



RUSH-HOUR SIMULATOR

Manage your own Railway Network

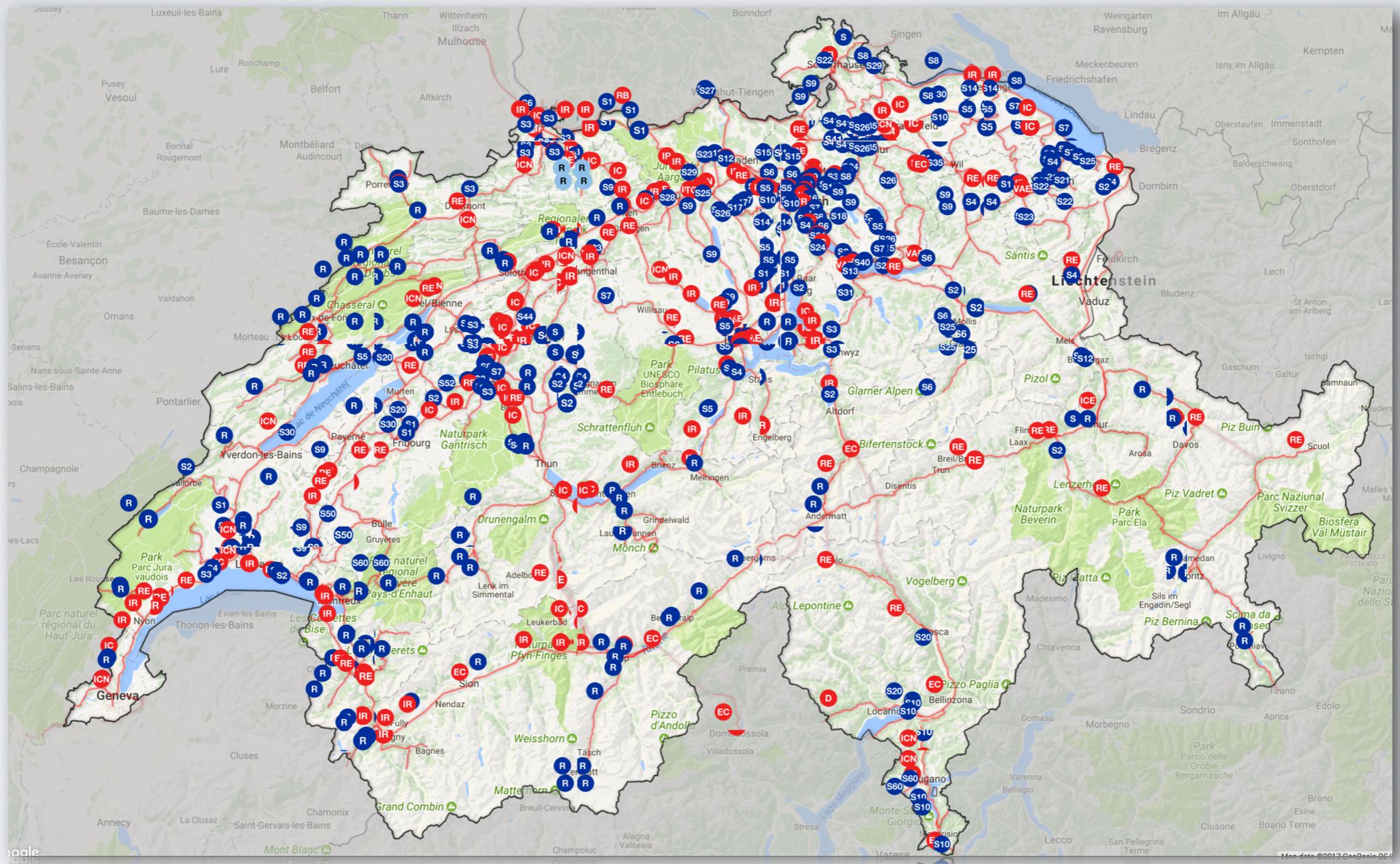
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THE BACKGROUND

- Rush hour traffic is a major cost for people and companies. (psychological & financial)
- Environmental crisis is undoubtedly making its appearances with soaring pace.
- SBB CFF FFS is the largest railway company in Switzerland and one of the best in class worldwide.



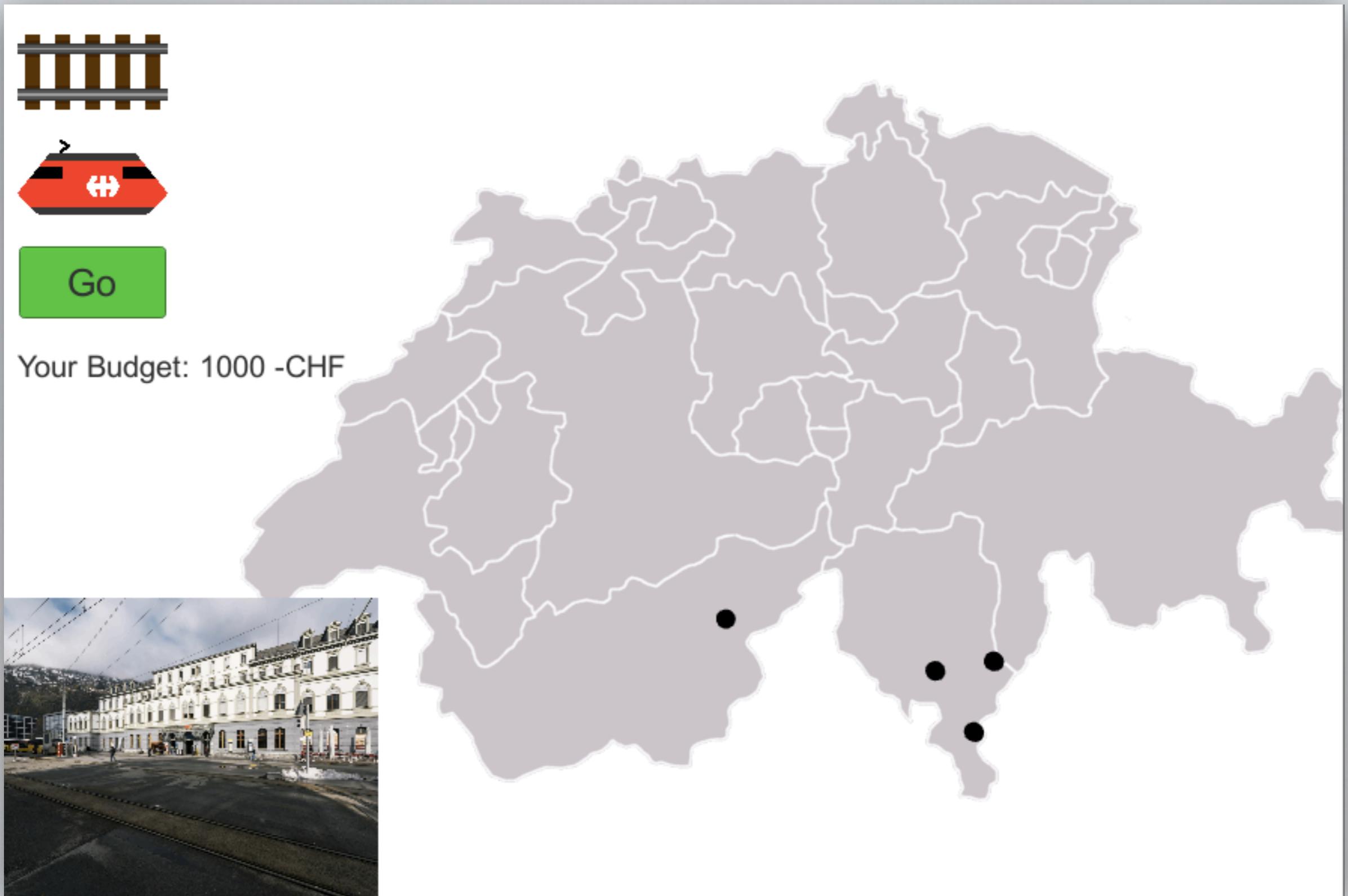


Figure: In-Game Screenshot



THE IDEA



THE “WHAT”?

- A fun game
- With data stemming from SBB Open Data Warehouse
- Providing insight on large-scale problems of commuting
- Situated in Switzerland A small red square with a white cross in the center, representing the flag of Switzerland.



Figure: In-Game Screenshot



GAMEPLAY

- The player has the role of SBB
- They start with a budget and buy railroads and trains, connecting real Swiss cities with one another
- As time goes by, they unlock stations in bigger stations to purchase (based on real data of SBB)
- Player gets money from serving passengers
Money penalties from dissatisfied customers



THE “WHY”?

- A fun companion of passengers in long train trips
- To potentially provide disclosure of the commuting problem, especially during “rush hours”
- To provide SBB with data about how passengers behave



THE “HOW”?

- Game build on top of Unity in C#
- Easily portable to other platforms
(Android, iOS)
- Extendable with AR/VR capabilities





FUTURE PROSPECTS



THE FUTURE

- Environmental change urge for more a more responsible commute lifestyle with a smaller carbon footprint
- We show that trains are not obsolete, but a state-of-the art and fun way of travelling
- The mobile phone plays a central role in our day on the go. Porting it as a mobile game would be the next step. AR/VR 360-degree images of the stations purchased will be a great addition



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QUESTIONS & FEEDBACK

THANK YOU

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