

AllState's Travelling Companion

Team Frozen H₂O - Winner of Case Competition

Sponsored by Acuity Group (Feb 21-22, 2012)

Aim: To design a concept smartphone application for insurance company AllState's teen drivers.

The app should be something that supports this teenage driver. The end goal is that it advocates safe driving practices for the teen behind the wheel.

Design: Travelling Companion is an app that is a real-life competition between teens on the road.

Teens compete against their friends with their daily driving. Social networking keeps the competitive edge going.

The Competition: responsible and safe driving habits & good efficiency with the car earn points. Texting or calling or speeding, etc. subtract points. As a teen reaches certain benchmark points, they get rewarded with discounts on AllState insurance or partner companies.

WHY? The teens we interviewed all complained about 2 challenges: the money they spend on their car and the distractions of texting/calling.

Thus, we decided to tackle these problems by introducing a game that is not just virtual. It takes place in reality - the driver is playing the game as he/she drives in real-life.

This makes teens really compete and as they try to make less mistakes on the road, and ironically, get less distracted by the very same smartphone.

And it is addicting. Over time, the teens want to keep the competition on as they drive and get discounts and challenge their friends. This positive-feedback effect produces responsible drivers in the long-run.

