



# POSITIVE DRIVE

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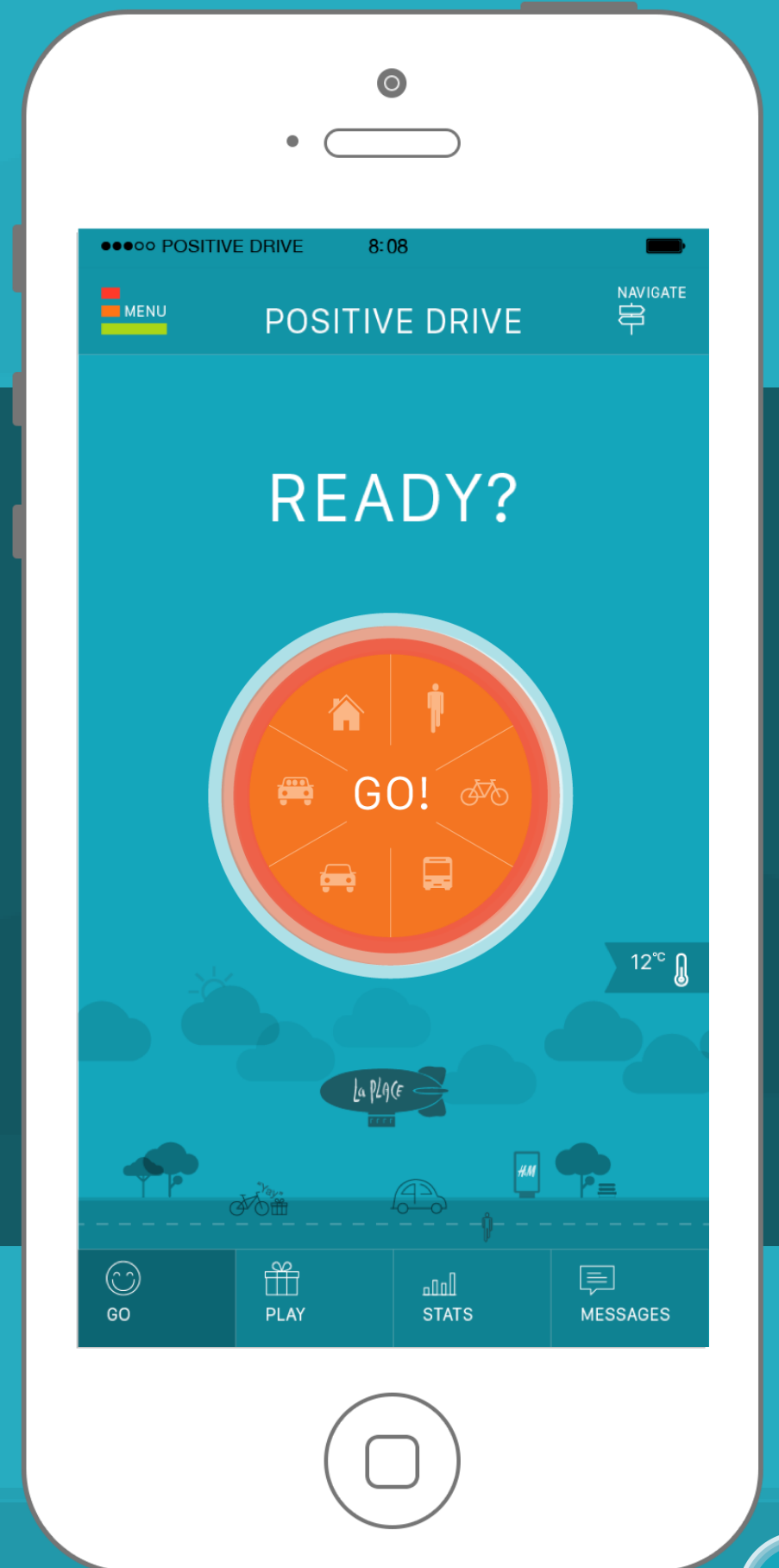
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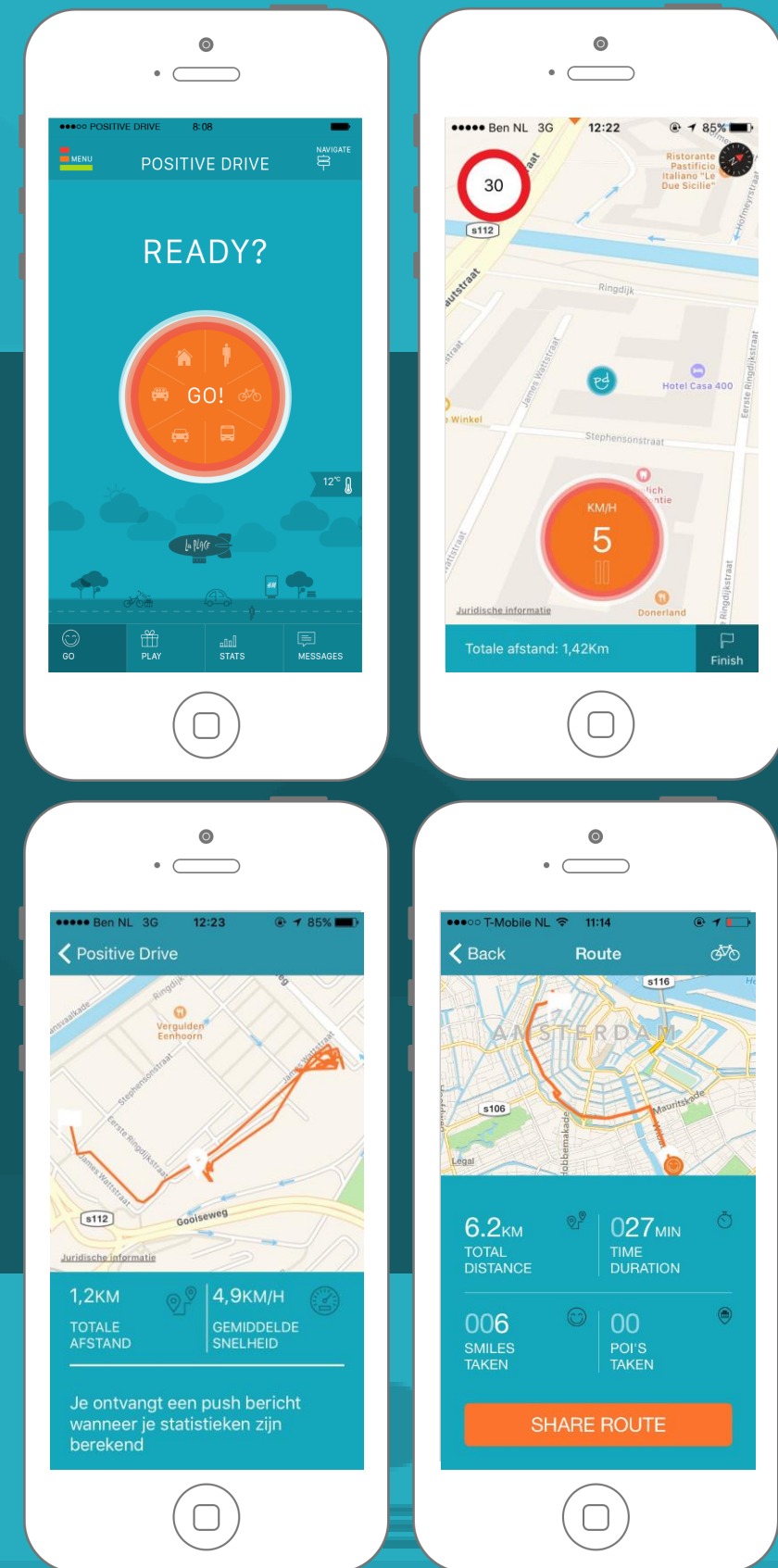
# TRACKING APP

- Positive Drive positively rewards good traffic behavior, such as cycling, walking...
- Helps to reduce CO2 emissions
- Pilots in the Netherlands, Canada, Belgium, Portugal, UK, Serbia & Luxembourg (Cloche d'Or Campaign)



# POSITIVE DRIVE ROUTING

- Easy use: tracks automatically or manually
- Positive Drive registers routes for walking, cycling, cars and public transport and carpooling
- Shows map with total distance, speed, earned (s)miles & Point of Interests
- Shareable through social media



# POSITIVE DRIVE STATISTICS

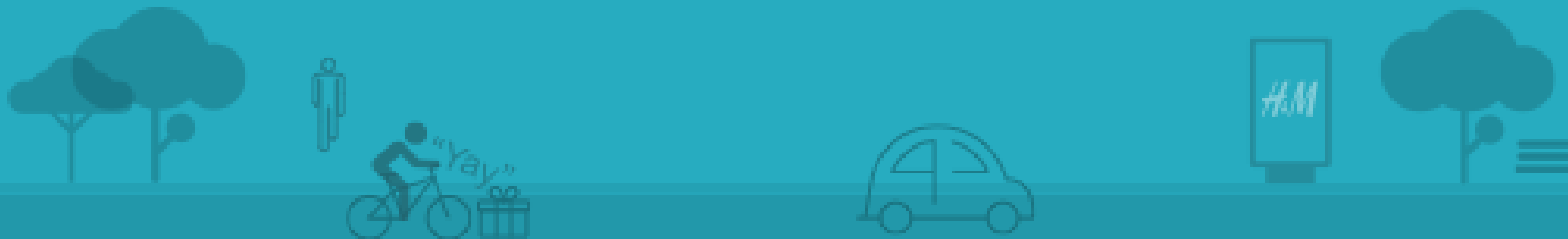
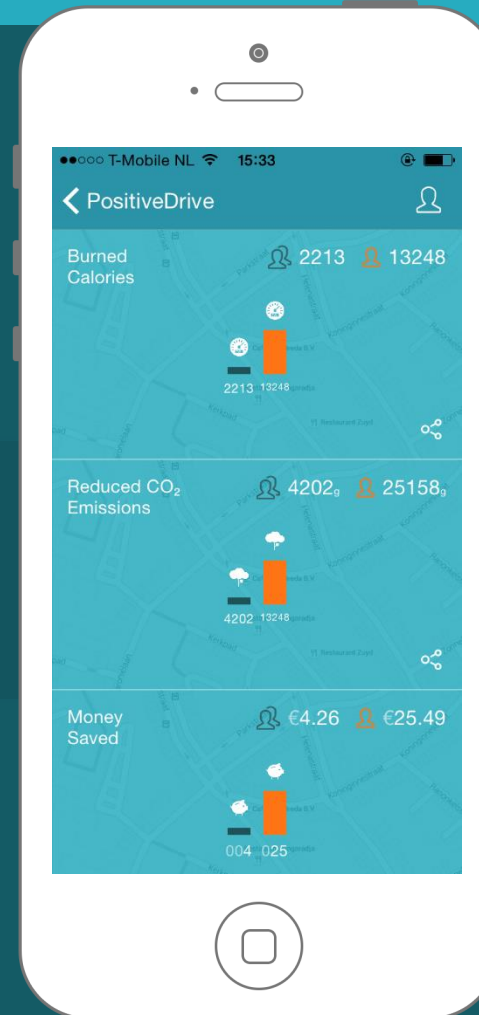
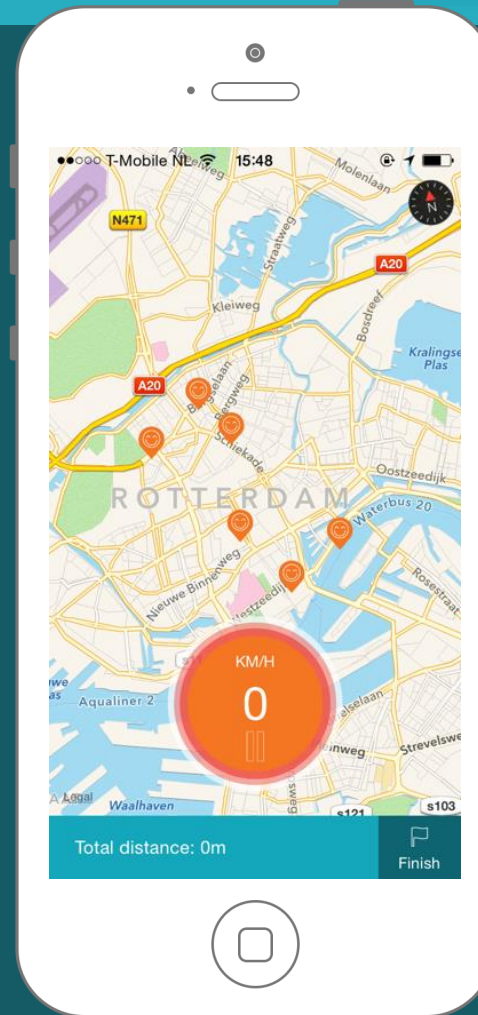
Interesting statistics for the users:

- Route
- Distance
- Speed
- Burned calories
- Money saved
- CO2 emission (saved)
- And (s)miles 😊



# POSITIVE DRIVE GAMIFICATION

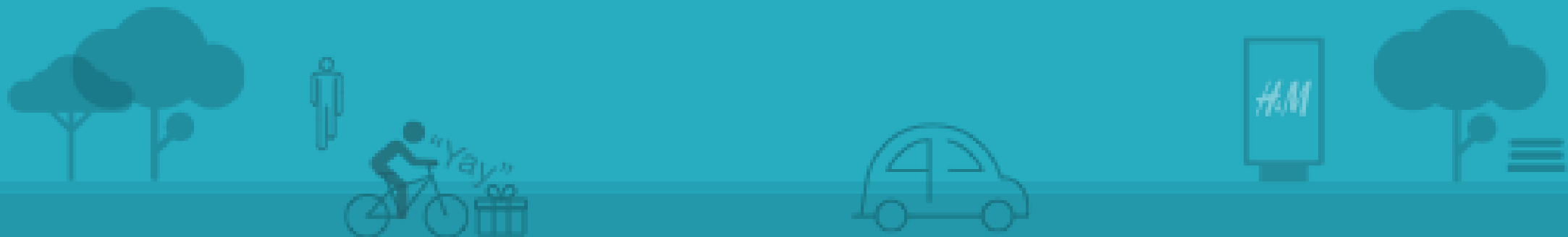
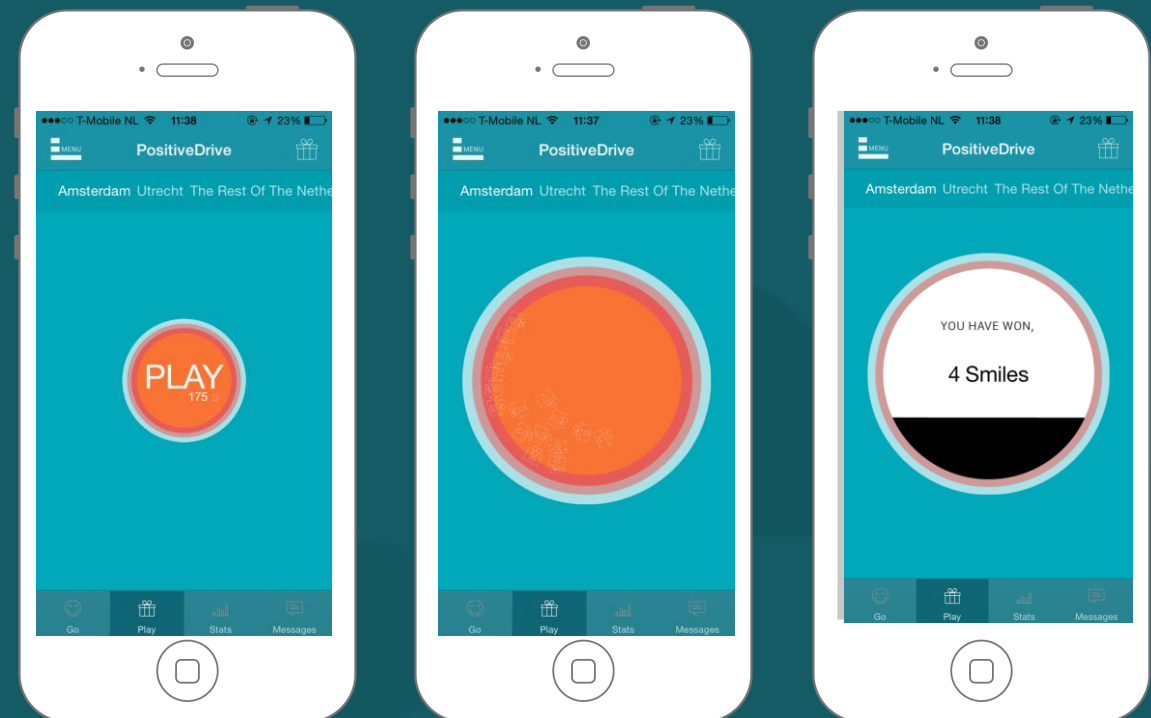
- Cross border playing field
- POI's: users can 'pickup' digital checkpoints with extra rewards
- Intrinsic rewarding with a level structure
- Compare & share your results with others



# HOW DOES IT WORK

## GAMEROOM

- Users can play with earned (s)miles in a lottery game
- Prices related to the campaign goals (e.g. E-bike from s-cape)
- Sponsors can be visible with their logo
- Odds depend on the amount of users and prizes





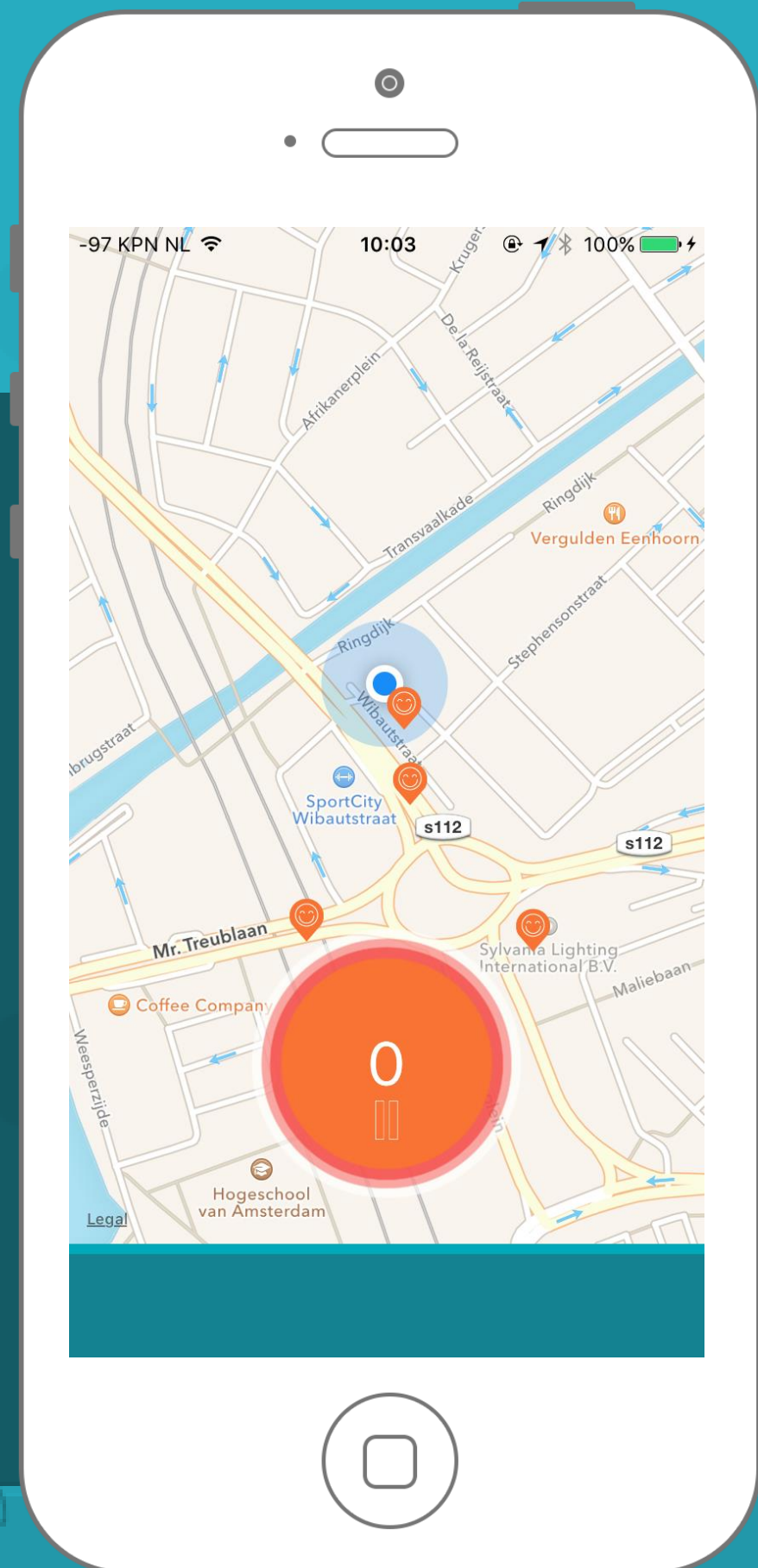
# POSITIVE DRIVE & CAMPAIGNS

One app for all campaigns:

- Behaviour change
- Cycling promotion
- Avoid rush hour
- Park & Ride

Think of campaigns like:

- Employees/employers
- Parking at the station
- Cycle for ...



# ANALYSIS

- GPS data about actual mobility behaviour
- With analysis tools we can visualize 'invisible' modalities (walking & cycling)
- Valuable (anonymized) data for coordinated mobility planning



# HUMAN-CENTERED DESIGN

- Positive Drive is a gamified mobility application for behavioural change
- Running a campaign is more than only using a tracking tool





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