

PulseRide



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Develop Problem Statement

- Approx 40 million drivers admitted driving while drowsy over the past year.
- According to NHTSA (2017 – 2021) in the USA, 15k accidents (17% of 91k total accidents) occurred due to sleepy drivers.
- About 30% of teens and adult believe that drowsy driving would lead to death.



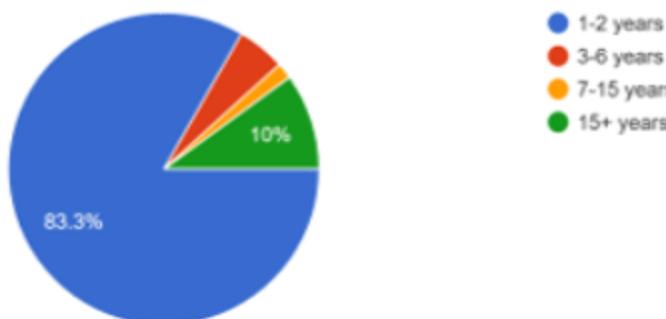
Identify Stakeholders

- Drivers
- Truckers
- Early morning commuters



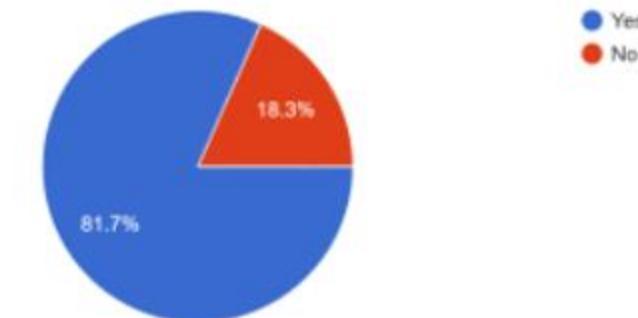
How long have you been driving?

60 responses



Have you ever driven with a lack of sleep?

60 responses

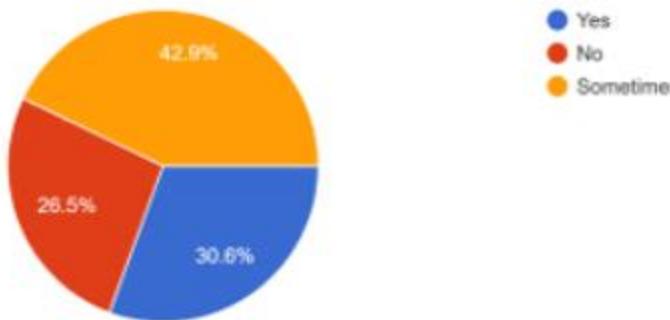


Survey results

3

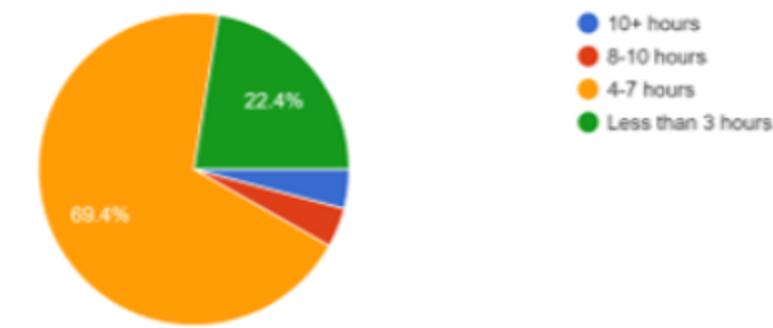
Do you drive at night with low sleep?

49 responses



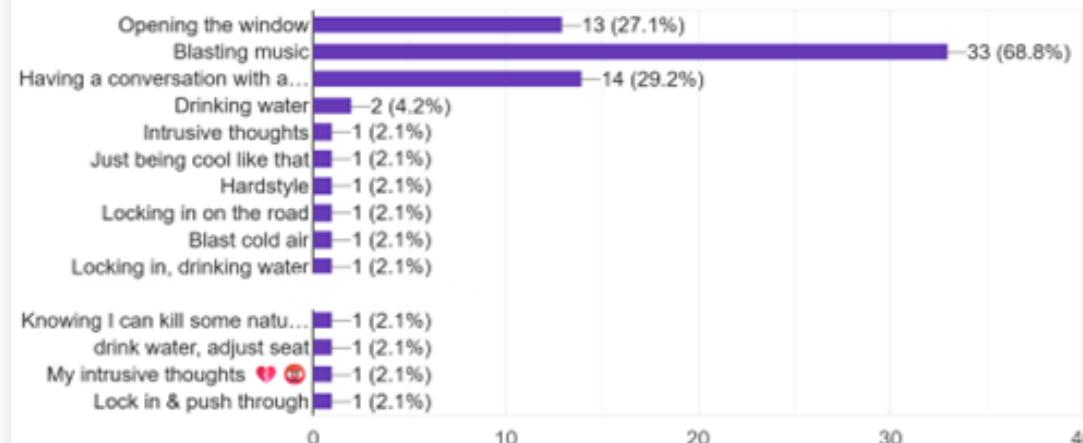
During the times when you drive with a lack of sleep, how many hours of sleep do you usually get?

49 responses



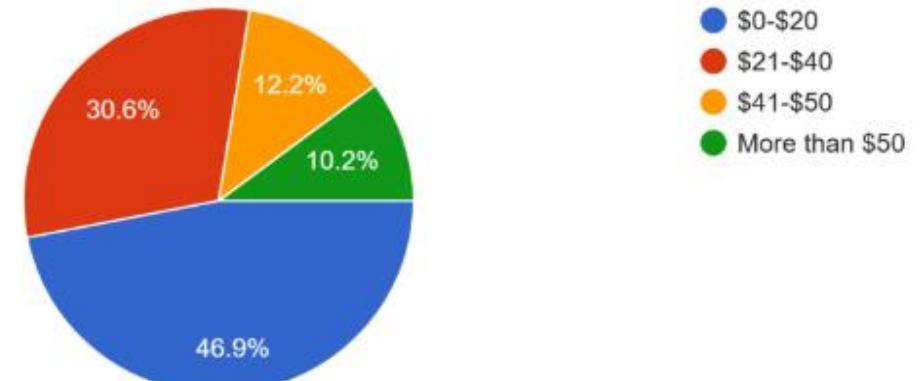
What helped you stay awake

48 responses



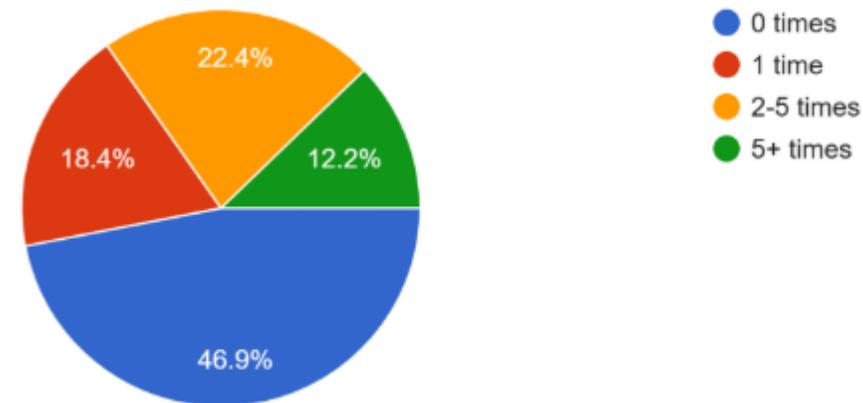
How much would you be willing to pay for a solution to this problem?

49 responses



How many times have you nearly fallen asleep on the wheel?

49 responses



Survey Results

Interview



DR. Baughn Psychologist

Are there any involuntary body signs that someone who is about to fall asleep will have?

Their eyes will roll from side to side and muscles of the spine will start getting weaker. So, you may see your head position change or even your arms dropping.

Are there any signs that are not body signs someone will show?

Heart rate and respiratory rate will decrease or become more erratic, even temperature will get lower.

What are the best ways to keep someone awake?

Consistent sleep period and enough breaks in between driving. Also ensuring they are not distracted but rather engaged in road. The worst way is high sugar/calorie food that affects blood sugar swings or overnights.

Anything else we should know?

The United States IS SLEEP DEPRIVED. The real key is understanding that medicated sleep or medicated wake period is not a replacement for sleep itself.

Tampa, FL 33606

Interview



1. Do you encounter drowsy drivers often? If so, how can you tell if they are drowsy?
 - o Yes, I typically do come across them, and you can tell because they swerve around the lanes

2. What is the most common time you see drowsy drivers?
 - o usually, drowsy drivers are out from around 5am-10am or from 8pm-12pm

3. Do drowsy drivers often cause collisions?
 - o They are not the leading cause, but they do often cause collisions

4. Do you think a device to prevent drowsy driving would prevent many collisions in your area?
 - o Yes, it could prevent accidents and possibly save lives

Analyze Prior Solutions

1



Ear device that
beeps when
head
droops \$8.27



Small device that shines
blue light, plugs in
car \$399

2



Reads face detects eyes
sleepiness and sounds
an alarm, plugs in car
\$118.92

3



Clips on to ear and uses ancient
Chinese techniques to detects
head dropping and shocks
you \$25.49

4

Analyze Prior Solutions

Vibrating, beeping, shocking ear device that detects head dropping
\$39.99



5



Gatorade Energy Chews, Cool Blue, Caffeine Free (16 Pack) (\$31.97)

7

Drive ID Cell Control
iPhone Android
Device Stop
Distracted Driving
2016 30\$



8



9

Uses ai to trace face and sound alarms when sleepy small dashboard device
40\$

Identify Preliminary Design Goals

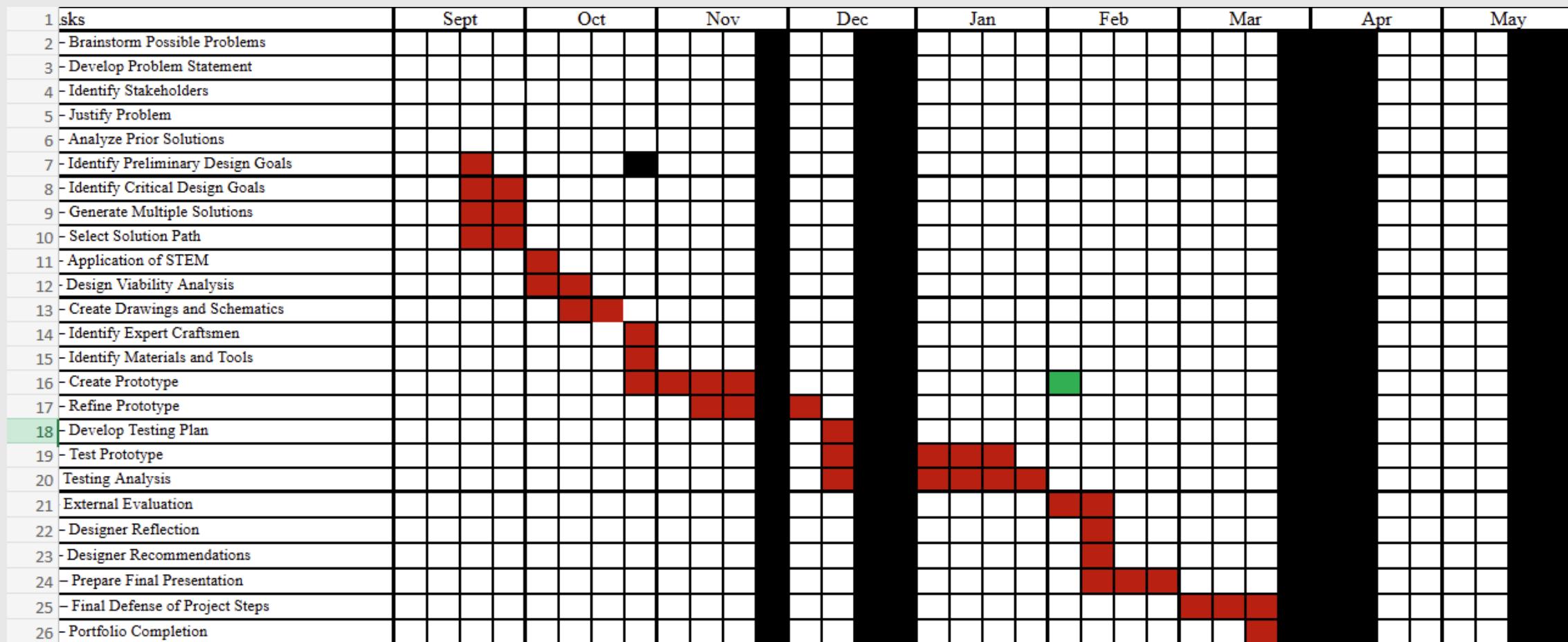
PRODUCT	PRICE 0-5	EFFECTIVENESS OF HOW MUCH IT WAKES YOU 0-10	EASINESS TO INSTALL 0-5	HOW WELL IT DETECTS YOU ARE SLEEPY 0-10	HOW LONG IT LAST 0-3	SCORE X/33
1	1	4	1	7	3	16
2	5	7	2	10	1	25
3	5	4	2	3	1	15
4	2	6	4	10	2	24
5	3	5	2	7	2	19
6	3	6	4	10	2	25
7	3	6	1	10	3	23
8	3	8	2	10	1	24
9	3	10	2	3	1	19

Lowest scores are best

Identify Critical Design Goals

- **Design must be able to be used in the dark**
- **Must be efficient at waking up driver**
 - Wake up in timely manner
- **Must be efficient at detecting drowsy drivers**
 - Less than 5 second detection
- **Must not impair driving abilities**
 - As well as turning signals
 - Must be able to work around turning
- **Easy install**
 - Average person could install
 - Doesn't take up a lot of space
- **Easy use**
 - An average person can use
 - A new driver can use

Gantt Chart



Questions?

Conclusion

Driving sleepy is deadly therefore our product
will prevent sleeping while driving from
happening