

Driving Check-Up Idea Recap

Concept Recap

1. It is our civil responsibility to ensure when we interact at any level in our community, especially now more than ever we need to be certain that we are safe. Driving over the years has led to a civic debate - on the safety of the driver and the cars around you. From time to time our driving is hindered due to external factors; bald tires, mental/physical health, etc. On other instances - driving is affected by other factors; school zones, well rested etc.

2. Our driving concept/check-up helps measure driving ability and helps determine if you contain the physical/mental capability to drive on the road. Our check up measures; driving ability, driver knowledge, car capability, and, driver mindset. The goal of the check up is to identify how the driver and car can improve their capabilities to be safer on the road.

3. Concept A - Your Own Vehicle

4. Concept B - Driving Simulator

5. Along with other incentives and motivations we receive from the check up, we offer more monetary and fringe rewards. These include and are not limited to; Discounts at select gas stations, subsidized insurance rates, hotel discounts, and healthy organic food coupons etc.

Initial Survey Questions

What would motivate you to improve our driving?

What if it meant more safety?

What if it meant maintaining your independence and freedom for a longer period of time?

What if it meant driving the people you love with a greater sense of trust?

Driving Check-Up Idea Recap

Concept Recap

Staying Safe While Driving

Drivers should periodically check their ability to drive safely in different environments, for their safety and the safety of their loved ones/ community.

Unsafe Driving

Many things can impact our driving ability—for better or for worse. We often change driving patterns for the better when:

- we have a baby or young children on board
- there's a police vehicle nearby
- we are well rested
- in a school zone

Concept A: Your Own Vehicle

Concept B: Driving Simulator

Other times, our driving may be negatively impacted by:

- having bald tires/worn brakes
- new medications that make us sleepy or foggy
- mental and/or physical health conditions
- when we're sore (after a workout or physical activity)

Incentives/ Benefits

We can take proactive steps to reduce negative impacts on our driving ability. Just as we check our eyes each year to see if there are gradual changes we haven't noticed, we should also check how our driving has changed over time. Check-ups can help identify potential problems and allow us to make changes before they create lasting impact.

Reaction Questions

Could you summarize the concept to me?

How would you describe this concept to a spouse or child?

Are there family members who might benefit from this concept?

What might most hold you back?

Is this concept appealing?

Does this concept serve a need you have?

What do you like most?

What do you like least?

Is this concept unique and different?

Driving Check-Up

Factors of Unsafe Driving

Staying Safe
While Driving

Unsafe
Driving

Concept A:
Your Own
Vehicle

Concept B:
Driving
Simulator

Incentives/
Benefits

How do we measure our driving abilities in an accurate and unbiased way?

A check-up that measures our driving skill how safe someone's driving is might include :

Driver knowledge — Knowing the rules of the road. Stopping when a school bus is unloading passengers, yielding to emergency vehicles, or what to do in a skid.

Driver ability — Physical and cognitive abilities. Having sufficient reaction times, good eyesight, and the ability to recognize and act appropriately in unsafe situations, etc.

Driver mindset — Desire/willingness to drive safely. Stops at stop signs, obeys traffic laws, distraction-free, and not being emotionally upset to the point of distraction.

Car capability — Ability to keep driver and passenger(s) safe using advanced technologies and proper vehicle maintenance. Vehicle components being in good condition and routinely maintained, such as: tires being properly inflated.

Regardless of all vehicle factors that are measured, most drivers would want any check-up to be:

- accurate and with unbiased measurements
- private and secure, having control over who see the results
- clear and realistic in how the score was calculated

A safe driving check up would explain what both the driver and the vehicle could do or would need to improve the ability to keep themselves and others safe while driving.

You might even call it a **Driver Safety Check Up**.

Reaction Questions

If the car could help you and know how you're doing how interested would you be in doing that?

Of the four factors, how well do you think you'd score on each. (Scale of 1-5)

What order of importance would you place the factors in?

What if the car could help you measure, assess, and course correct on these factors?

What else would be necessary for a safe driving check-up to realistic and useful? Is there something missing from the factors? Or missing in terms of how it might be measured?

How well does your current vehicle help you with any of these factors?

If you were to go shopping for a new vehicle, how important would it be to purchase a vehicle that has new technologies that keep you safe?

How important is it that a new vehicle can keep you even safer than your current vehicle?

How close to the "ideal safe driver" do you think YOU are? 10pt continuum?

Driving Check-Up

Concept A: Safety Check Up Using Your Own Vehicle

Staying Safe While Driving

The first Driver Safety Check Up would use your own vehicle and the sensors that come with it to assess how safely you are driving (your knowledge, ability and mindset) as well as your car's capabilities.

Unsafe Driving

After selecting how frequently you want a check up (weekly, daily, or one time) from your car dashboard or a mobile app, your vehicle will measure your driving patterns to check knowledge, ability, mindset and car capabilities. You can pause or stop the check up at any point.

Concept A: Your Own Vehicle

Your Score is Yours

We value your privacy, the driving feedback is solely yours. You solely have the power to share the information with a third party, if you chose to do so.

Concept B: Driving Simulator

Personalized Recommendations and Add-ons

The driving feedback would be providing helpful hints and tips on ways to improve your driving habits.

Incentives/ Benefits

You would get help via recommendations about add-ons that could further enhance your driving abilities, installing additional sensor(s) on your rear mirrors, to help better detect cars on your blindspots, and other technology.

Reaction Questions

- What is your initial reaction to this concept?
- Was this concept clear and understandable?
- What questions do you have about this concept?
- What concerns do you have about this concept?
- Is this concept believable (i.e. would it do the things indicated)?
- What suggestions do you have to improve this concept?
- What details would you need before signing up for this concept?
- What's your willingness to use this concept?
- How much do you expect this concept might cost (to purchase)?
- What might make you more willing to use this concept?
- What would most motivate you to use this concept?

Driving Check-Up

Concept B: Safety Check Up Using Your Own Vehicle

Staying Safe
While Driving

Our second concept offers you an opportunity to use our driving simulators at specific site locations, like the parking lot of a mall or car dealership.

Unsafe
Driving

Driving Simulator

Driving simulators place an individual in an artificial environment, where they are tested in a safe environment to test your knowledge, ability and mindset.

Concept A:
Your Own
Vehicle

Personalized Recommendations and Add-ons

At the end of the test, we share a confidential report card with helpful hints and tips on ways to improve your driving. The test results may help recommend add-ons which could further enhance your driving abilities. This might include an augmented reality magnifier for your dashboard to make driving at night better or offers a better grip.

Concept B:
Driving
Simulator

Check-Up +
Report Card +
Recommendations +
Add-ons

Incentives/
Benefits

Personalized coaching and
guidance to keep you safe

Reaction Questions

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- Was this concept clear and understandable?
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Driving Check-Up

Concept B: Safety Check Up Using Your Own Vehicle

Staying Safe
While Driving

Some will find motivation to take the assessment in proving their driving skills to those around them, while others might need more of an incentive as motivation:

Unsafe
Driving

Ideas to incentivize consumers include;

- Enhanced rates on car insurance
- Discounted gas
- Hotel discounts
- Whole Foods and Organic products coupons

Concept A:
Your Own
Vehicle

Concept B:
Driving
Simulator

Reaction Questions

Incentives/
Benefits

What incentives would you like to see for these safety check ups?

What incentives would you not want to see?

What would highly motivate you to take this type of check up? What would prevent you?