

TeenDrive365 Report

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Abstract

Toyota TeenDrive365 is a program that simulates the causes of distracted driving so that teens can experience these scenarios in an environment that does not put the user or other drivers at risk.



Overview

TeenDrive365, started in November 2013, is a program which educates teens and adults of the dangers of distracted driving. The program features a collection of tools and resources which aims to “help parents and teen jumpstart a dialogue about driving safety”. Heads Up is a portion of the program which uses Virtual Reality software to fully immerse the driver in a distracted driving simulation. The driver is seated inside the cockpit of an actual Toyota vehicle and uses both the steering wheel and pedals, which are integrated into the experience, “to pilot the 3d environment and manage common audio and visual distractions like passengers, incoming text messages and external hazards”. After completing the simulation, the user is requested to complete a survey, of the 20,000 users who have who have experienced the simulation and completed the follow-up survey, 94% have said that they plan to reduce future distractions following this experience.



Where is it Used?

Toyota hosts several events throughout the year, typically on college campuses, that allow teen drivers to experience the simulation. www.TeenDrive365.com has dates of upcoming events where drivers can have access to the program.

How does it work?

The Heads Up program uses the Oculus Rift and the driver is seated inside the cockpit of a Toyota vehicle and both the steering wheel and pedals are integrated into the experience.



Why this is a good use of virtual reality

This is a good use of virtual reality because the program simulates a dangerous situation without putting the user or other drivers at risk.

Conclusion

Toyota has launched a great program in TeenDrive365 to teach new drivers of the dangers of distracted driving using various resources and tools. The Heads Up portion is great use of virtual reality to teach allow users to experience the causes of distracted driving in a safe environment. This software could also be used to teach drivers other leading causes of accidents such as inclement weather or aggressive driving. Another thing that could make this program better would be for Toyota to increase the number of event they hold or for other car companies to implement a similar program so that more users could have this experience.

Additional Information

Toyota has added another program to TeenDrive365, which is called the Video challenge. In the this challenge, students submit a video demonstrating the dangers of dangers of distracted driving and the top 10 video submissions receive scholarships to the college of their choice, with 1st place being awarded a \$15,000 scholarship and the opportunity to turn the video into a TV-ready PSA.

References

Home | TeenDrive365: In School, www.teendrive365inschool.com/.

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