Presentation I

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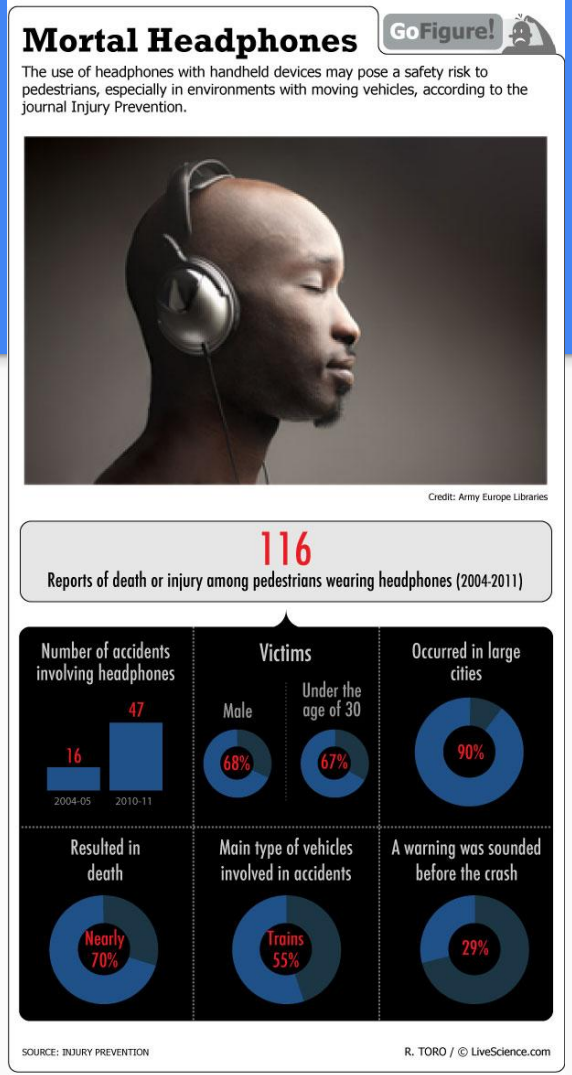
What it is

- [title not yet announced]
- A pedestrian safety and awareness app
- Helps eliminate disconnect between headphone users and outside world
- Provides information about traffic, crime rates, and even impending accidents to help its users stay safe



Why is it important

- It was found that that both the number of pedestrians killed while listening to music has risen substantially, tripling in the years from 2004 to 2010
- In nearly 70% of the cases, the accident was fatal

*infographic found at *https://www.livescience.com/17995-accidents-pedestrians-headphones-infographic.html*

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- Modulate volume in certain situations to help increase user awareness
- Create a foreground service that is always listening with microphone

The Consumers

- Pedestrians in cities that have a large amount of congestion
  - Fast city traffic -> Need app to respond quickly
- Parents who will buy this product for their children to help bring them peace of mind about their children commuting, to and from school, sports practice, etc.
  - Make interface intuitive so young children can use the app easily

Any Questions?