



Safe Cell Now

Making our roads safe,
One member at a time

By Justin Shah

Our Mission

- Safe Cell Now is an initiative to effectively reduce texting while driving through a well-designed website and promotional campaign based on corporate sponsors and rewards
 - Gives a personalized approach to stop distracted driving
- Despite many anti-texting efforts and laws, the practice remains widespread
 - Serious safety hazard for all drivers, not just teenagers
- The awareness campaign Safe Cell Now can prevent texting while driving by making safe behavior more recognized and incentivized
- 3 parts of a Safe Cell Now account
 - Summary of insurance companies and cell-service providers policies
 - Promoting the use of already available anti-texting technology
 - Rewarding participating drivers with benefits provided by cooperating partners and corporate sponsors



The Dangers of Distracted Driving

HOW OUR REACTIONS SLOW

This chart shows the percentage increase in distracted drivers' response times. An undistracted driver typically reacts in 1 second

13%



Drink-drive limit

21%



High on cannabis

27%



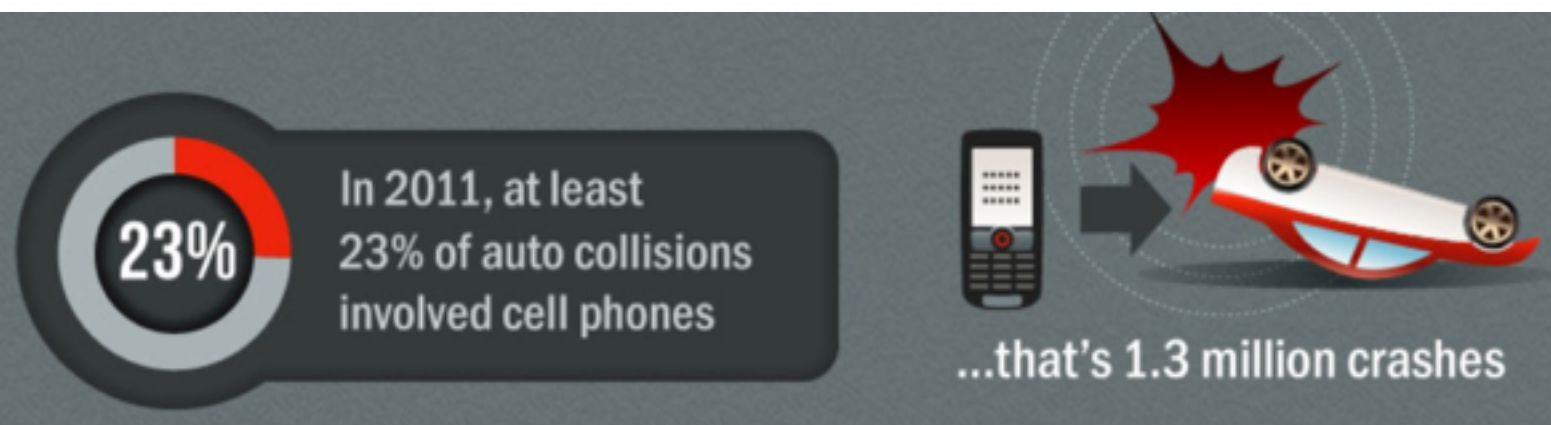
Hands-free phone

37%

Texting



Source: Transport Research Laboratory

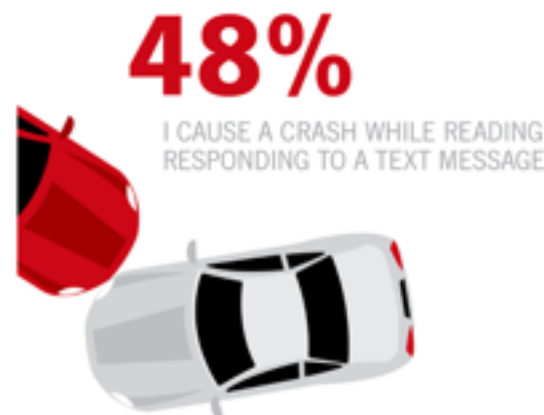
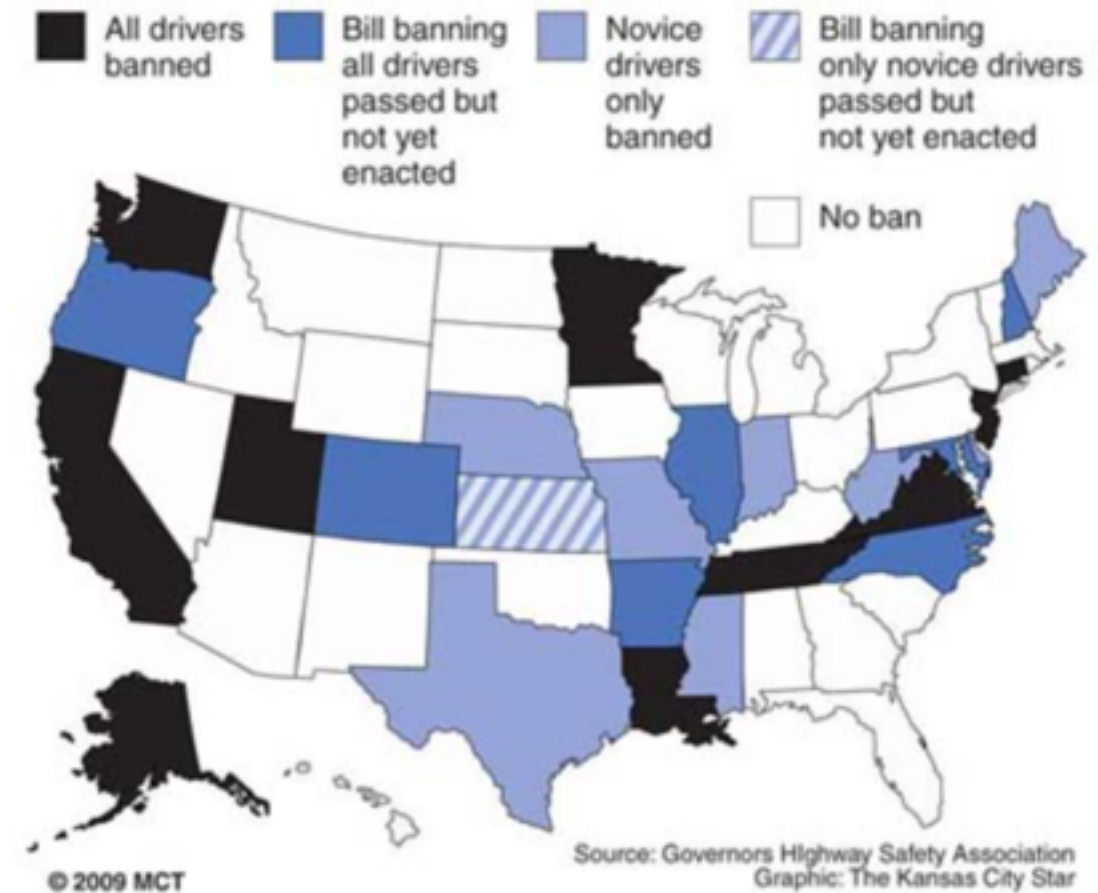


- 43% of teenagers admit to texting while driving
- 77% of teenagers say their parents text while driving
- 1 in 4 chance that an accident involved a cell-phone
- Texting while driving makes a crash 23 times as likely
- 5 seconds is the minimal time drivers look away from the road
- Length of a football field at 55 mph

The Truth

- Although these modern statistics are chilling and eye-opening, texting while driving is still on the rise
- Safe Cell Now analyzes the current situation, and the effectiveness of current solutions
- Scare tactics and even laws are not effective in preventing distracted driving
 - Still, every modern campaign against texting while driving is based on fear and tragedy
 - Even more grim, people know the effects of their actions and continue the habit
- Bottom Line: The current efforts are not working
- Drunk driving, sex education, drug prevention all have seen the same result but the current market continues to push the same approach

States with laws banning texting while driving



A Growing Problem

- To find a better solution, Safe Cell Now works with trending statistics and progression of texting while driving
 - Helps solve issue at its source
- In 2012, the age group most likely to text was 21-24
 - Meaning today, that group continues the habit and the 43% of teenagers grow to become the next culprits
- Use of combative apps is not widespread, and new technology only adds to cognitive distractions to new drivers
 - Car companies are developing preventative technology, and scarily acknowledge that the problem will not die out
 - “People will do this no matter what — whether it’s text messaging, using their phones for navigation or pulling up Facebook,” said Doug Gilman, an auto industry analyst at the consulting firm Frost and Sullivan.
- Even with new advancements, still unsure what the effect on road safety will be
 - Moving from one screen to another doesn't help distracted drivers

Why Safe Cell Now?

- Safe Cell Now differs from other distracted driving campaigns in its widespread scope in that participating drivers would be rewarded for their decision to use anti-texting technology.
- Tackles issue at the source to prevent habit from forming in the future
 - Immediate benefits to stop texting while driving which incentives breaking the habit
- Safe Cell Now would be nationally promoted, with online registration in a personalized website
 - Gives a selection of anti-texting software based on type of phone, insurance company information, and finally selection of rewards by corporate sponsors.
- Wide range of companies including Starbucks, clothing retailers etc. can participate in the project
 - Providing customer rewards to improve their public image while helping to combat a widespread threat to America's roads.
- This is a cooperative effort that brings together the concepts of public safety/policy and corporate America in order to encourage widespread use of available technology to improve road safety.



Safe Cell Now

What We Do

□ Account creation screen on website

You're almost there [insert customer name]

Select Insurance Provider	Which app do you like best?	Choose your Corporate reward!
<input type="radio"/> Geico - ~~~~~ - List Parts of Plan Provided by Geico - ~~~~~	<input checked="" type="radio"/> DriveOFF - Set time or distance blocking texting - ~~~~~	<input type="radio"/> Starbucks - \$15 gift card for every 3 months tracking on SSN
<input checked="" type="radio"/> State Farm - Parts of State Farm benefits - ~~~~~	<input type="radio"/> DriveMode by AT&T - Selects auto-respond to respond during travel - ~~~~~	<input checked="" type="radio"/> Target - additional 10% off sale items for registering
<input type="radio"/> Nationwide - ~~~~~ - Clearly lay out benefits from each company	<input type="radio"/> Text Buster - Uses blocker in car to limit online use in vehicle - ~~~~~	<input checked="" type="radio"/> Verizon - 2 months free with use of Text Buster

- Safe Cell Now is a website that arranges anti-distracted driving technologies and policies into a user-friendly platform.
- The goal of the campaign is to tie current technologies with insurance and corporate sponsors
 - Personalized rewards for customers who use the Safe Cell Now program
 - Can be easily turned into an app for smartphones
- Anyone with a car and a cellphone can be a part of Safe Cell Now.
 - Each driver can track their progress from their account
 - Gives drivers a score to unlock rewards
- The website will use 3 parts to create each member an account
 - Take current technologies that the user finds most effective
 - Paired with their personal insurance company benefits
 - Also make them eligible for corporate sponsor rewards.
- The goal is to have each customer create an account and organize all of their technology with insurance information for their rewards
 - Customers go through progress reports provided by the website.
 - Safe Cell Now members have a one stop shop for them and their family and enjoy the benefits of keeping the roads safe

Social Marketing:

Changing behavior for the benefit of society

- Safe Cell Now hopes to grow and improve through the study of social marketing
 - Helped and mentored by Dr. Susan Stein at Drexel
- Focuses on the behavior of our target audience for the most effective promotion and influence
- 4 P's of Social Marketing: Product, Place, Promotion, Price
 - Each impacts different element of a “distribution channel”
 - Customer controls how Safe Cell Now delivers its product to the various levels of our target audience
- Analyzed major aspects of Messengers, Promotion and Motivation
- Similar to approach major marketers take to promote their ideas
 - Have to study how to change a behavior that has value to the customer, even though it is dangerous
 - Cannot just expect idea to work as customer always has changing values of what keeps them interested
- Ideas of audience are always different from our own so we constantly try to adapt
 - What pros and cons are there to our product for each type of customer
 - What will people give up to participate and how much are they willing to give up?

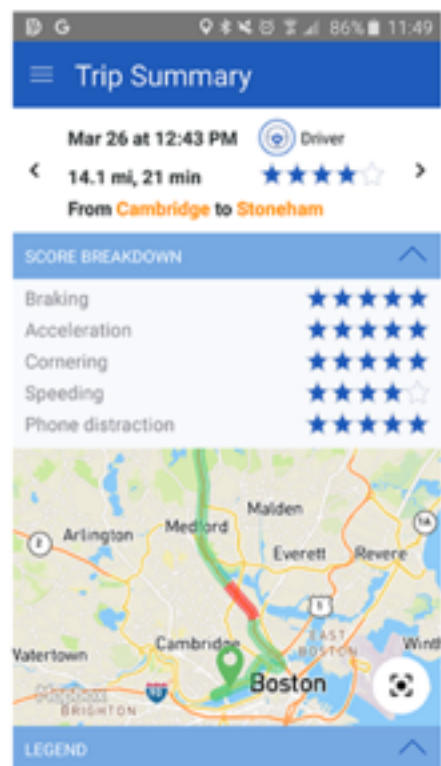
The Current Solutions: Ever-Drive

- Ever-Drive evaluates drivers behind the wheel to bring safer roads and promote better driving habits
 - Scoring aspect attracts young members

- Recommended by sponsor Mr. Joel Feldman

- End-DD Founder and activist

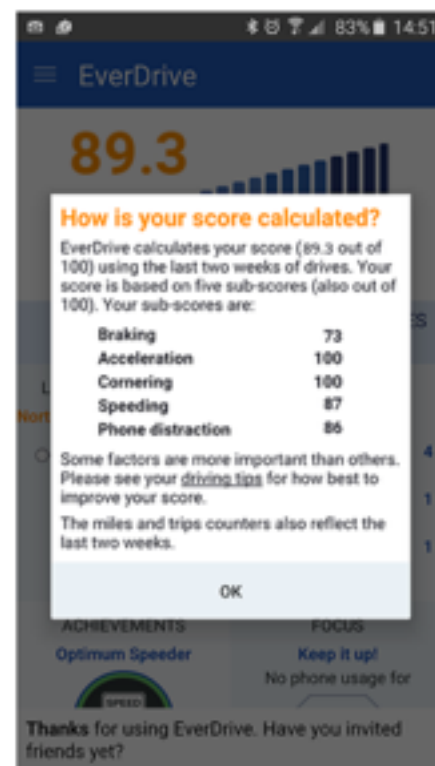
- Safe Cell Now helps with promotion of a product like this that otherwise stays out of reach



Each trip summary includes details & a map of route driven.



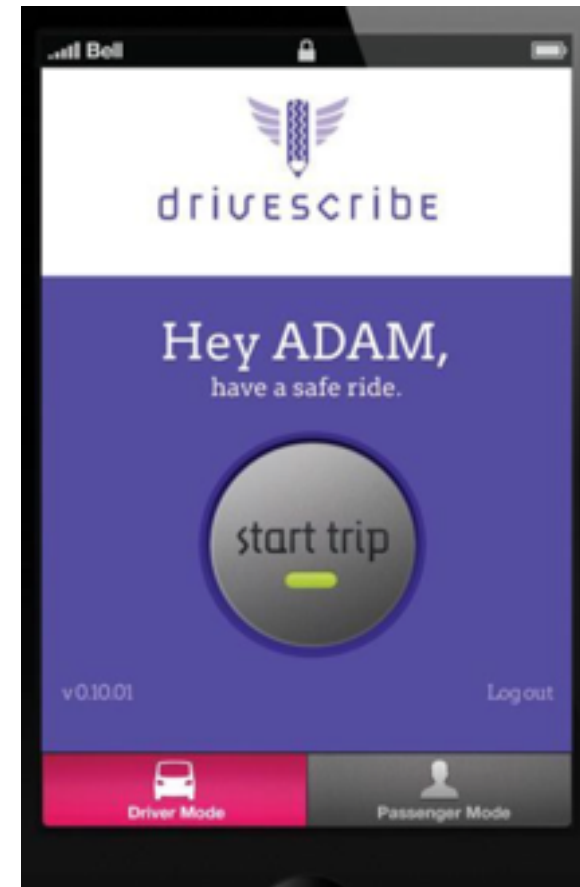
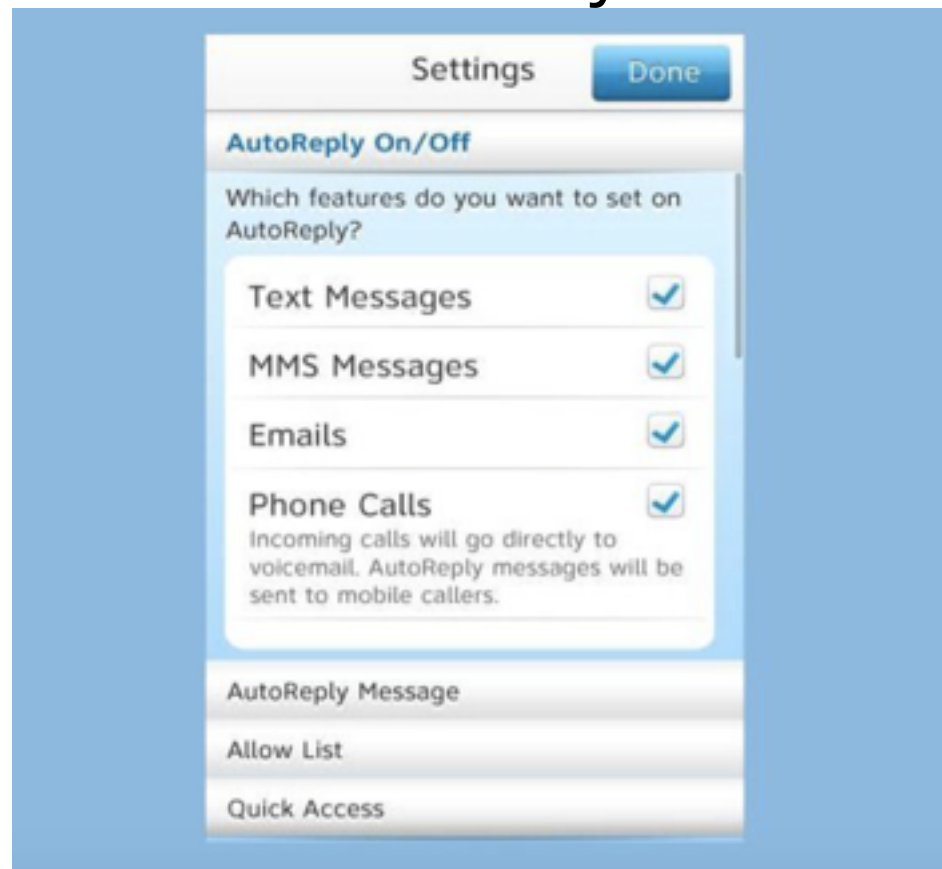
Leaderboards show your score compared to other users & invited friends.



Cumulative score out of 100 reflects the total of all trips driven in the past two weeks.

Current Solutions

- DriveMode by AT&T



- The app responds to all incoming texts and emails, letting the sender know the recipient is driving and will get back to them soon.
- All beeps and other tempting sounds that indicate a new message will be temporarily disabled. Any calls to the phone are sent directly to voicemail.
- DriveScribe turns cell-phone into a coach that gives tips and progress reports on driver

My Time and Current Work carried on

- Visits downtown to Pr. Shah and Stein for their advice and guidance
 - They will continue to help grow the product and help over the course of development
 - Resources that I rely on from anything to setting structure and guidelines to foreign markets
- BSD Coding
 - 6 hours of web design and code to learn both for future and current project
 - Best features to have and accessibility, everything revolves around the customer
- Marketing Skills
 - Learned about Social Marketing but also lived the life of someone in the field
 - In contact with CEO of Progressive and Allstate and Developers of apps
 - Security concerns, local grants for rewards, skills of promoting a new idea
 - Always room to improve idea and look forward to continue in college and beyond



Commute and Office

Works Cited

- <http://www.dailymail.co.uk/news/article-2652015/Texting-driving-slows-reaction-times-drink-drugs.html>
- http://www.huffingtonpost.com/2015/06/08/dangers-of-texting-and-driving-statistics_n_7537710.html
- <http://www.textinganddrivingsafety.com/texting-and-driving-stats>
- <https://www.dosomething.org/us/facts/11-fact-about-texting-and-driving>
- <http://www.drive-safely.net/texting-while-driving/>
- http://hothardware.com/newsimages/Item14636/Texting_Drive_Graph.jpg
- <http://distracteddriveraccidents.com/wp-content/uploads/2012/11/Graphic-States-with-laws-banning-texting-while-driving.jpeg>
- http://www.huffingtonpost.com/entry/how-car-companies-are-combatting-texting-while-driving_us_55771263e4b0317a2afd3fdc
- https://www.google.com/maps/uv?hl=en&pb=!1s0x89c6c63bb3f26ba5%3A0xd2efcf73990983fd!2m5!2m2!1i80!2i80!3m1!2i100!3m1!7e115!4shttps%3A%2F%2Fpicasaweb.google.com%2F!h%2F!sredir%3F!u%3D107808688527041104490%26id%3D6112443045655543858%26target%3DPHOTO!5sjoel%20feldman%20-%20Google%20Search&imagekey=!1e3!2s-08bruNdjZI8%2FVNPCkJ4bADI%2FAAAAAAAAAABQ%2FwS_HBmpl7lgp7gBOIYQKeGJzEVGbreFqg&sa=X&ved=0ahUKEwikopuJoPPMAhVlwYMKHdegAtIQoiolczAK
- Sean Hughes LLC.
- <https://www.everquote.com/everdrive/drivers-education-training/>
- http://mashable.com/2012/12/08/apps-texting-while-driving/#_DpaP8vPISqK
- <http://www.multivu.com/players/English/72928510-state-farm-distracted-driving-survey/image/what-do-drivers-say-would-keep-them-from-texting-while-driving-5-HR.jpg>