



## **FORD SMART MOBILITY**

**The Ford Smart Mobility Game Challenge, run with Cologne Game Lab, encouraged developers to turn the integration of different transport modes within a city into fun and engaging online games.**

**The creative ideas developed for the Challenge could lead to innovative solutions and new approaches to integrating urban transport and encouraging positive commuter behaviour.**

**Taking home the winner's prize of €10,000 is Jaunt, a journey-sharing app that helps people save money, make friends and alleviate congestion.**



# An urban exploration game

**Jaunt is a social urban exploration game that rewards players for exploring their city in new ways.**

Ilya Zaremsky (ilya.zaremsky@gmail.com) | concept, prototyping, UX + UI design

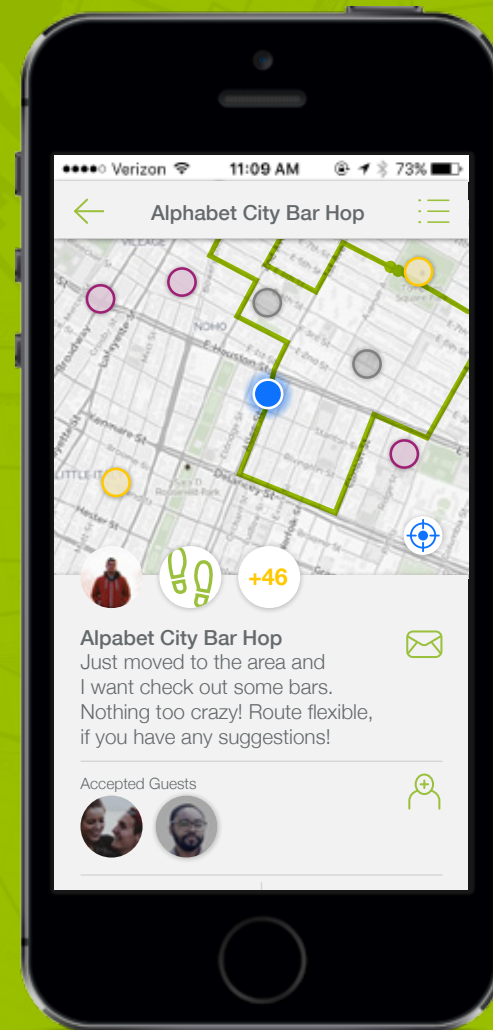
Betsy Medvedovsky (e.medved@gmail.com) | concept, visual design, UX + UI design

# Break out of your route + play

Jaunt is a game to help people explore their city. Players get points every time they visit a new point of interest or try a new way of moving through the city.

Exploring the city is always fun, but planning an outing can be a drag. Jaunt makes it easy.

Check out Jaunt's interactive map dotted with trips that other players have proposed or use tags and filters to quickly zero in on the experience you're looking for. Immediately see the destinations you haven't been to before—which you'll get extra points for. Find a buddy who'll show you the ropes—or, just get lost together. Either way, you'll see a totally different side of your city.



# The context



**Davis, 33, Inwood**  
Regular bike commuter from his home in Inwood to work in midtown Manhattan. Wants to start a bike train along the route to have company and also to show how manageable bike commuting can be.



**Alice, 26, New Haven**  
Foreign student studying in Connecticut. She's come up to New York City and is excited to explore, especially Williamsburg, which she's heard so much about.



**Andrew, 22, Morningside Heights**  
Columbia student. Needs to drive down to Penn Station once a week and is looking for others to go to split gas.



**Kate, 46, Upper West Side**  
Walks her dog every morning on the Upper West Side. Wants to see if sometime she can meet some fellow dog owners to walk around with.



**Cam, 43, Jackson Heights**  
A visiting professor at NYU Polytechnic, Cam's interested in the weird and strange parts of New York. He loves putting together weird trips to explore the offbeat in the city.



**Diana, 27, Jersey City**  
Just learned how to ride a bike recently and loves it! She can't convince her artsy friends to bike with her, so she is looking for more biking buddies to explore the city with.



**Mark, 24, East Village**  
Just moved to the area from Chicago for a Wall Street job. He'd like explore his neighborhood a little and meet people to grab a drink with.



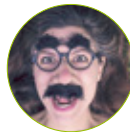
**Tom, 38, Long Island City**  
Just moved to NYC and wants to explore the city and meet some like-minded people who live close by. Proposes a trip to Harlem.



**Ben, 25, Bushwick**  
NYU history student who spends most of his time either at NYU or Bushwick. He'd like to explore New York a little more and break out of his comfort zone.



**Michael, 68, Carroll Gardens**  
Just read the Power Broker and wants to do a driving tour of some of Robert Moses' important works in the city.



**Elina, 34, Crown Heights**  
Grad student from Sweden who is studying industrial design at Pratt. She's desperate to take a day trip out of her Brooklyn area and just signed up for ZipCar.



**James, 39, Park Slope**  
Single lawyer with little free time to indulge his hobby of cycling. Rather than going out to bars on dates, he'd love to try out a biking date.



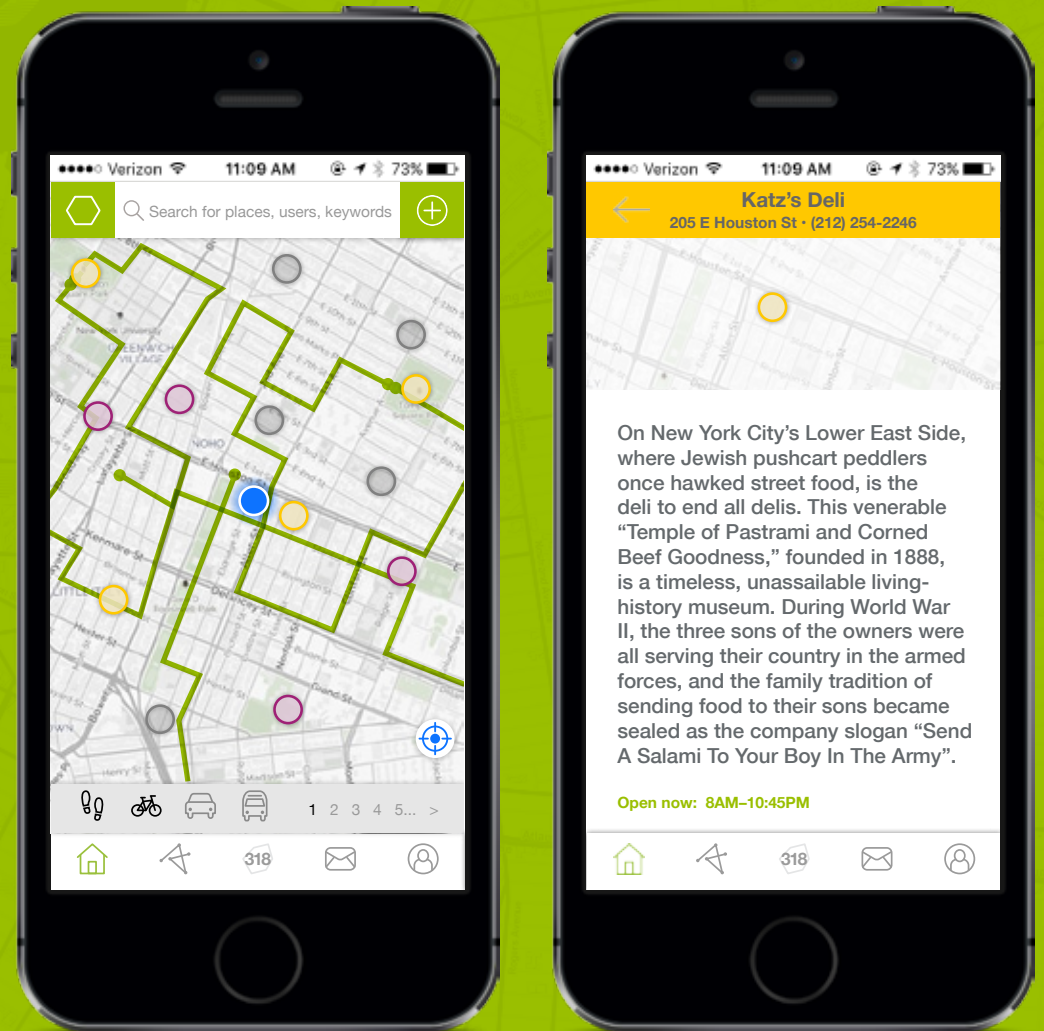
**Arnie, 55, Sheepshead Bay**  
Loves to ride bikes with his grandson when he takes care of him after school. Interested in finding other adults who'd like to take bike rides with children.

# Discover the city— Forget the guide books and jaunt

Jaunt is a game that makes discovering your city and breaking out of your everyday routine easy and fun. The app sets landmarks throughout the city, organized along six interests: food, nature, art & culture, history, esoteric and shopping. Every time you go to a new landmark on a jaunt, you'll get points.

Jaunt is fun for both the intrepid urban explorer and the newbie who's looking for a reason to leave their neighborhood on the weekend. Browse around and join a jaunt that fits with your interests or create a jaunt that will hit that restaurant, museum or secret garden you've been meaning to visit.

Every landmark comes with a short explanation, so you can forget the guide books at home, and create a jaunt on the go. Or focus your exploration by doing a jaunt that goes through the specially selected landmarks—a chance to get extra points.



# Urban mobility— Try moving through the city in new ways

Discovering your city is not just about landmarks: it's about the process of moving through the city. Understanding a city means trying all the ways that people get from point A to point B, whether that's biking, walking, driving or public transport.

By helping link people up on jaunts, the game lowers the bar for trying a new form of transportation. Whether it's finding a buddy to take your bike on the streets for the first time or finding an experienced transport user to help you navigate the MTA, Jaunt lets you try out new ways to move through the city.

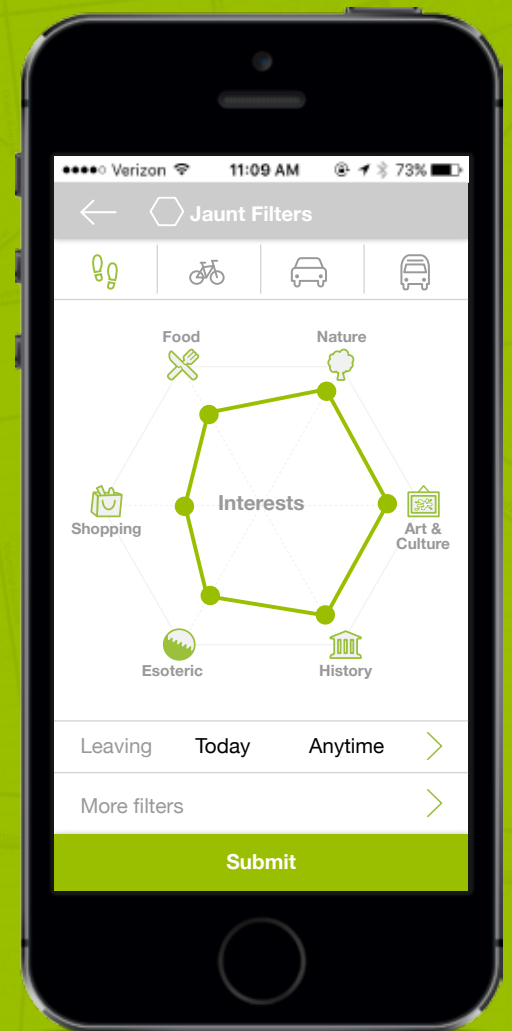
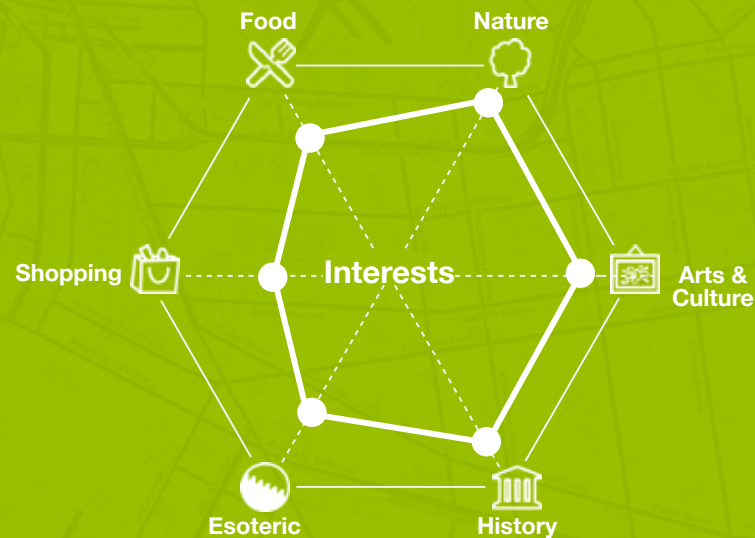
You'll get points every time you go on a jaunt with a new mode of transportation.



# Jaunt settings— Explore the way you want to

Key to the idea of Jaunt is the jaunt hexagon, which represents six directions of exploration: food, nature, arts and culture, history, esoteric and weird, and shopping. Instead of having to follow a one-size fits all playbook of city landmarks, users can adjust their hexagon more or less in each direction.

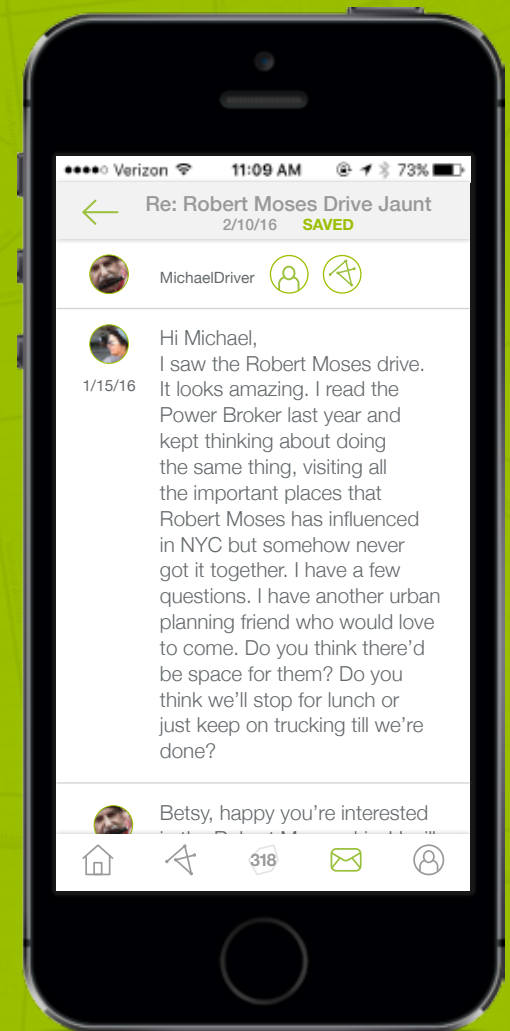
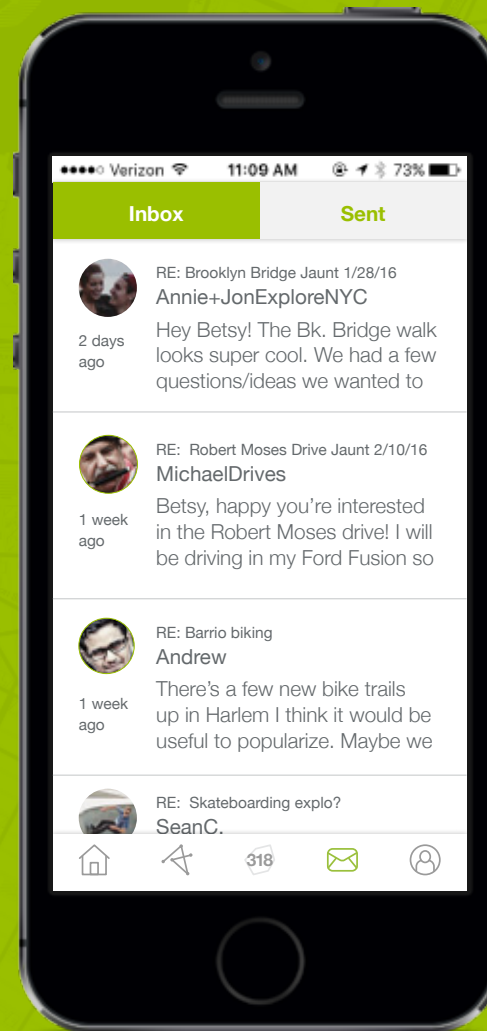
Once set, the hexagon prioritizes jaunts that correspond to your preference in the search results. Moreover, it also determines which landmarks get gold status. For example, rather than trying to drag yourself to museums to get points when you'd rather be outside, you can get points for exploring parks you've never been to—or even heard of.



# Find others with your interests—or just get a ride

Route-based outings make meeting new people fun, stress-free and automatically gives you something to talk about. The app lets you set jaunts as private (invite only your friends), public (anyone who wants to can join) or by request (users request to join and the organizer can accept or decline).

Go on a jaunt and meet people who share the same interests, who commute in the same way—or who have nothing in common except an enthusiasm for exploring the city.

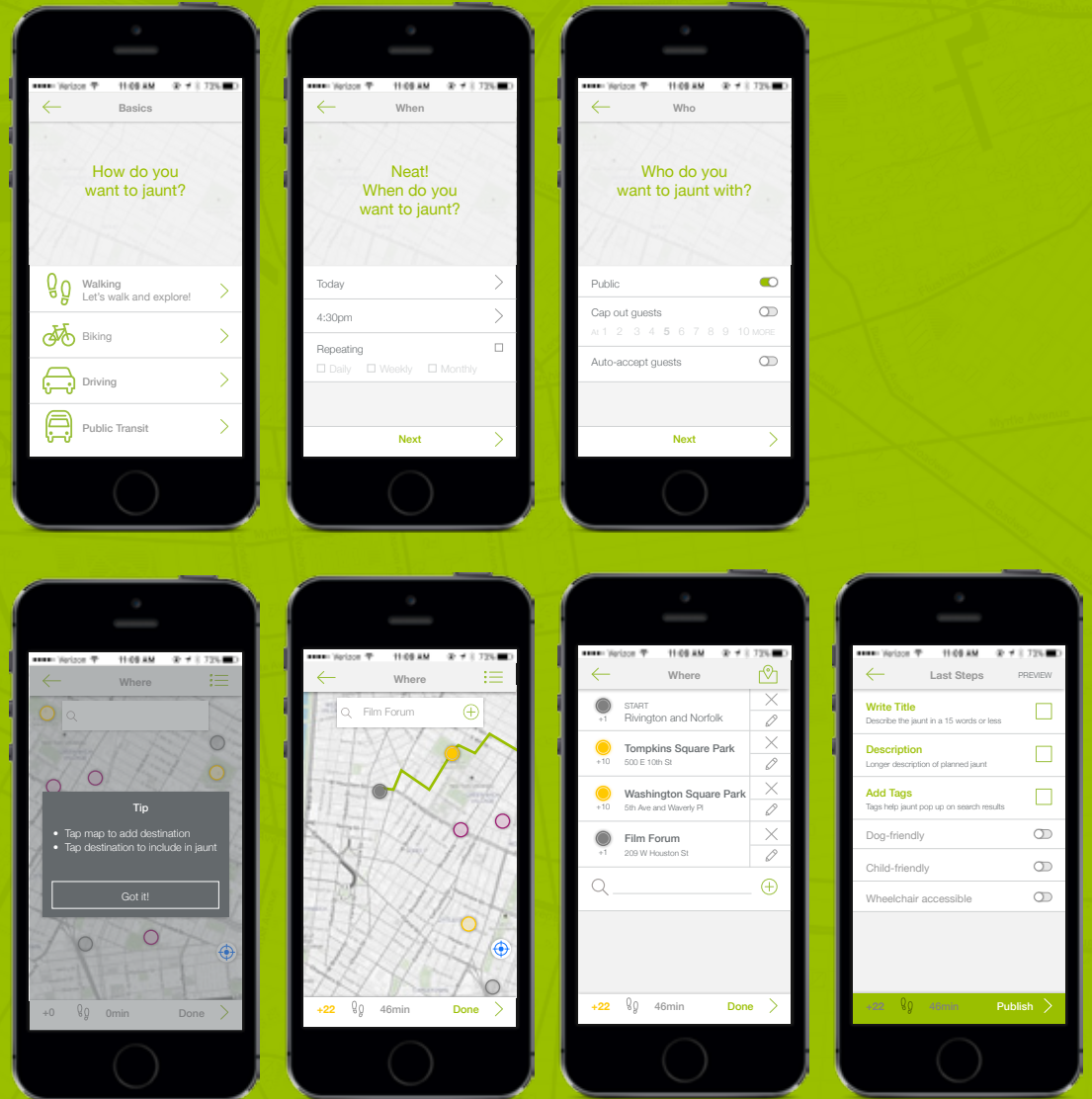




# Create a jaunt— Set the agenda with a few clicks

Creating a jaunt is an easy, flexible process. Choose a mode of transportation, when you want to jaunt and if you want your jaunt to be public or not. Then create the jaunt itself, whether it follows pre-set landmarks or your own landmarks.

Entering tags can help other like-minded users find your jaunt faster.



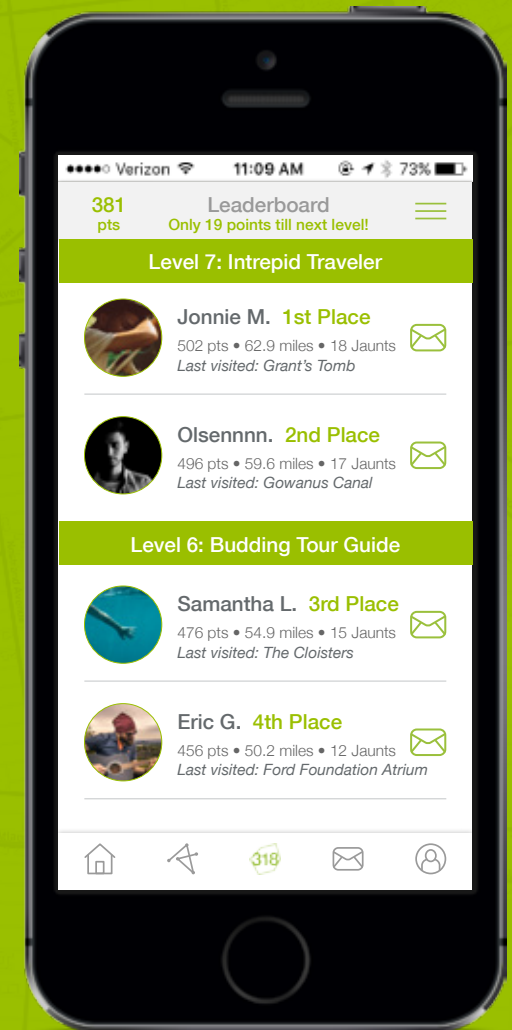
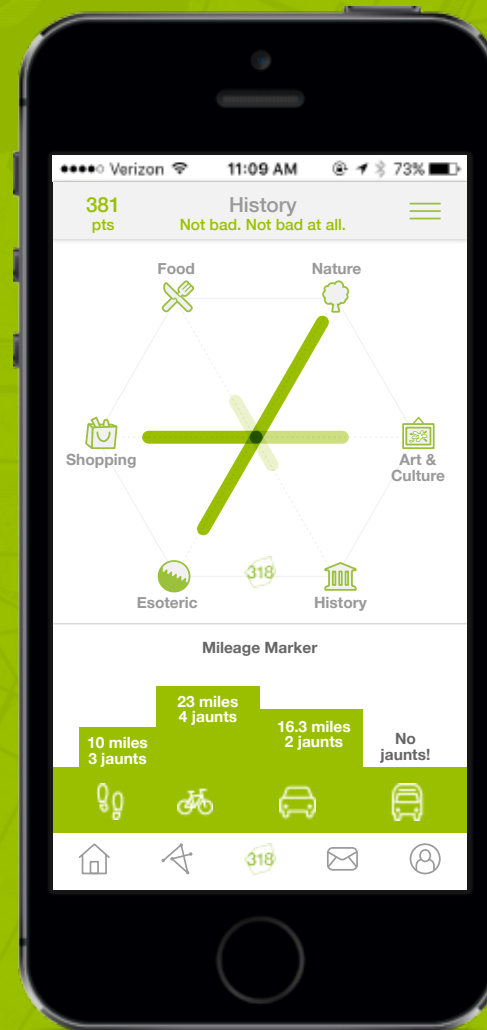
# Track your progress in points, landmarks and miles

Jaunt makes tracking your progress intuitive. See which interests you've been drawn to over time—and which ones you consistently avoid.

Check out the miles you've logged on foot, bike, car and transit while exploring the city.

If you're feeling underchallenged, scroll through the list of landmarks to see something that might catch your fancy.

Whether you start playing for points or you're an avid adventurer who loves competing on how well you know your city, Jaunt makes discovering the city a snap.



# The city is waiting— let's jaunt!

