

WayWard: Encouraging Smarter Travel With Gamification

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Overview

- The aim of the app is to encourage the use of sustainable travel methods in people on their daily commute.
- The app would show various methods of travel based off the user's location and destination, and award points depending on how "green" their method is.
- A survey was carried out to investigate people's current method of travel in their commute and their likelihood to change if the app existed.

How it Works

- Uses open source map software e.g. OpenStreetMap to display road information
- User inputs their destination, and all possible routes are displayed using route planner software (GraphHopper, OptaPlanner)
- User chooses their route, and is awarded points
- Points are shown on a leaderboard, displayed on Social Media. Use points to buy in-game items

Conclusion

- Survey shows a near 100% increase in the use of sustainable travel method with the availability of our app
- Polluting methods such as car and bus decrease, with an unprecedented increase in cycling
- Adding a competitive aspect to sustainability increases appeal in commuting students and young people

Character 1: <https://www.turbosquid.com/3d-models/3dsmax-character-white-human-stickman/894944>

Character 2: <https://www.turbosquid.com/3d-models/3dsmax-character>

Leaderboard Picture:

https://www.iconfinder.com/icons/548509/competition_results_hierarchy_leaderboard_position_ranking_rankingsseo_icon

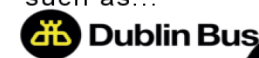
Map Image: Google Maps, 6 February 2018, maps.google.com

TFI: Transport for Ireland



Wayward app

with support from transport for Ireland it could have many features such as...



Possible Dublin bus integrated routes, which gives users the shortest available routes to their destinations.

Possible luas ticket purchasing feature on the go, with least amount of stops routes shown for cheapest journey

LUAS

Leap card top-up ability built in and just a tap away



Business Plan

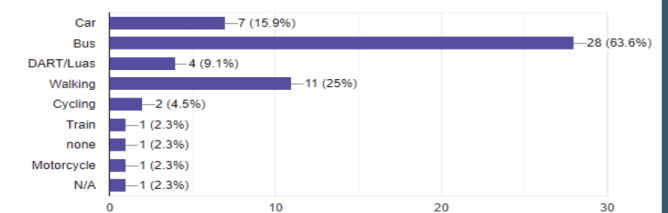
- Sources of income for the app would be using Google's built in AdSense to generate advertisement income. A premium version would also be available, as well as premium in game items.
- Development costs would be covered by self-investment as well as outside investments.

Target Audience

- Open to all age groups, mainly aimed towards students with daily commutes, work commuters
- Family/Friend Groups: Introduces a competitive nature to sustainable living, allows to compete
- Office/Study Groups: Acts as a source of motivation for sustainability in groups, adds community aspect

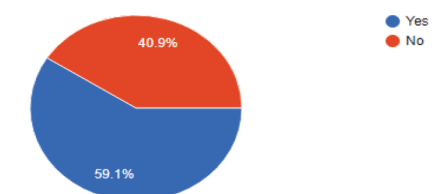
If so, what form of transport do you use?

44 responses



Would you use an app that encouraged greener travel methods with leader boards/integration with Facebook to interact and compete with friends?

44 responses



If so, what form of transport would you use if you were using this app?

44 responses

