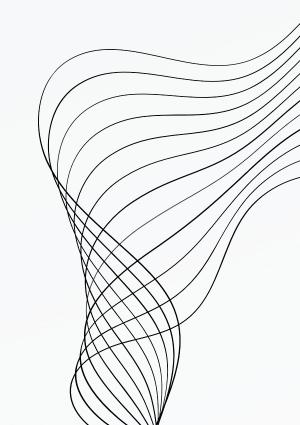


SAFE SOBERS

MALLORY BEEMUS



OUR MISSION

How might we improve the experience of students trying to find safe and affordable sober rides in Harrisonburg?



BEHIND OUR MISSION



I have called many Ubers in my time at JMU and many times, I find that Ubers are far too expensive (20 dollars for a five minute ride not including tip). Thus, I like many students use a groupme group called JMU Sobers which is just a large groupme of students at JMU offering sober rides. The issue with this is, there are no safety regulations. How do you know for sure the person picking you up is even a student at JMU? You cannot access the drivers license plate BEFORE entering the car unless you ask. How do we know this person is a good driver? Do they have a previous record of driving under the influence, car accidents, etc. At the end of the day, students will be going out to bars and parties and we need to be able to offer the students a safe alternative to finding sober rides that are affordable. Furthermore, this is also an opportunity for students to make to make money on their own time.

RATIONALE FOR APPROACH

Safe Rides

Students spend most of their weekends out at parties and to ensure the safety of students and others, we need to ensure students have easy access to safe rides to avoid students driving under the influence.

Affordable Rides

The only ride services that provide background checks and license plate numbers have high rates, triple that of what college kids are willing to spend.



Student Jobs

Students work a busy schedule. With that being said, it is difficult for them to find a job in which they can control their own hours, no tie downs.

RESEARCH QUESTIONS

- 01 WHICH SOBER RIDE RESOURCES DO YOU USE?
- HAVE YOU USED JMU SAFERIDES? IF SO, EXPLAIN YOUR EXPERIENCE.
- HAVE YOU EVER USED UBER OR LYFT? IF SO, PLEASE EXPLAIN YOUR EXPERIENCE.
- HAVE YOU EVER USED JMU SOBERS? IF SO, PLEASE EXPLAIN YOUR EXPERIENCE.
- HARRISONBURG?
- HAVE YOU EVER FELT UNSAFE EITHER WHILE DRIVING OR RECEIVING A RIDE FROM ANY OF THESE SOURCES? IF SO, PLEASE ELABORATE.

RESEARCH QUESTIONS

07

WHAT SAFETY REGULATIONS AND BACKGROUND CHECKS DO YOU WANT ON YOUR DRIVERS AND / OR RIDERS?

08

IF YOU DO NOT USE ANY SOBER PROGRAM, WHY NOT?

09

IF YOU WERE BUILDING AN APP AS SUCH, WHAT FEATURES WOULD YOU WANT INCLUDED IN THE APP?

INTERVIEW SELECTION PROCESS

Interviews

• As a student who often uses JMU Sobers GroupMe, I wanted to find people's opinion on their experiences with such programs. I know a lot of students who use Uber, GroupMe, Lyft, etc. As well, I know a lot of students who dont use any of these options

 With that being said, I decided to randomly send out this form to friend groups and strangers to increase variety.
 As well, I used opinions from students of all years to ensure the broadest spectrum (Including gender). I did a lot of free response questions to increase variety of responses and well as a few polls.

Selection



REASEARCH FINDINGS

Research shows, 85% of students are only willing to pay \$6 to \$10 dollars on a sober ride; however, the average cost of a Lyft or Uber in Harrisonburg on a Friday night ranges from \$16 to \$30 dollars.

THUS,

Many students opt to using a student run GroupMe chat called JMU Sobers for cheap and convenient rides by students for students. However, many students reported a lack of trust with using such method due to the lack of safety percautions. That is where Safe Sobers comes into play!

DESIGN REQUIREMENTS







MUST BE ALL STUDENTS

In order to ensure safety,
this app will require all
drivers and riders to be
students. Every user will
have to provide a form of
proof that they are a
student each semester.
Students feel more
comfortable driving other
students and receiving
rides from other
students.

BACKGROUND CHECKS

Every student deserves a responsible driver and a respectful rider. With that being said, upon registration, students will agree to a background check that asses their driving history (DUI, Speeding tickets, etc.) as well as sexual misconduct history

USER IDENTITY

Every user will have to provide a photo ID upon approval. As well, each rider will be provided with the make, model, color, and license plate of the vehicle.

USER RATING

After each ride, both
the driver and the rider
can provide a brief
rating on their driver /
rider.After, this rating
will be public for any
future users to view. All
rating will be reviewed
by Safe Sobers
managment to avoid
inapporpriate or false
allegations.

DESIGN REQUIREMENTS

05







BUILT-IN GPS

A built in GPS System will also be provided. That way, students who are receiving a ride can know thier drivers approximate location. As well, for safety, authorities can track the location of the vehicle if needed.

PANIC BUTTON

If a student were to feel uncomfrtable in a situation, they can hit a panic button on the ap which will alert authorities and send authorities their location. This will not be shared with any other members in the vehicle.

RIDE COMPARISON

Each driver will be able to set their own prices; however, when looking to choose a ride, riders can compare price difference, seat availability and quickest arrival to provide students with the most convenient experience.

ENSURED PAYMENT

Upon app sign up, each user will submit a valid form of payment. After each ride, that form of payment will be chareged to ensure the driver get paid. As well, there will be an optional tip a rider can add.

TESTIMONIALS

John Campbell

Age 21, Junior at James Madison University

I typically goes out 1-2 times a week and to be safe. I typically uses Uber or the JMU Sobers GroupMe. However, I often finds that the Uber prices are far out of my range. I am only willing to spend 6-10 dollars on one ride, but I often find Ubers to be in the 16-20 dollar price range which is far out of my budget. So, I go to the JMU sobers GroupMe. I have never had a problem with the JMU sobers GroupMe because I feel good supporting other students at JMU and the prices are relatively cheap. However, I do feel that the reliability of JMU sobers is much less than that of Uber. I wish that the GroupMe would include features like a tracking GPS and driver ratings. I would much rather choose a driver who has a good rating and a good driving history than someone with a history of DUIs.

John Represents 73% of student responses





TESTIMONIALS



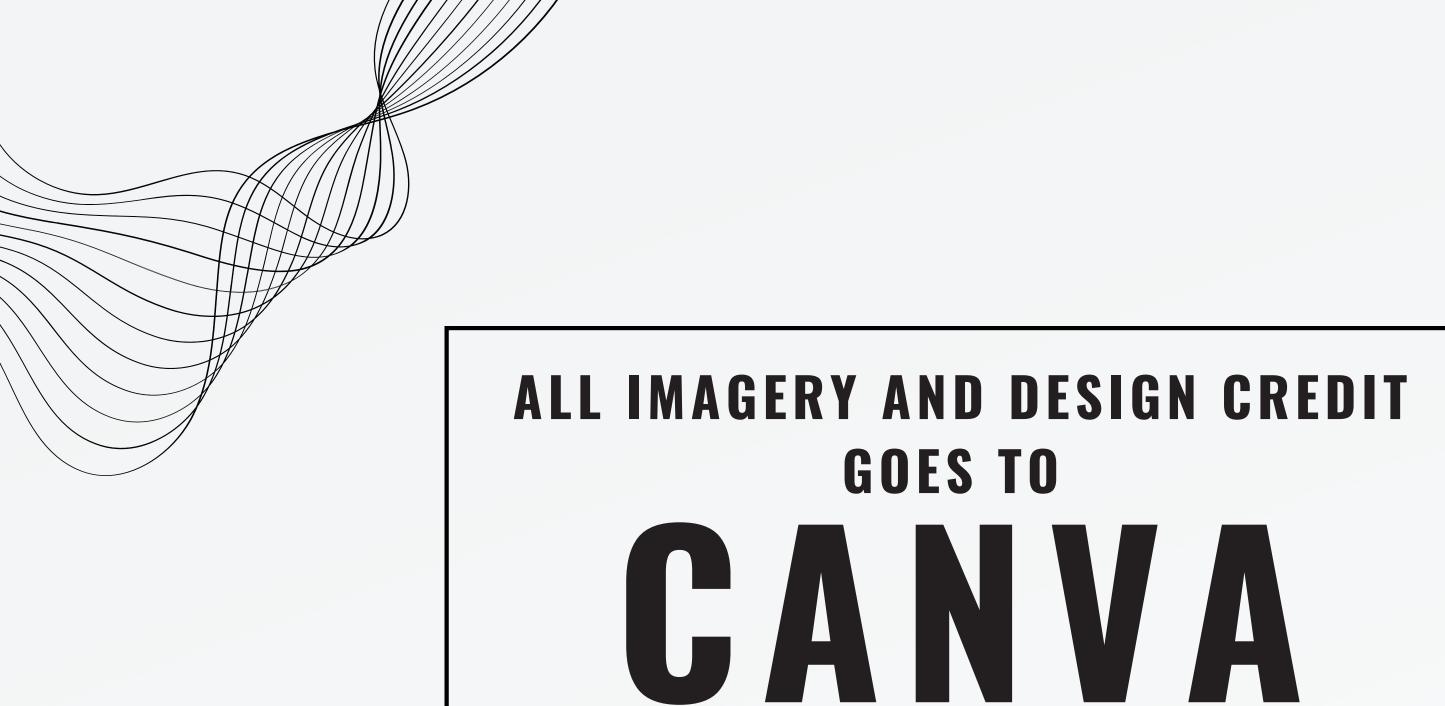
Age 18 , First Semester Freshman at James Madison University

I just started my first semester of college and the parties have been the highlight of my time. I often find myself walking because all the parties I go to are within a mile of my dorm. I took an Uber one time with a few other girls and felt very safe with the driver but the ride cost 25 dollars. The next night, I tried the JMU Sobers GroupMe with my best friend. However, the guy that picked us up made creepy remarks about our outfits. So the next two nights, I decided I would rather walk. As a young female, I have to be very cautious of my surroundings. In a sober drivers groupme I would really want an extensive background check on the driver as well as having access to their drivers license and license plate. Furthermore, I would like there to be a tracking system and a panic button if I am in a situation where I feel uncomfortable.

Tracy Represents 46% of student responses

"In this day and age, I need to really focus on how to stay safe!"





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