

# Learn how to drive in Canada

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September 24, 2019

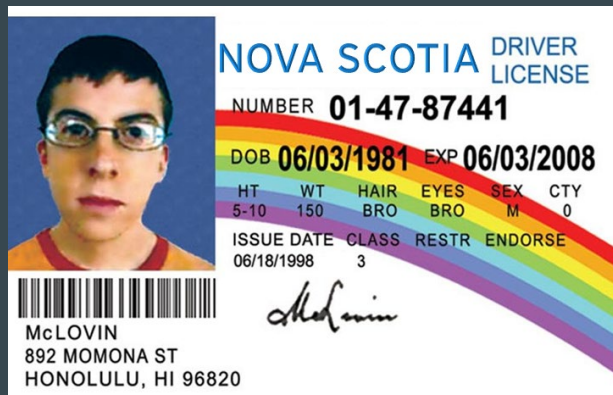
# Overview and motivation

- Learn how to drive in Canada
- Help users study, practice and gain the right level of experiences
- Interactive and language friendly
- Navigate the local licensing system and process

# More than just the rules of the road



# Navigate the system



**NOVA SCOTIA DRIVER LICENSE**

NUMBER **01-47-87441**

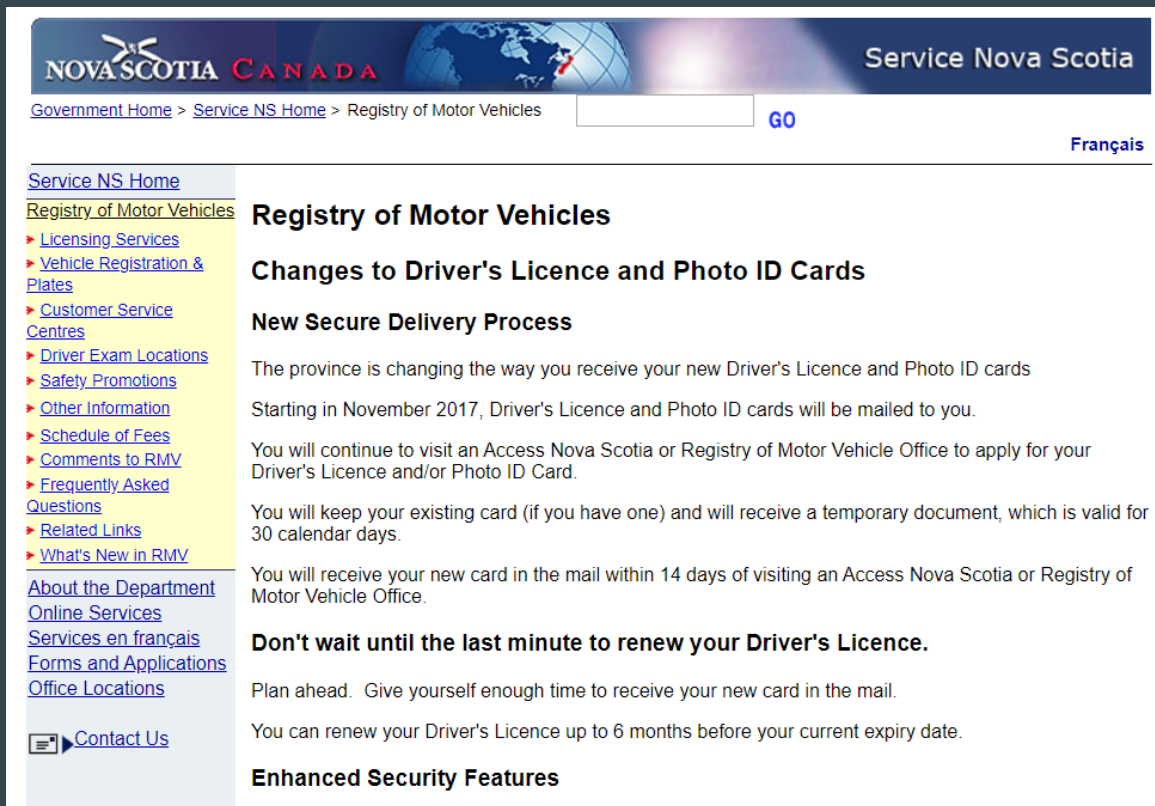
DOB **06/03/1981** EXP **06/03/2008**

HT	WT	HAIR	EYES	SEX	CTY
5-10	150	BRO	BRO	M	0

ISSUE DATE **06/18/1998** CLASS **3** RESTR  ENDORSE

*McLOVIN*

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**NOVA SCOTIA CANADA** Service Nova Scotia


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## Registry of Motor Vehicles

### Changes to Driver's Licence and Photo ID Cards

#### New Secure Delivery Process

The province is changing the way you receive your new Driver's Licence and Photo ID cards

Starting in November 2017, Driver's Licence and Photo ID cards will be mailed to you.

You will continue to visit an Access Nova Scotia or Registry of Motor Vehicle Office to apply for your Driver's Licence and/or Photo ID Card.

You will keep your existing card (if you have one) and will receive a temporary document, which is valid for 30 calendar days.

You will receive your new card in the mail within 14 days of visiting an Access Nova Scotia or Registry of Motor Vehicle Office.

#### Don't wait until the last minute to renew your Driver's Licence.

Plan ahead. Give yourself enough time to receive your new card in the mail.

You can renew your Driver's Licence up to 6 months before your current expiry date.

#### Enhanced Security Features

Stay safe... Stay warm...



# Study protocols

To better understand the challenges of our user groups and the potential features of most interest to each, our study will solicit feedback, ideas and gather the necessary user requirements to designing a needs-based and user-centric solution.

## User groups

**Group 1:** Individuals with no Canadian driver's license

**Group 2:** Individuals with a Canadian driver's license but have limited to no driving experience

**Group 3:** Individuals with a Canadian learner's permit

**Group 4:** Out of country individuals divided into two further sub-groups; A: individuals with limited to no driving experience and B: individuals with driving experience outside of Canada

# Study protocols

To best reach the target audience within the time and resource constraints, an online survey is best suited to gather the necessary information.

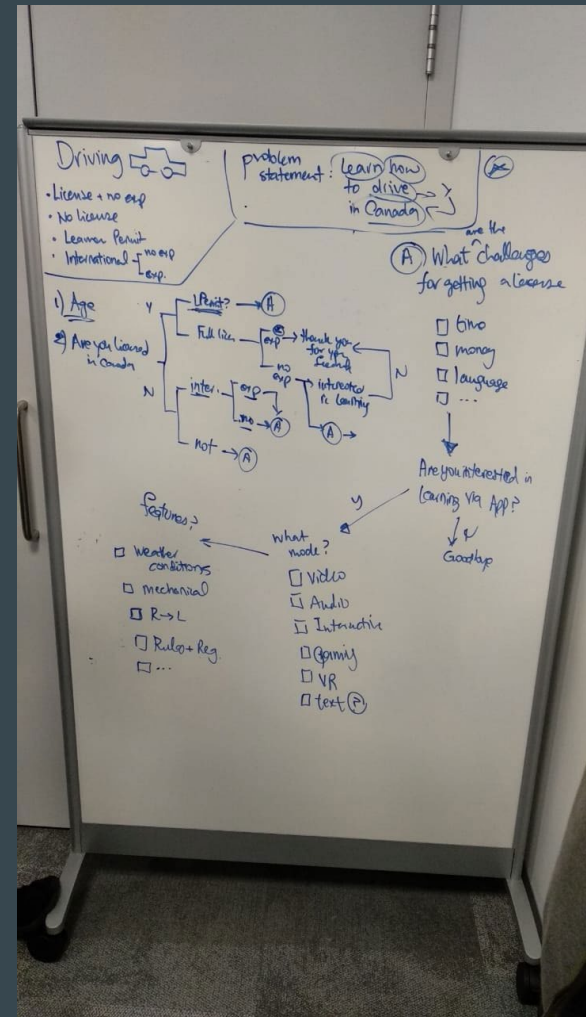
## Key features and design principles

- Limiting the time to completion to <10 minutes (1-2 minutes per question) to help achieve higher completion rates and gather impactful responses
- Well-crafted and clear questions defined to gather the needed data across the user groups
- Focus on closed-ended questions to concentrate on quantitative data for analysis purposes



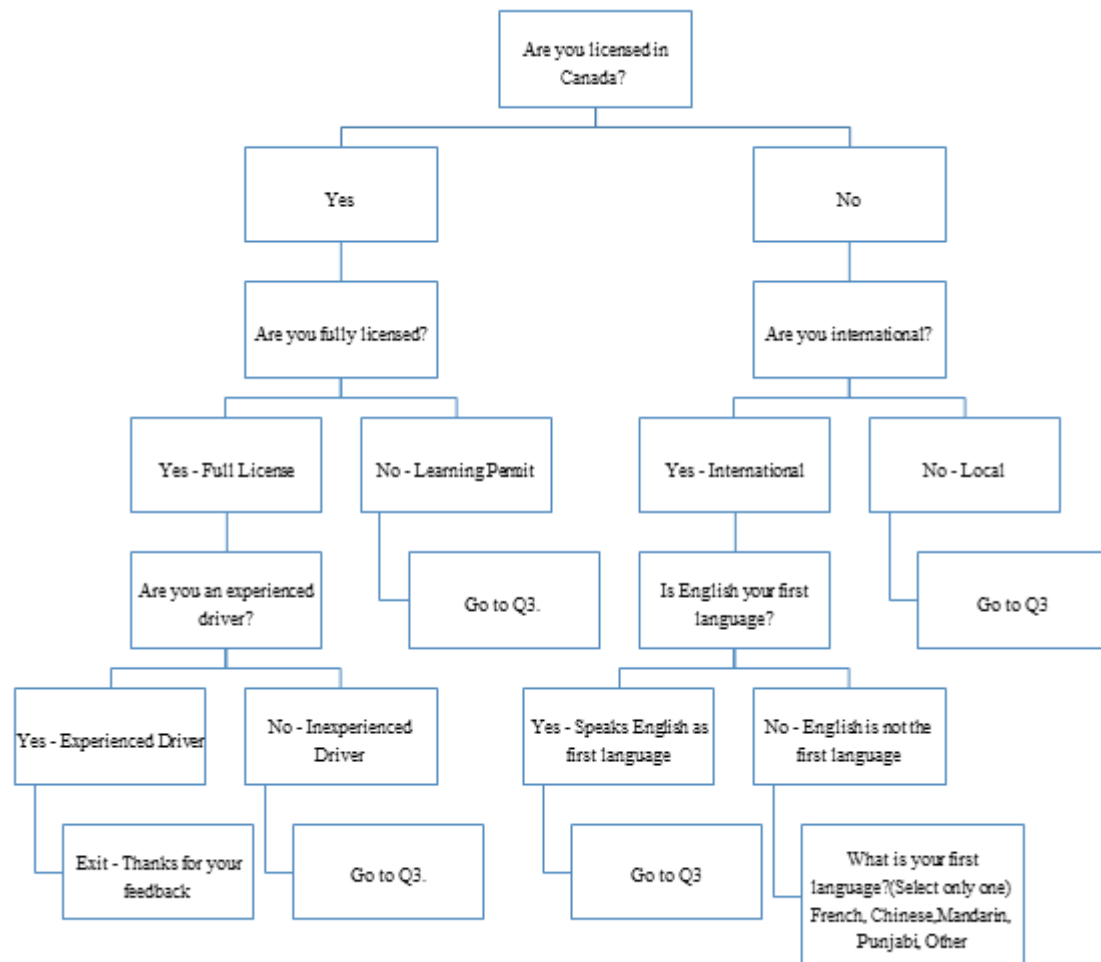
# Survey questions

1. What is your age group? (Select only one)
2. [Series of questions] for user group classification
3. What are the challenges you think you will face for getting a license?
4. How much time do you want to spend a week learning to drive?
5. When you drive, the road conditions you encounter will be the most difficult to deal with.
6. Are you interested learning via an App?
7. What is your mode of preference for learning?
8. What features listed below, do you want to use in the learning app?





# User group classification tree



# Existing solutions

Before our team comes up with a new design, it is important to study the existing solutions and be familiar with their features. As discussed in the problem definition, we are trying to build a software platform where users can learn the initial steps required to start driving. Studying about the existing platforms will provide an idea as what features make the solution popular among the users. We can also learn from the weak features and work on the methods as how to overcome those in our new solution. Future is always built upon the experience we have derived from our history.

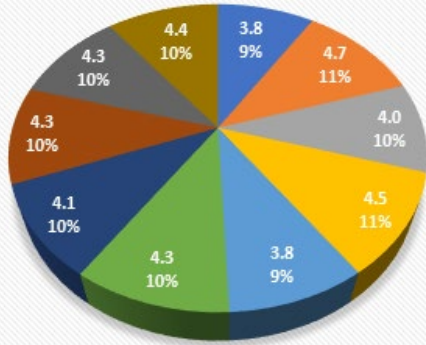
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# Summary of study

Learning Apps	Company	Ratings	Count of ratings	Size	No. of downloads	Compatibility
<b>Learn Driving</b>	Xtell Technologies	3.8	577	4.2 M	100000+	Android
<b>Driving theory test genius</b>	Elegant elearning	4.7	7800	268.6 M	100000+	ios
<b>Learn to drive a manual car</b>	Lovely AI	4.0	746	5.3 M	500000+	Android
<b>Traffic and Road Signs</b>	Shoyo	4.5	675	21 M	100000+	Android
<b>Theory Test Pro</b>	Well Informed Limited	3.8	603	97 M	100000+	Android / ios
<b>US DMV Driving Test</b>	Mnologix	4.3	2839	12 M	500000+	Android
<b>Simulation Apps</b>						
<b>Parking Mania 2</b>	Mbirate	4.1	32459	95 M	1,000,000+	Android
<b>Dr Driving 2</b>	SUD	4.3	535431	20 M	50,000,000+	Android
<b>Driving School</b>	Ovidiu Pop	4.3	502408	27 M	10,000,000+	Android
<b>Car Driving School Simulator</b>	BoomBit Games	4.4	181305	Varies	10,000,000+	Android

# Rating

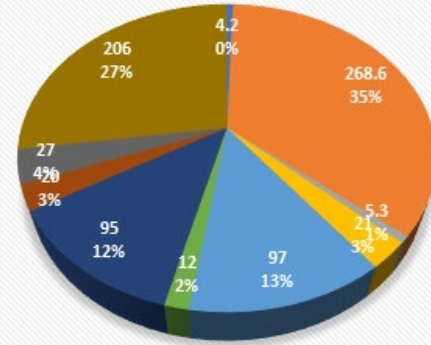
Ratings of Apps



- Learn Driving
- Driving theory test genius
- Learn to drive a manual car
- Traffic and Road Signs
- Theory Test Pro
- US DMV Driving Test
- Parking Mania 2
- Dr Driving 2
- Driving School
- Car Driving School Simulator

# Size of apps

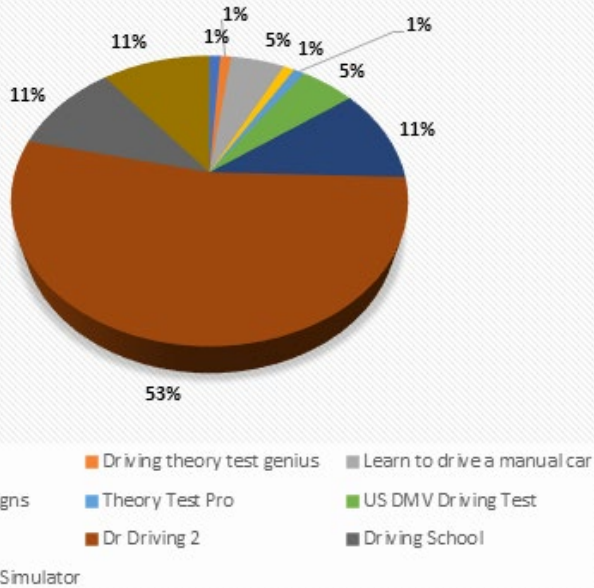
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# Downloads

Download count of Apps



## Summary

Clearly, Simulation apps are the winners in terms of popularity in teaching driving skills with the most easily adaptable methods.

But at the same time, these apps are expensive and definitely require highly compatible graphics devices for support. On the other hand, the educational oriented apps are simple yet efficiently help the users to pass the test. In short, our team would try to balance the best features of both the platforms and also add “out of box” thinking process to create a new design for teaching how to drive.

Questions?

# Appendix A:

## Driving Apps





# Existing solution #1:

## Learn Driving

### Key features

- The objective of the app is to provide basic foundation for learning to drive without going to a driving school.
- It provides step by step driving tutorials with the help of pictures.
- Rating is 3.8/5.0
- Available only for android
- Size is 4.2 MB
- Best critics say the app provides good information, useful for automatic driving, novice feel good, easy to use.
- Worst critics find only pdf forms are provided containing the instructions, pages cannot be zoomed, downloading the app is slow, instructions include spelling mistakes.

The app is built by Xtell technologies. The company owns 65 apps and leads in multiple fields like – Education Tools, Food & Drink, Health & Fitness Personalization, Entertainment , Books & Reference, House & Home Finance, Lifestyle, Medical, Travel & Local Business, Shopping, Weather and many more.[2]



## Existing solution #2: Driving Theory Test Genius

Elegant elearning has built the technology. Since 2008, the company has been educating learners in the USA, Canada, the UK, Australia, India and New Zealand. Their products are free, registration free and adsupported. On average, they have 200,000+ thousand daily users and they spend 11 minutes on site.

### Key features

- Centred for United Kingdom (UK) users.
- Prepares users for UK theory test for DVSA test where DVSA is Driver and Vehicle Standards Agency, an executive agency working for UK Department for Transport. Database for 725 questions. It provides mock tests based on the official 2019 Highway Code manual issued by DVSA. It also provides detailed explanation with difficulty levels from easy to exam mode.
- Rating is 4.7/5.0
- Available only for android and ios, offline facility.
- Size is 268.6 M
- Best critics say the app helps passing the theory test in first attempt.
- Worst critics find repeated questions, low value for money, no audio feature, not for dyslexics.



Owner: Lovely AI

## Existing solution #3: Learn how to drive: Manual Car

### Key features

- Useful only for people who are willing to learn manual driving.
- Available as offline.
- Rating is 4.0/5.0
- Available only for android
- Size is 5.3 M
- Best critics say completed learning in two weeks, easy to understand, informative, fun .
- Worst critics find the app a waste.



## Existing solution #4: Traffic and Road Signs

Shoyo has developed the add. The company has built 17 apps for education and games.

### Key features

- Provides instructions in 68 preferred languages.
- Rating is 4.5/5.0
- Available on android.
- Size is 21 M
- Best critics say the app is easy to use, covers all the road signs.
- Worst critics found difficulty to switch the mode of instruction to English.



Owner: Well Informed Limited

## Existing solution #5: Theory Test Pro

### Key features

- Again UK Based program
- Bank of Multiple Choice questions containing all 960 practice questions.
- A tutorial video and replay mode so that you can master the Hazard Perception test.
- Rating is 4.0/5.0
- Available for android and ios.
- Size is 97 M
- Best critics say driving instructors refer this app to learn.
- Worst critics not value for money, freezing.



## Existing solution #6: US DMV Driving test

### Key features

- It is ranked number 1 as Driving Test App in the US.
- Only for US Drivers covered under Department of Motor Vehicles in USA.
- Rating is 4.3/5.0
- Available on android.
- Size is 12 M
- Best critics say the app is easy to learn state specific signs, adapt the rules on wheels.
- Worst critics say failed the test after using the app, has a lot of wrong answers, misleading.

Monologix, Inc. has come up with designing and building the app.

# Appendix B:

## Simulation Apps and Games





Owner: Mobirate

# Simulation Apps and Games #1:

## Parking Mania 2

### Key features

- 3D graphics
- Road Challenges, reverse parking, simple practice with accelerator pedal, brake pedal and steering wheel.
- Rating is 4.0/5.0
- Available only for android.
- Size is 95 M
- Price is \$1.39 - \$69.99 per item
- Best critics say best graphics, fun, good physics.
- Worst critics black screen, awful racing, too much advertising.



Owner: SUD Inc.

# Simulation Apps and Games #2:

## Dr Driving 2

### Key features

- Stunning Graphics
- Challenging multi-stage levels
- Realtime online multiplayer
- Rating is 4.3/5.0
- Available for android.
- Size is 20 M
- Price is \$2.29 - \$129.99 per item
- Best critics say smooth controllers, addictive, fun, most instructional yet creative.
- Worst critics says time wait is more to open new level, too many ads, car update is not good, more crashing of cars.



Owner: Ovidiu Pop

# Simulation Apps and Games #3: Driving School

## Key features

- Teaches driving many different cars
- Covers different environments like cities, country roads, highways, deserts, mountains, etc.
- Playing with friends.
- Free multiplayer modes.
- Rating is 4.3/5.0
- Available for android.
- Size is 27 M
- Price is \$1.19 - \$17.99 per item
- Best critics say good graphics, teaches teens, offline facility available.
- Worst critics say not easy to find controls, buttons not working, bug about not completing a level.



BoomBit Games

# Simulation Apps and Games #4: Car Driving School Simulator

## Key features

- Covers California, New York and Canada
- Focuses on traffic rules
- 26 unique cars
- Online multiplayer free roaming mode
- Rating is 4.4/5.0
- Available for android.
- Size varies with device
- Price is \$2.49 - \$30.99 per item
- Best critics say addictive, optimization, realistic.
- Worst critics says no proper instructions, unpredictable controls, too many ads.