

Serious Games for Transportation



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GreenCityStreets.com

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WHY GAMES?

Games are popular.

Games can support *other web and real activities.*

Gamification = *using game thinking in non-game contexts.*

GAMES CAN HELP:

- Communicate information
- Increase interest
- Identify good ideas
- Increase participation
- Encourage behaviour change
- Build relationships, and
- More ...



Create Page

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2013

2012

2011

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1976

1975

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1968

1960

1957

1955

1950

1939

1930

1927

1905

1900

1898

1896

1894

Founded



VBZ Züri-Linie

VBZ Züri-Linie

7,041 likes · 293 talking about this

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Product/Service

Die Verkehrsbetriebe Zürich mit ihren Fahrzeugen gehören zu Zürich wie die Limmat und der See. Umsteigen lohnt sich. www.vbz.ch

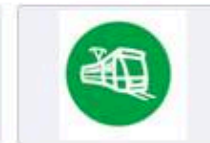
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Fahrplan



VBZ Apéro Game



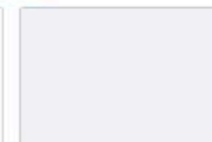
Events



Videos




Welcome



VBZ – Games added to Facebook page

Home [How to Play](#) • [Sign In](#)

 **BETA**

Play the game. Plan the future.

[SIGN IN](#)

Community PlanIt is an online engagement game that gives everyone the power to help shape their community's future

Games

[Past Games](#)

NoQuWo:
Neighborhoods on the Move
Metro Boston • Happening right now!


Quincy
community planit

a joint venture of
 EMERSON COLLEGE  Asian Community Development Corporation  Sustainable Metro Boston 

Metro Areas

[Detroit](#)

[Metro Boston](#)

BRING COMMUNITY
PLANIT TO YOU!

Community PlanIT ... game based participation process

TRANSPORTATION GAMES

- **Information Games** – *players learn something (simple).*
- **Driving Simulation Games** – *players control vehicles.*
- **Planning Games** – *players plan city transport system.*
- **Scenario Games** – *players interact in alternative worlds.*
- **Education Games** – *players learn something (complex).*
- **Engagement Games** – *players encouraged to do something.*
- **More ...**



How would you spend SF's transportation dollars?

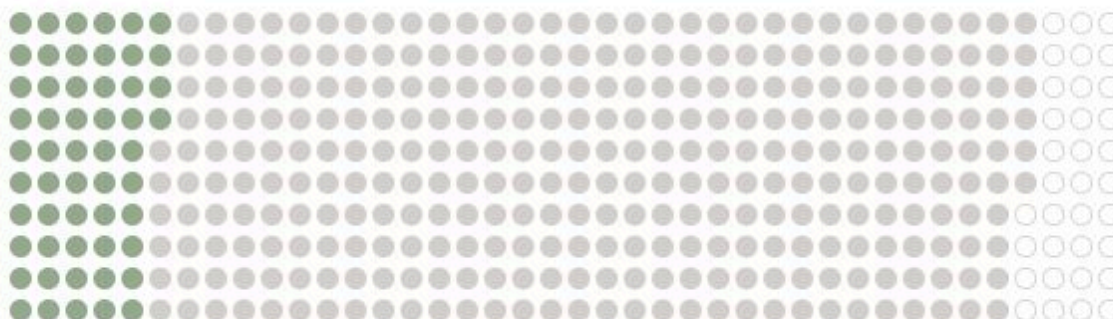
Be the City's Budget Czar for a Day!



[Español](#) | [中文](#) | For help: MoveSmartSF@sfcta.org or 415.593.1670

NOTE: The Budget Czar game was used over several months to solicit feedback from the public for purposes of developing the draft San Francisco Transportation Plan (SFTP). We developed the SFTP's draft Investment Plan and draft SF Investment Vision based on what you told us! Learn more about the SFTP and the Investment Scenarios at www.movesmartsf.com.

Today, you're in charge of planning San Francisco's transportation future. After basic operations and maintenance, you will have \$3.2 billion to spend on programs, projects and extra maintenance (see [details](#)). Below, the green circles show \$9 billion committed to specific [projects that are underway](#). The gray circles are the funds at your disposal—they will fill in green as you make spending choices. The white circles will fill in gray—giving you more money to spend—if you choose to add new revenue. You can change your choices at any time before submitting your budget. Your budget will be used to help develop the [San Francisco Transportation Plan](#).



Total amount (in billions)

\$64.30

\$54.85

Amount left (in billions)



STOP REQUESTED

Fahrgäste: 3
Fahrgäste ein: 3
Fahrgäste aus: 1

THE SIMS
STUDIOS





w1 7:39p

tel 0.000.WWO.TSOC

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STORIES FROM THE CRISIS

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MISSIONS



AWARDS



LATEST STORIES



w1 9:29a

w1 7:53p



TELL YOUR STORY

Your Life in This New Reality

EXCLUSIVE VIDEO
From kalwithoutoilMystified? [START HERE](#)

GASOLINE

4.12 /gal

AVAILABILITY: 100%



DIESEL

3.19 /gal

AVAILABILITY: 100%



JET FUEL

2.26 /gal

AVAILABILITY: 100%

WEEK 1: OIL SHOCKER: Gasoline over \$4/gal



Fuel prices jumped this week, led by gasoline which gained over a dollar a gallon on average. Oil distributors pointed to several "renegotiated" delivery contracts as proof that a long-rumored ...

[MORE](#)

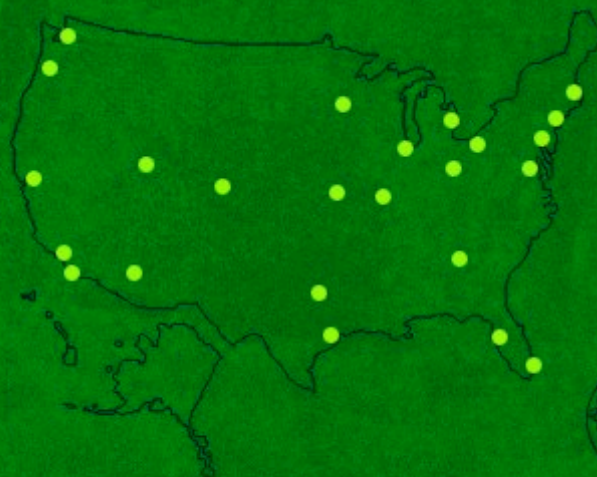
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UPDATED DAILY



IS YOUR AREA IN TROUBLE?

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Mobikid

Neue Strecke
anlegen

Avatar
konfigurieren

Highscore

FAQ

Robert Raubritter
70 Punkte
Highscore: 100 Punkte

Logout

- Zuhause - Oma
- Zuhause - Papa
- Zuhause - Schule
- Zuhause - Peter
- Tante - Oma
- Schule - Oma
- Schule - Peter
- Zuhause - Tante



Lili
160 Punkte



Gema
123 Punkte



Reinhard
140 Punkte



Eva
148 Punkte



Valentin
123 Punkte



Horst
135 Punkte



Ernst
140 Punkte



Thomas
112 Punkte



Johnny
90 Punkte



Gual
135 Punkte



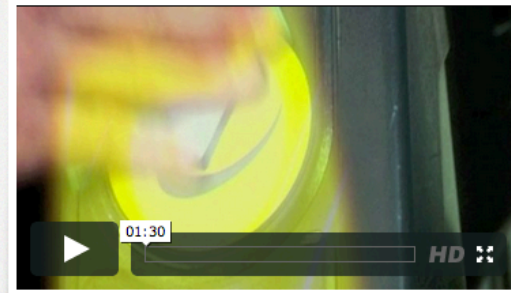
BusMeister ... public transport game

Chromaroma, adding colour to your journeys

A new game for London...

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Use your Oyster card to play online

Chromaroma takes your travel data
and makes it into a game where every journey
counts in a competition for the city!

Play with friends or compete against them

Set records, earn
achievements, go on real missions.
Travel like you mean it!



Sign Up Now

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GAME DESIGN CONCEPTS

Consistency

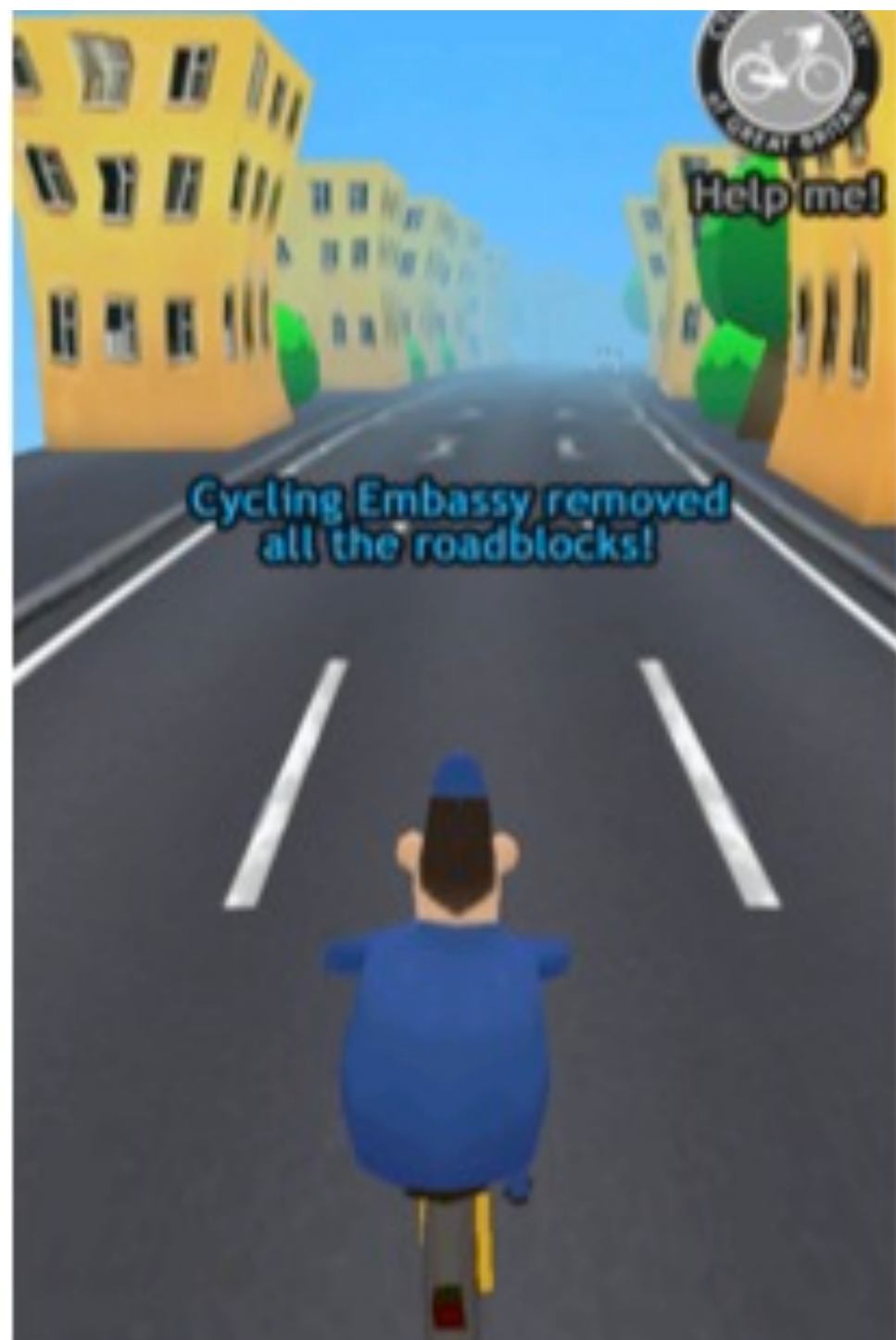
- *Game should be consistent with sponsor's objectives.*

Gameplay

- *Game Mechanics – actions afforded to players.*
- *Game Dynamics – what happens in game.*
- *Game Aesthetics – visual appeal and ICT interface.*
- *Game Interaction – how players control action.*

Long Term Motivation

- *Encouraging people to play more than once.*



**You
crashed**

Don't bump into cars or
other obstacles.

Game tip:

Reduce your speed to avoid
a crash (slide down).
But be aware of the dog
behind you.



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visit us!

GAME DESIGN RECOMMENDATIONS

- *Games should help achieve organizational objectives – they are not always the best approach.*
- *Clearly define the game objective and audience. Games with multiple objectives are hard to design.*
- *Game mechanics should be closely linked to objective or the game will be less effective.*
- *Consider need for long term motivation and how it can be incorporated into the game.*

GAME DESIGN RECOMMENDATIONS

- *Games need to be fun - use professional game designers.*
- *Pretest gameplay and user experience with focus groups and revise games based on results.*
- *Make sure the game can be played on many platforms and can be maintained easily.*

Serious Games for Transportation: References

- Nash, Andrew, Peter Purgathofer, Fares Kayali; Using Online Games in Transport: Grr-Grr-Bike Case Study (TRB Annual Meeting Paper 14-3805)
<http://www.andynash.com/nash-publications/2014-01-Nash-TRB14-TransportGames-9nov2013.pdf>
- Games (in order of appearance):
 - SFCTA – Budget Czar
 - www.world-of-bus-driver.com
 - www.simcity.com
 - www.worldwithouthoil.org
 - www.its.umn.edu/GridlockBuster/
 - www.meet-the-street.ch/en/
 - MobiKid – Vienna
 - www.greencitystreets.com/busmeister
 - www.chromaroma.com
 - www.grr-grr-bike.com

Serious Games for Transportation

Using Online Games in Transport: Grr-Grr-Bike Case Study

TRB Annual Meeting Paper: 14-3805

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