SLAP Innovators

Justification for the Audio-Feedback based Parking Assist

Introduction

In the realm of automotive safety, the issue of blind spots poses a significant concern. Despite the presence of mirrors, certain areas around a vehicle remain unseen, potentially leading to accidents involving pedestrians or objects. While parking cameras have been introduced to mitigate this risk, their efficacy in reducing accidents remains limited, with a mere 5% improvement. Conversely, integrating parking assist systems has shown a remarkable 42% reduction in parking-related incidents.

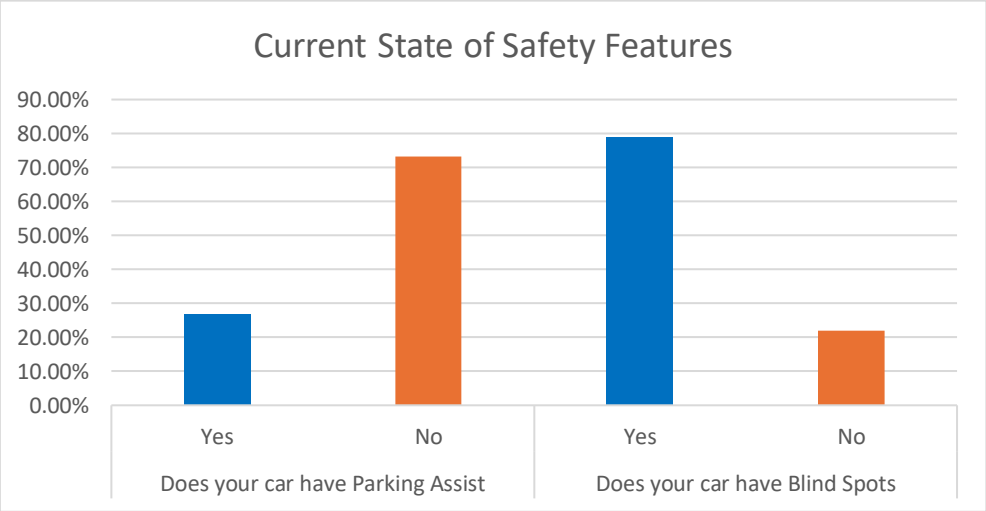
Recognizing a gap in the market, particularly among older generation vehicles lacking built-in proximity sensors, our solution aims to address this safety concern. Existing external proximity sensor options typically lack auditory feedback, presenting a challenge for drivers navigating parking and congested traffic situations. Our product offers a tailored solution - an audio-feedback based parking assist system, adaptable to vehicles without built-in proximity alarms.

Functionality

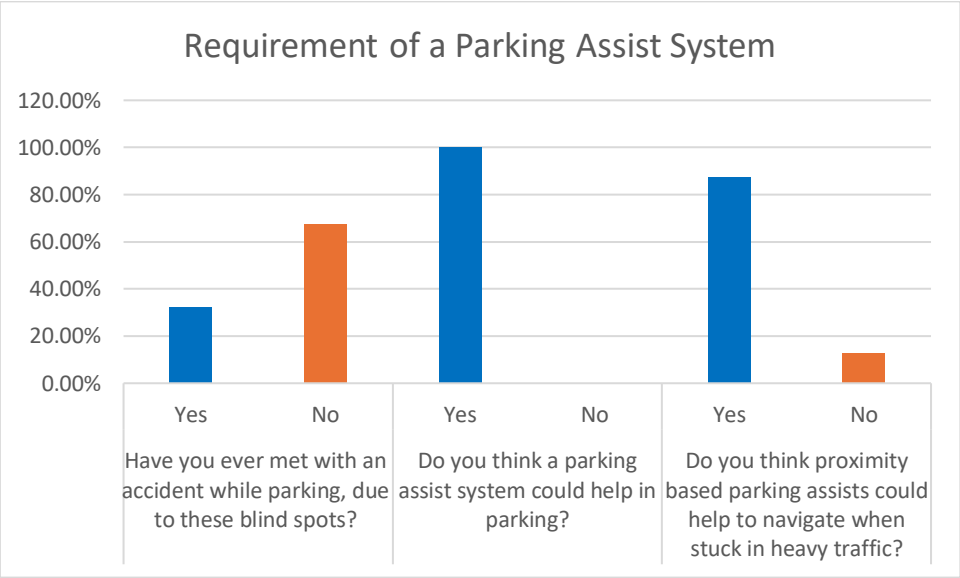
Powered by the vehicle's battery, our system triggers a buzzer or siren when the vehicle nears a solid object. The alarm distance is customizable during installation to suit individual preferences. Four sirens/buzzers positioned at each corner of the vehicle activate upon detecting a barrier, intuitively guiding the driver away from potential hazards.

Justification

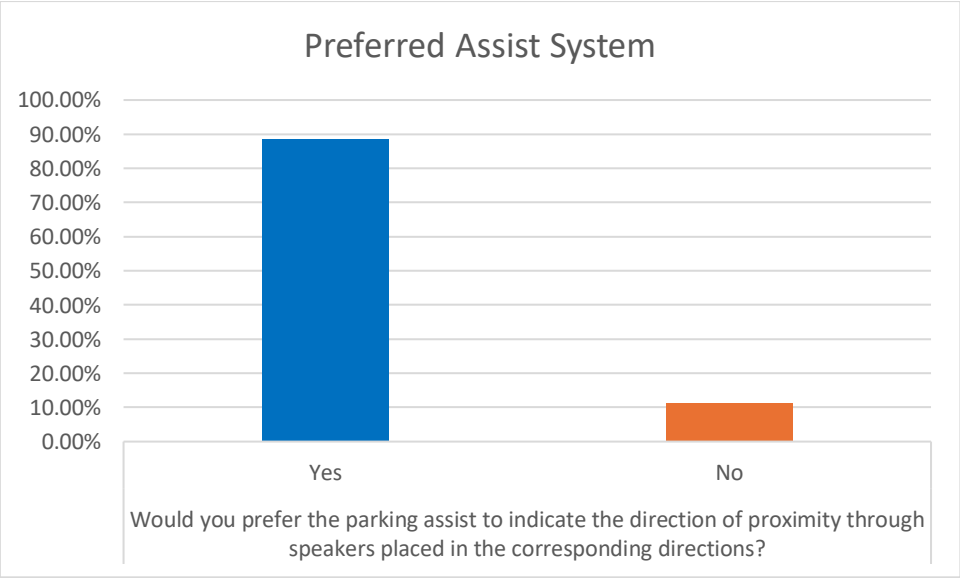
Conducting thorough market research, we discovered a prevalent need for parking assistance among respondents.

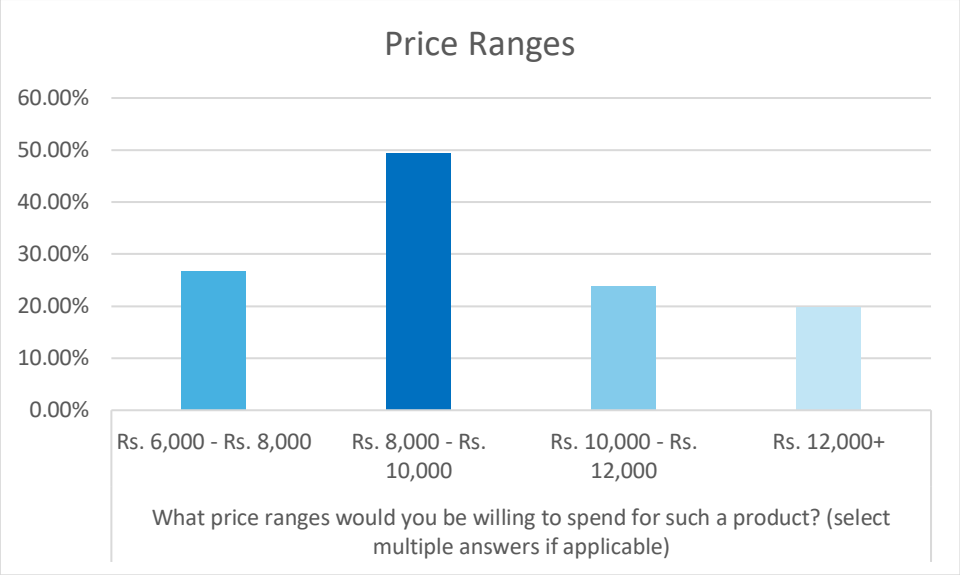


The survey overwhelmingly favored the implementation of parking assist systems for both parking and navigating congested traffic scenarios, irrespective of whether they had experienced accidents due to blind spots.



Our survey also revealed a clear preference for audio-feedback based systems, with a significant amount of respondents being willing to invest between Rs. 8,000 and Rs. 10,000. This aligns seamlessly with our product's offerings and market positioning.





In summary, the demand for our audio-feedback based parking assist system, along with the willingness of consumers to invest in such technology, highlights the tangible market potential for our product.

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