

MINISTER'S INNOVATION AWARD



MERIT AWARD

CARING COMMUTERS GAMES: INSPIRING INCLUSIVE JOURNEYS THROUGH PLAY



PROJECT TEAM



Public Transport Council

Lee Yueh Chern	Marcus Neo
Tan Si-Rong	Elijah Cheong
Nur Basyirah Bashir	Maryanne Tong
Goh Joon Meng	

MINISTER'S INNOVATION AWARD



MERIT AWARD

CARING COMMUTERS GAMES: INSPIRING INCLUSIVE JOURNEYS THROUGH PLAY

IMPETUS FOR PROJECT

From the Public Transport Council (PTC)'s extensive public engagement with Youths (aged 35 years old and below), they demonstrated a desire to help others in the public transport system but faced significant barriers in translating this intention into action. The primary obstacles were their lack of knowledge about how to help appropriately and their fear that their interventions might inadvertently make situations worse. This created a gap between youths' willingness to be caring commuters and their actual behaviour in helping others on public transport.

To address this challenge, PTC needed to find effective ways to educate young commuters about caring commuting behaviours and build their confidence in helping others. This is particularly important as these youths represent the next generation of commuters, making it crucial to instil caring norms/behaviours early. The challenge extended to finding engaging and age-appropriate methods to deliver this education, leading to the exploration of various approaches from classroom modules to gamification.



Image: FGD via Zoom with youths



Phrase 2 Engagement
(Mixed profile FGDs)

[Click here](#)



Plans for Public
Engagement (Prelim)

[Click here](#)

Statement of Need:

“How might we inspire and engage youths to embrace caring behaviours on public transport in a fun and interactive way, so that showing care becomes second nature in their daily commute?”

MINISTER'S INNOVATION AWARD



MERIT AWARD

CARING COMMUTERS GAMES: INSPIRING INCLUSIVE JOURNEYS THROUGH PLAY

EXTENT OF INNOVATIVENESS

This initiative, developed in collaboration with Singapore Polytechnic (SP)'s School of Media, Art, and Design (MAD), introduces a fresh and engaging approach to public transport education by transforming traditional commuter graciousness campaigns into a dynamic, multi-format gaming experience through the creation of four web-based games. Designed to foster a more gracious, caring, and inclusive commuting culture, the project introduces a fusion of behavioural nudges and interactive gameplay gaming technology to encourage positive commuter behaviour—particularly among students and youth.

While gamification is a familiar concept, its application in promoting caring commuting norms is relatively uncommon in Singapore's public transport landscape. The initiative's ingenuity lies in getting youths to first learn to be Caring Commuter Champions themselves, and thereafter apply their knowledge and also their understanding of the younger generation to design games to appeal to primary students of different levels. The youths effectively harnessed understanding of how different game formats resonate with varied learning styles of upper and lower primary school levels —strategic management simulators for analytical minds, endless runners for reflexive learners, and open-world puzzles for exploratory thinkers.

Beyond design, the project tackles a long-standing behavioural gap: the disconnect between young commuters' willingness to help and their actual behaviour on public transport. Traditional methods like assembly talks and posters, while valuable, may not fully bridge this gap. This multi-game approach offers a compelling alternative by:

1. Creating immersive environments for safe decision-making practice;
2. Embedding educational content within engaging, story-driven gameplay;
3. Using diverse mechanics to reinforce caring norms from multiple angles;
4. Providing a risk-free space for youth to build confidence in helping others;
5. Leveraging a medium that resonates with the digital-native generation.

MINISTER'S INNOVATION AWARD



MERIT AWARD

CARING COMMUTERS GAMES: INSPIRING INCLUSIVE JOURNEYS THROUGH PLAY

EXTENT OF INNOVATIVENESS

This initiative is more than a gamified campaign, it marks a meaningful step forward in commuter education. It exemplifies how thoughtful design, behavioural insight and interactive media can converge to shape a more gracious, inclusive, and socially empowered commuting culture. It taps on the resources and desires of existing youths to make a difference to help shape how future generations of youths will act and behave.



Web-game #1: My Caring Journey
(Play Style: Semi-open world, isometric puzzle game)



Web-game #2: Caring Journeys with Commuter Champions (Play Style: Casual puzzle game)



Web-game #3: Caring Heroes
(Play style: Endless runner)



Web-game #4: Rush Hour: 4 Gives on the Go
(Play style: Management simulator)

MINISTER'S INNOVATION AWARD



Better Rides • Affordable Fares • Sustainable Public Transport

MERIT AWARD

CARING COMMUTERS GAMES: INSPIRING INCLUSIVE JOURNEYS THROUGH PLAY

EXTENT OF INNOVATIVENESS

Innovation Highlights:

A multi-format gaming initiative that reimagines commuter education as an immersive, interactive adventure, leveraging diverse gameplay styles to spark empathy, build confidence, and empower students to become champions of caring commuting. By turning passive awareness into active engagement, it nurtures a new generation of socially conscious commuters and contributes to a more inclusive, human-centric mobility culture. Designed by today's youths for tomorrow's youths to make a difference.

MINISTER'S INNOVATION AWARD



MERIT AWARD

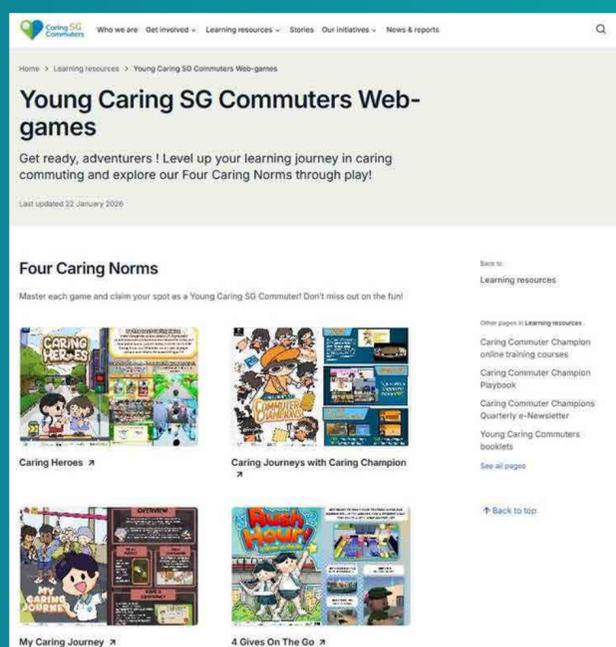
CARING COMMUTERS GAMES: INSPIRING INCLUSIVE JOURNEYS THROUGH PLAY

IMPACT AND VALUE-CREATION

The web-games were officially launched by then-Minister for Transport, Mr Chee Hong Tat, at the launch of the Caring Commuter Week (CCW) 2024, last November. As of 21 August 2025, there have been a combined total of 9,576 clicks to the web-game links. The links to the web-games are also hosted on the Caring SG Commuters Portal.

/youngcaringcommuter-caringjourneyswithcc	Copy	Active	15 Oct 2024	3,441
/youngcaringcommuter-caringheroes	Copy	Active	15 Oct 2024	3,532
/youngcaringcommuter-mycaringjourney	Copy	Active	15 Oct 2024	3,271
/youngcaringcommuter-4givesonthe-go	Copy	Active	15 Oct 2024	3,247

Image: Visit count for web-game links



Link: Web-games as hosted on Caring SG Commuters Portal

MINISTER'S INNOVATION AWARD



MERIT AWARD

CARING COMMUTERS GAMES: INSPIRING INCLUSIVE JOURNEYS THROUGH PLAY

IMPACT AND VALUE-CREATION

Apart from achieving good traction in terms of clicks to the web-games, the project has also delivered significant impact through its extensive reach and efficient deployment of educational resources:

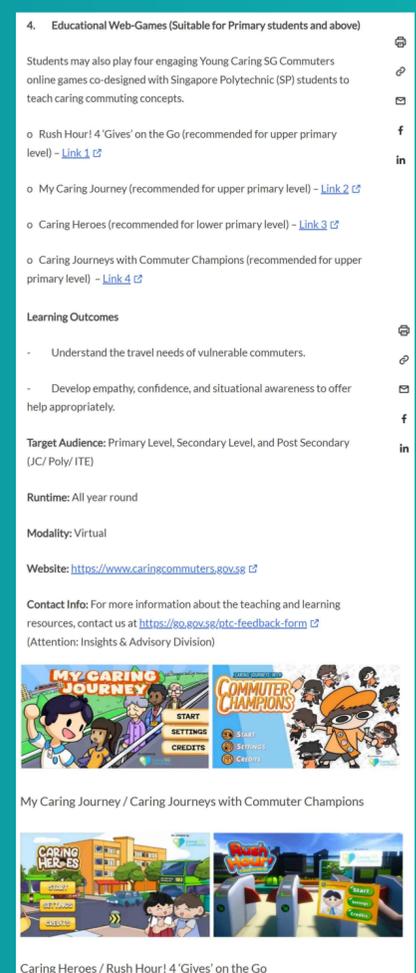
A. Outreach to Education Institutions

- Strategic integration into MOE's National Education Resource Guide enables greater awareness building across schools;
- Multiplier effect achieved as teachers who can now incorporate the web-games into both formal Character & Citizenship Education and informal learning periods; and
- Digital format allows for simultaneous access by multiple users across different institutions, maximising resource efficiency. The Team has proactively engaged various schools such as Lianhua Primary School, West Grove Primary School, Zhenghua Primary etc, for their students to play the games for learning purposes. We have also shared the games with MOE HQ for possible inclusion in the Students' Learning Space (SLS) which is MOE's core platform for teaching and learning. The SLS is one of MOE's key initiatives to transform the learning experiences of Singaporean students.

B. Outreach to Public Service

- The web-games served as an integral learning tool for public officers to learn about fostering a caring commuting culture at PST IdeaFest event, which showcases innovative ideas across the Public Service (i.e., Whole-Of-Government) in May 2025. The web-games were also highlighted in a brochure detailing various co-creation projects done in support of a caring commuting culture.

Link: Web-games on MOE's NE Resource Guide



MINISTER'S INNOVATION AWARD



MERIT AWARD

CARING COMMUTERS GAMES: INSPIRING INCLUSIVE JOURNEYS THROUGH PLAY

IMPACT AND VALUE-CREATION



Image: Booth visitor playing the web-game 'My Caring Journey'



Image: Brochure with details of co-creation projects (including web-games)

- The Team also participated in the MOE Special Education (SPED) Branch Daily Life Skills (DLS) sharing session in May 2025, and showcased the web-games to SPED professionals and allied educators. This engagement helped to extend reach to diverse student populations, ensuring inclusive access to caring commuter education.



Special Education
Branch

Image: MOE SPED Branch Logo

The web-games' value lies in:

- Reaching out to a wider audience (including game designers and young student play testers- primary school students). Through the development process, game designers are able to empathise with vulnerable commuters and get in-depth knowledge about caring commuting, while young students such as the play testers are able to learn through play and increase their awareness on how to assist vulnerable commuters.

MINISTER'S INNOVATION AWARD



MERIT AWARD

CARING COMMUTERS GAMES: INSPIRING INCLUSIVE JOURNEYS THROUGH PLAY

IMPACT AND VALUE-CREATION

- B. Fostering a more inclusive and caring public transport system for vulnerable commuters (for example, children, seniors, people with disabilities) through awareness building, in alignment with the Land Transport Masterplan 2040's theme on 'Transport for All'.
- C. The community (public officers, tertiary institutions like Singapore Polytechnic, SPED schools, primary schools, members of public) are made more aware of the needs and challenges faced by vulnerable commuters, and can more confidently, safely, and appropriately assist those who need help; and
- D. With the increased number of people who are caring commuters on public transport, there is a higher likelihood that PwDs will take public transport, as they know that there are trained caring commuters who will look out for and confidently assist them in their times of need. This helps to uplift lives and society at large.



Image: Caring SG Commuters Movement Portrait Logo

Outcome:

By cultivating greater awareness of the Caring SG Commuters Movement, we inspire a transformative shift toward a gracious, inclusive, and empathetic commuting culture. This movement not only enhances the public transport experience for all, especially vulnerable commuters, but also contributes to making Singapore a truly compassionate and human-centric mobility hub.

MINISTER'S INNOVATION AWARD



MERIT AWARD

CARING COMMUTERS GAMES: INSPIRING INCLUSIVE JOURNEYS THROUGH PLAY

FEASIBILITY AND SCALABILITY

The project demonstrates feasibility through its utilisation of Unity, a widely adopted game engine that offers a user-friendly development environment and cross-platform compatibility. With complete source materials, including code, assets, and detailed documentation readily available, the technical barriers to implementation and replication are minimal. The proven success of the current deployment, combined with the web-based format's low maintenance requirements, establishes this as a practically achievable solution using existing technology and resources.

The scalability potential extends beyond its current application, offering significant opportunities across the public transport sector and wider public service. The core game mechanics may provide a versatile template for Whole-of-Government initiatives in healthcare, social services, emergency preparedness etc. The modular design and comprehensive documentation enable efficient replication and modification, making it a cost-effective solution for cross-domain implementation.

Potential of Project:

Given the user-friendly game engine used in development and availability of essential materials such as the source codes for these web-games, the web-games are a highly feasible, replicable and scalable project.