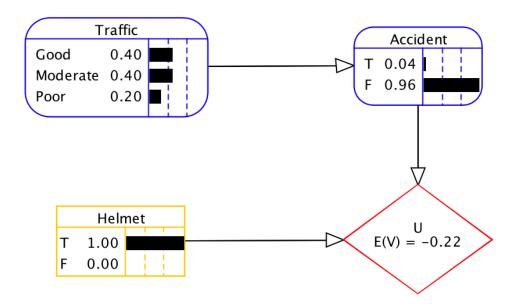
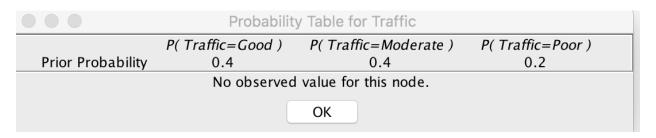
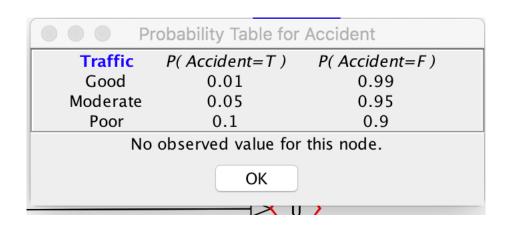
(a)

Decision network



Conditional probability table:





Utility function (I gave a little happiness when the biker can get on a bike without helmet LOL)

Utility Table for U		
Accident	Helmet	Utility
T	Т	-5.0
T	F	-10.0
F	Т	0.0
F	F	0.1
	ОК	

For my assumption above, the optimal decision is always put on a safety helmet.

Some sample calculation:

Without any information,

With helmet, E(U) = -0.22

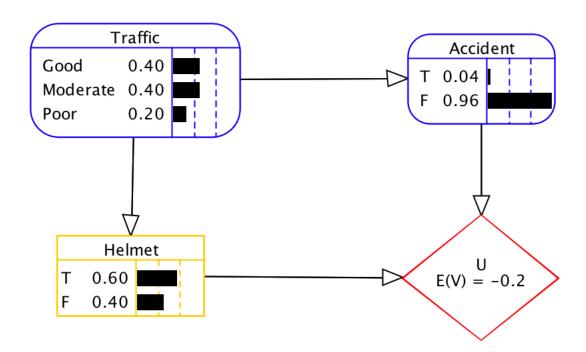
Without helmet, $\dot{E}(U) = -0.34$

Hence it is better expected utility when we put on a safety helmet.

The general policy the biker should follow is to always put on a safety helmet to maximize the expected utility.

(b)

Decision network:



Conditional probability tables and utility function are all the same as in (a).

The optimal decision would be:

Decision Function for Helmet		
Traffic Helmet		
Good ☐ T ✓ F		
Moderate ✓ T ☐ F		
Poor VT F		
This decision function was created by optimizing.		
Clear OK Cancel		

Some sample calculation:

For Traffic = Good,

With helmet, E(U) = -0.05

Without helmet, $\dot{E}(U) = 0$

For Traffic = Moderate,

With helmet, E(U) = -0.25

Without helmet, $\dot{E}(U) = -0.4$

Then the general rule would be: If the traffic is good, do not put on helmet. If it is not, put on helmet.

Value of buying the app = (-0.2) - (-0.22) = 0.02

It is worthwhile for me to buy the app, because it increases my expected utility.