

### Our Focus

Last year there were 307 fatal car crashes in San Diego.

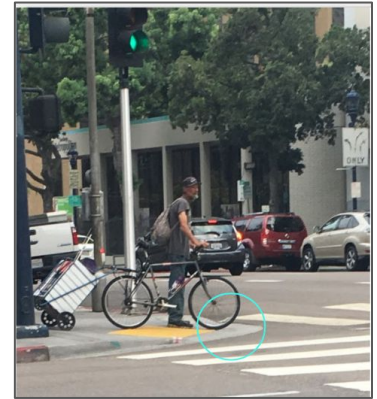
According to KPBS, more than twice as many people have died from car crashes in San Diego than have been murdered. There are 15 intersections in San Diego, named the Fatal 15, where more than 200 people have been killed or seriously injured.

Due to this, we decided to tackle was the issue of safety in busy intersections. How do we leverage existing technology and design to create a safer environment for drivers, pedestrians, and cyclists?

### Observations



A car made a wrong turn into a one-way street



Pedestrians/cyclists stand into the intersection

### User Research

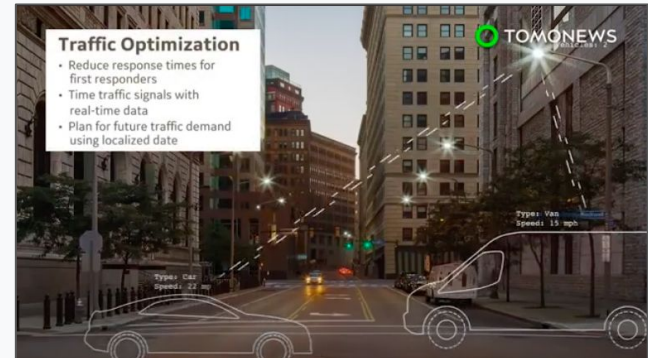
**Pedestrians** need drivers to expect them to be walking around and to notice their appearance.

**Drivers** need an increased visibility and awareness of tracking laws, cyclists, and pedestrians

**Cyclist** need to share the road with drivers while also being able to ride safely inside and outside of bike lanes

### Our Solution

**ARC:** a heads up display which relays important information to drivers. To do this, ARC uses cloud data from smart street lights which are currently being implemented by the City of San Diego. These street lights have the capability to process and recognize images.

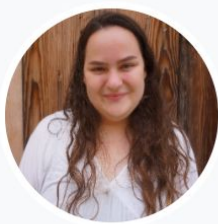


## OUR TEAM



**Alexander Chen**

Product Design, 3rd year



**Marie Schneider**

Cognitive Science, 5th year



**Tamar Esserman**

Cognitive Science, 4th year



**Yuka Okina**

Product Design, 4th year



## Call to Action

### Looking for:

- *Feedback:* How might we evaluate the headset display?
- *Connections:* We are looking for participants for field trials

### Contact:

[projectARC-15@gmail.com](mailto:projectARC-15@gmail.com)

## Conclusion

The Mayor of San Diego, Mayor Faulconer in his support of Vision Zero in 2015 was quoted saying, “There is nothing more important than public safety which is why we’re working toward the goal of zero traffic deaths in San Diego by 2025.” We sincerely believe that our solution has the potential to make this goal a reality and make intersections safer for all parties involved.