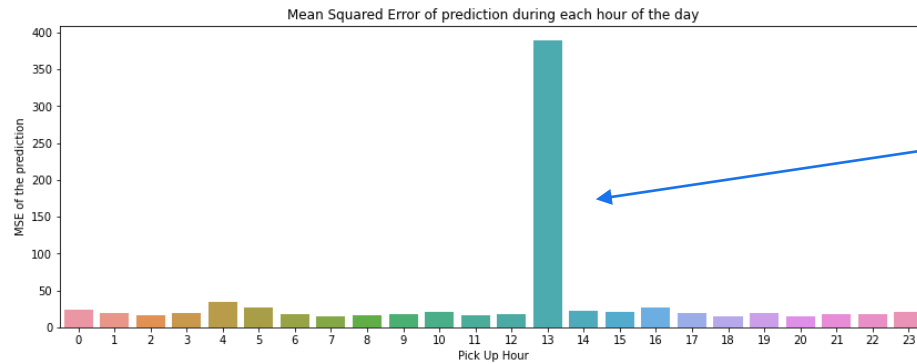




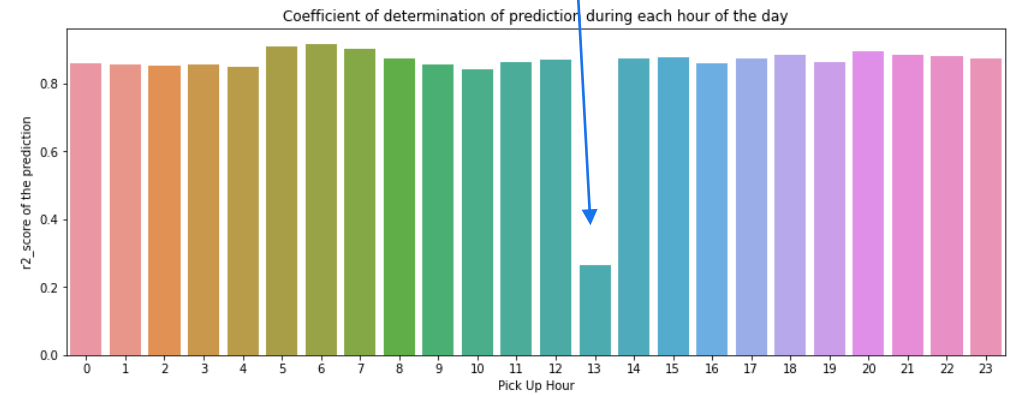
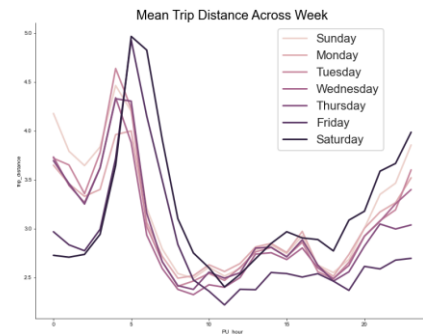
Yellow Taxicab Driver Stress

POTENTIAL FOR PARTIAL
AUTOMATION

Drivers' pay = fair amount + tip amount
trip distance, trip time: normalized

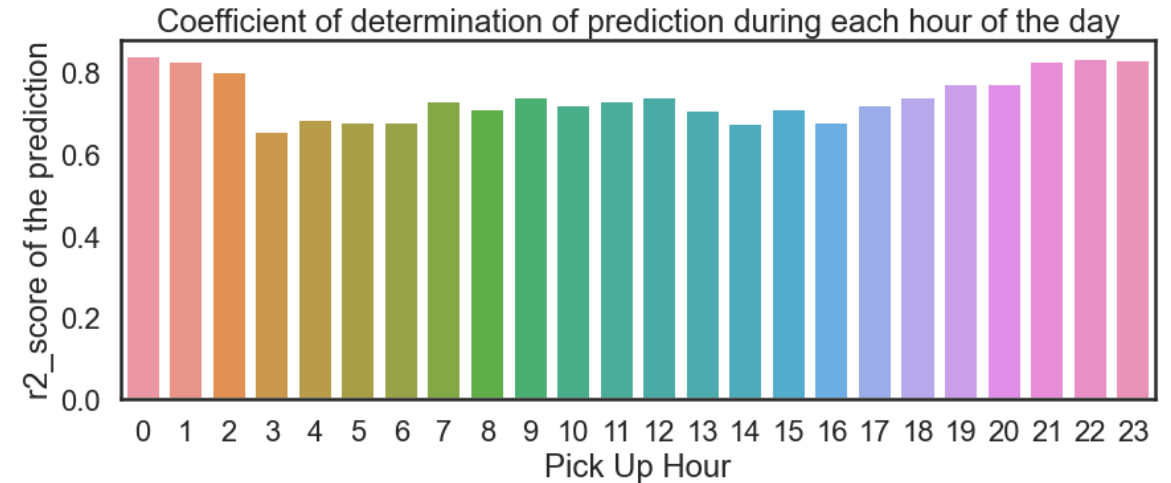
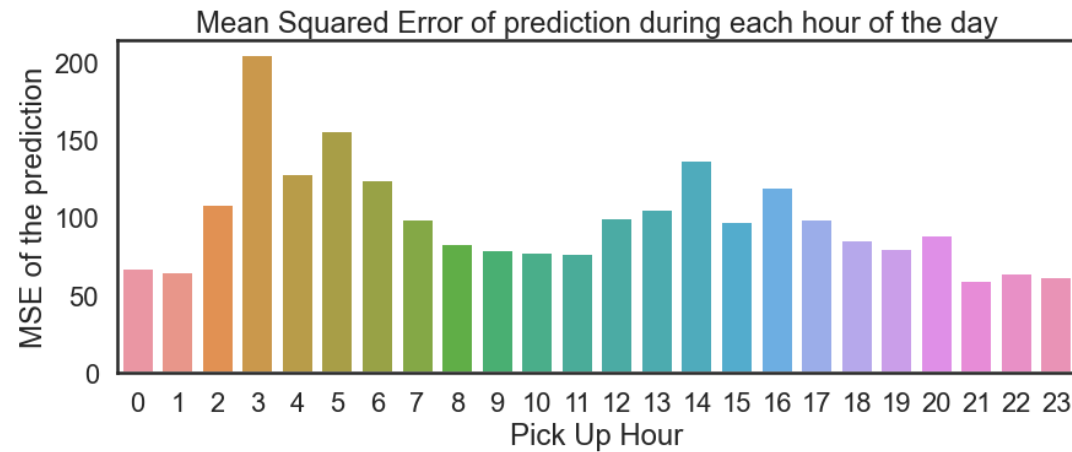


Pay can be very low or very high



Assumption: Less predictability in drivers' pay means high driver stress

Closer Analysis of Special PU Locations: EWR, JFK, LAG



Drivers were prepared!

A photograph of several yellow taxis parked in a row on a city street. The taxis are viewed from a high angle, showing their rear and side profiles. They have black roofs with taxi signs. The text 'Solution: Real time, Personalized Driver Assistance System' is overlaid on the left side of the image in white font. A small blue horizontal line is positioned above the word 'Solution:'.

Solution: Real time, Personalized Driver Assistance System

To Whom:

- Cloud based traffic service providers (google maps)
- Autonomous car companies
- Ride sharing companies (Uber, Lift)
- Government regulatory agencies