

Category: Student

Project: Battle of the Buses

What was the challenge?

Isolation and loneliness is a growing problem in New Zealand. Although we spend so much time surrounded by people, we are all so absorbed in our devices that we miss the small opportunities to share a smile or start a conversation. Public transport has the potential to connect people and spark friendships so I have used this location as an opportunity to intercept our isolating habits. How might we create a non-confronting tool to encourage passengers to engage in friendly banter on the bus?

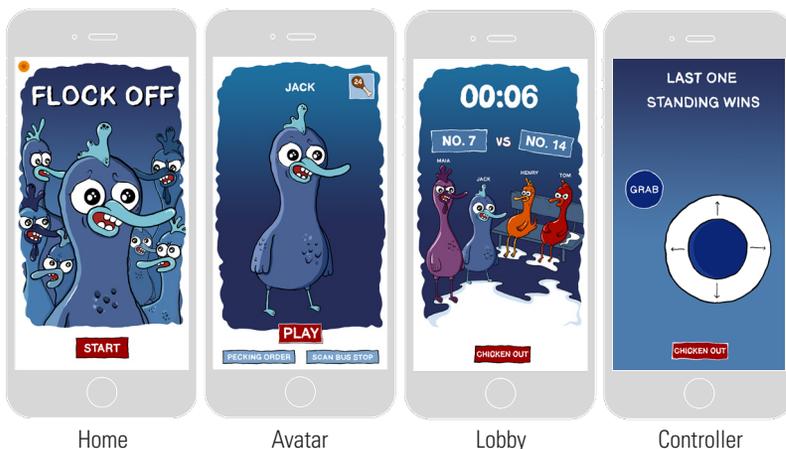
What was the solution?

Battle of the Buses is an initiative putting digital multiplayer games on the bus. I aim to bring people together through friendly competition, games, humour, sarcasm, puns and chickens... This initiative is founded on the idea that teamwork builds relationships and creates positive environments. Players will join the team on their bus by connecting on their phone. They will then enter the teams lobby as they wait for a team on another bus to get ready to verse them. The game is displayed on multiple screens throughout the bus and controlled from the players' phone. This enables the entire bus of commuters to be involved in the game and root for their team! Each bus is ranked on the pecking order and with each win they climb the ladder and get closer to being the top bus. The pecking order scoring (the leaderboard) is a city wide competition, it's a conversation point not only within your own bus but also at home or work. With the same people catching the same bus every day, they will be determined to get on top.

To create the friendly atmosphere, I used illustration as my form of information design. This allowed me to portray all the required information in an awkward funny visualisation.



Posters throughout the city. Limited information focuses attention on humorous illustrations

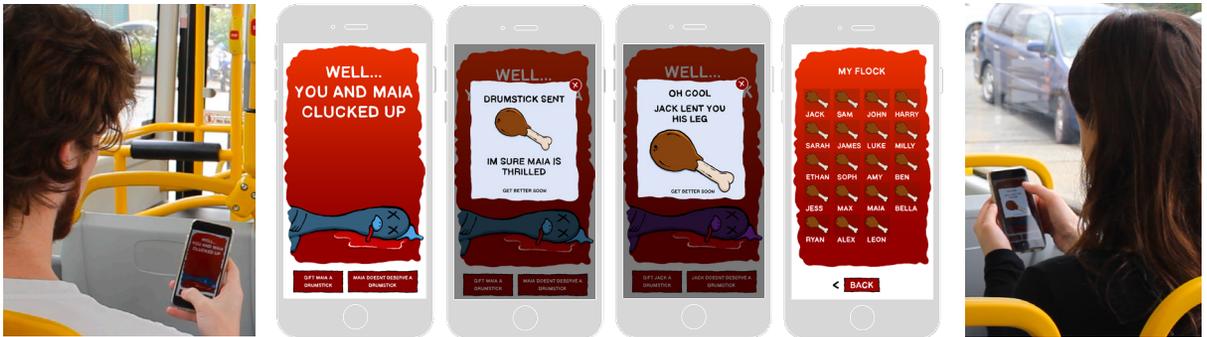


What was the effect?

Competition is a huge driver for people to get involved and do well. With the whole bus invested in their team, the game has the potential to change the entire atmosphere of the bus to a fun, relaxed and playful setting. In keeping the text to a minimum, I designed the illustrations to portray the awkward bus atmosphere in a funny, casual, relatable way. Through sparking small conversations and smiles between people who we see every morning on the way to work, Battle of the Buses has the potential to create friendships and improve mindset and wellbeing.

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Whether a team wins or loses, players have the option to gift their team mate one of their own drumsticks. The drumstick gifting feature encourages small positive connections between teammates.



The game is displayed on multiple screens throughout the bus and controlled from the players phone.



Players can customise their avatar at the interactive bus stop and then scan the QR code to sync with the app.

Pecking order