

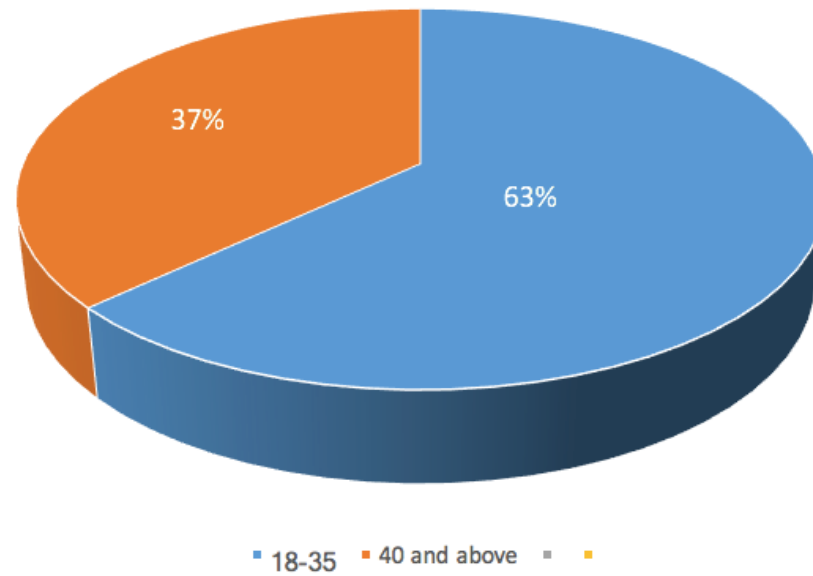
iDriveSafe

Monitoring device and Notification System

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Reckless driving among youth in the UAE

Accidents in the Emirate of Abu Dhabi.

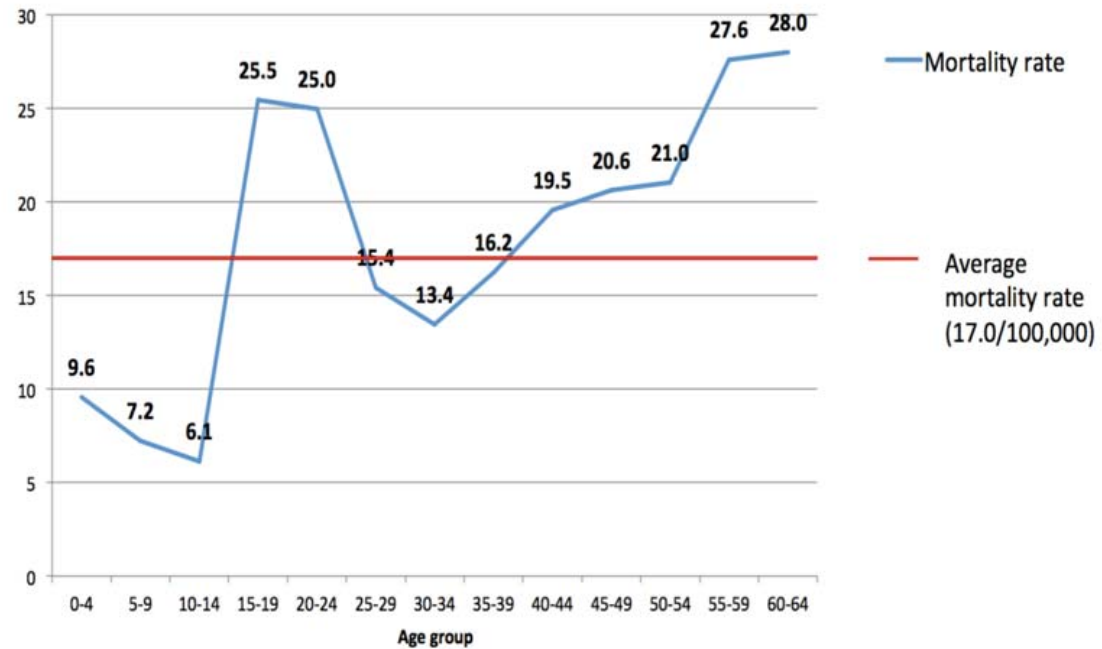


<http://www.thenational.ae/uae/transport/young-drivers-recklessness-to-blame-for-majority-of-abu-dhabi-crashes>

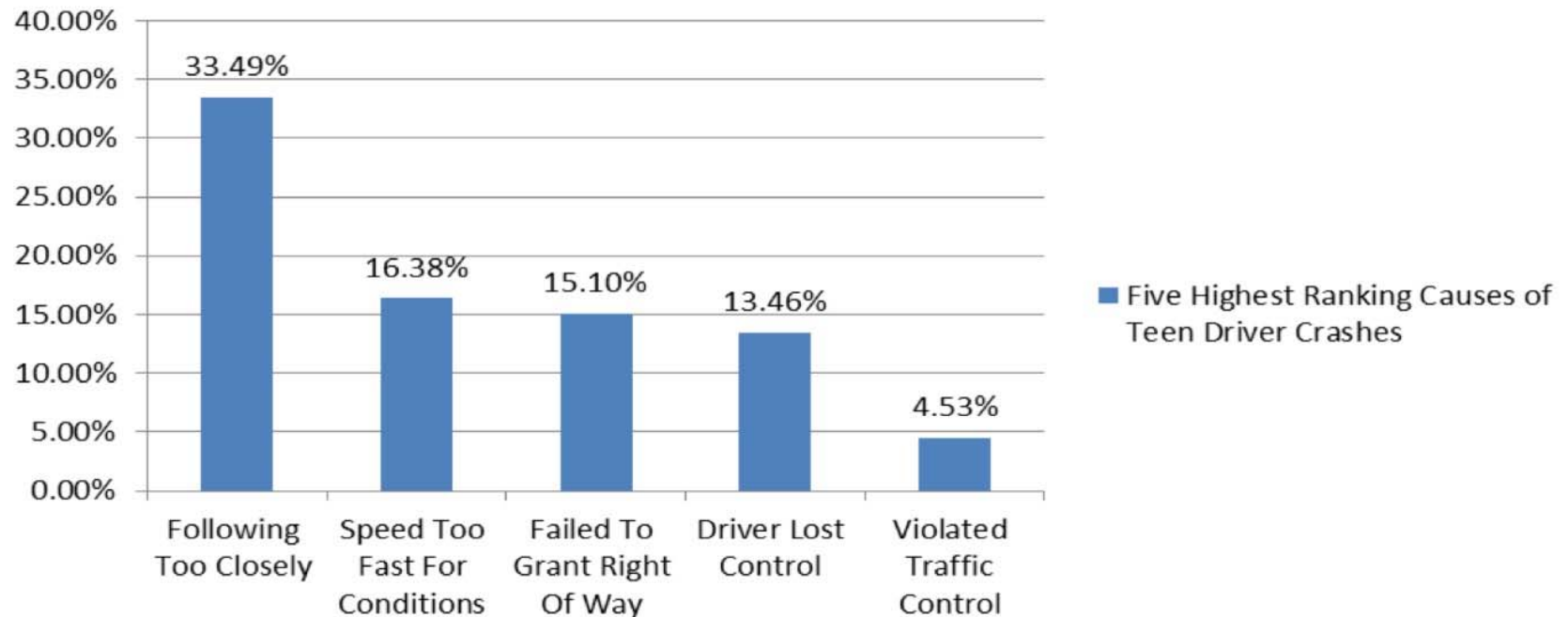
Road Traffic Injury Mortality Rate, Age Adjusted

Abu Dhabi Emirate 2008-2012, N=1,904

Mortality Rate
per 100,000 pop.



Five Highest Ranking Causes of Teen Driver Crashes



- Social norms on:
 - Speeding
 - Seat belts
 - Drifting
 - Red lights
 - Peer pressure
- Lack of awareness/education about risks
- Lack of monitoring/regulation by law and by parents
- Insufficient quantities of statistics for case studies

- Policy enforcement
- Increased law enforcement
- Implementation of toll gates and speed bumps
- Monitoring system for parents through an app/device

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Monitoring system

- Optional
- Appeal to parents (without too much objection from children)
- Funding only to buy the device for testing
- Emotional connection makes it easily desired
- Case studies of affected families to convince parents

iDriveSafe

Monitoring device and Notification System

1. Description
2. Benefits
3. Testing

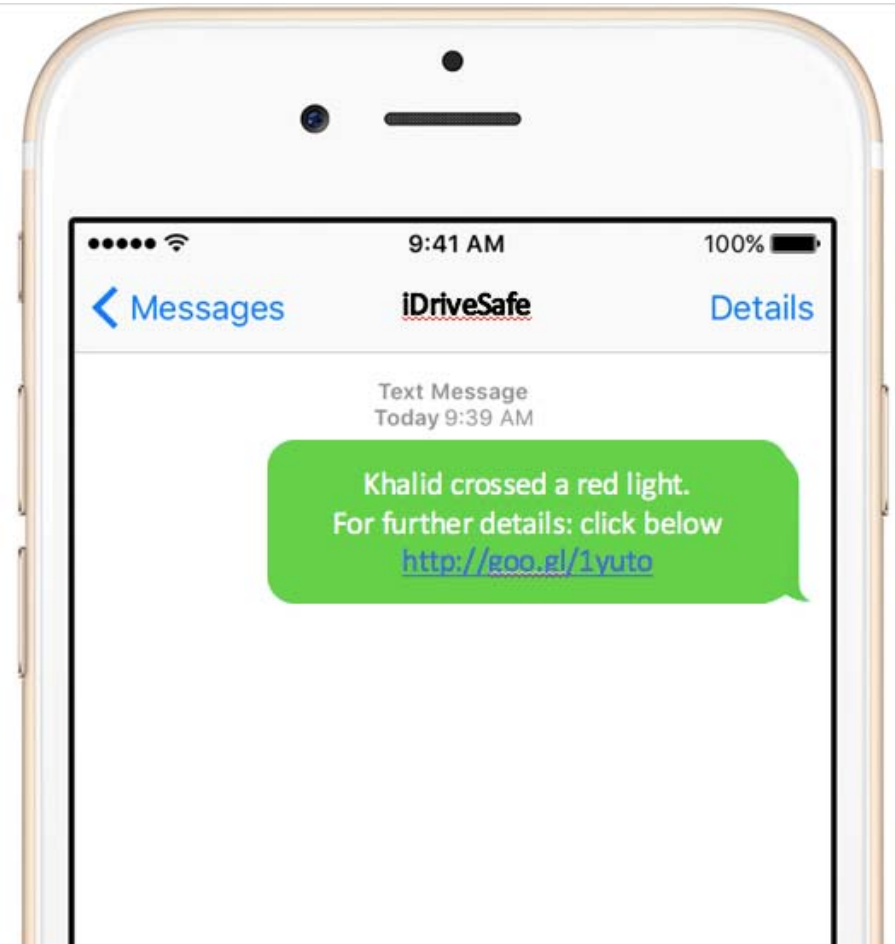
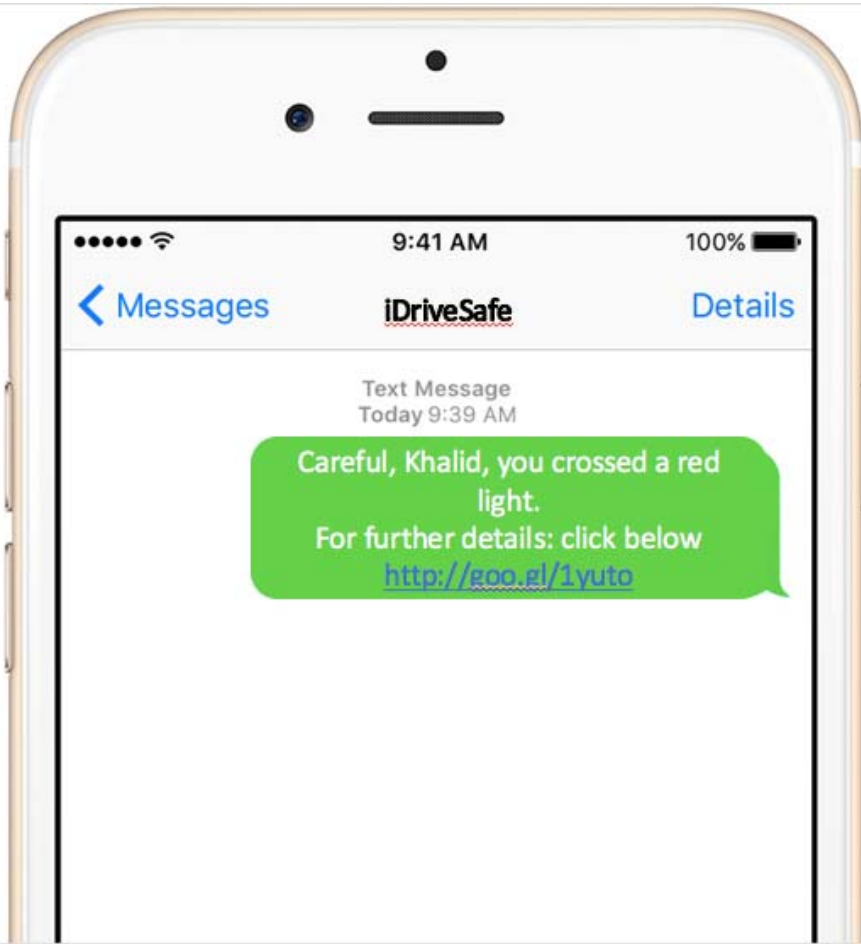


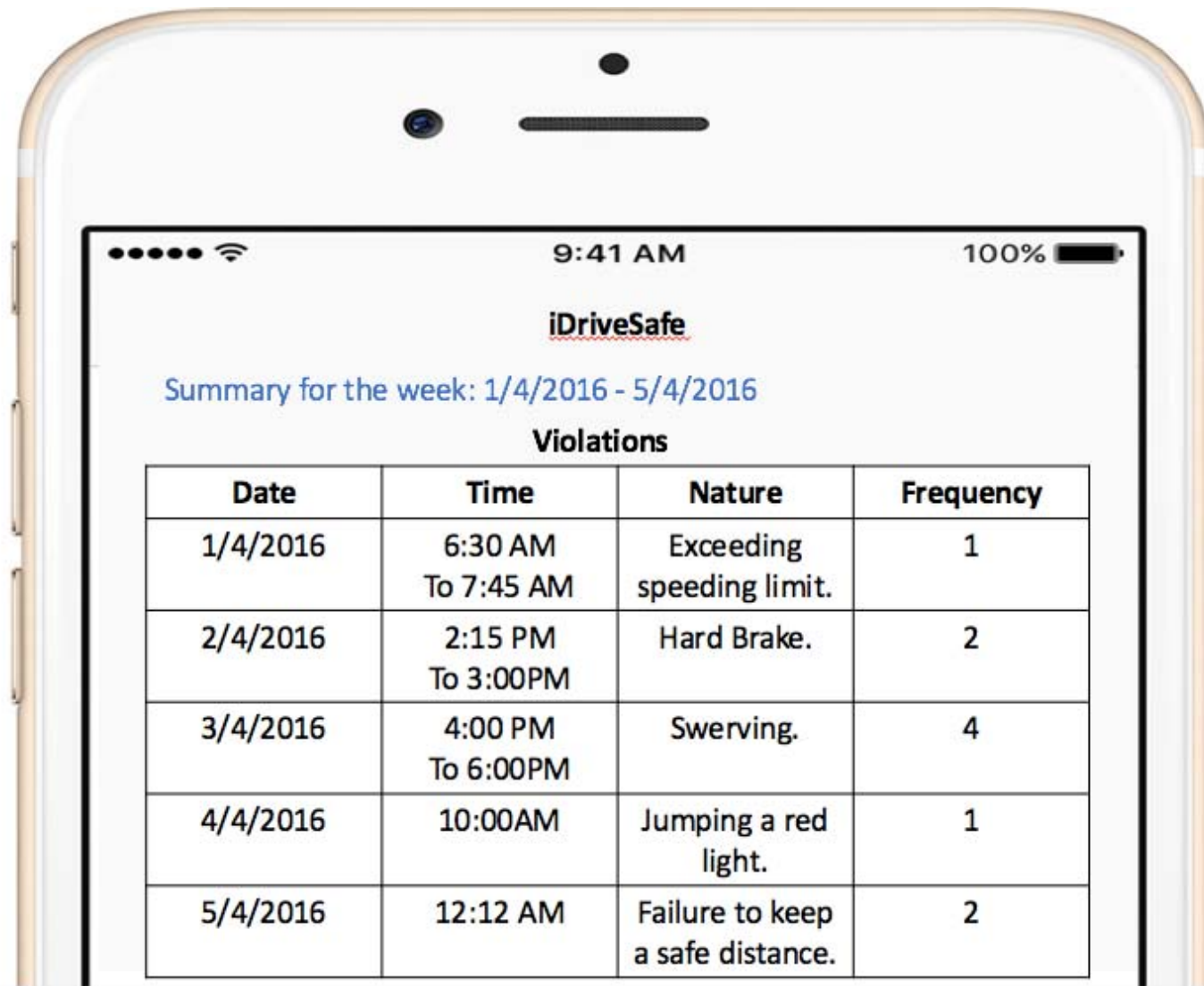
Description

- iDriveSafe - Driving feedback system
- Sensor device installed in cars with phone application
 - Motion/G Force
 - Speedometer/accelerometer
 - Gyroscope
- SMS Notifications to parents and driver
 - Every road violation
 - Risky driving behavior
 - No violations in one month
- Links to full weekly report

Driver

Parent





9:41 AM

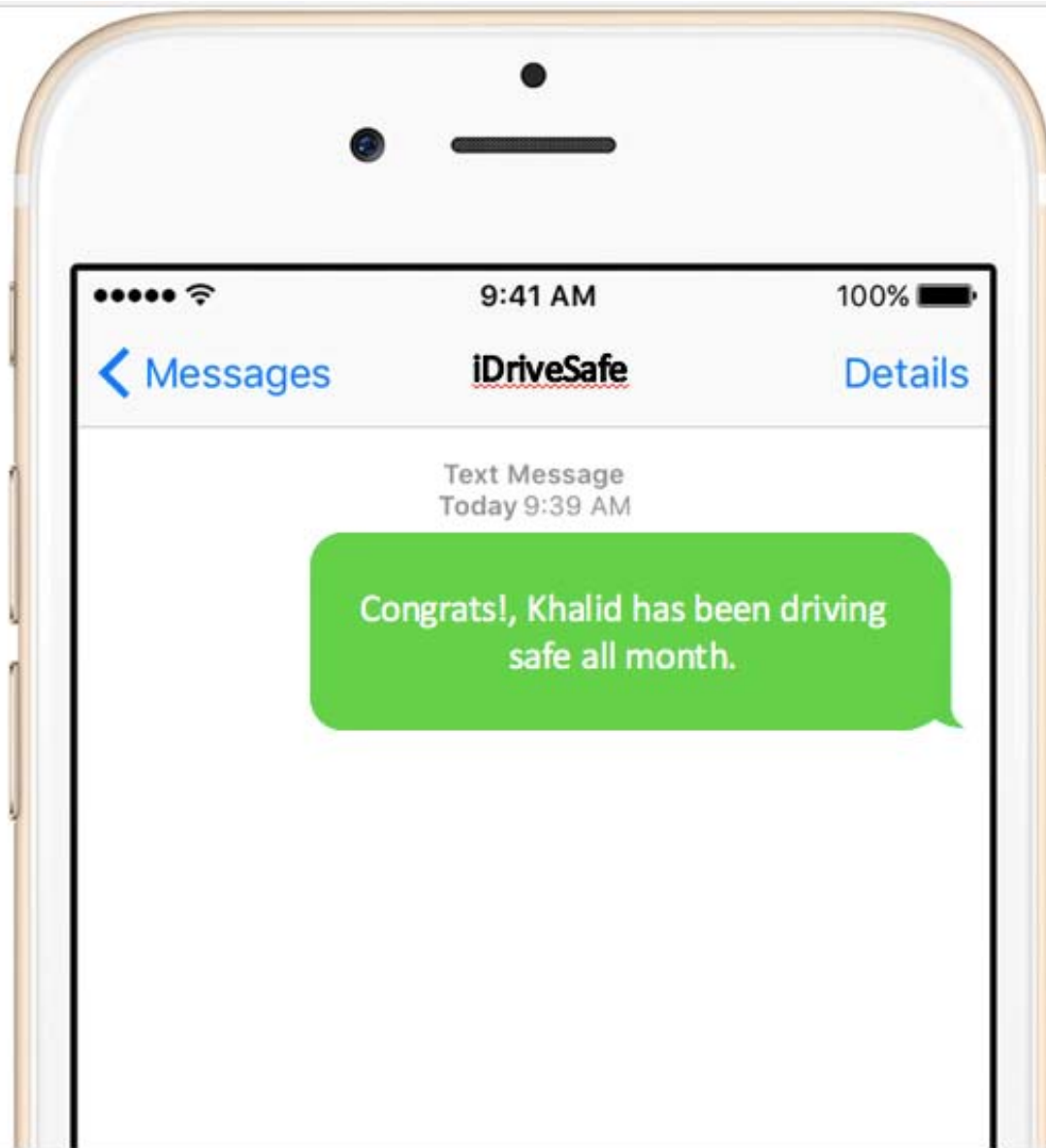
100%

iDriveSafe

Summary for the week: [1/4/2016 - 5/4/2016](#)

Violations

Date	Time	Nature	Frequency
1/4/2016	6:30 AM To 7:45 AM	Exceeding speeding limit.	1
2/4/2016	2:15 PM To 3:00PM	Hard Brake.	2
3/4/2016	4:00 PM To 6:00PM	Swerving.	4
4/4/2016	10:00AM	Jumping a red light.	1
5/4/2016	12:12 AM	Failure to keep a safe distance.	2



9:41 AM

100%

[Messages](#)

iDriveSafe

[Details](#)

Text Message
Today 9:39 AM

Congrats!, Khalid has been driving safe all month.

Benefits

- SMS is easier to receive, harder to ignore
- Ensures parents are updated on child's safety
- Ensures parents monitor child's driving behavior
- Keeps driver aware of own behavior with real-time feedback

Testing

- Sample of UAE students commuting between emirates for University/college
- Device installed in all cars
- Experimental groups:
 - Only parental feedback
 - Only driver feedback
 - Dual feedback
- Control group: device installed but no feedback report
- Duration: one academic semester

Challenges

- Funding limitations
- Resistance from students

Future

- Possible policy implementation
- Part of routine safety procedures for all registered vehicles

Thanks for Listening 😊