HACKATHONS FOR INNOVATION: CASE LIVING LAB BUS AND PASSENGER GAME BUSSIG IN JUNCTION 2017

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THE CONTEXT: LIVING LAB BUS

- Innovation platform of a fleet of buses in normal operation
  - Data from the vehicles and sensors
  - Chance to present services and collect user feedback
  - Opportunity to install and test devices in real context

www.LivingLabBus.fi
WHO’S GOT THE IDEAS?

• “I’m not saying I’m gonna change the world but I guarantee that I will spark the brain that will change the world - and that’s our job.”
  
  - T. Shakur
HACKATHONS: CASE JUNCTION 2017

• About 1500 participants and 100 nationalities
• Challenges in many tracks
  • Artificial intelligence, entertainment, fintech, intelligent buildings, legal tech, mobility, space etc.
• Mobility track had 5 challenges
  • One of which was our "Brilliant Bus Display"
"BRILLIANT BUS DISPLAY"

The challenge: "Innovative public screen services and applications that will improve the travel experience of the bus passengers (and preferably use our data)"

Criteria
- Utilization of the LLB REST API data
- Innovativeness and feasibility
- Potential positive impacts on the travel experience of the passengers
BUSSIG: INTERACTIVE ENTERTAINMENT FOR PASSENGERS

- Reducing boredom with Web Application mini games
- Leaderboard shown on a display in the bus
  - Play against commuters onboard the same bus

Leaderboard
1. Moomin
2. Yummel
3. Nikola
4. Morko
5. Moomin
6. Mrs judge
7. Moomin
8. Oski

Global Leaderboard
1. Morko
2. Tuukki
3. Nikola
4. Hattivatti
5. Moomin
6. Mrs judge
7. Hattivatti
8. Oski

Do you want to play? Connect to bussig.fi or scan the QR code to your right. If you do well you might show up on the leaderboard!
THOUGHTS ON HAC KATHO NS

- People with different backgrounds bring fresh ideas and perspectives...
- ...but on the other hand, being unfamiliar with the context may lead to obvious ideas rather than new innovations
  - To avoid this, mentoring is important!
CONSIDERATIONS FOR PLANNING

- **Support** (technical and mentoring; F2F and online)
- **Resources** (live and test data where feasible)
- **Criteria** (clarity for participants and judges)
- **Dialogue** (active mentor-team discussions and guidance)
- **Challenge coordination** (collaboration to define challenges)
THANK YOU

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