



Combating Driver Fatigue

Team Rubberducks

bp



Safety

Excellence

Can voice-driven technology
make driving safer?

Problem

1 in 5 road accidents result from driver fatigue

50% more likely to result in death or serious injury

49% of fatal accidents happen at night

According to the UK
Department of Transport

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Key Insights

- Night driving and long, monotonous roads increases risk of driver fatigue.
- People cannot reliably judge their own level of fatigue.
 - eye-tracking technology
 - proactive steps

Current Market

Phone Alarm Apps



Built-in Monitor Systems

Mercedes Attention Assist
Volvo Driver Alert Control

Use sensors to monitor driver. If assessed risk is high, issues audio signal and visual alert.



Market Opportunity

Current Solutions

- ✓ Fatigue Detection
- ✗ Driver Support



A photograph of a person driving a car from a first-person perspective. The driver's hand is on the steering wheel, which has a silver logo in the center. The dashboard features three circular gauges with illuminated needles. A large, semi-transparent yellow rectangular box is overlaid on the upper right portion of the image. Inside this box, the words "BP Copilot" are written in a bold, white, sans-serif font.

BP Copilot

Personalized Customer Service



My BP Profile

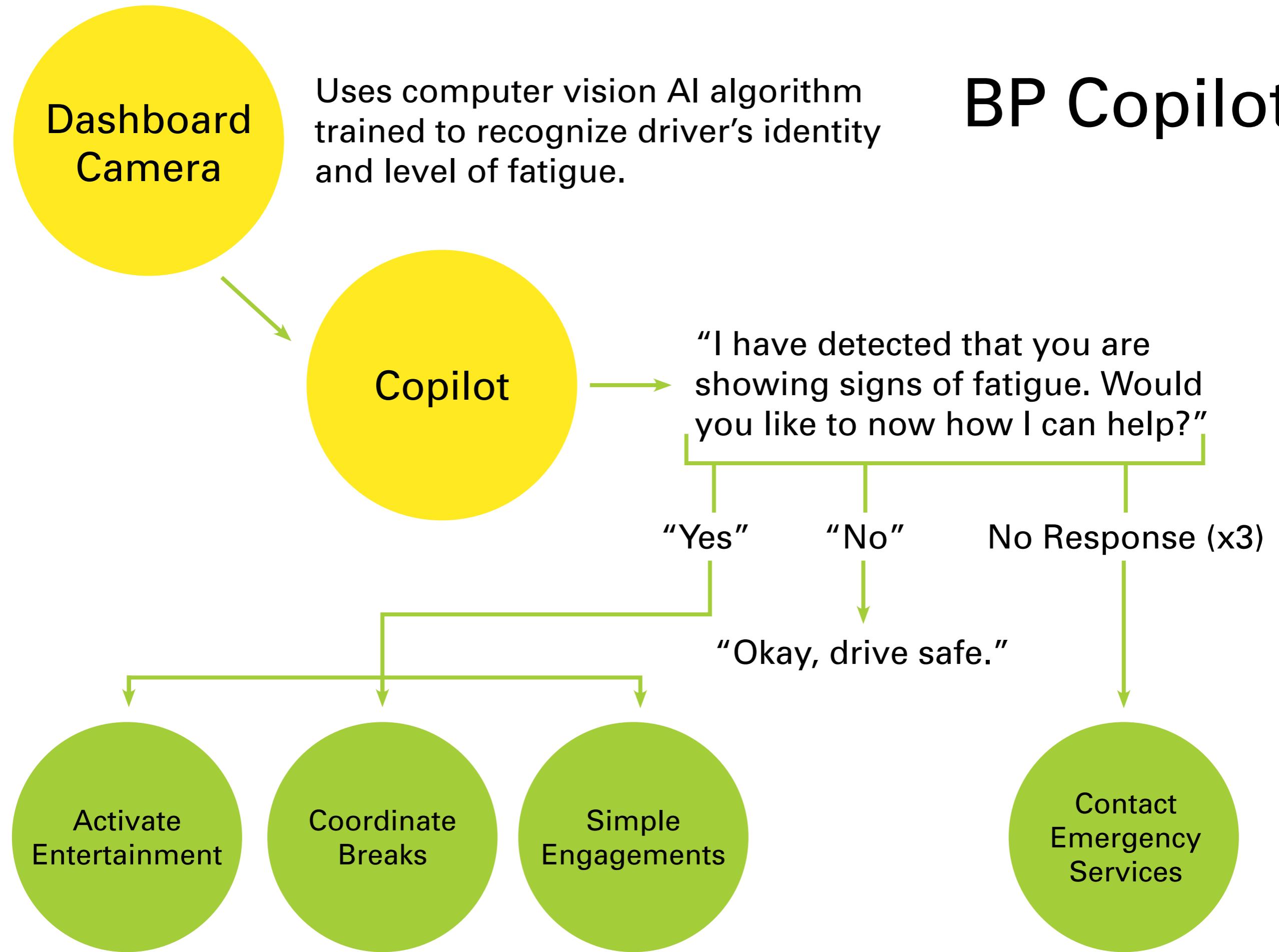


	Name	Anna Martin
	Age	28
	Music Playlists	Pump Up Music, Chill Drive
	Favorite Orders	Large Coffee (2 sugars, 1 cream), Walker's Cheese and Onion Crisps
	Contact List	Jason (1632 960612) Gina (07700 900580)

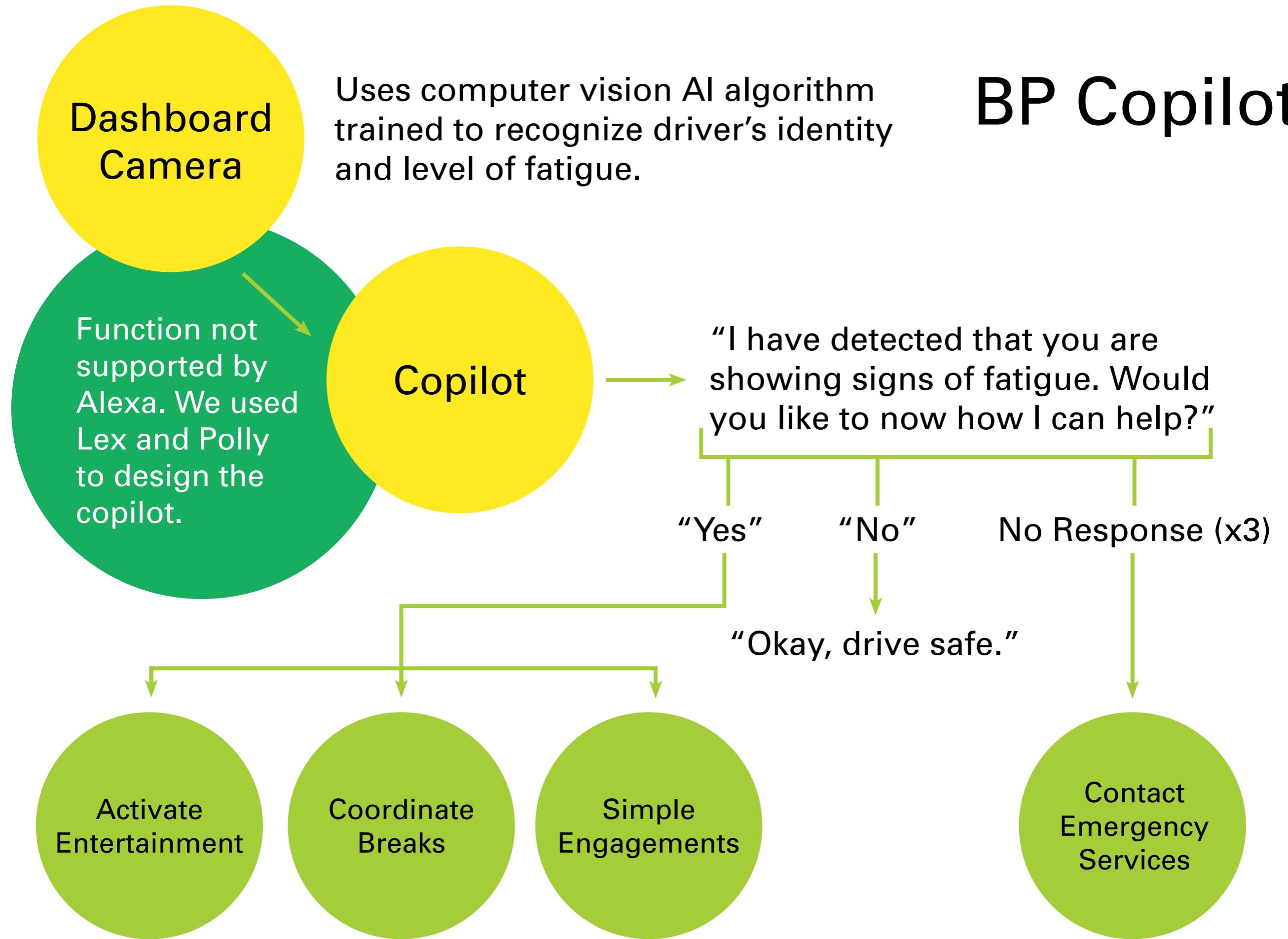


Personal customer profiles will enhance BP sense of community. BP can use then analyze these profiles to better understand their customers and further tailor their customer service.

BP Copilot

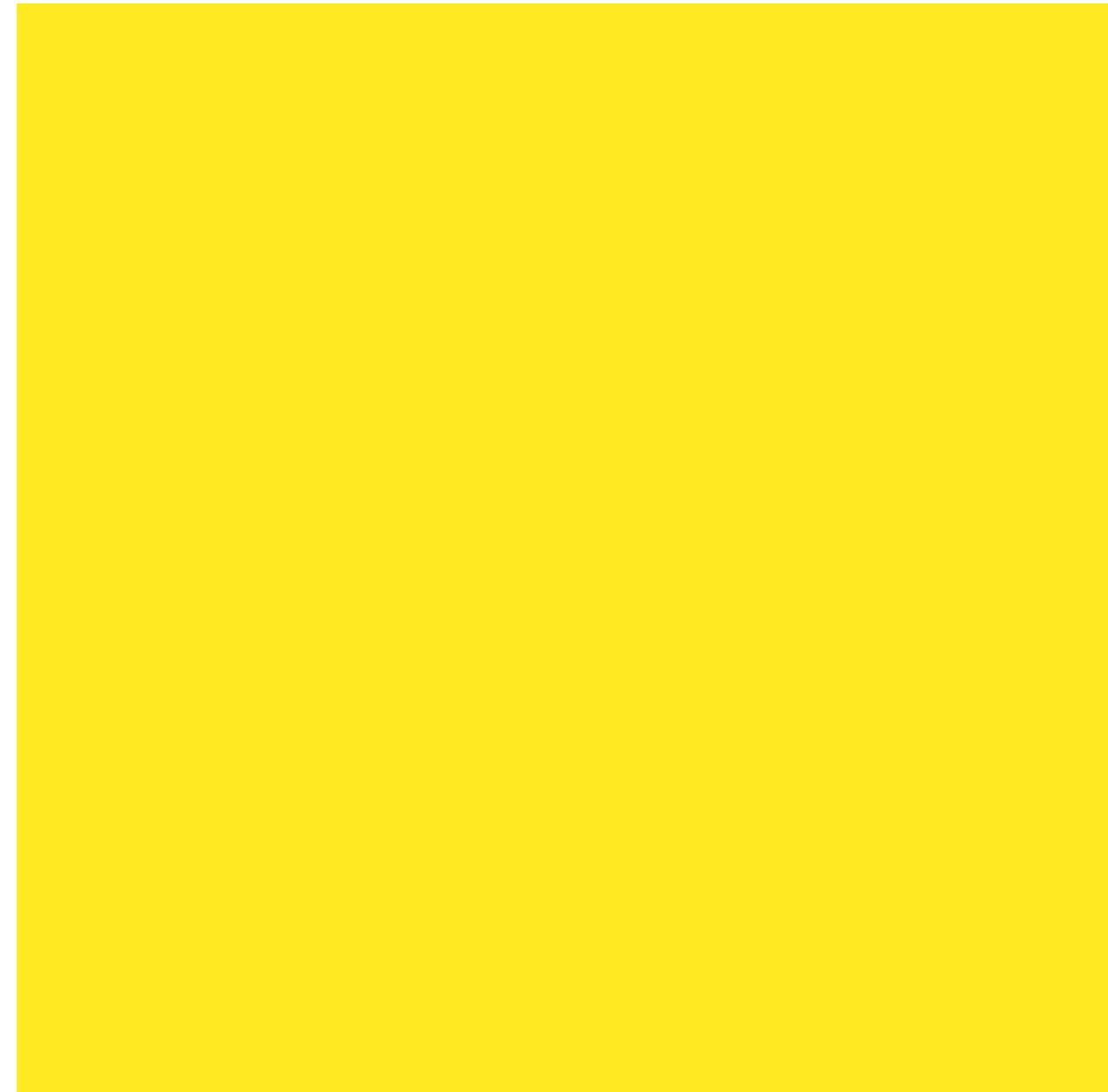


BP Copilot



Night Vision

Infrared Camera Capabilities



Outcomes

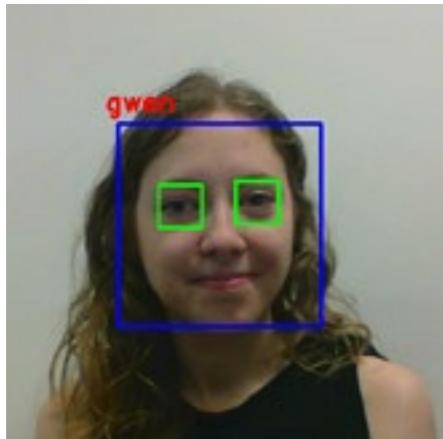
Increase Driver Safety

- aligns with BP's key value

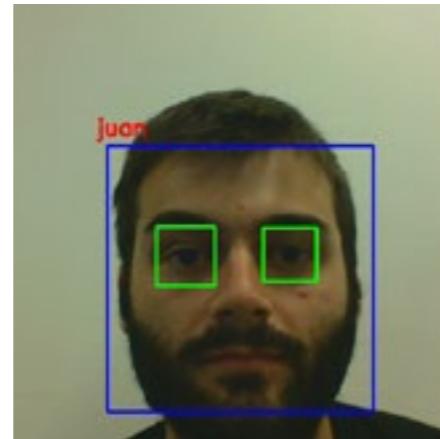
Enhance BP Customer Service Experience

- aligns with BP's key value

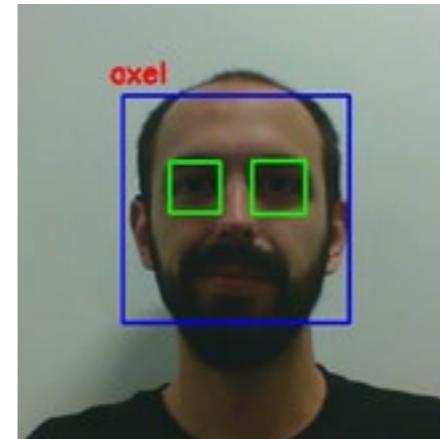
Our Team



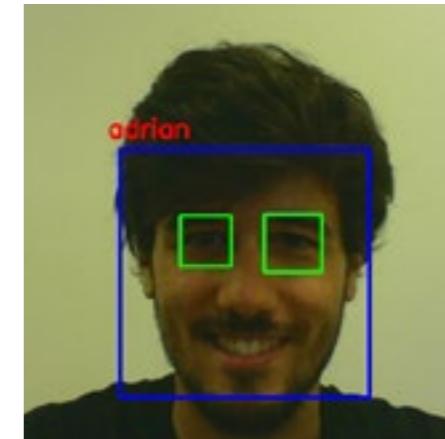
Gwen
MID Pratt Institute
Industrial Design



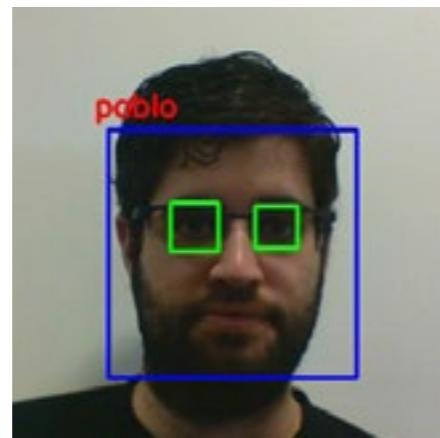
Juan
PhD Imperial College
Computational
Chemistry



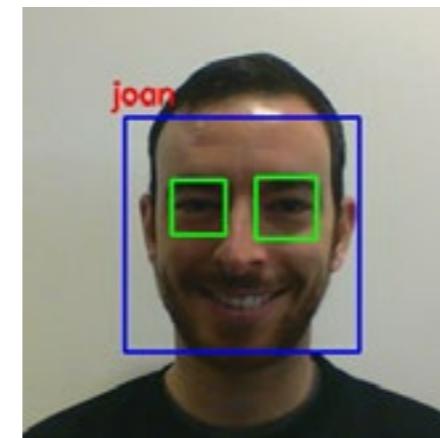
Axel
MSc Imperial College
Deep Learning +
Computer Vision



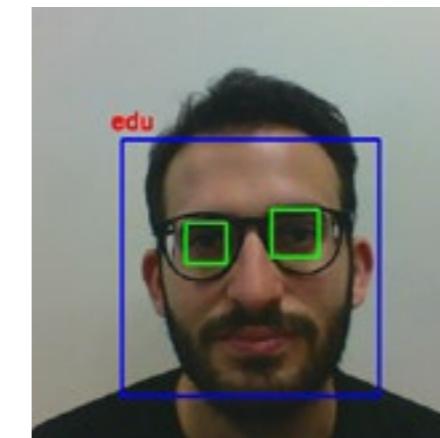
Adrian
PhD Imperial College
Deep Learning +
Computer Vision



Pablo
PhD Imperial College
Electronics



Joan
PhD Imperial College
5G Communication



Eduardo
MSc Imperial College
Neurotechnology

Demo



Special thanks to...

