

CARE - FINAL PROJECT NOTES

UNITED STATES HEADLINES

DEATHS OF TEENAGE DRIVERS SPIKED IN FIRST HALF OF 2012, REPORT SAYS

“The death toll for 16- and 17-year-old drivers of passenger vehicles jumped 19 percent, compared with the first half of 2011.”

“Based on initial data supplied by the 50 states and the District of Columbia for the first six months of 2012, 25 states reported increase.”



STUDY: TEENAGE DRIVERS' PROPENSITY FOR RISKY BEHAVIOR RISES WITH NUMBER OF TEENAGE PASSENGERS

“The risk of a fatal crash increased as the number of teenage passengers increased... About one-third of all fatal crashes, for drivers in all age groups, were caused by speeding, but for 16- and 17-year-old drivers that number rose to nearly 50 percent when there were three or more passengers, according to the new findings...”

“The study was a follow up to the foundation’s report in May that showed how risk of death in a traffic crash for 16- and 17-year-old drivers increased by 44 percent when carrying one passenger younger than 21, doubled with two and quadrupled with three or more younger passengers, compared with driving alone.”



HOW MUCH CAR DO YOU BUY TO KEEP YOUR TEENAGER SAFE?

“In 2013, the most recent year for which statistics were available, 2,839 teenage drivers were involved in crashes in which they or others died... In those accidents, 294 of the drivers were distracted and 45 were using mobile phones.”



GLOBAL HEADLINES

CAR ACCIDENT KILLS MORE THAN WAR, SAYS WHO (2003)

“Car accidents are the leading cause of violent deaths, with 1.26 million fatal victims. For WHO, violent deaths cause a high social cost and need to be prevented, although it is impossible to avoid them.” (Original content in Brazilian Portuguese)



CAR ACCIDENTS KILL 400,000 YOUNG PEOPLE A YEAR, SAYS WHO (2007)

“Car accidents are the leading global cause of death for young people between 10 and 24 years, according to the report Youth and Road Safety from WHO.” (Original content in Brazilian Portuguese)



UN LAUNCHES CAMPAIGN TO REDUCE TRAFFIC DEATHS (2011)

According to WHO, traffic kills per year, 1.3 million people and left about 50 million injuries worldwide. The numbers of victims from traffic are not decreasing.

Therefore, WHO called UN attention which, in March, organized a general meeting and defined that the period between 2011 and 2020 was baptized decade of “Action for Road Safety”.

The goal is to stabilize and then reduce the forecast level of road traffic fatalities around the world by increasing activities conducted at the national, regional and global levels. (Original content in Brazilian Portuguese)



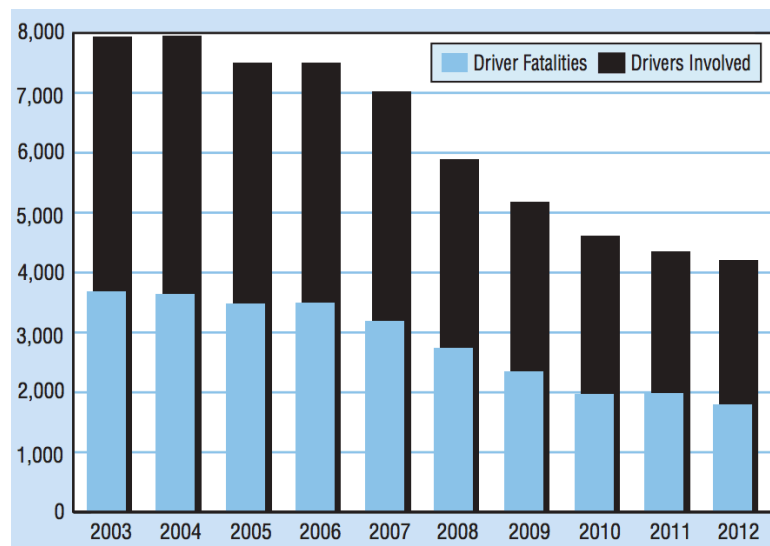
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

TRAFFIC SAFETY FACTS

“In 2013, there were 1,691 young drivers 15 to 20 years’ old who died in motor vehicle crashes, a decrease of 10 percent from 1,880 in 2012. Additionally, 177,000 young drivers were injured in motor vehicle crashes in 2013, a decrease of 4 percent from 184,000 in 2012.”

“Motor vehicle crashes are the leading cause of death for 15- to 20-year olds, according to the most recent data available (2013) from the National Center for Health Statistics.”

“There were 212.2 million licensed drivers in the United States in 2013. Young drivers accounted for 6 percent (12.3 million) of the total, a 1.9-percent decrease from the 12.5 million young drivers in 2004. Population for this age group increased from 2004 to 2013 by 1.5 percent.”

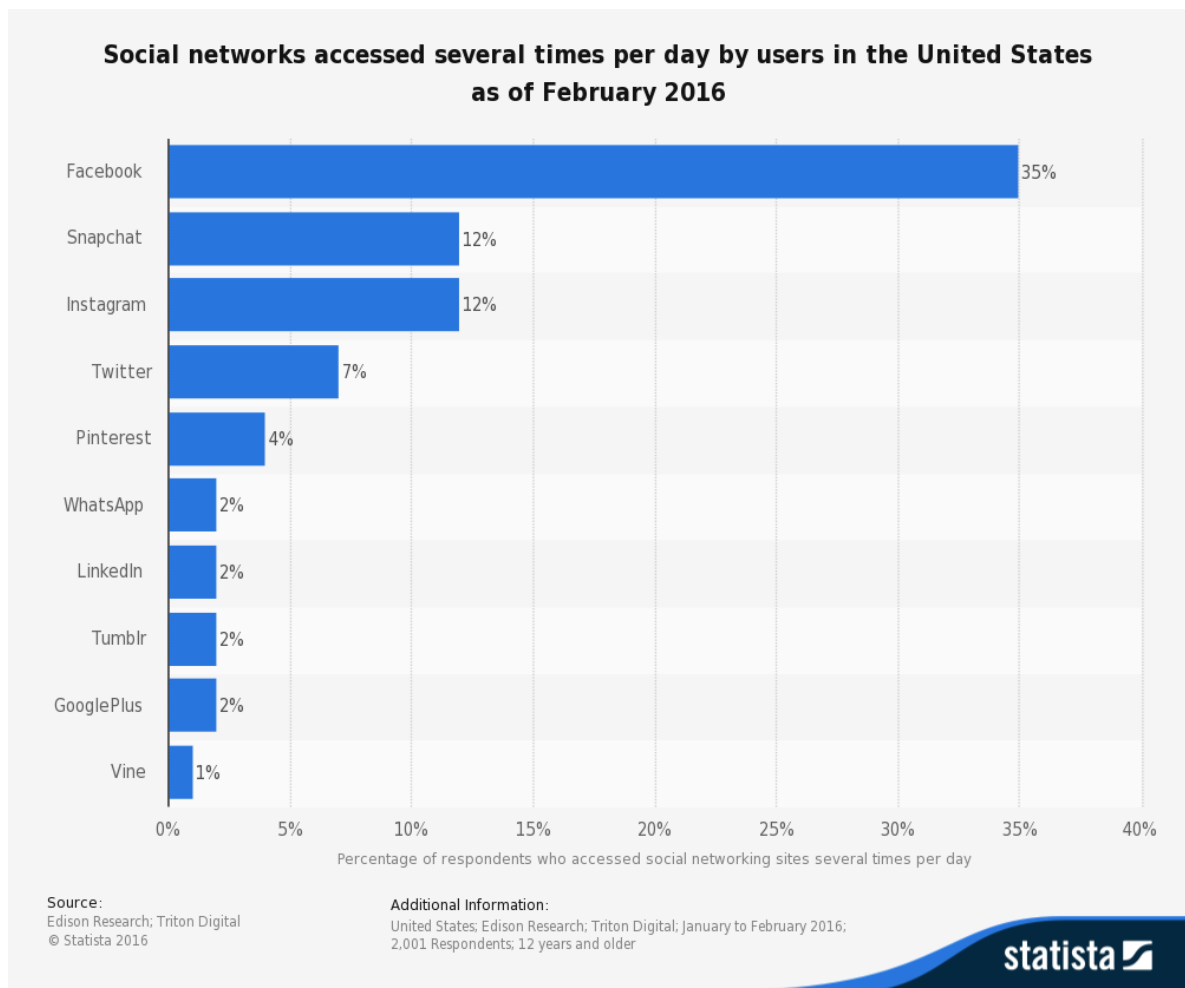


THE STATISTICS PORTAL

SOCIAL NETWORKS ACCESSED SEVERAL TIMES PER DAY BY USERS IN THE UNITED STATES AS OF FEBRUARY 2016



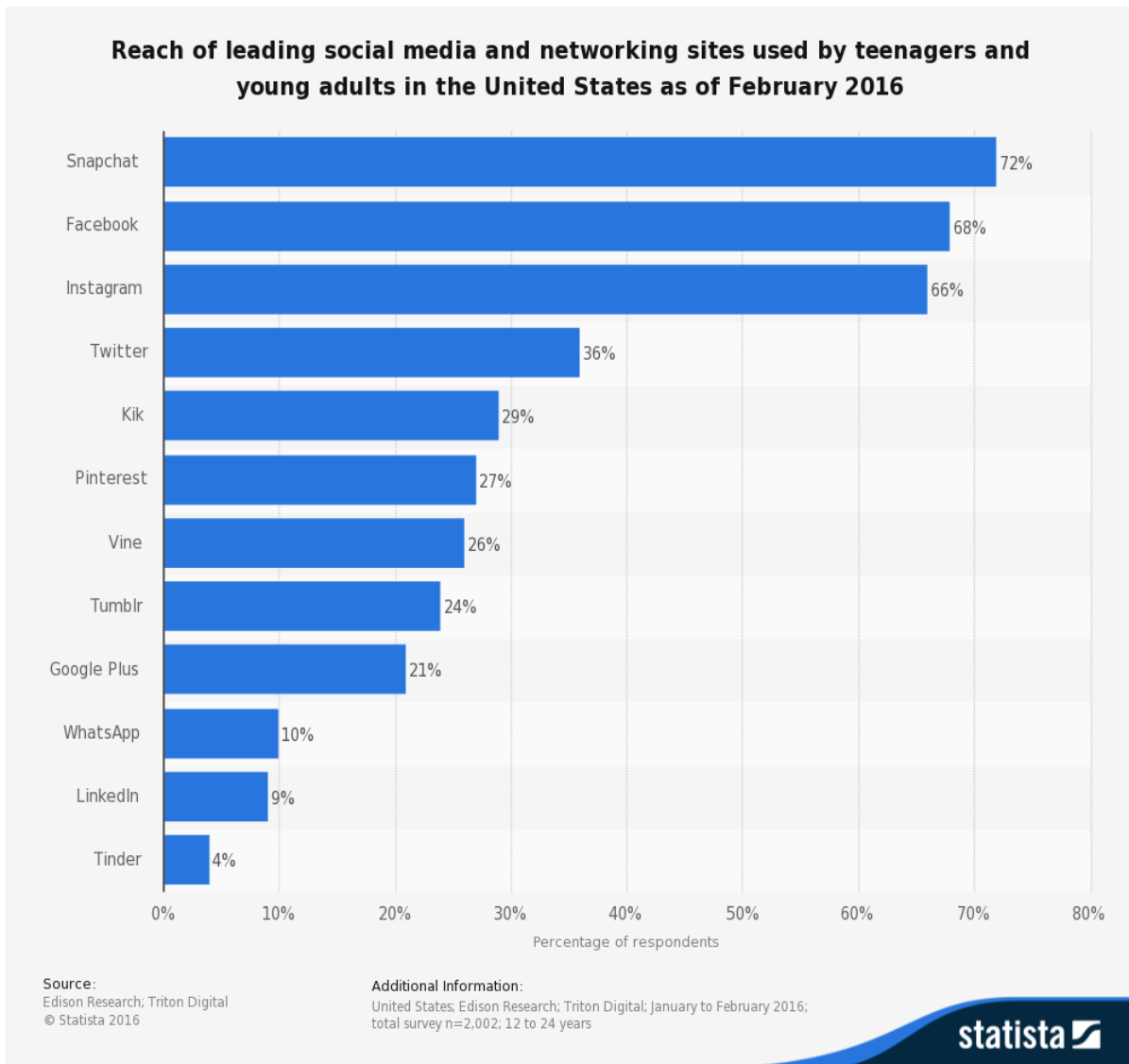
This statistic shows the social networks which U.S. users accessed several times per day as of February 2016. It was found that Facebook had the highest daily user engagement rate as 35 percent of survey respondents accessed this social network multiple times per day.



REACH OF LEADING SOCIAL MEDIA AND NETWORKING SITES USED BY TEENAGERS AND YOUNG ADULTS IN THE UNITED STATES AS OF FEBRUARY 2016



This statistic gives information on the most popular social media sites used by teenage and young adult internet users in the United States as of February 2016. During the survey period, it was found that 66 percent of responding internet users aged 13 to 24 used social photo sharing app Instagram. Contrary to some beliefs, Facebook continues to be the most popular social media and networking site used by teenagers and young adults, aged 12 to 24 years old in 2015.



CARE APPLICATION

PHILOSOPHY

Care is a driver's network that focus on helping young drivers to improve their driving behavior and spread the idea by interacting with their friends and other users through the app.

FISHING

Social Involvement and Gamification are the keys used by Care to hook new users, especially young and inexperienced drivers.

SOCIAL

Almost all successful apps in the present have one thing in common: They connect people. Care takes advantage of Facebook's Graph API to connect users with their friends. Care provides a News Feed that shows live updates about people activity on the app.

Care also differentiates from another apps by creating new content about safe driving, quizzes and challenges, what helps to create new habits in users and motivates them to keep using Care.

GAMIFICATION

Gamification is a tool to make real world activities more engaging. It uses game elements, such as levelling up, achievements, quests, checklists, and rewards, applying them in existing activities. It's proven to increase workplace productivity, facilitate learning, and even makes patients take their medicine on time.

PLAY

Challenge a Friend and Ride modules are rich interaction tools that allows people to be together in order to spread good driving behavior.

MAINTENANCE

Car Maintenance is also a very important concern. New car owners usually do not know how to Take Care of their cars. Using Care, drivers can schedule reminders to basic maintenance concerns, such as checking tires pressure, fuel filter, brakes, air filter, and tires.

REWARDS

Another tool intended to keep users engaged and motivated to use Care is the Rewards Program. Users can get reward points by completing system challenges, answering quizzes, and scheduling maintenance alerts.



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