Implementation and Analysis of a Gamification Approach for User Integration into a Mobility Application via Crowdsourcing

May 2nd

Robin Otto, Bachelor’s Thesis– Kickoff Presentation
Structure

1. Motivation
2. Context
3. Goal
4. Approach
5. Schedule
6. Bibliography
7. Sources
Motivation
Current Situation
What if you could have a forecast about the crowdedness of your train?

- People would prefer empty lines
- Travelers would maybe change time plan

Even better: What about prediction of the crowdedness in the separate cabins?

- Could initiate different boarding manners
- No knowledge gathered yet
Iteratec as a strong partner:

- Iteratec works together with BMW on a connected mobility solution
  - Interested in getting people connected
  - Provides a huge knowledge pool

- Iteratec as a service provider for IT
  - Always be up-to-date about new technologies
Context

Connected Mobility

- Thesis belongs into the field of connected mobility
- Aiming at to “get people connected”: Use wisdom of crowd to share knowledge about crowdedness
- Collect information about the ongoing lines via crowdsourcing
- Attractiveness to submit votes is established through gamification elements
Goal

Implementation

“must have”:

- Implementation of a **Mobility App** providing data about the **crowdedness** of public transportation in Munich with dedicated technologies

- Data **submitted by users** themselves motivated through gamification elements

- Implement **different gamification approaches** and determine which one fits best

- Use information collected from theoretical part to **include features** of successful competitors

“nice to have”:

- provide **real-time** data

- Information about **punctuality** of public transportation
Theoretical Part:

- **Iterative analyzation** of the implemented approach using market analysis
- **Comparison** with and **differentiation** from similar, already existing apps
- Knowledge about the **efficiency** of eligible gamification elements
- Deepened understanding about **crowdsourcing**
Approach
General Web App

- **Important**: Keep it Simple!

- Easy and common ways of navigation
Approach

Feature: Crowdsourcing

- Ability to submit votes
- Possibility to receive information
Approach
Gamification Elements

- Possible implementation: make use of leaderboard element
- Reward users for submitting their impressions
Robin Otto – Bachelor’s Thesis

2016

Timeline

- **Start Implementation**: May 25
- **Kick-Off Presentation**: May 15
- **Current State Research Finished**: July 1
- **Complete Application**: Sep 5
- **Complete Documentation**: Sep 5

- **Market analysis**: May 15 – July 1
- **Frontend Development**: May 25 – August 25
- **Test and Review**: August 1 – Sep 5
- **Research about Crowdsourcing and Gamification**: June 1 – Sep 5
Thank you for your attention!


Sources

Images:
- http://telematicsnews.info/2012/02/28/bill-ford-outlines-blueprint-for-mobility-vision_f3281/
- http://www.jtrain.com/photos/trains/keiyo_line/empty_train_car
- http://blog.dreamix.eu/java/configuring-google-as-oauth2-authorization-provider-in-spring-boot
- https://github.com/MaximAbramchuck/ionic-gulp-boilerplate
- https://www.decorilla.com/online-decorating/5-crowdsourcing-sites-that-will-save-you-money/
- http://ictk.ch/sites/default/files/iteratec-logo-600x400.jpg
- https://ticket.mvg-mobil.de/files/logo_mvg_verlauf.gif
- http://www.infoasset.de/img/logos/sebis.png

Corporate Symbols:
- https://twitter.com/moovel