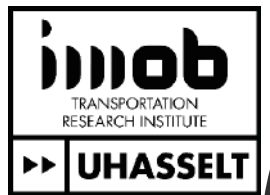




# Behaviour change in real-time & post-trip interventions H2020 i-DREAMS project

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# i-DREAMS Consortium



7  
engineering  
universities  
& research  
centres

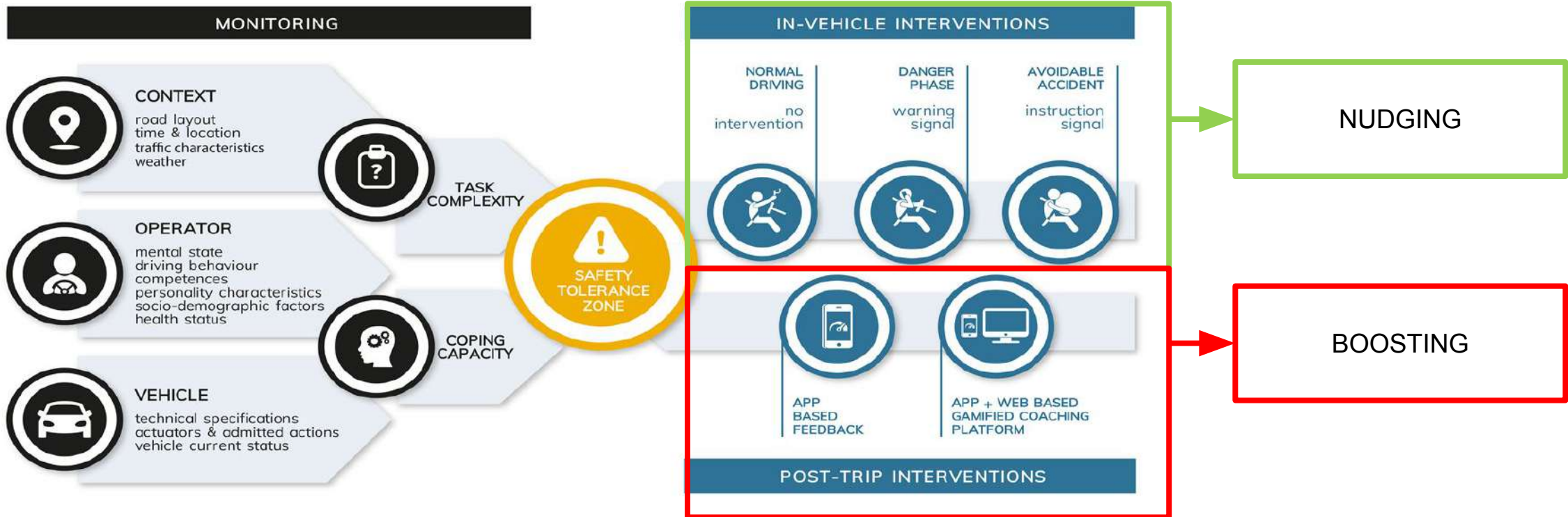
4  
companies  
& ICT  
groups

2  
partners with  
links to transport  
safety  
stakeholders



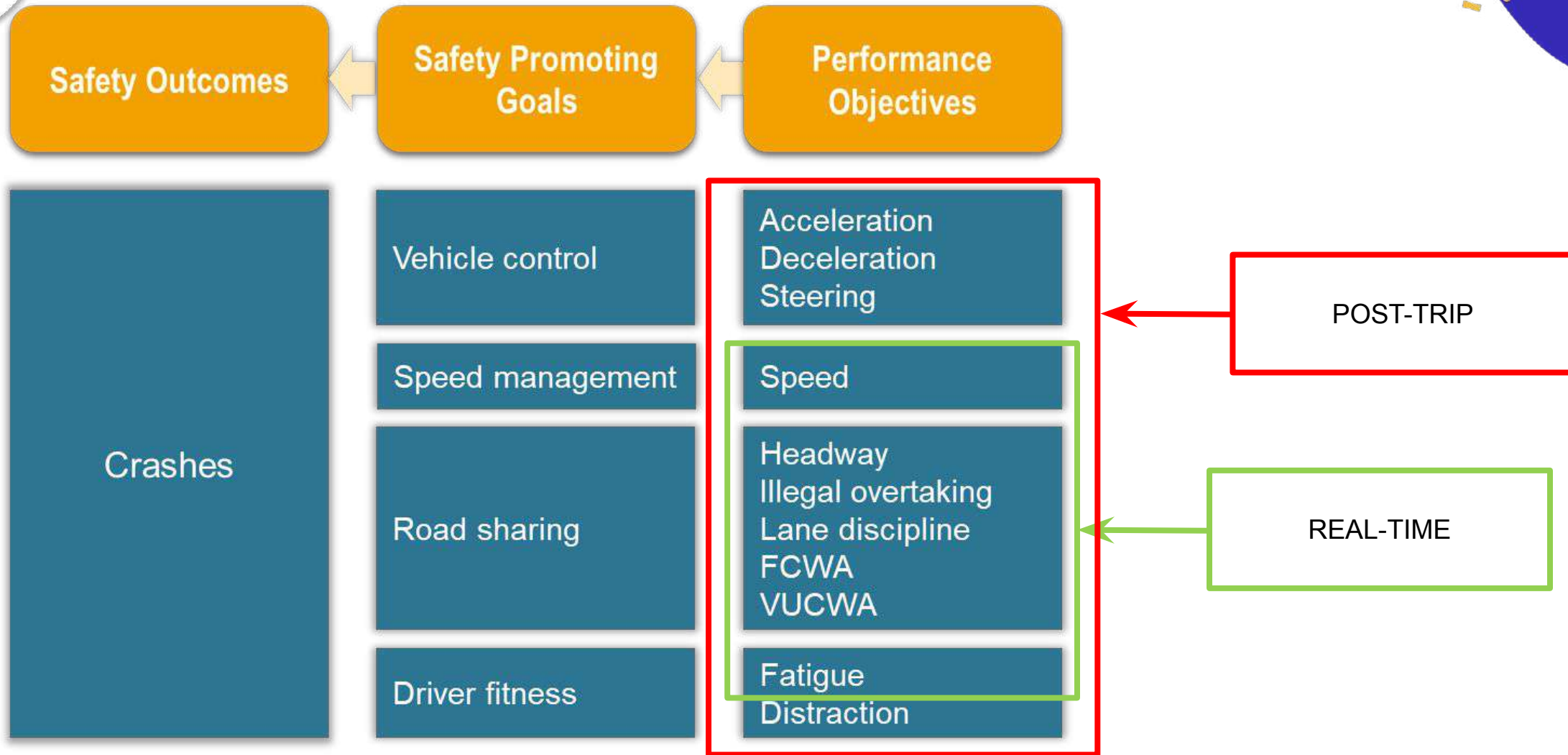
# Background

Brijs et al. (2020)



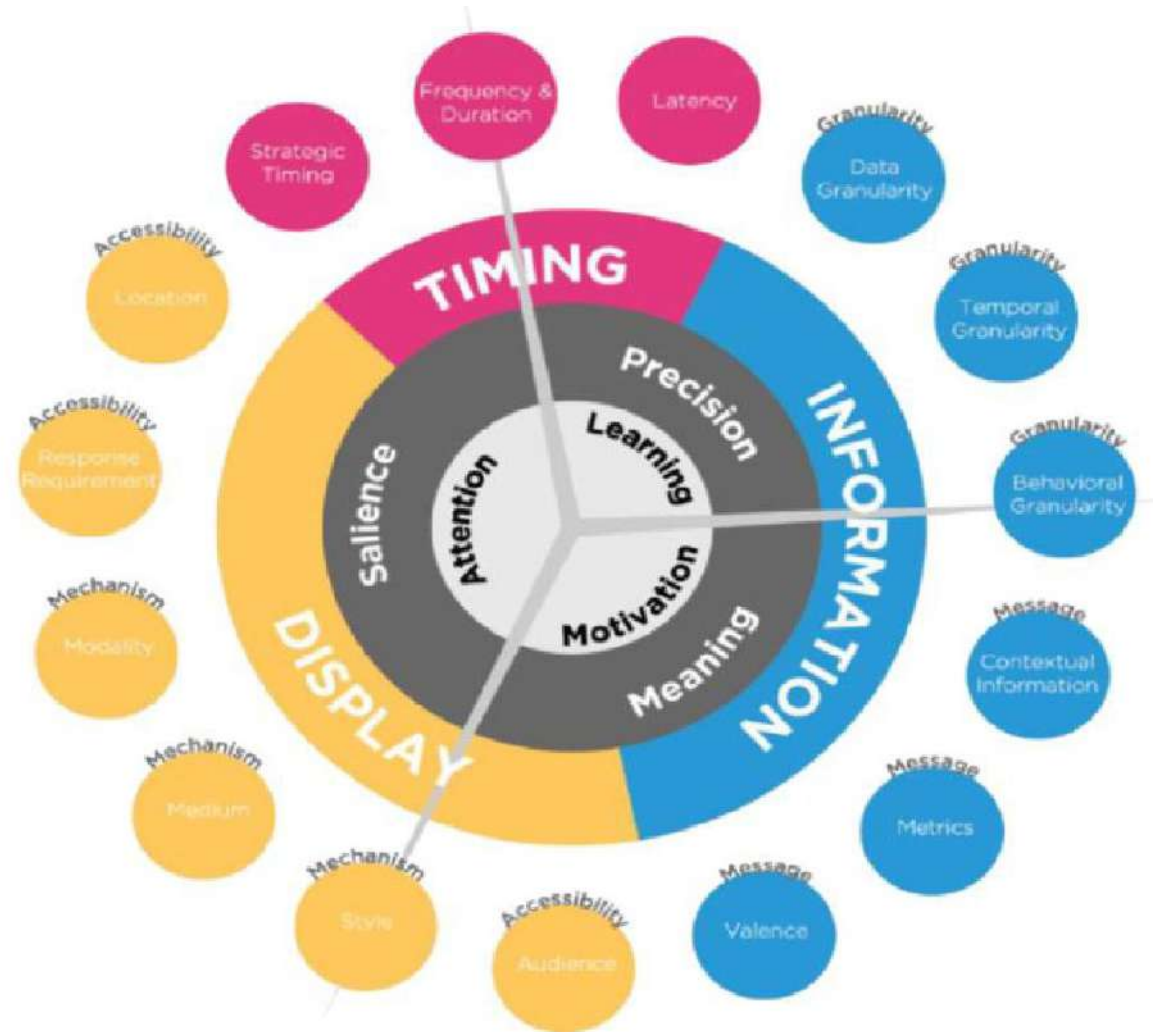
# Logic model of change

Brijs et al. (2020)



# Eco-feedback design behaviour framework

Sanguinetti et al. (2018)



# Real-time interventions: DISPLAY

Lourenço et al. (2020)



# Real-time interventions: TIMING

Katrakazas et al. (2020)

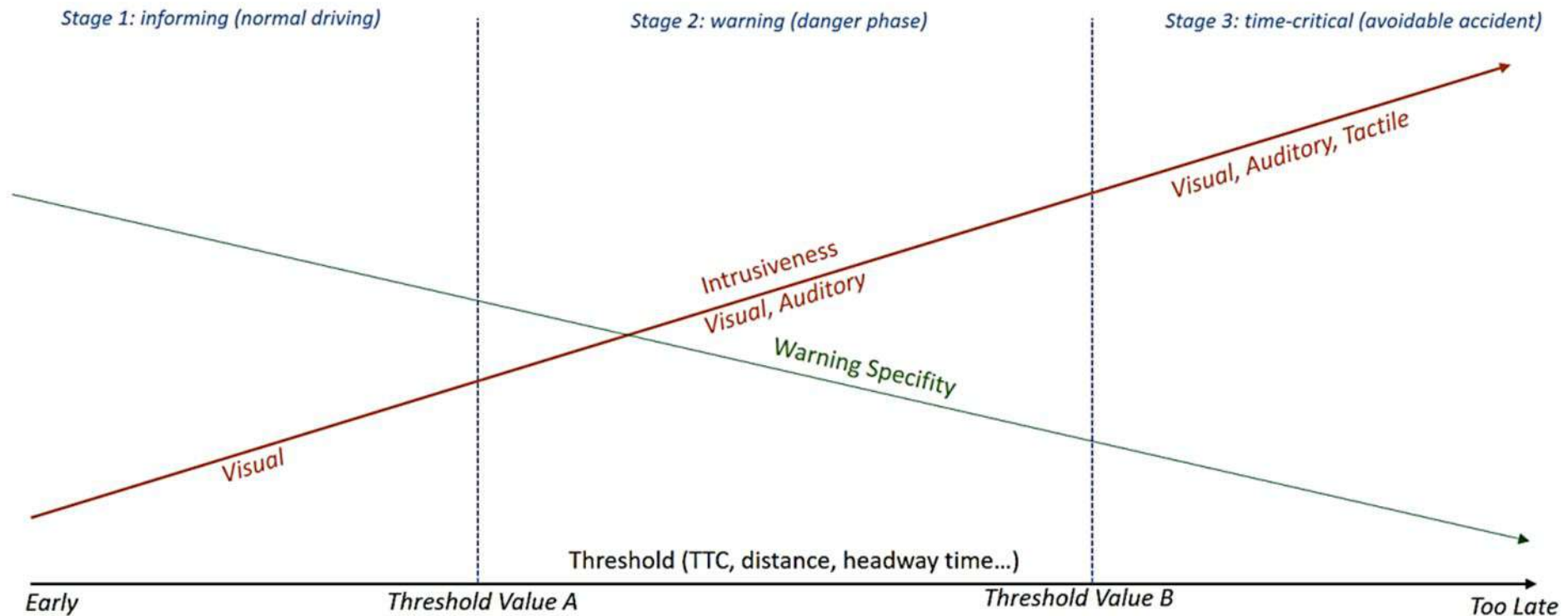


Illustration of the proposed warning strategy

## Real-time interventions: INFORMATION

*Lourenço et al. (2020)*



Avoidable accident ahead, brake immediately!

Flashing icon, accompanied by auditory signal.



## Post-trip interventions: COM-B Model

*Michie et al. (2014)*



**COM-B Model (Michie et al., 2014)**

# Post-trip interventions: GAMIFICATION

Marczewski (2017)



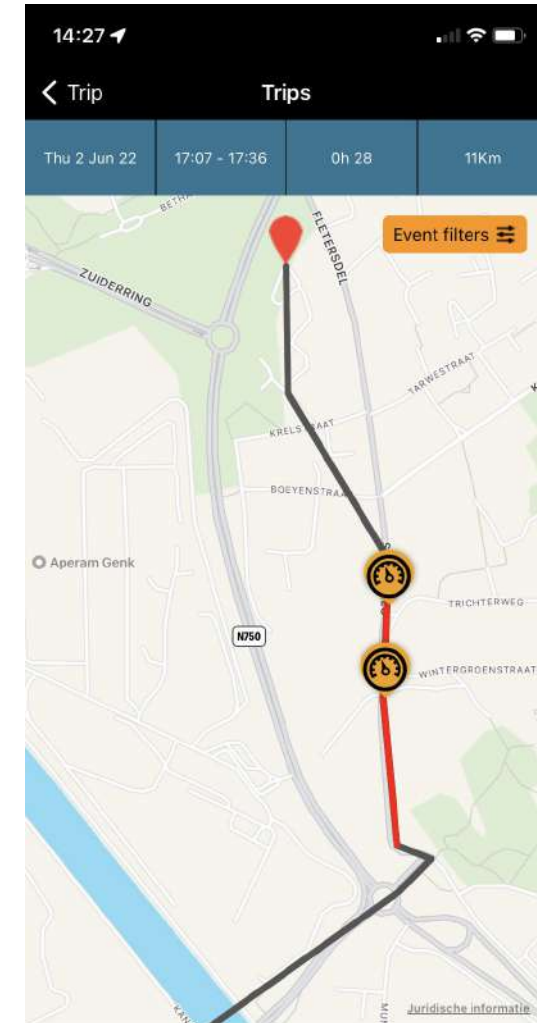
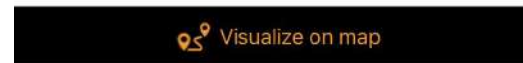
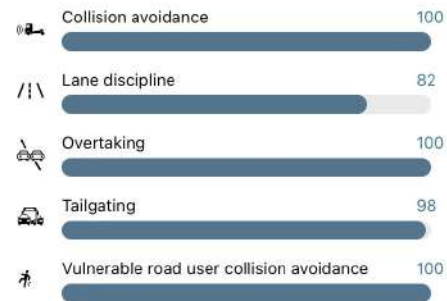
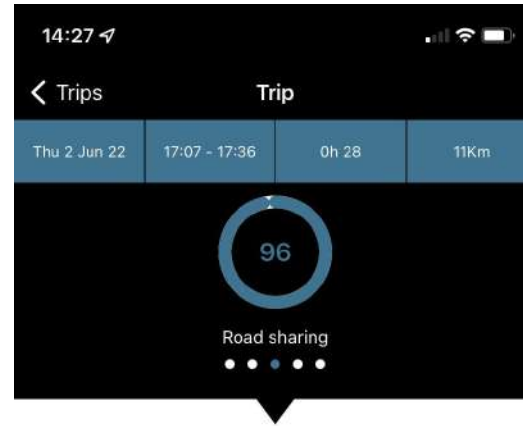
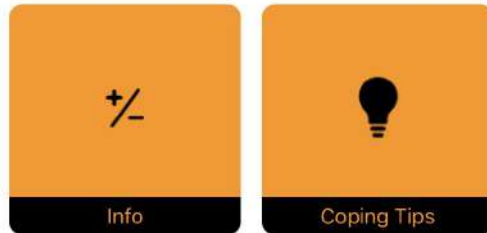
## Periodic Table of Gamification Elements

1 <b>Rr</b> Random Rewards									2 <b>Fr</b> Fixed Reward	3 <b>Td</b> Time Dependent
4 <b>Ob</b> On-boarding	5 <b>Si</b> Signposting	6 <b>La</b> Loss Aversion	7 <b>I</b> Investment	<b>Gamified UK</b>			8 <b>Pf</b> Progress / Feedback	9 <b>T</b> Theme	10 <b>N</b> Narrative	11 <b>C</b> Curiosity
12 <b>Tp</b> Time Pressure	13 <b>S</b> Scarcity	14 <b>St</b> Strategy	15 <b>F</b> Flow	16 <b>Co</b> Consequences	17 <b>Gt</b> Guilds / Teams	18 <b>Sn</b> Social Network	19 <b>Ss</b> Social Status	20 <b>Sd</b> Social Discovery	21 <b>Sp</b> Social Pressure	22 <b>Cm</b> Competition
23 <b>Ch</b> Challenges	24 <b>Ce</b> Certificates	25 <b>L</b> Learning	26 <b>Q</b> Quests	27 <b>Lp</b> Levels / Progression	28 <b>Bb</b> Boss Battles	29 <b>E</b> Exploration	30 <b>Bc</b> Branching Choices	31 <b>Ee</b> Easter Eggs	32 <b>U</b> Unlockables	33 <b>Ct</b> Creativity Tools
34 <b>Cu</b> Customisation	35 <b>Ap</b> Altruistic Purpose	36 <b>Cg</b> Care Taking	37 <b>A</b> Access	38 <b>Cn</b> Collection	39 <b>Gs</b> Gifting / Sharing	40 <b>Ks</b> Knowledge Share	41 <b>P</b> Points	42 <b>Pr</b> Prizes	43 <b>Le</b> Leaderboards	44 <b>B</b> Badges
		45 <b>Ve</b> Virtual Economy	46 <b>Lo</b> Lottery	47 <b>Ip</b> Innovation Platform	48 <b>V</b> Voting	49 <b>Dt</b> Development Tools	50 <b>A</b> Anonymity	51 <b>Lt</b> Light Touch	52 <b>An</b> Anarchy	

Reward Schedule	General	Socialiser	Achiever	Free Spirit	Philanthropist	Player	Disruptor
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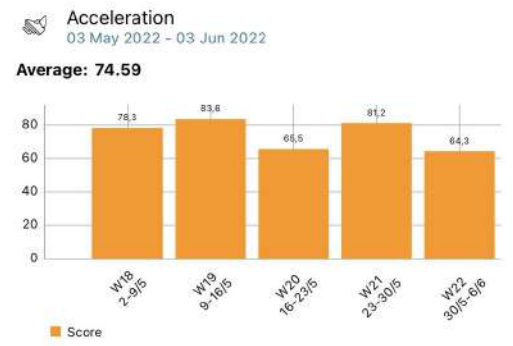
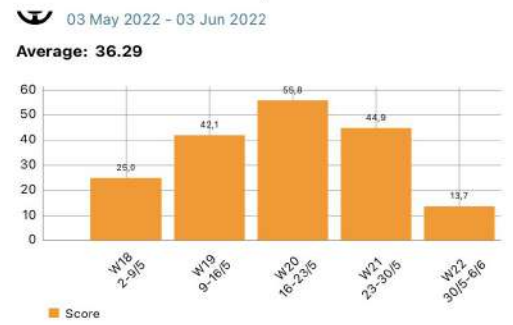
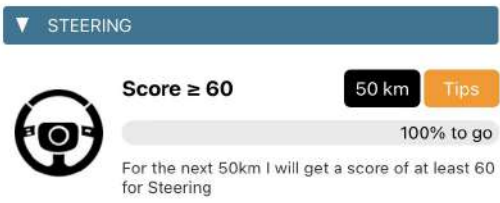
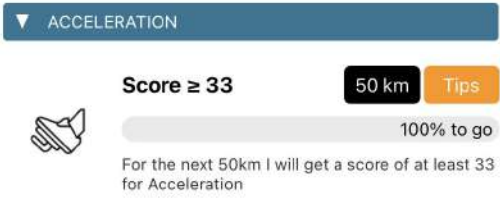
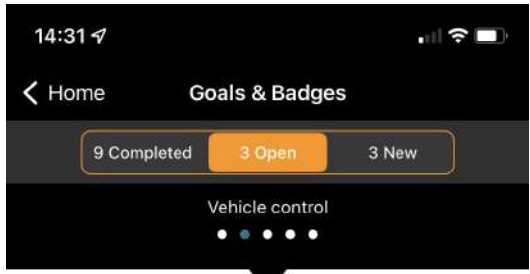
# Post-trip interventions: mock-up screens app

Van Rompay et al. (2020)



# Post-trip interventions: mock-up screens app

Van Rompay et al. (2020)



Rank	Username	Score	Target
1.	ndfkw	87.0 pts	0
2.	dqbgq	86.0 pts	0
3.	gaerf	84.0 pts	0
4.	davsx	84.0 pts	0
5.	uhtbc	82.0 pts	0
6.	cpswd	81.0 pts	0
7.	exesh	81.0 pts	0
8.	disei	79.0 pts	0
9.	fnyvb	78.0 pts	0
10.	cblni	78.0 pts	0
11.	dsycs	77.0 pts	0
12.	ccxcu	77.0 pts	0
13.	dzcpc	77.0 pts	0
14.	crtbd	77.0 pts	0
15.	fggfj	76.0 pts	0
16.	gzsgt	76.0 pts	0
17.	fibxy	76.0 pts	0





*Thank you!*

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