Product Vision

Firstly, the system is related mainly to all the subjects who earn a living by driving, such as couriers or truck drivers, of all ages, in need for help and assistance in their journey.

The system will be able to give support to anyone who drives vehicles, especially on adventurous long distances routes.

The project, as any other, will fulfil a number of customer needs. The primary customer need is to save money and increase safety while driving. This is something most drivers and related companies would appreciate, and therefore it is of top priority. A company, related to driving, would also benefit from a more productive work environment, and that need shall be satisfied as well. From an alternate customer point of view, social media is a big part of their life, and the need for combining those elements to the application is highly needed.

To satisfy these needs, a number of attributes will have to be implemented. One such is the grading system. By creating a competitive ladder, the drivers will focus more on safe and efficient driving to satisfy their competitive instinct. The ladder will most likely be a point system which allows drivers to gain points for positive actions, e. g. less fuel consumption, safe driving and keeping the speed regulations. For the ladder to be possible another attribute plays a big role and that is the sensors. Sensors which can detect the distance between the vehicle and other objects, the speed of the vehicle and the fuel it consumes over a given distance. This attribute is by far the most important of all as all other attributes rely on its proper functionality and how well it works will have an immense impact on the success of the project. Last but not least comes in the alarm. The alarm is a type of sound which will not be too distracting as the driver has to keep his attention on the road. Its usability is for informing the driver once he takes potentially harmful actions, whether conscious or unconscious, such as speeding or not keeping enough distance between the vehicle of the driver and other vehicles on the road.

Since apps like the one Volvo Trucks has already developed, with the same concept of collecting data from drivers, and showing the areas where the driver needs to improve, our app needs to have something unique. The main difference between our app and the Dynafleet app, is the availability to a larger community through the use of social media. Much like the app RunKeeper, our app will allow a user to share their driving scores with friends. This makes the app more accessible to private parties, rather than a company. Companies will, however, be able to use the app as well.

It is also important that our app has a good scoring system that users find helpful. Without this, the built in measuring features that most modern cars have, would be equally useful as our app.

The project has preset deadlines which means it's always clear when something has to be done. The deadlines are set to give a clearer overview of what has to be done and when it has to be done. For this project our final hand in will be on May 29th and we are aiming at having our app done a few weeks earlier to give us an opportunity to fix bugs and write the report. Throughout the project we will follow this product vision and in case it's necessary, make changes caused by a problem with the system.

Our budget is very limited but shouldn't be seen as a problem since we're not going to have to buy any new hardware. Unlike large corporations we have the possibility to use the school's buildings which means we won't have to spend any money on an office.