



SHOTGUN

Your smart driving companion

Sam Jiang

Grace Kim

Ziteng Li

Tayo Olukoya

Sophia Yao

PROBLEM IDENTIFICATION



Driver fatigue is responsible for around one in five vehicle crashes.



Drivers who are texting while driving are eight times more likely to get into an accident than non-texting drivers.



Speeding is a major factor in approximately 30% of all vehicle crashes.

TARGET DEMOGRAPHIC

Shotgun is catered towards long-distance drivers, as they are more susceptible to fatigue and speeding:



Commuters



Truck Drivers



Travelers



Most accidents occur from 12-2AM and 4-6AM— times when drivers are most likely to fall asleep at the wheel



Around 76% of Americans drive to work; 27% of these people admitted to driving while feeling drowsy at least a few times per month

UNDERSTANDING OUR USERS

From our contextual inquiries, we learned that our target demographic:



Tends to look at their phones when notifications pop up



Will continue driving when they are sleepy or tired



Are likely to lose track of speed when the freeway is empty

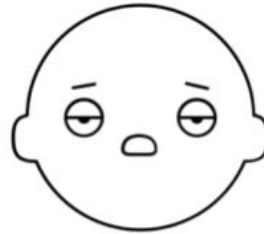
SOLVING USER PROBLEMS



Intrusive Notifications

Disable notifications from other applications

Give each Shotgun notification a specific color



Fatigue

Periodic intervals that tell the driver to take a break

Tiredness detection with future technology that vibrates the watch to keep the user awake



Speeding

Notify driver when going above the speed limit

Tolerance level to avoid false positives

APPLICATION DEMONSTRATION



Introduction

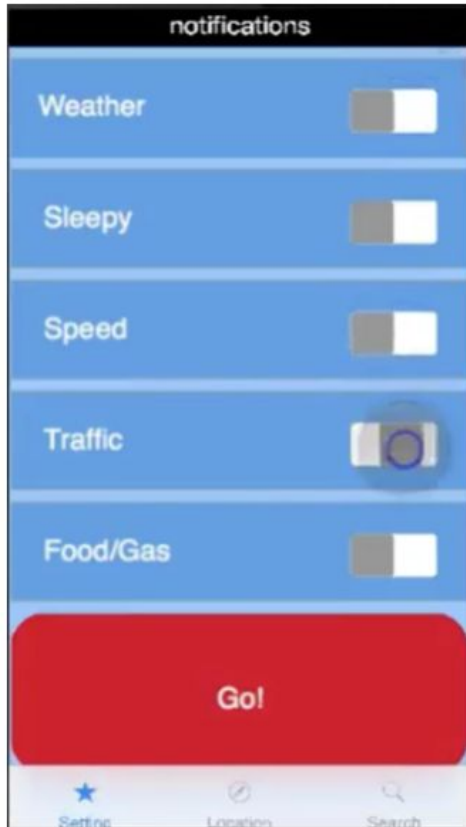
Design

Demonstration

Competition

Impact

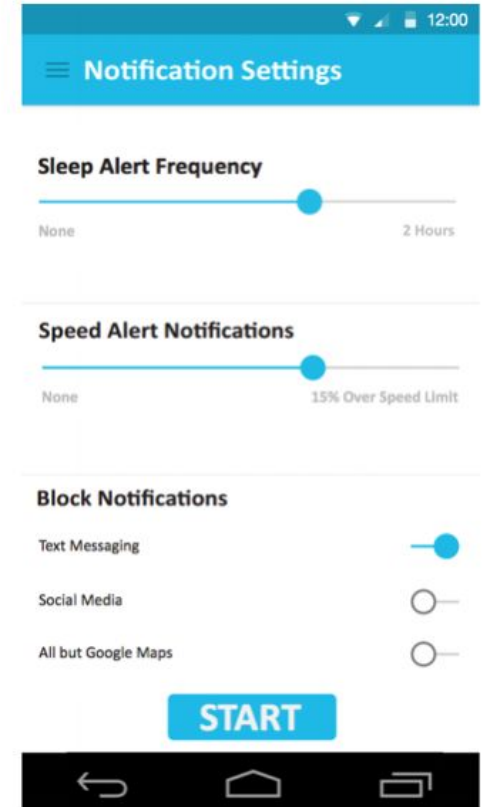
DESIGN CHANGES



Avoid false positives via a “speed tolerance”

Choose the frequency for sleep alerts

Cleaner UI that’s more user-friendly



COMPETITIVE ANALYSIS



Optimize driving efficiency

Requires hardware component

View previous trip data

Navigation application

Crowdsourced information for traffic/police/accidents

Update route based on traffic conditions

Provides your current speed

Flashes when going above a preset limit

Provides information on maximum/minimum/average speed for a trip

Introduction

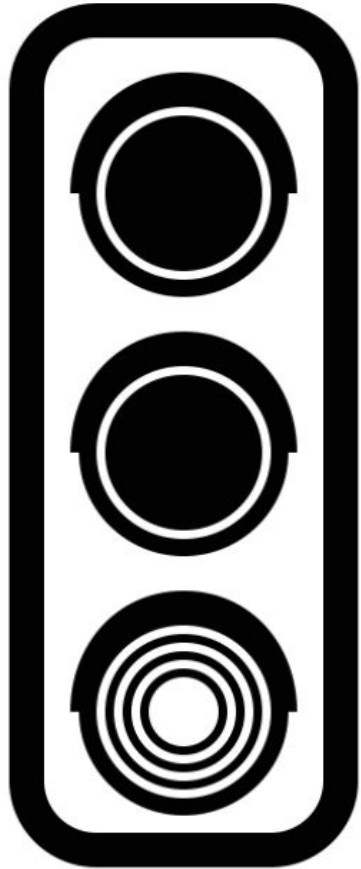
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IMPACT AND GOAL



Nearly **1.3 million people** die in road crashes every year, and over **20 million** sustain some type of road related injury or disability.

A study done by the Sleep Foundation demonstrates that it's safer to drive with a companion on longer trips.

Shotgun leverages wear technology to serve as a driving companion that reduces distractions and sends important notifications to enhance safety.