

Ontwerpen voor gedragsverandering!

Ideate



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26 februari 2014



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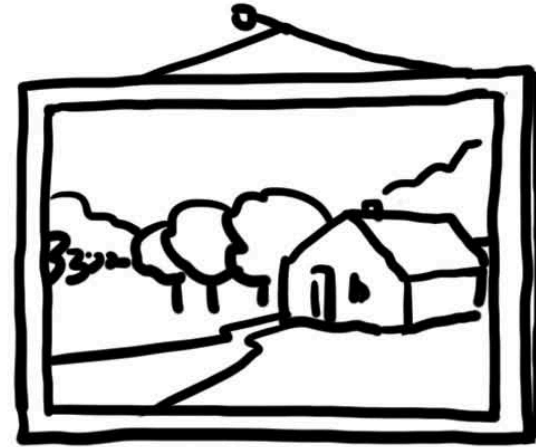
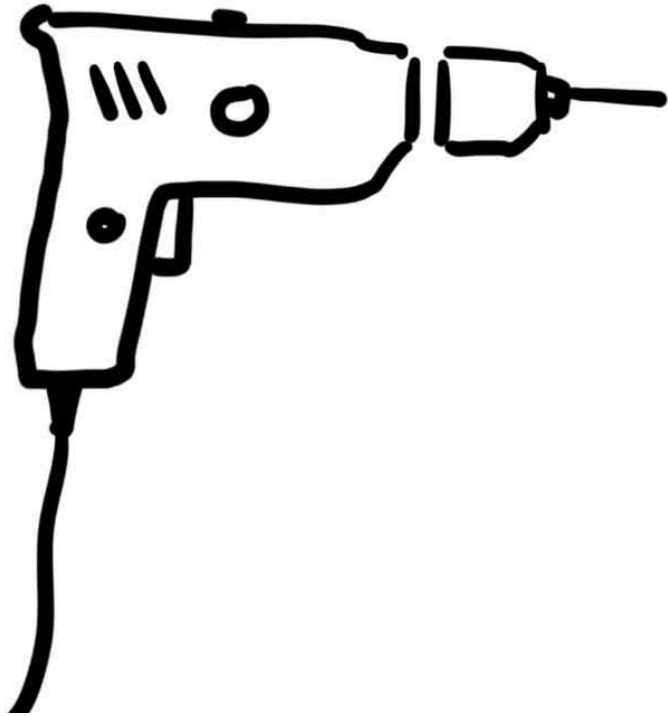


Three people are seated at the long wooden table, focused on their laptops. The man in the red shirt is in the foreground, while a woman in a grey blazer is behind him. The room is well-lit by a large skylight and two modern pendant lights hanging from the ceiling.

Two people are standing near a wall covered in numerous colorful sticky notes, engaged in a discussion. The man is wearing a light blue shirt and jeans, and the woman is wearing a beige top and dark pants. The sticky notes are organized into columns and rows, suggesting a structured meeting or brainstorming session.

A whiteboard is visible in the background, with the word "State" written on it. The room has a clean, minimalist aesthetic with white walls and a wooden floor.

The wall is covered in a large number of colorful sticky notes, organized into columns and rows. The notes are in various colors, including blue, yellow, green, and purple, and appear to be part of a structured meeting or brainstorming session. The notes are arranged in a way that suggests a flow of ideas or a process being discussed.



10% brandstofbesparing

=

300% meer winst





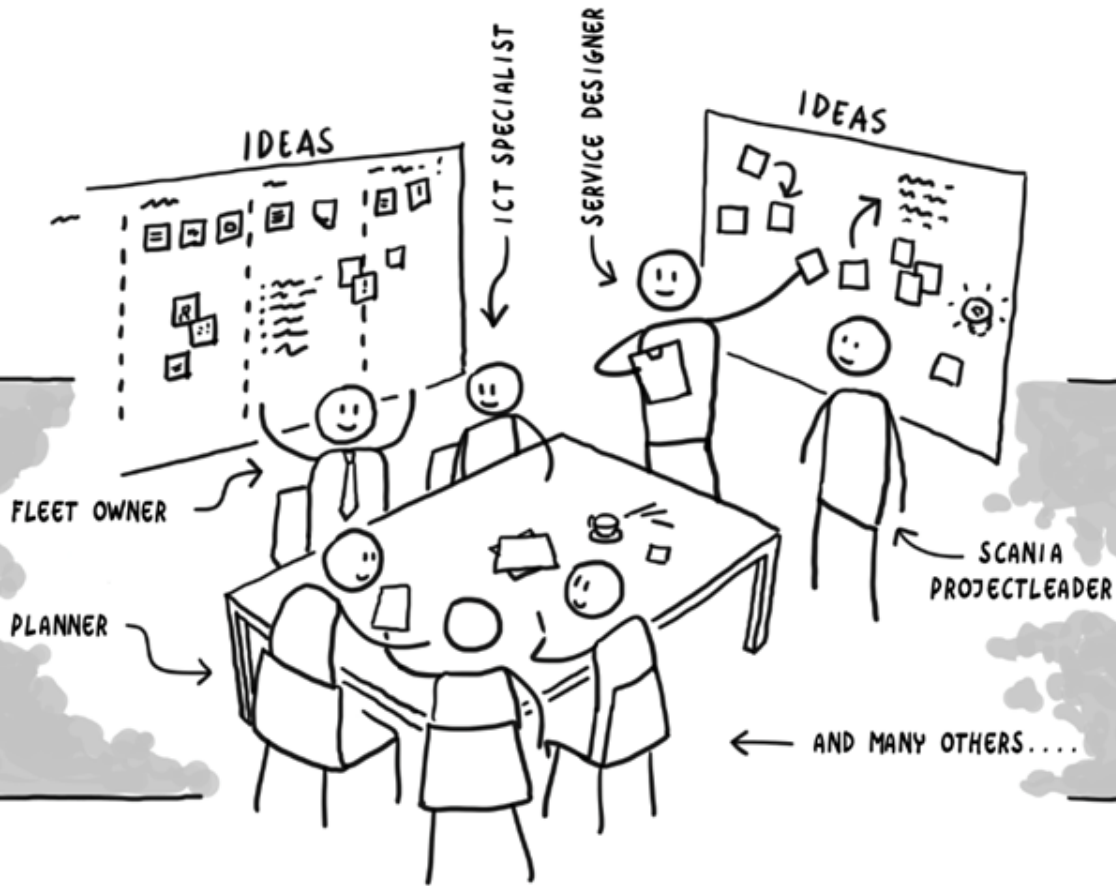
“Dit rapport is bedoeld om u een algemene indruk te geven van uw rijgedrag en u tips te bieden voor verbetering. Het is niet bedoeld als perfecte weergave en wij garanderen u, dat u niet alleen op basis van het rapport persoonlijk beoordeeld zult worden”

DISCOVER

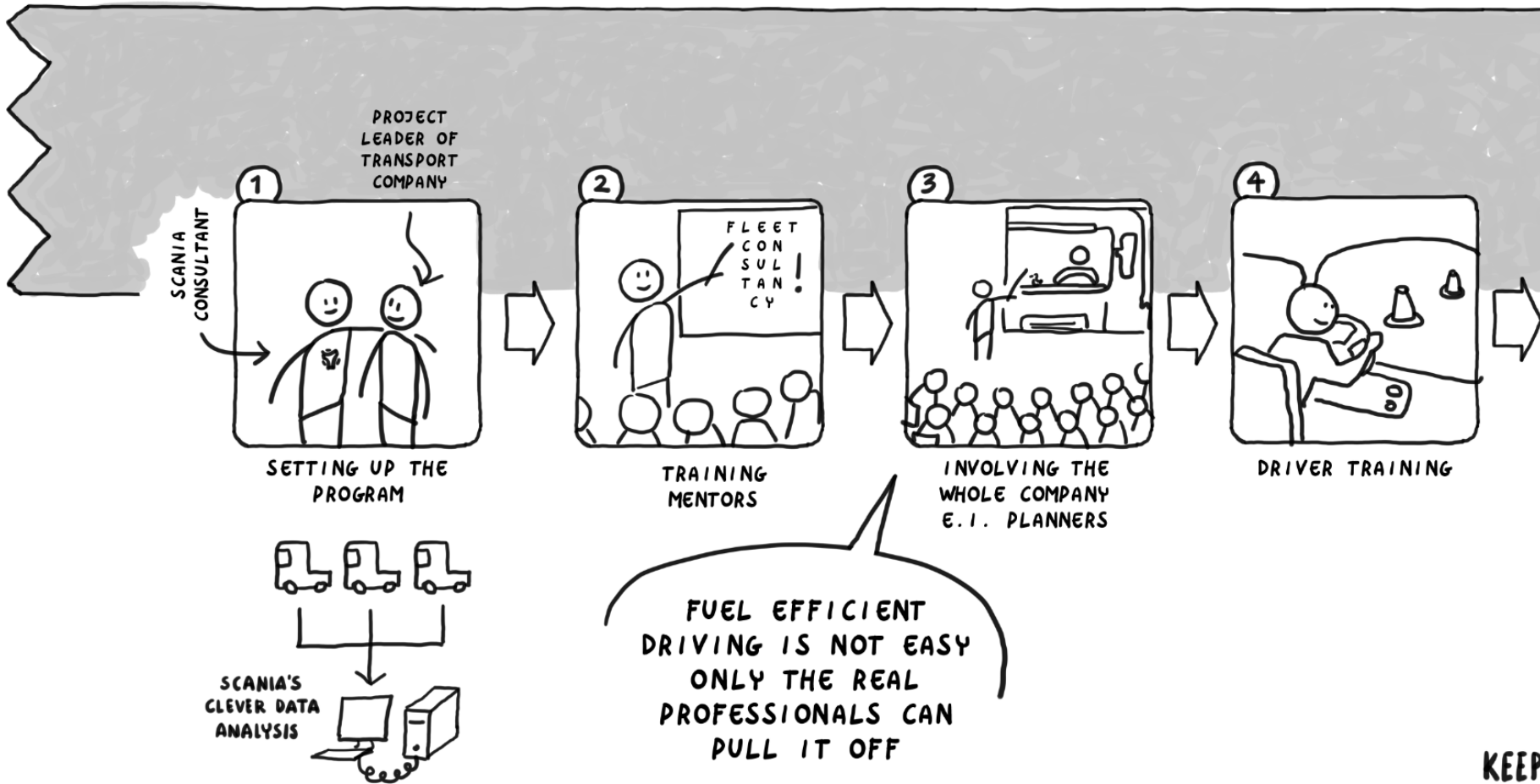
HOW CAN WE MAKE FUEL EFFICIENT DRIVING ENGAGING AND FUN?



IDEATE



IMPLEMENT & BUILD





DRIVER TRAINING



- THE GAME:**
- WIN CHALLENGES IN 6 DRIVING PARAMETERS
 - EARN BADGES
 - SAVE POINTS
 - REAP REWARDS
 - CHALLENGE YOUR COLLEAGUES



KEEP DRIVERS ENGAGED FOR 6 MONTHS



MENTOR DASHBOARD TO MONITOR DRIVERS PROGRESS



HELPING DRIVERS THAT LAG BEHIND



