

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

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# Motivation

## Current Situation



What if you could have a forecast about the crowdedness of your train?

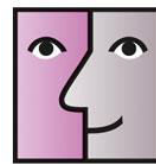
- People would prefer empty lines
- Travelers would maybe change time plan

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



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- 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



“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

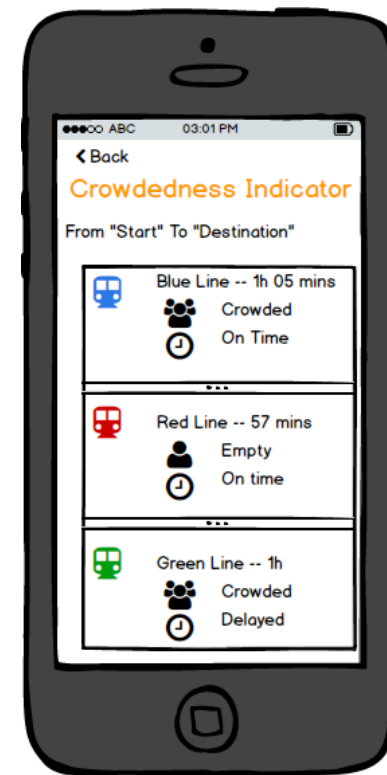
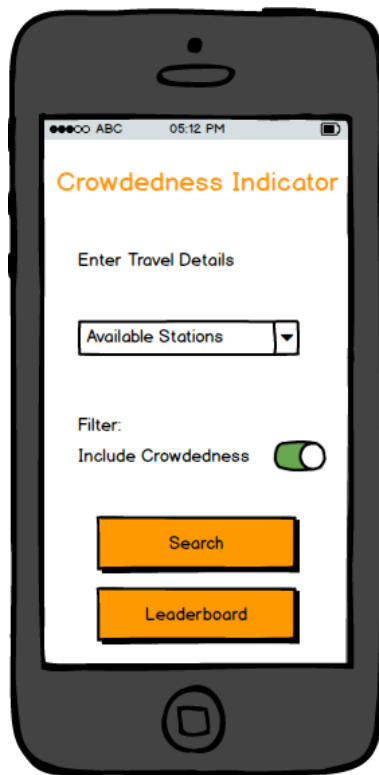
### Theoretical Part:

- **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**





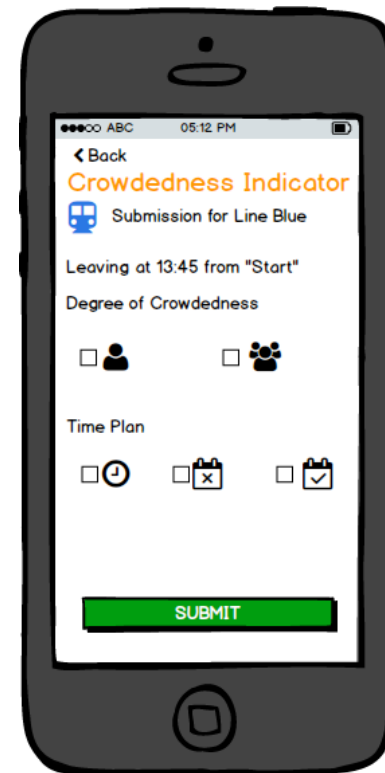
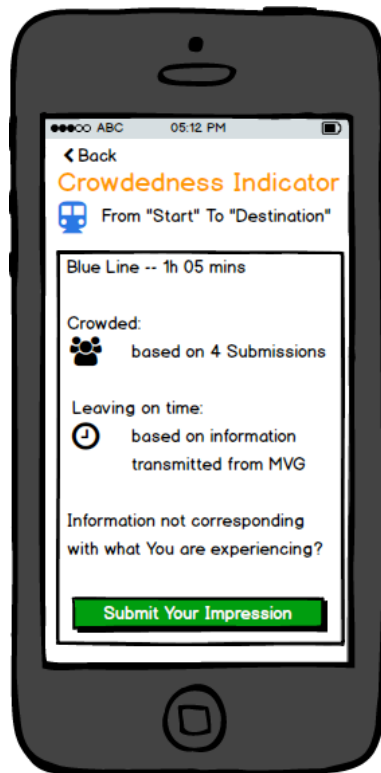
- **Important:** Keep it Simple!
- Easy and common ways of navigation



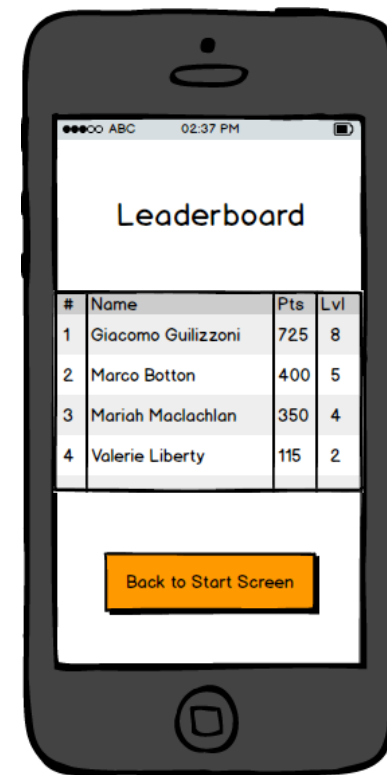
# Approach

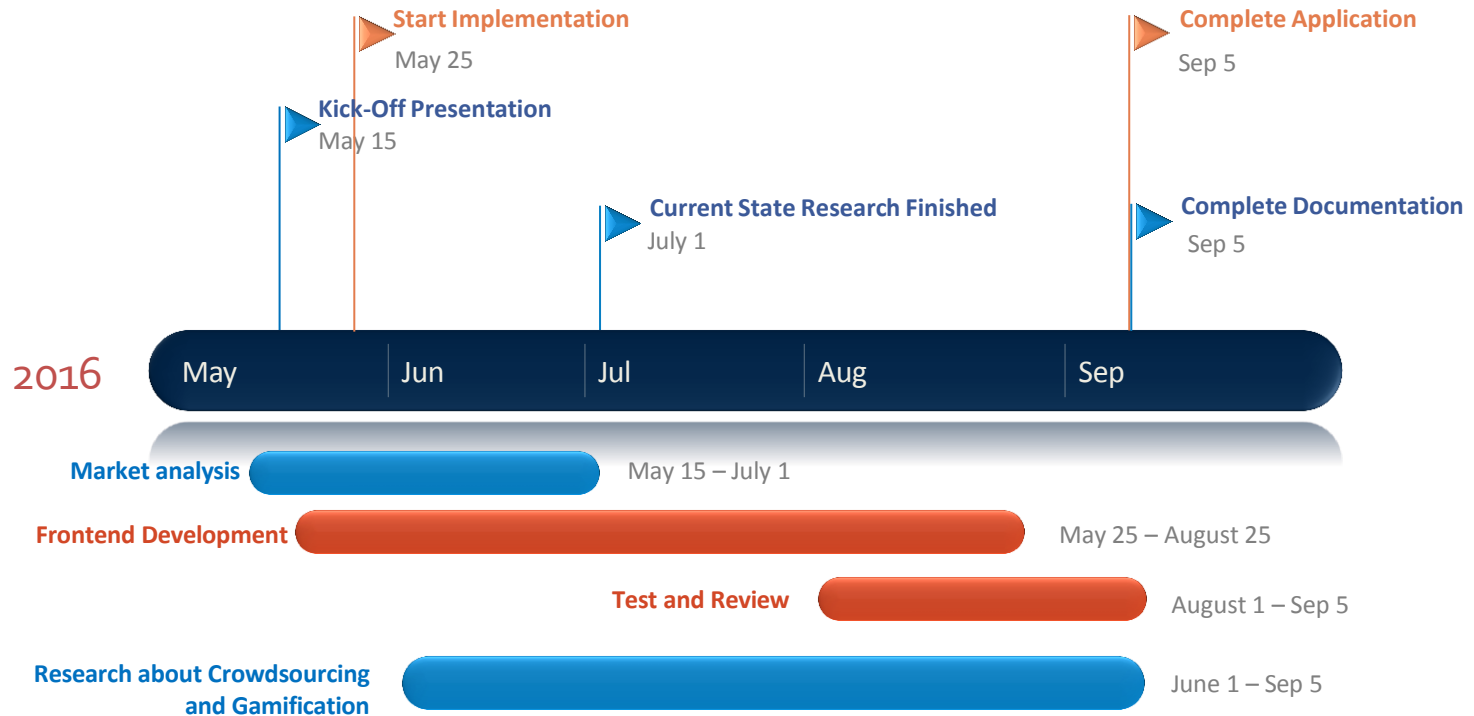
## Feature: Crowdsourcing

- Ability to submit votes
- Possibility to receive information



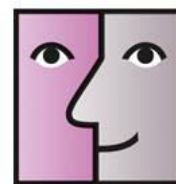
- Possible implementation: make use of leaderboard element
- Reward users for submitting their impressions





Thank you for your attention!

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## Images:

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- <http://www.adelaidenow.com.au/news/south-australia/reopened-only-last-month-after-a-year-noarlunga-trains-running-late-over-signalling-problems/story-fni6uo1m-1226786152342>
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- <http://www.infoasset.de/img/logos/sebis.png>

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