



CaCaw seeks to increase transit use among people with disabilities through crowdsourcing useful travel information from all transit users incentivized through augmented reality (AR) gameplay.



thrust.

innovation through collaboration

Your AR transit buddy.

While collecting AR characters and leveling up, travelers will also report broken elevators, turnstiles, and the like, and provide a collection of digital images of transit stations, enabling trip preparation and providing comfort to those with travel anxiety. In addition to crowdsourcing data, this tool will provide an AR travel companion to guide users to their final destinations, especially helpful to the young, elderly, and those unfamiliar with the area. With real-time updates, riders will be alerted to issues that might require a change in travel plans. As a component of the commercialization plan, information on the "last mile" (i.e., where travelers go when they exit public transportation) will be collected and marketed to stakeholders to better understand customer demographics, needs, and route patterns.

