

Tackle Impossible Road Safety Challenge Budweiser Road Safety Challenge



When I received the email of acceptance to Brainstation's Tackle Impossible Road Safety hackathon, I felt very fortunate and honored to participate. The event, sponsored by Budweiser, was inspired to bring solutions to life that champion designated driving and make our roads safe again. Drunk driving being the leading cause of death for young adults globally, I was eager to take on the challenge and collaborate with my team to brainstorm ideas to tackle the impossible.

PROBLEM

Upon arrival the second day, my team got to know each other bit and start getting our ideas down on paper. I was lucky enough to be teamed up with an amazing marketing strategist, a talented graphic designer and a bright U of T student who had fresh ideas. Myself being a web developer and UX designer, we had the right skills to ideate and develop a feasible solution. Our problem was how to come up with a answer to drunk driving and to champion that hero of the night who makes sure everyone has a safe ride home.

SOLUTION

After doing some research and really dug deeper into the issue, we found out who it is we are targeting with this type of application and what kind of persona traits do they carry. "Tyler" is a student in his early 20's, just beginning his post-secondary education in a smaller city such a St. Katherines, and while he feels invincible at times, his wallet certainly isn't. He doesn't mind driving friends to house party or to the bar at times, but rarely is there an incentive for him to go out of his way or someone pulls \$5 out of their pockets for his trouble. It is here we found our problem that we wanted to overcome, and to do this we came up with an idea for the mobile application, Thank a Bud.

The Thank a Bud app enables the user, once they have fully signed up in the app, to easily transfer funds, or Bud Points, to their designated driver. These Bud Points are then redeemable for specials events, promotions at restaurants and gas stations. Funds transferred are \$1 to \$1, but through Budweiser partnerships, users can receive promotional prices through the application.

After discussing what exactly our mobile app should entail and what problem it should solve, I decided that building an educational web page informing the user of the program, prompting them to the app store to download the mobile application, and providing them a field to input their email address to receive a promotional code. I wanted to design this page as simply as possibly without providing the user any confusion from the second they see the page.



Recognize and reward a friend for being a designated driver in a simple, efficient manner

Available on iOS and Android platforms, it's never been easier to thank and reward a friend for getting everyone home safe at the end of a night. As brand ambassador of this great cause, we promise once we reach 25,000 downloads, we'll donate \$25,000 to MADD.

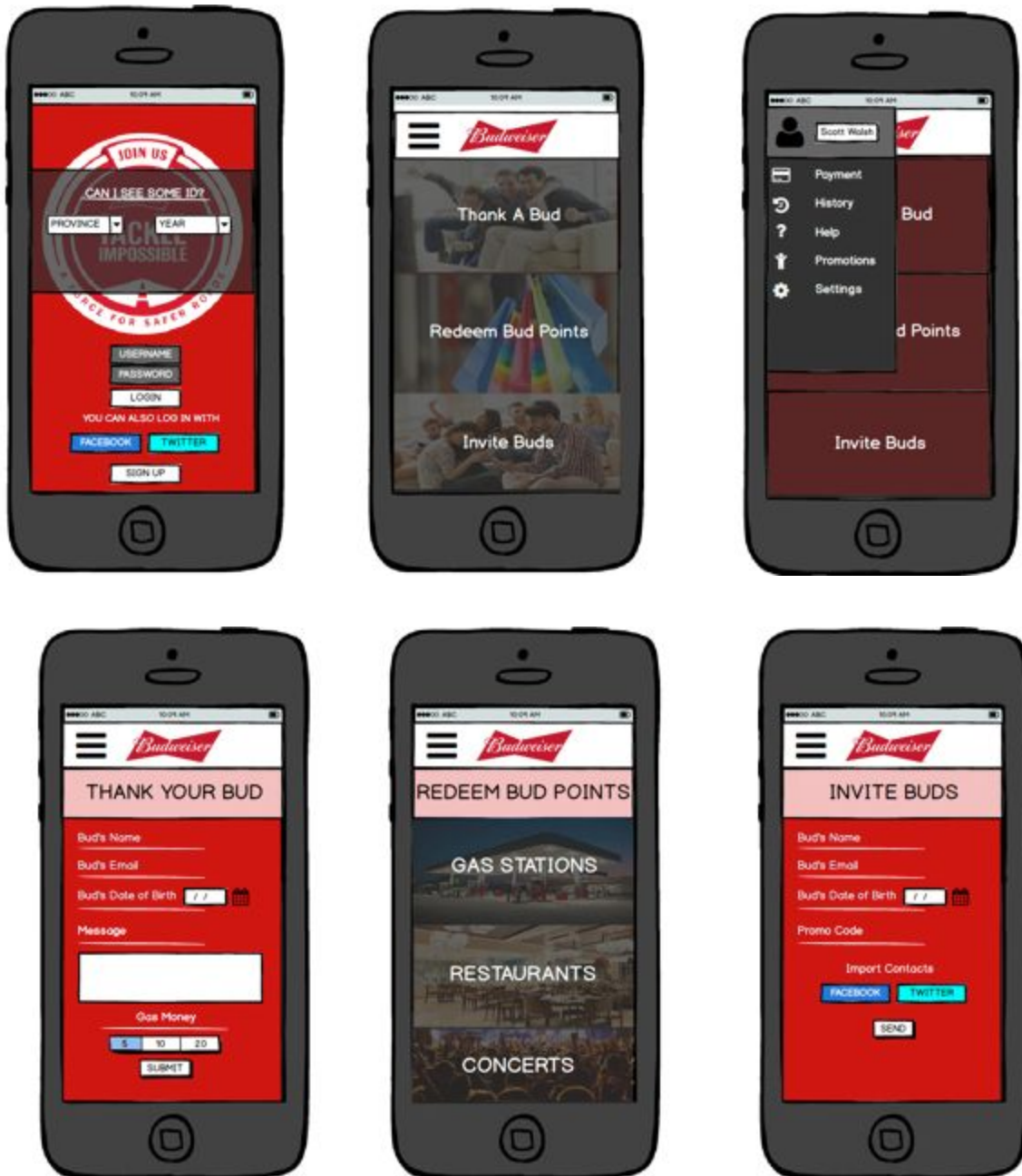


Let's come together to tackle the impossible and change the way we think about driving sober.

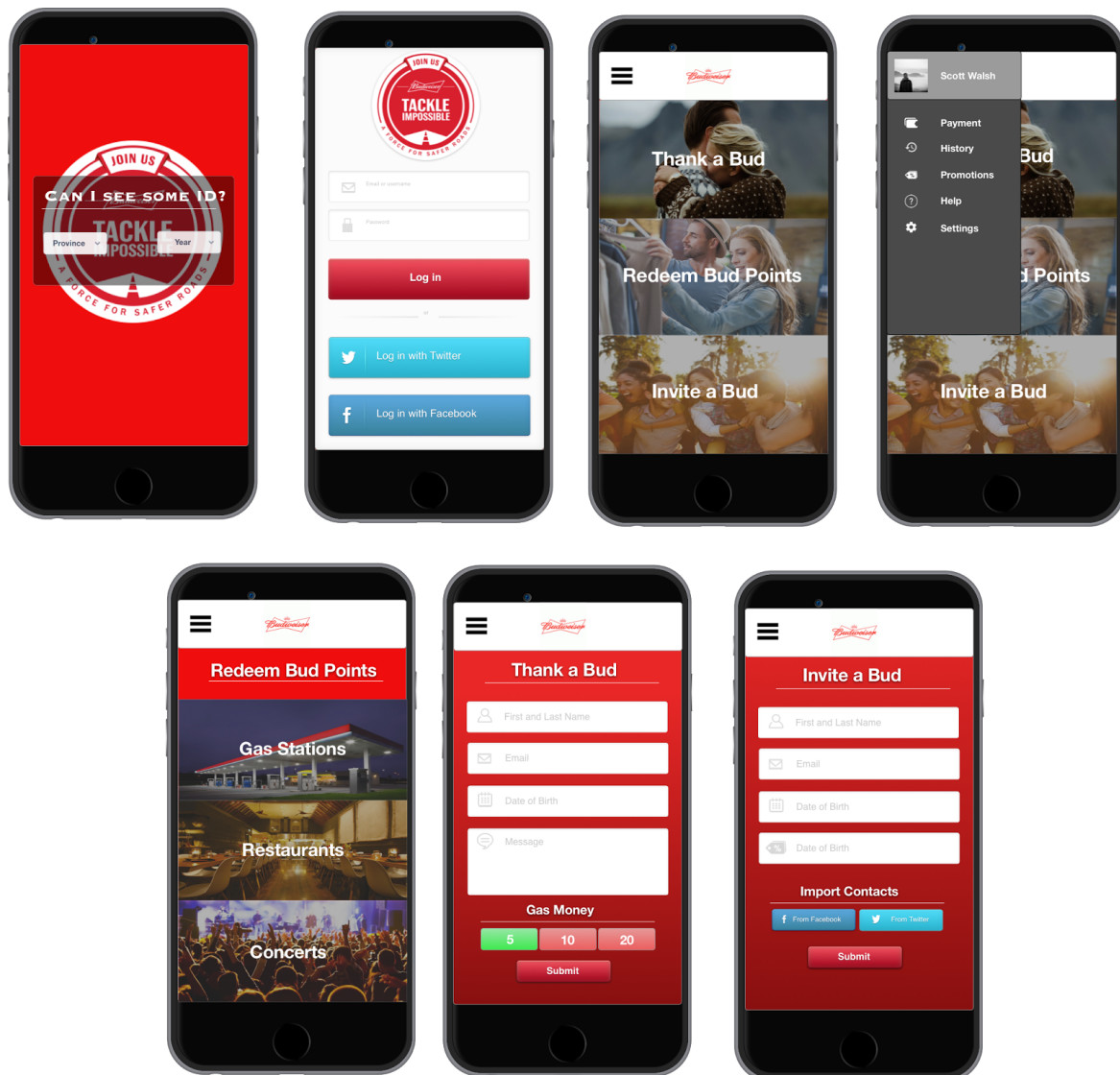
GET PROMO CODE



The mobile application was designed for an easy user on-boarding process. Users can sign up through their Facebook or Twitter accounts, enabling the app to import the users contacts to make it seamless experience when they are reimbursing their designated driver. The idea of the application was initial thought out as a simple use case, and in turn was designed as such. Nobody likes having to go into an application to send someone money, and was designed in such a way where it's quick and painless.



After doing some initial mockups, I presented them to the team to receive some feedback. Because we were working on a tight timeframe, only necessary pages of the application were designed. We wanted to be consistent with Budweiser's color scheme due of their advocacy of this campaign and to give people a familiar look and feeling when in the application. The functionality of the application is relatively simple, and we wanted to provide the user that same feeling. After doing some user research of people who were as close to our persona's character traits, we discovered that this process needed to be as seamless as possible. We didn't want the user to have to work to hard or visit to many pages to get the job done. "Tyler" lives life moment to moment, and if we make him work to hard to reimburse his designated driver, he might lose interest.



REFLECTION

After receiving feedback from the team, official mockups of the app were designed in Sketch. The UX design of this application is extremely important, as it was one of our goals to change the human behaviour when it comes to designated driving. It was our mission to design an application that will become the norm when it comes to the way people think about designated driving. We wanted to provide a platform to which people can feel like they're being rewarded for being that hero, that they can receive something tangible for their efforts. By users continually inviting friends to join the application and receiving a promotion on their next ride, the cycle of rewarding DD's continues.

Participating in this Hackathon proved to be a very challenging due to the nature of the task. Changing human behaviour in any capacity is difficult, and at times it truly seemed like we were trying to tackle the impossible. It was my job to develop and design an idea to overcome this problem in our society, I feel very lucky to have had the opportunity.
