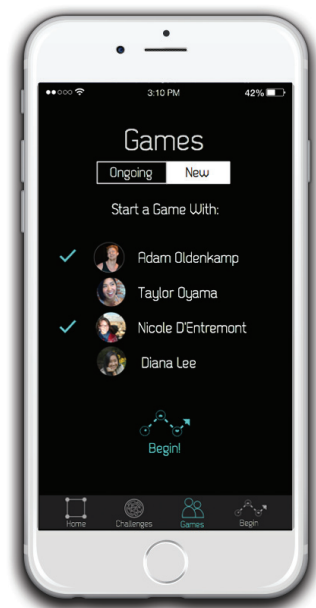
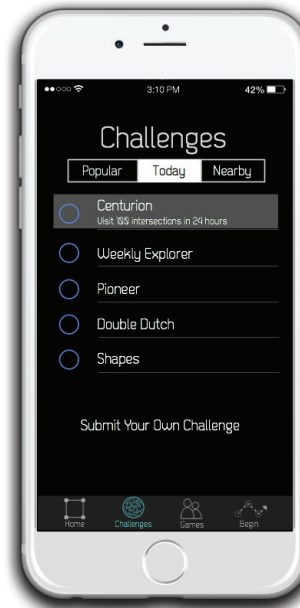
○ Gameplay



Chromatic's gameplay mechanics are intuitive and easy to integrate into daily life. Simply get up and go! Users earn points for each intersection they link together by walking, biking, running, skating, etc. As long as you aren't in a car, you'll continually earn points as you move around.

Chromatic allows users to collaborate and share their journeys around town. Users can complete and submit challenges to earn extra points.

The app is socially integrated; players can invite friends to different game modes, facilitating a cooperative or competitive experience.



Chromatic transforms the cityscape into a playable gameboard and enables users to play tons of classic grid-based games like Snake on the streets around them.

In the Territories game mode, a group of friends aim to conquer the city, block by block, and steal each other's territory.

○ Hardware

Chromatic utilizes existing global-positioning and mobile mapping features integrated into the common smartphone. Additionally, Chromatic anticipates and capitalizes on the expansion and improvement in motion-sensing capabilities for mobile devices, such as the Apple M8 motion co-processor, which uses an accelerometer, gyroscope and barometer. The expanded use of motion-sensing will allow Chromatic to determine whether the device is in a car, how fast the user is travelling and can even calculate their stride, revolutions per minute and elevation changes.

○ The Bigger Picture

On an individual level, Chromaptic turns each trip into an easy opportunity for exercise, discovery, and excitement. The sum of these trips, made free from the confinement of the car, and made without polluting our communities, help turn personal transportation from a societal cost into a **societal benefit**.

1.54 Billion Tons

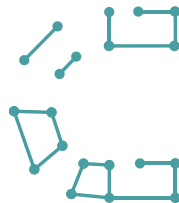
The estimated amount of greenhouse gas emissions produced by passenger vehicles and light duty trucks (SUVs), or 27% of American emissions in 2011⁶.

420 Million Tons

The annual amount of greenhouse gas emissions eliminated if each of America's estimated 210 million licensed drivers⁷ left a car at home twice per week⁸.

Chromaptic was born out of a desire to **challenge the status quo** of personal transportation. It was molded with the understanding that reducing our near ubiquitous car usage will yield tremendous benefits for public health, the fate of the environment, and the economic vitality of our cities.

To achieve this goal, we – the developers of Chromaptic – chose to operate on the principle of **fun**. We believe that when given a choice, people will continue to do what excites and entertains them. So let's make exploration fun. Let's make a game out of walking, biking, and running just because we can. Let's make it easy to want to leave the car behind and get outside.



6. United States Environmental Protection Agency - U.S. Transportation Sector Greenhouse Gas Emissions: 1990-2011

7. Office of Highway Policy Information - Our Nation's Highways: 2011

8. United States Environmental Protection Agency - What You Can Do: On the Road