KING OF THE HILL
 - an app for Schladming, Austria

Description and motivation

A very up-to-date way to enrich user engagement these days by gamifi-cation of a real life experience. Our approach makes the skiing experi-ence in Schladming into a game by a smart phone app, where the users need to perform tasks by daily activities and by them they'll receive badges on return. These activities cover besides skiing (or any relevant sporting, like mountain biking) also to explore and experience the area of Schladming, motivating the user to go beyond than a normal vaca-tion.

Scenario

A group of friends come to Schladming area for a sporting vacation. The city of Schladming wants this group to get more engaged into the area, encouraging them to explore more the area by joining the badge collecting system in the local game (touchpoint: smart phone app). Besides this, the friends can also compete with each other, creating contest among them in skiing, or use the software to meet with new people, by calling a random ghost rider opponent from a different social group.

More elaboration to be found in our Youtube clip.
http://www.youtube.com/watch?v=KNo3wloDdf8

Technology used

The system is heavily relying on smartphones, 3G and wi-fi and GPS. There isn't any extraordinary technology considered for the system, the only challenges could be faced only making these systems resistant to the weather and coverage in the mountain area.

Team (Group 3)

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