

# Beat the Street App – Overview 2023

## Why a Beat the Street app?

Beat the Street is a successful mass participation programme designed to get whole communities moving. The programme uses RFID cards and Readers called Beat Boxes to engage large numbers of the population and ensure accessibility to all.



We are always looking at ways to enhance the experience and connect people to each other and their place. We have therefore developed an app designed to provide an alternative method of play for people over the age of 13, which has been built in consultation with players and partners over the past 19 months.

We have built the app to:

1. improve the player experience
2. provide a new communication channel
3. provide stronger data and insight for partners

The app is delivered as part of the programme and we will retain the inclusivity of RFID cards for adults and children.



## Who is it for?

The app is aimed at any player >13 years old. The market currently is the core demographic of parents with children of primary school age with an iOS or Android device (99% of 25-54 year olds own a smartphone - Statista, 2019).

We have also been testing the concept with workplace and voluntary groups, to explore the app's potential reach to new audiences such as teenagers and workplaces.

## How do they play?

In order to play with the app, a player visits an app store, to download and install the app from there. They create an account, choose their local game and go out and start scoring. Players score points via virtual Beat Boxes on the app, which are swiped when you come within a radius of the location. Virtual Beat Boxes are located in the same place as physical Beat Boxes.

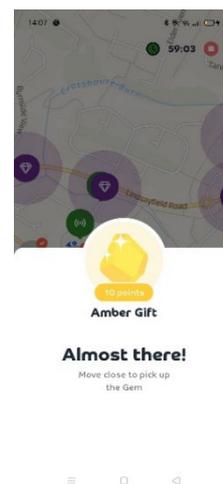
The same game rules apply to both app and card users, so the basic game play remains equitable. App players (+13 years) can connect their app account to card

players so that both app and card players can play together and share the same game experience.

The app can be used as simply another method of play for players with an iOS or Android device. The app can be used within the same timeframe as the current Classic game.

## Improve player experience

The app will allow us to experiment with new ideas for gamification, introducing new game features such as Gems to understand how we can increase motivation, participation and engagement. Gems are a new app-only feature of the game. Players can collect Gems as they travel around their local area and these feature an app-only Leaderboard. Gems can be collected within an area that is 180 metres in diameter, so they can be collected by players without having to be in a closely defined area or location. Card players (all intended <13 years old) can only collect Gems in the game when playing with an app player (>13 years old).



Gems aim to extend the geography of the game, enhance gameplay, and create new reasons and points of interest for players travelling between Beat Boxes. This includes hidden Gems where players can discover local points of interest as they play – further connecting people to their local environment.

## Improve communication

Within the next year of development, we hope to provide app updates that will allow for in-app messaging and the addition of a team feed to provide enhanced communication opportunities within the game.

The team feed will provide school, workplace and community team leaders with a channel to message players in their team directly motivating them to keep playing as a team and link them to local events.

We hope that in future, the app will enable improved communication methods including the use of tailored in-app messaging to players to enhance behaviour change.

Our mission: to create resilience and improve health by connecting people to each other, their communities and their environment.

## Provide stronger data and insight for partners

Intelligent Health collates and analyses high quality data captured through the programme to inform future transport and health strategies. Anonymised data from the app will be collated and provided in partner reports.

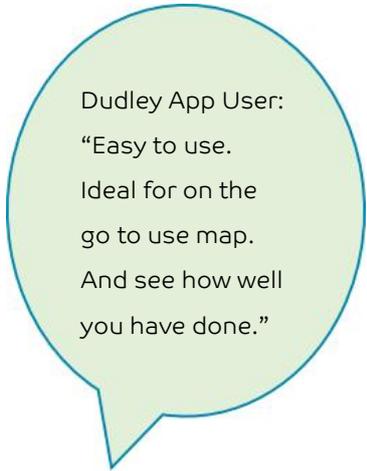
## How have we trialled the app?

We have been testing the app since Autumn 2021 in order to manage risk and provide the best possible player experience. We have been using a test process and delivering in live games. This has enabled us to identify and resolve issues, improve the experience in both iOS and Android devices and discover new opportunities to improve.

The app is now ready to be launched across stores in February 2023.

## Insight

The app has been rigorously tested with players in multiple live games. Between the tests in Clacton and Dudley, there were 4,500 app downloads on Android and iOS. In the most recent survey of players in Dudley, 63% would have given the app a 4 or 5 star rating in the app stores.



Dudley App User:  
"Easy to use.  
Ideal for on the go to use map.  
And see how well you have done."

## Risk assurance

Safety of players is our priority, both as they play in their environment using cards or digital channels.

The app is first tested in a staging environment to identify issues before it is rolled out for the live game. We have developed the programme to limit use of a phone, instead using the phone as a tool to encourage people to explore their local environment.

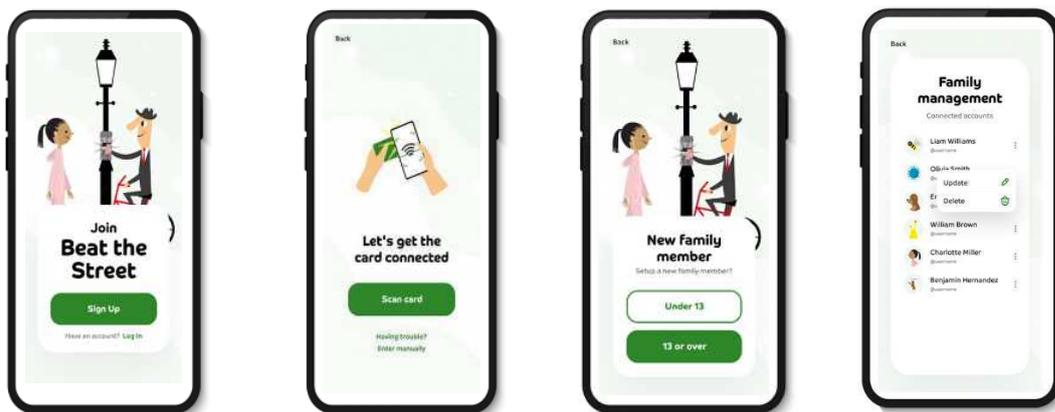
In terms of insuring player safety when out using the app to play, we have created a number of dedicated safety messages. For example, when a player first navigates to the map to locate Beat Boxes and Gems, an in-app message appears: "Please be aware of your surroundings. Stop in a safe place before using your phone."

Our mission: to create resilience and improve health by connecting people to each other, their communities and their environment.

In addition, we have more detailed instructions on player safety regarding the app located on our website in the [FAQs section](#).

## App Screens

Adults can download the app for free and use it to play the game. Adults can play with the app or with a card. Registration is via a series of screens. Parents can also sign up their child and set them all up in a family account.



The app contains Leaderboards, maps, events page and a place to manage settings.



When they reach a Beat Box they open the app, visit the map page and 'collect' a Beat Box when they get close enough. If they are with a player with a card this player can either tap the Beat Box with the card or the phone. There is also a new Leaderboard where people can collect gems. Gem collection earns points on a Gems Leaderboard but doesn't affect the teams' points.



Our mission: to create resilience and improve health by connecting people to each other, their communities and their environment.