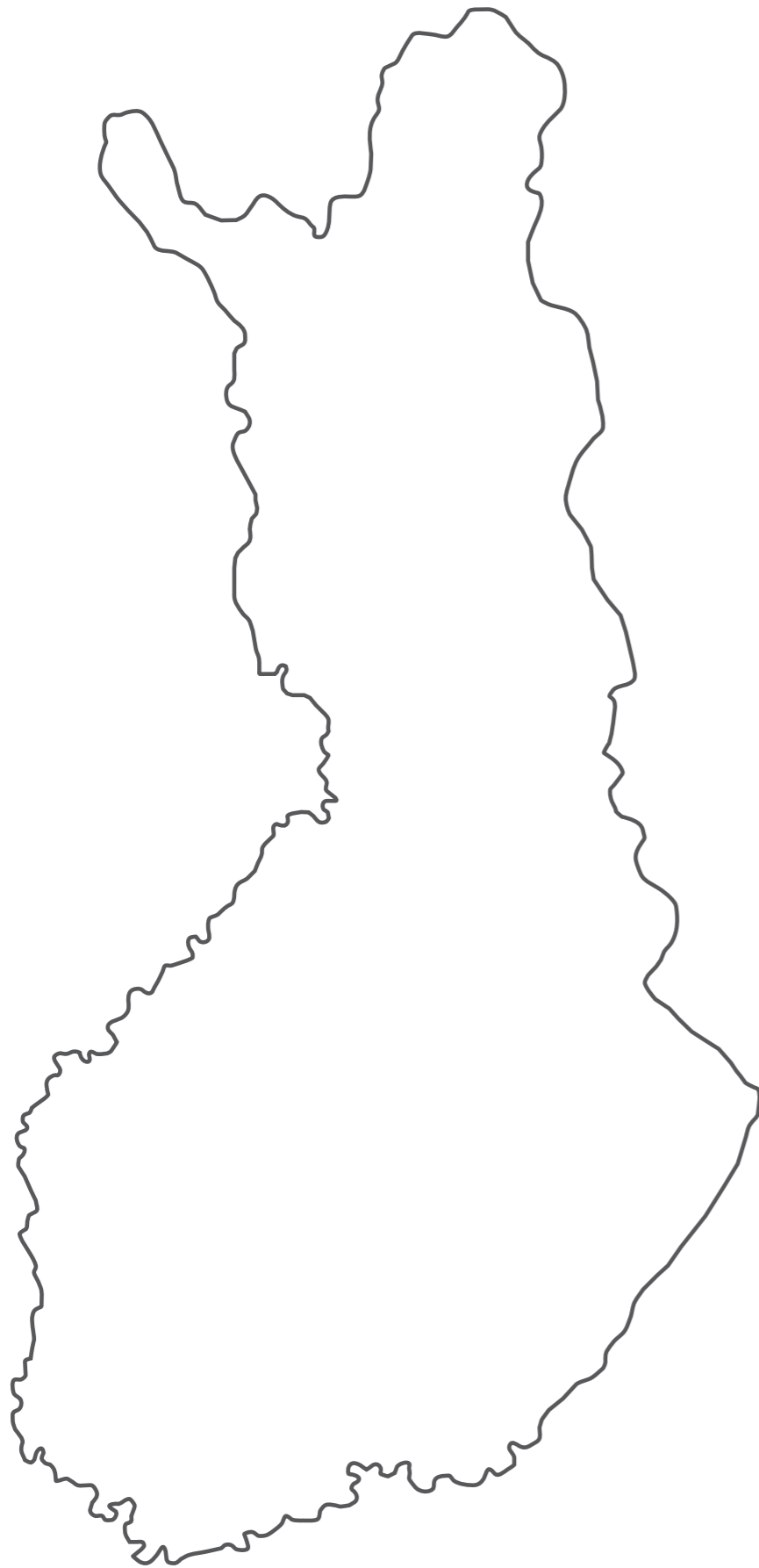


TEAM 9 TRAFFIC & MANNERS

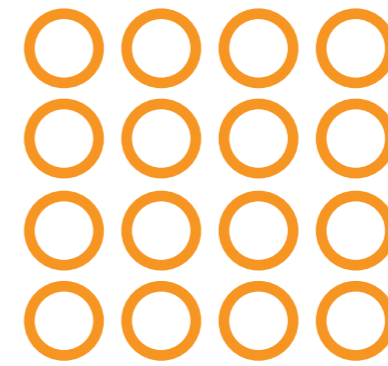
Miika Lehtinen
Dayna Reid
Laura Lerkkanen

Statistics



60%

of people think that drivers are not considerate at zebra crossings



16 pedestrians



11 cyclists were killed in road accidents in 2014

In 2014

224

were killed and

Out of 20 people who have died in traffic accidents in July 14 were

6677

were injured on the roads



Between January and July 2015 there have been 2665 traffic accidents, 135 people have been killed and 3386 people injured

Zebra Crossings

57%

of accidents happen in clear daylight

75%

of pedestrian accidents happen crossing the street

81%

of deaths occur at none signaled crossings

83%

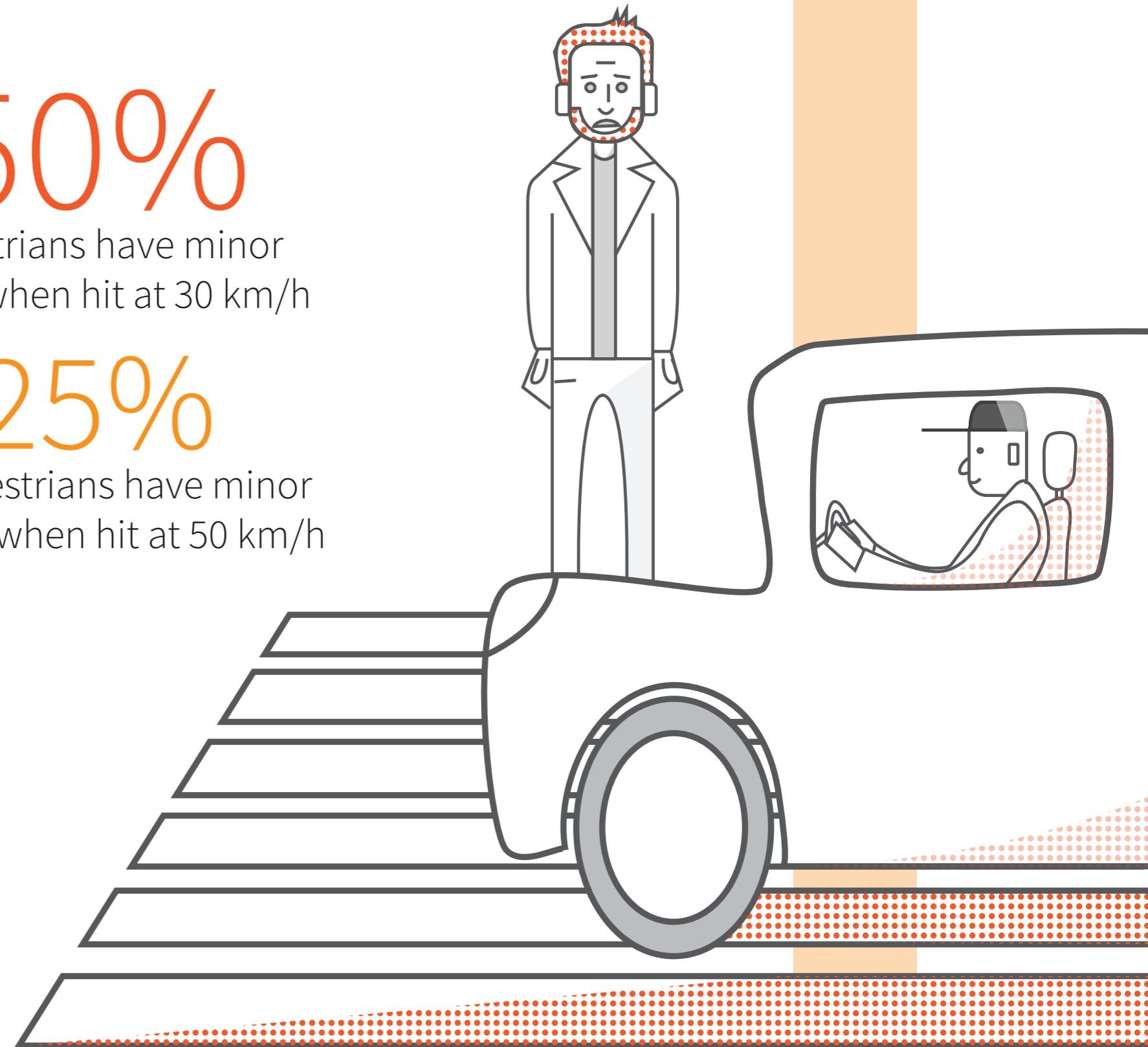
happen within the speed limit of 40-50 km/h

50%

of pedestrians have minor injuries when hit at 30 km/h

25%

of pedestrians have minor injuries when hit at 50 km/h



When driving at **30** km/h with **1** second of reaction time the car can **stop**.

With the same reaction time a car traveling at **40** km/h will still be travelling at **30** km/h

The Goal

We want to make zebra crossings
safe again.

To change people's attitudes
in traffic.

By creating safer habits
and behaviour for drivers.

In a positive way.

Target Group

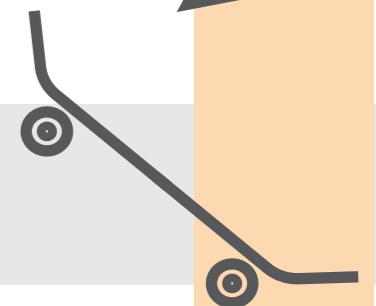
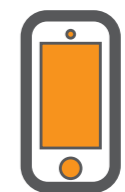
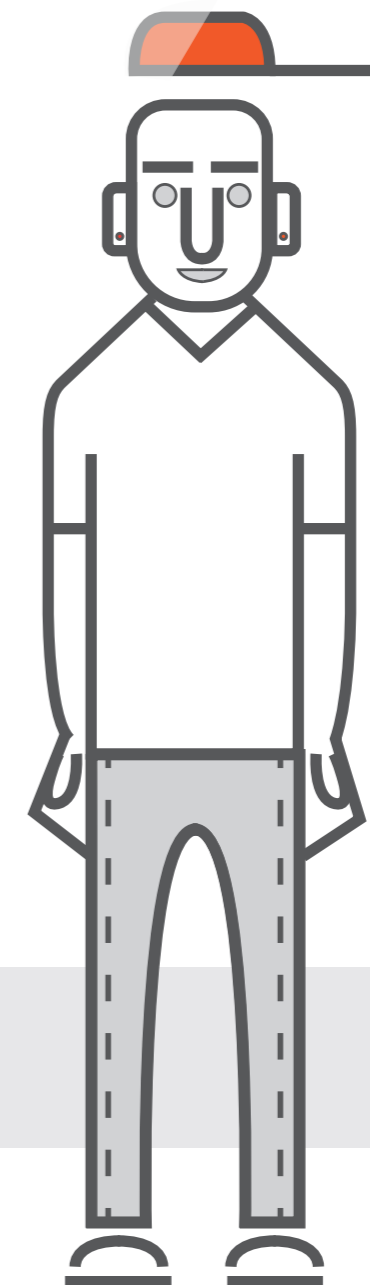
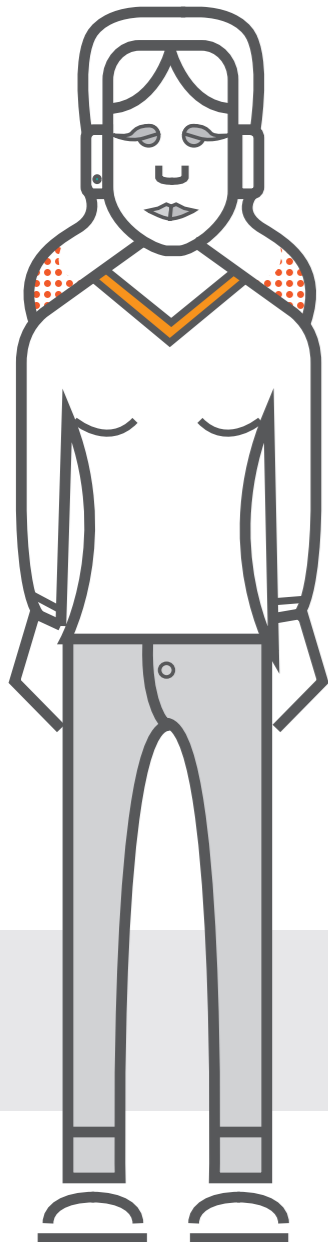
Focus on young adults between 18-30

Attitudes are easier to change

Young adults have an interest in saving money

Biggest risk group for causing accidents

Everyday smartphone users



Aja. Hiljennä. Säästä.

Solution

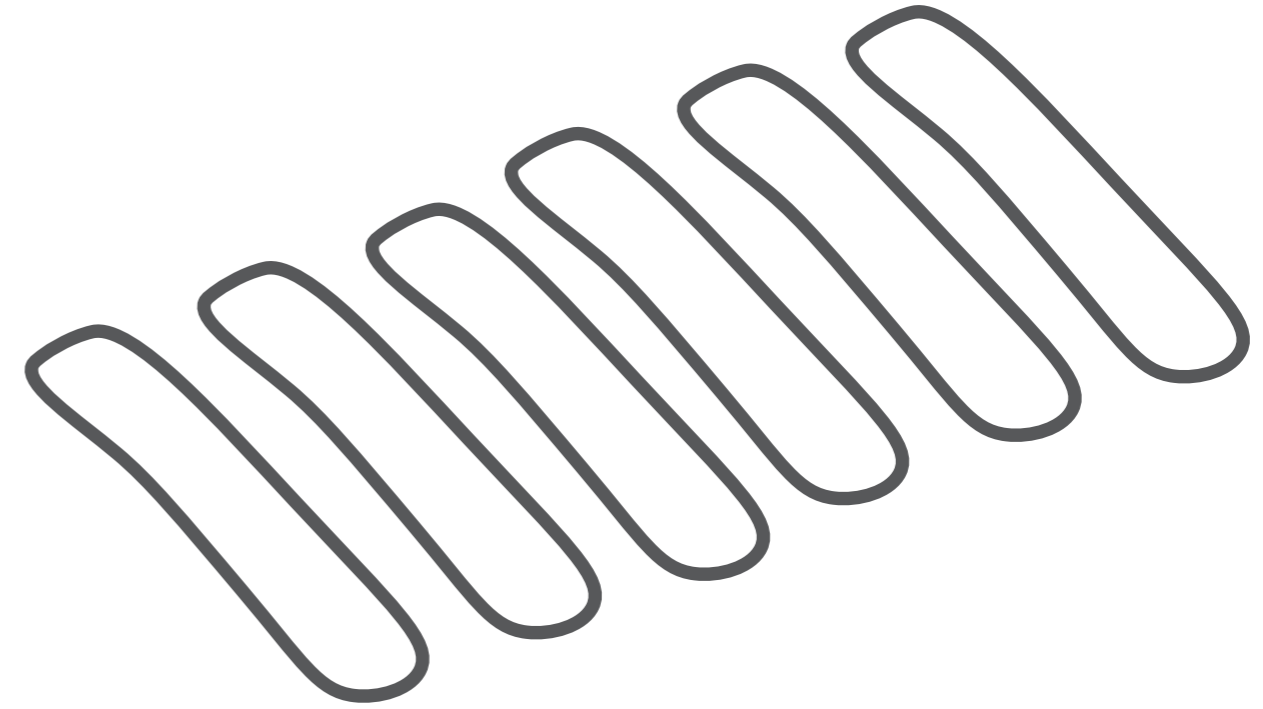
Insurance that gets cheaper when customer drives safer in areas around zebra crossings.

Mobile application that works with GPS and monitors the speed in those areas.

The application sends positive data to the insurance company during customers journey.

Negative data will be ignored.

With positive data, insurance company can give a discount on the insurance payments



This encourages customer to drive safer and hopefully adapt better habits in traffic.

Saving money while saving lives



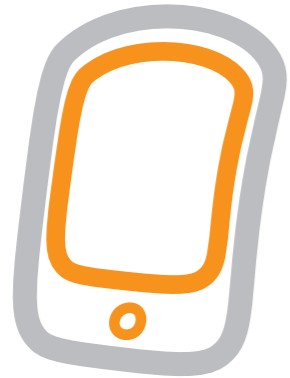
The need for an insurance.

After passing the test and getting a driving license, the young person gets his/hers first car.

Because of marketing and advertising, decision is easy: insurance that gets cheaper when you drive safer.

Customer signs the contract with insurance company and agrees on the terms of use.

Saving money while saving lives



The driving.

After a certain amount of time “the insurance for young” expires.

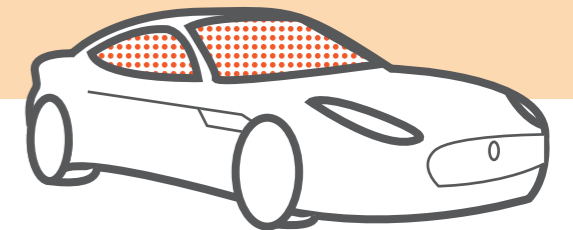
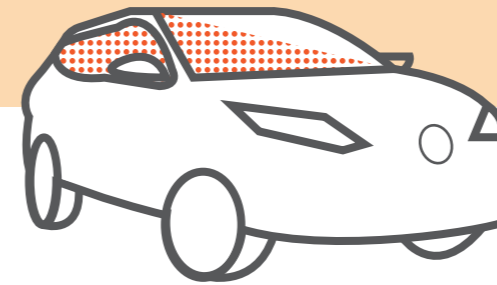
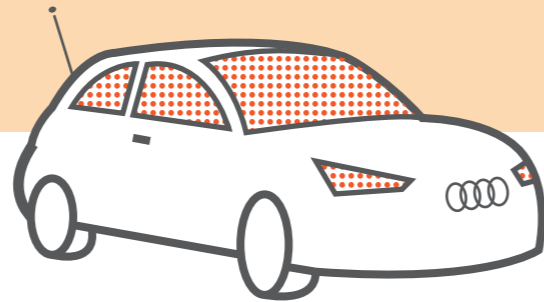
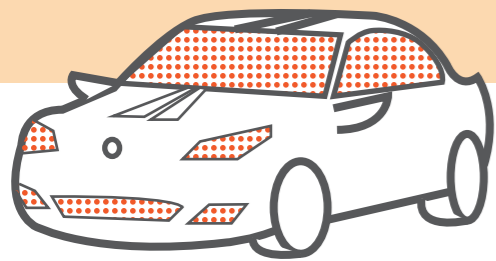
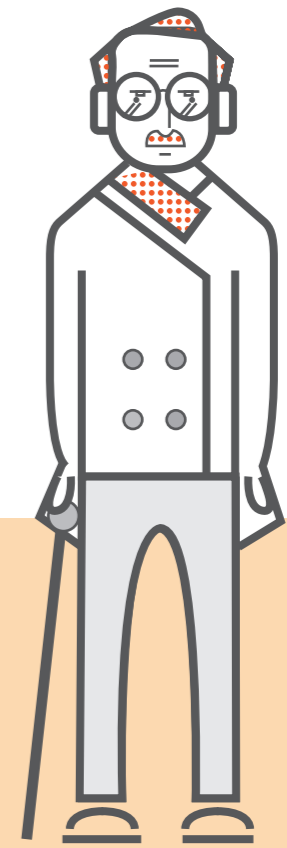
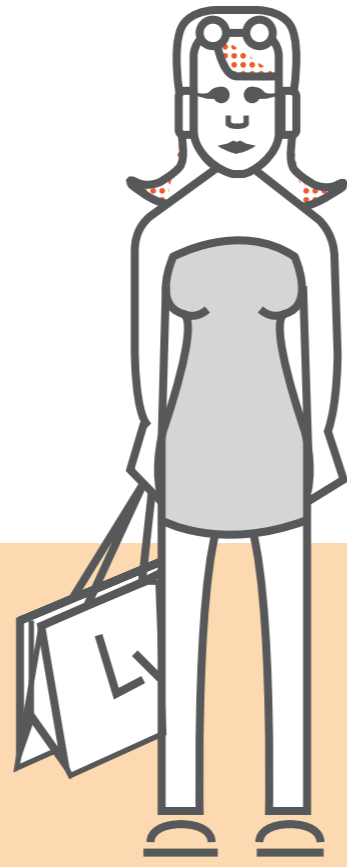
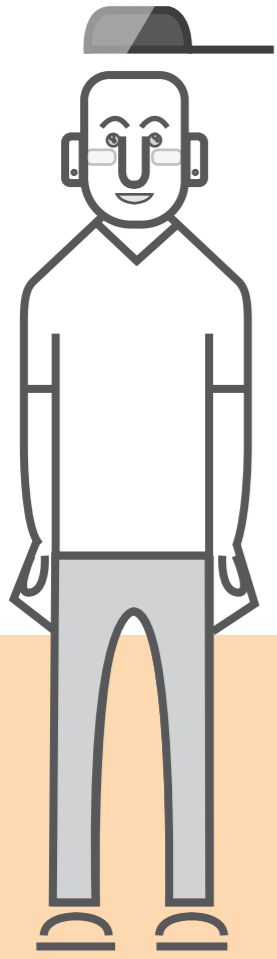
After that, hopefully the driver has adapted safer habits in traffic!

The customer downloads the application

Cheaper insurance depends on how safely the driver drives around zebra crossings.



Current Situation



Jere Juankoskelta 19-v
3-sarjan BMW tuunattu
2008 vakuutuksen hinta,
kaskoton

Helmi Helsingistä, 18-v
Audi A1 2015
vakuutuksen hinta,
kaskoton

Taneli Tampereelta 52- v
Nissan quashqai, 2010
bonusta kertynyt 60%
vakuutuksen hinta,
kaskoton

Henrik Helsingistä 73-v XF
Jaguar bonusta kertynyt
45% vakuutuksen hinta,
kaskoton

914,82 €

1 323,02 €

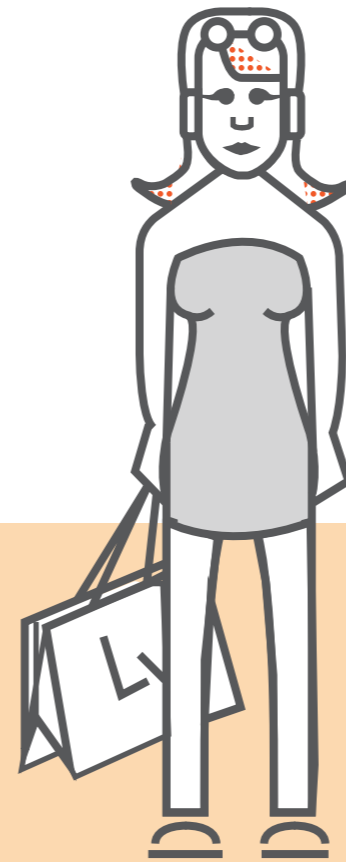
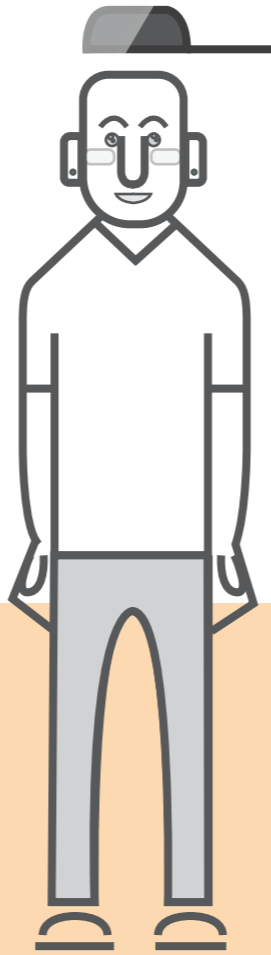
343,39 €

816,54 €

Possible Savings

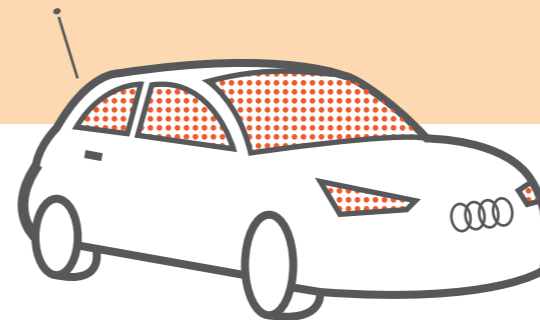
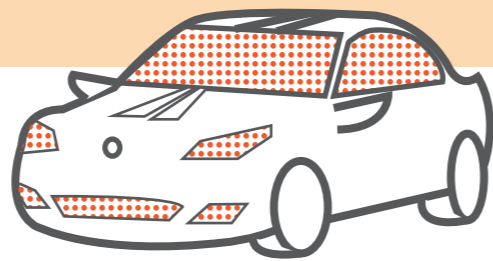
Jere Juankoskelta 19-v 3-sarjan
BMW tuunattu 2008 vakuutuksen
hinta, kaskoton

914,82 €



Helmi Helsinistä, 18-v Audi
A1 2015 vakuutuksen hinta,
kaskoton

1 323,02 €



-15%

-20%

777,60€

1 058,42 €

The Co-operation

We contacted several Finnish insurance companies. The market leader OP Pohjola was the first to show interest in our project.

During the design process, we have kept in touch with OP and asked them to comment on different aspects.

With our contact we have discussed about the length of the insurance, the age group and the mobile application.

Insurance company Fennia has also been in contact and has expressed an interest in the project



The Application

Login Page

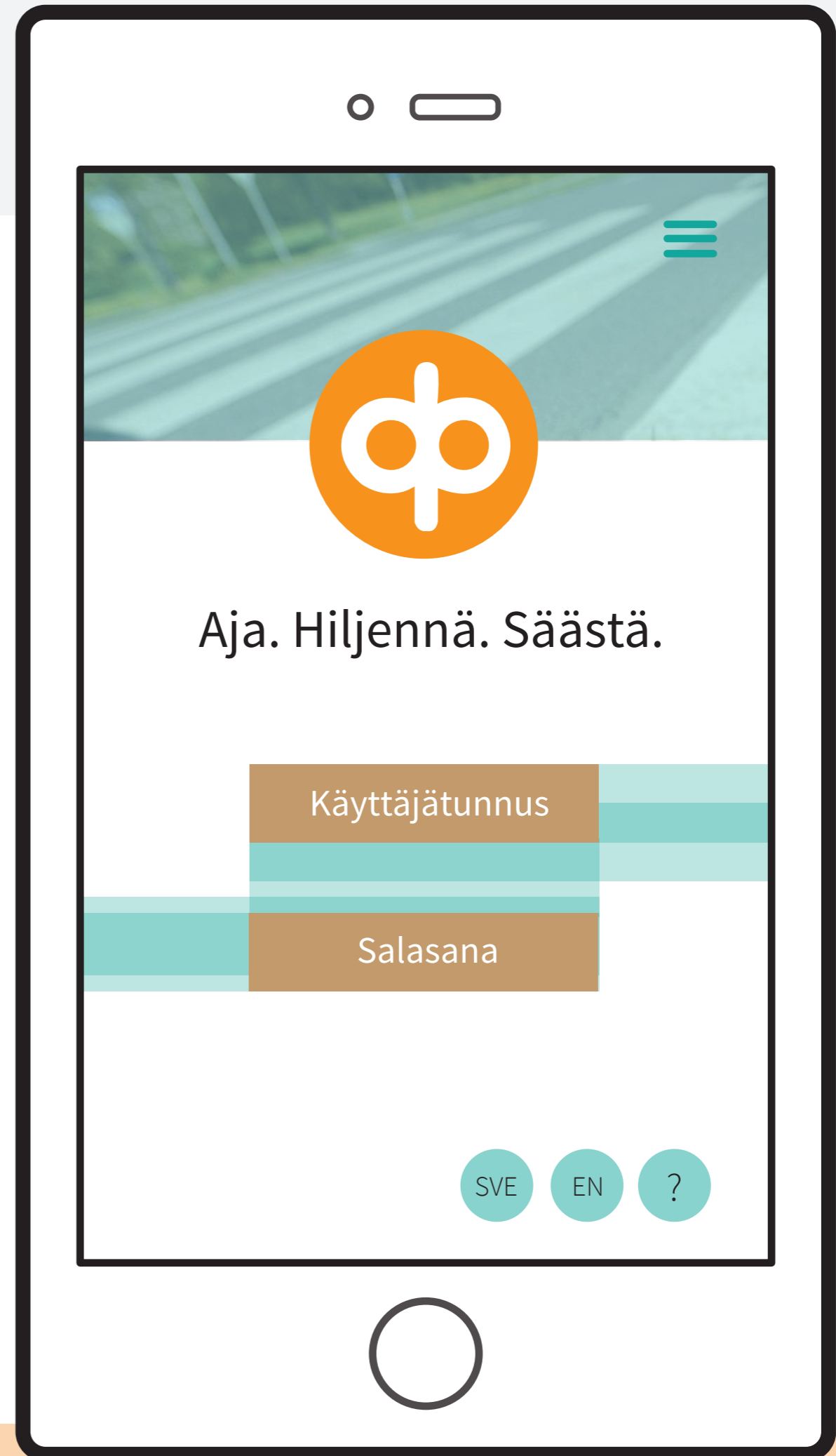
To access drive mode and view past data login by setting up user name and password

The app stays signed in and can monitor your driving in the background.

You don't need to have the app in front of you to be able to use it

Stays signed in until you log off

Different language options

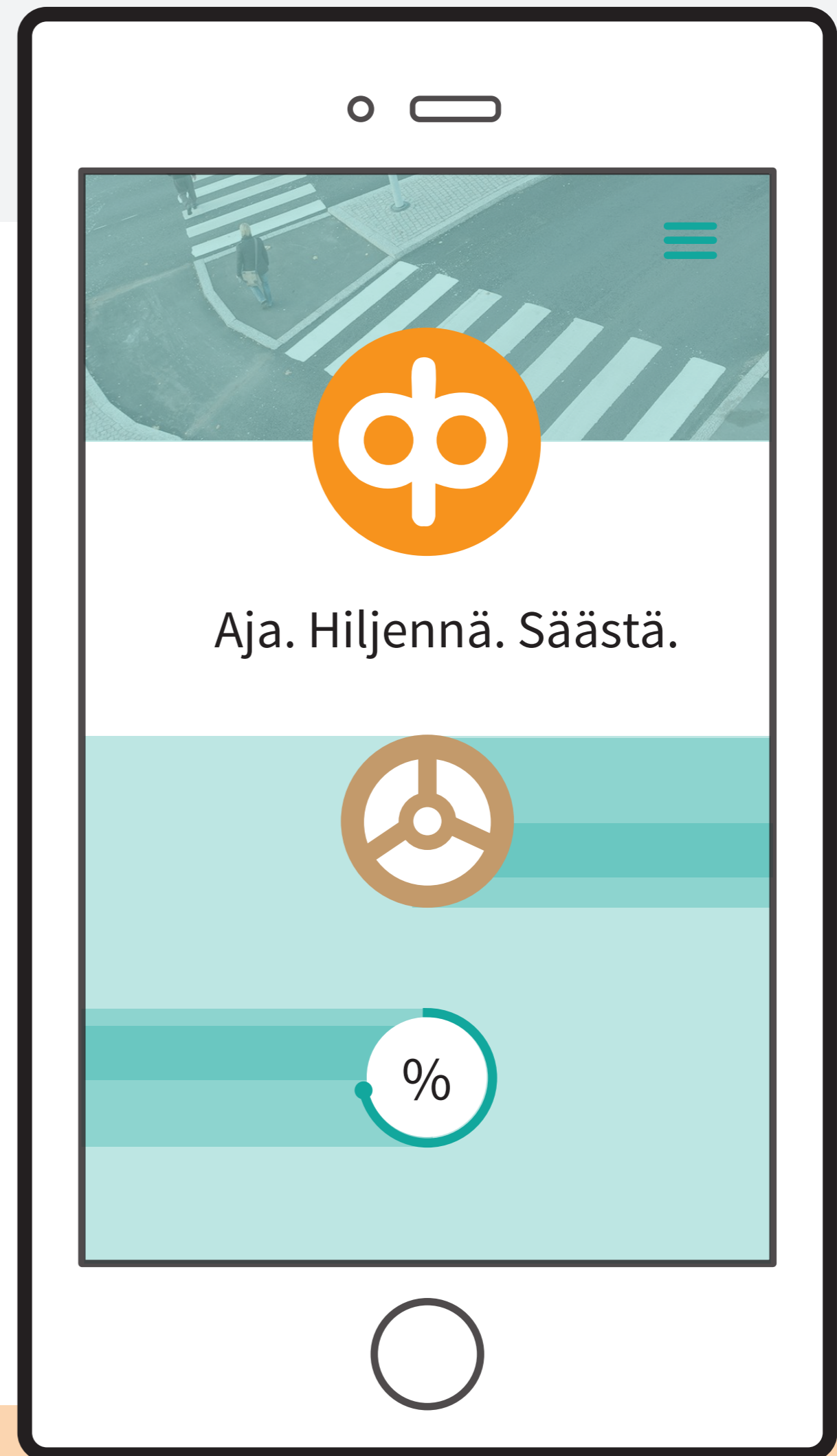


'Home page'

After the login this is the page the home page will load

Click the steering wheel to enter drive mode

Click the percentage icon to view current or past statistics



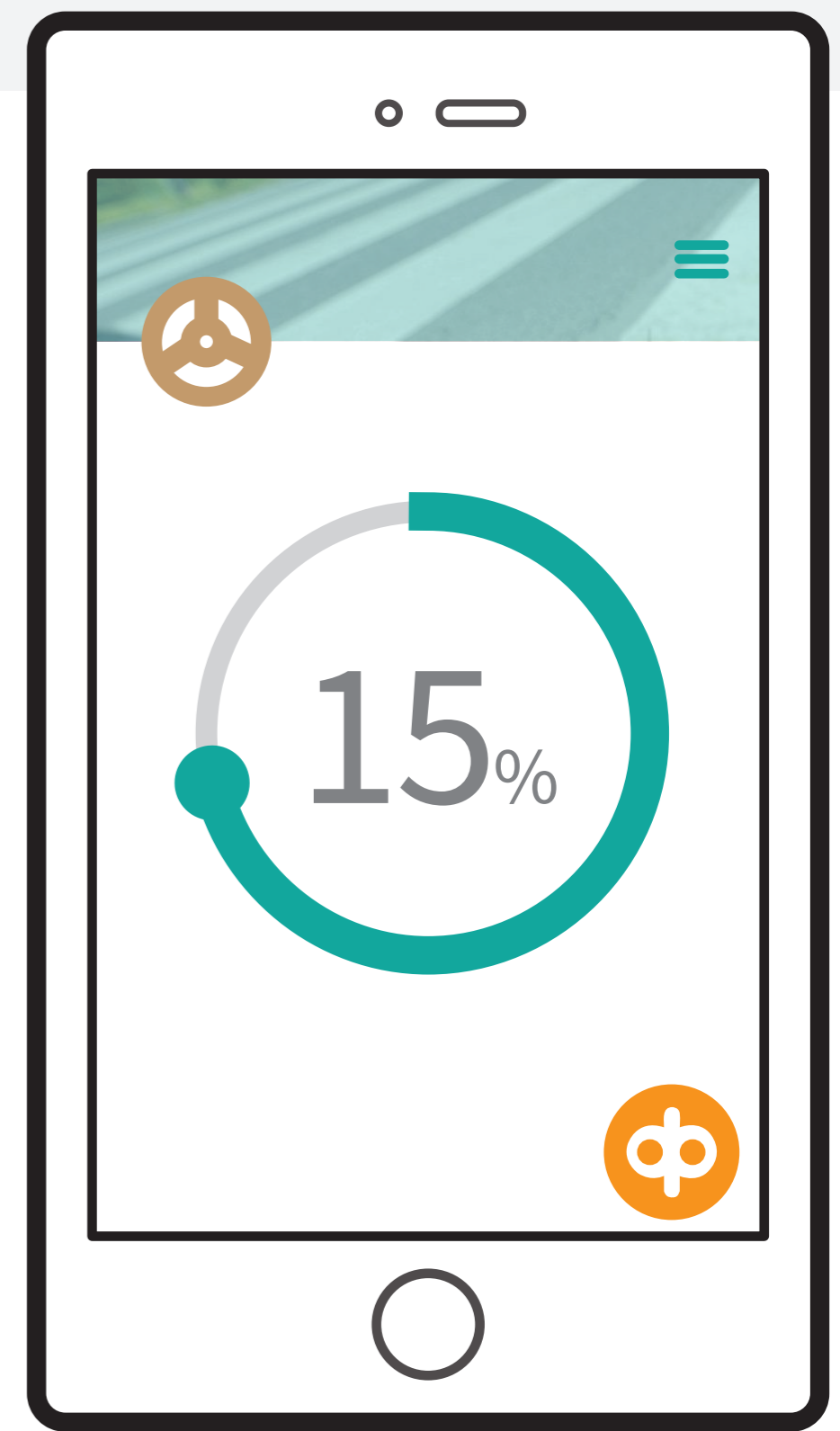
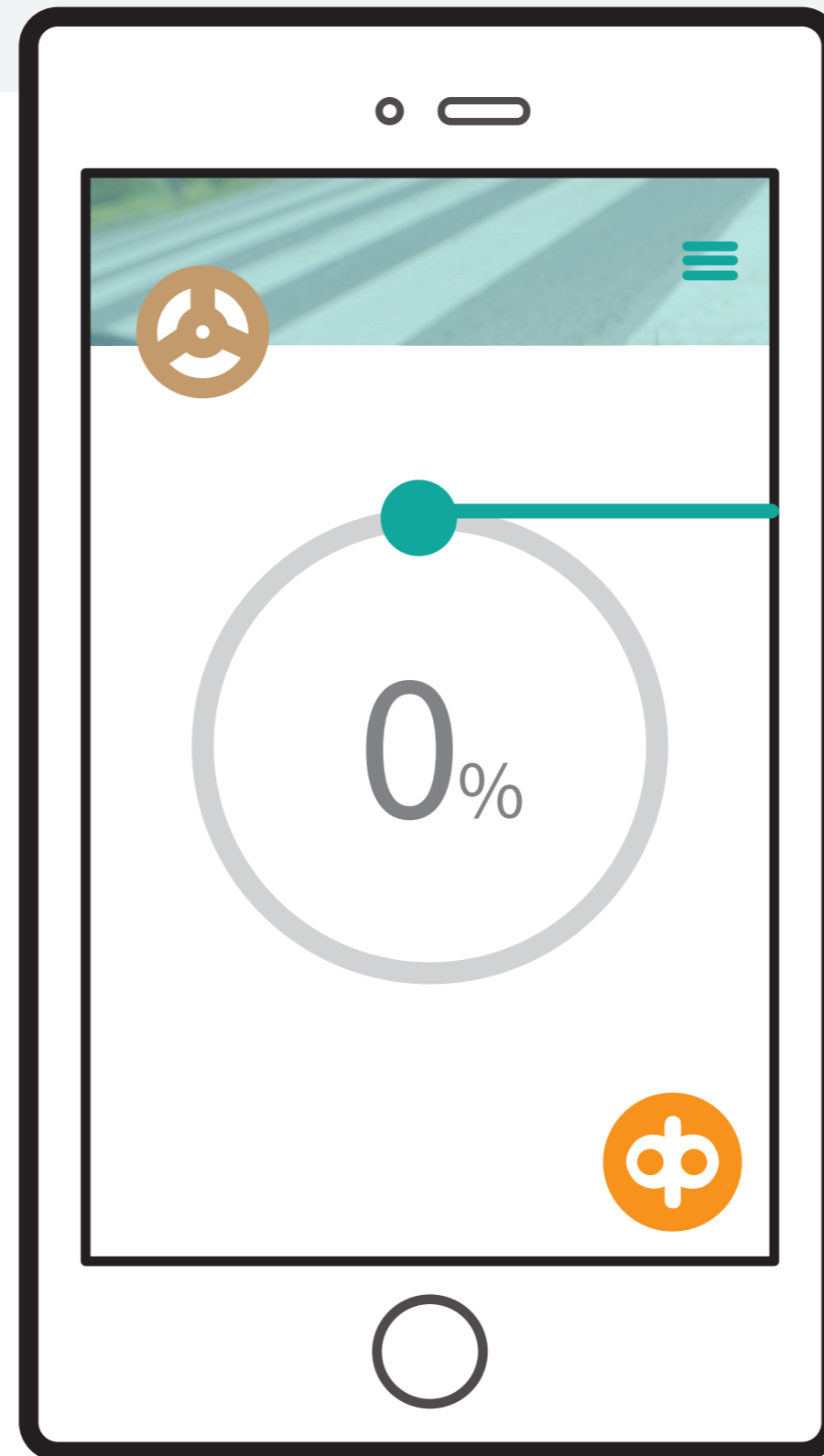
Drive Mode

The circle displays how much of a discount the driver is earning

The circle grows as the discount increases

The circle will start at 0 and grow towards the maximum discount e.g 15%

Circle continues to grow from the previous data collected

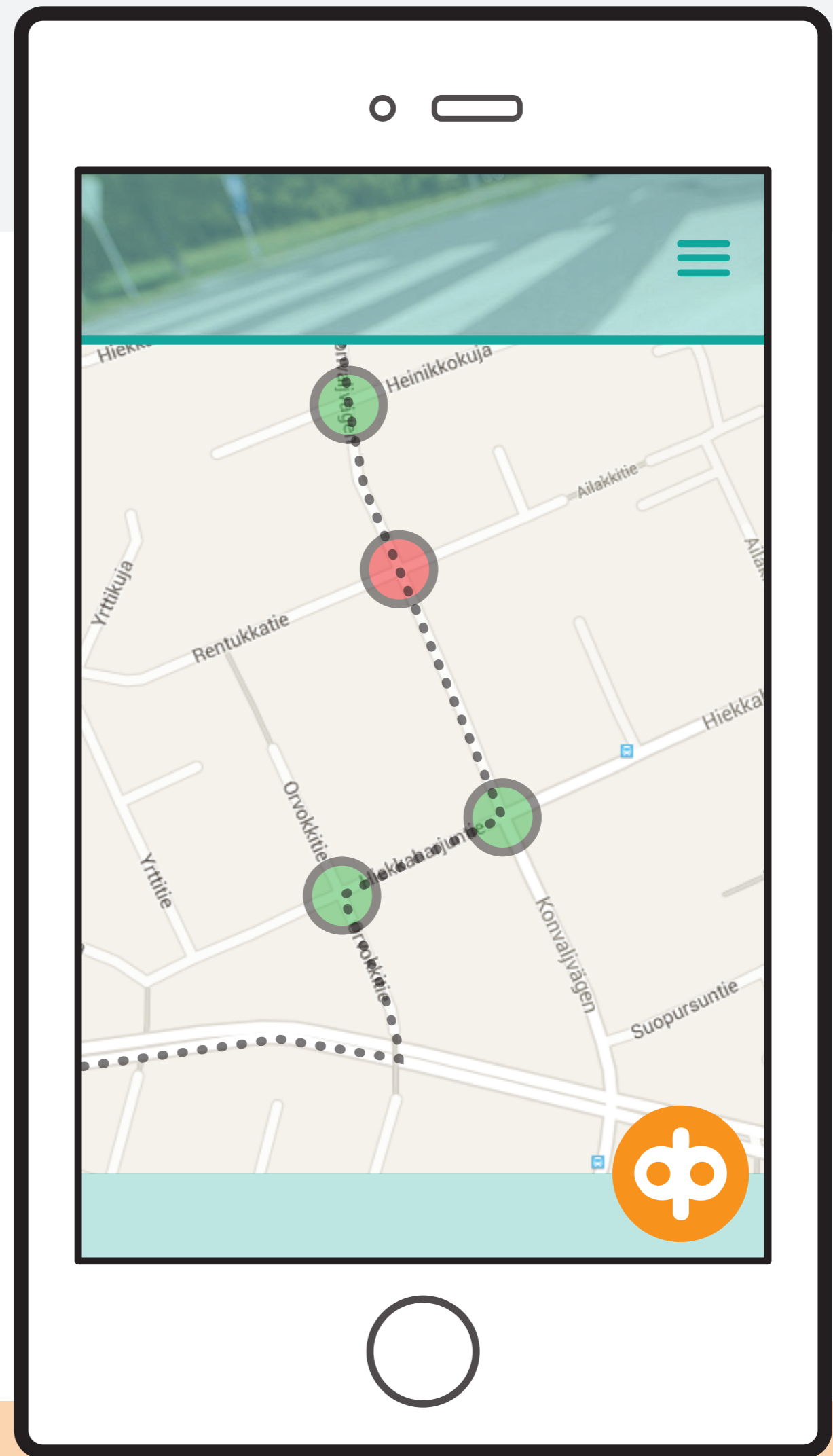


Viewing driving data

After driving the user can view the route they have taken

Route shows where zebra crossings are and if they drove well in those areas

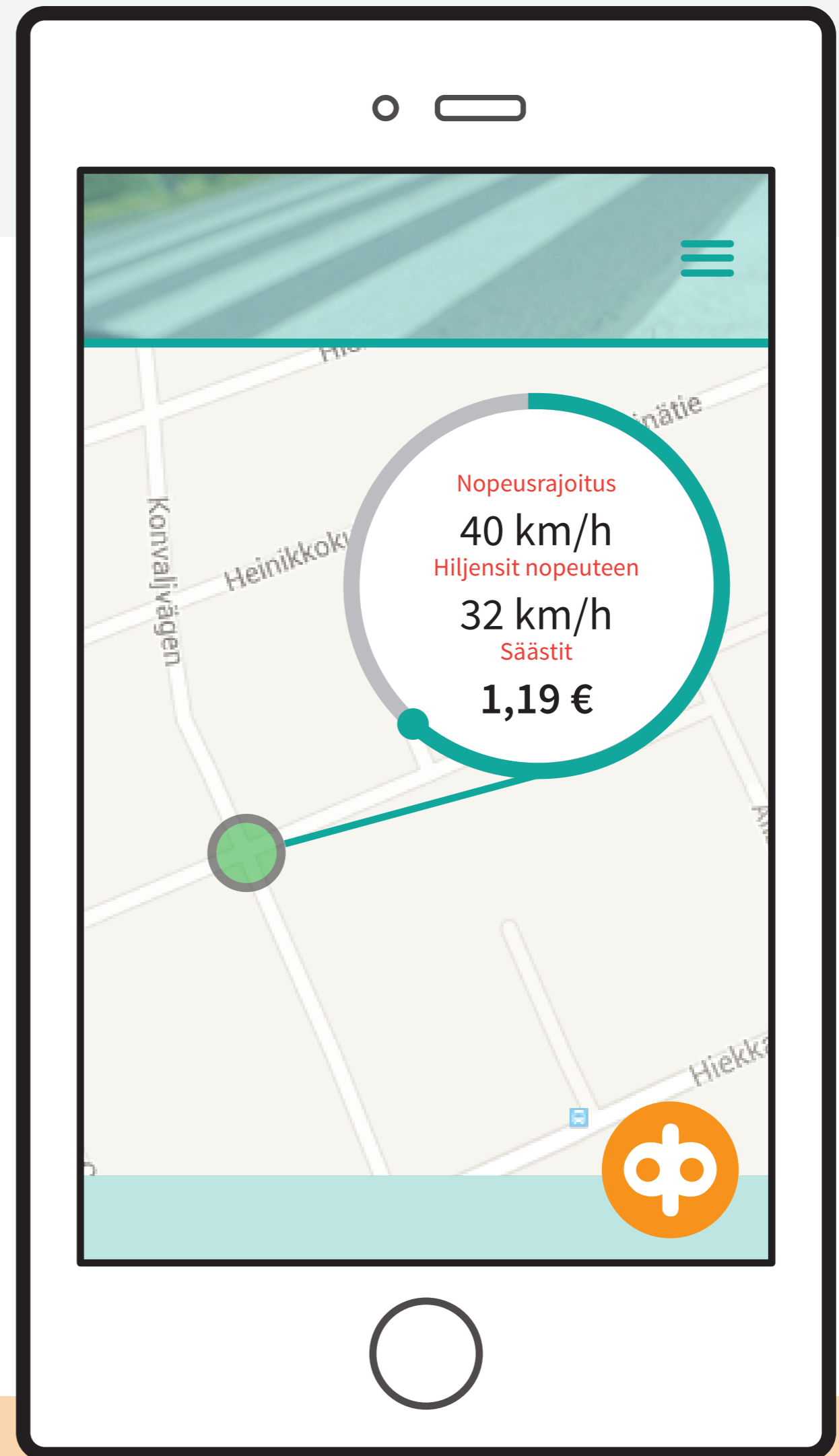
The user can click on the circles which will show details of their driving in that area



Driving details

When a zebra crossing area is chosen the screen will zoom in and another circle will appear

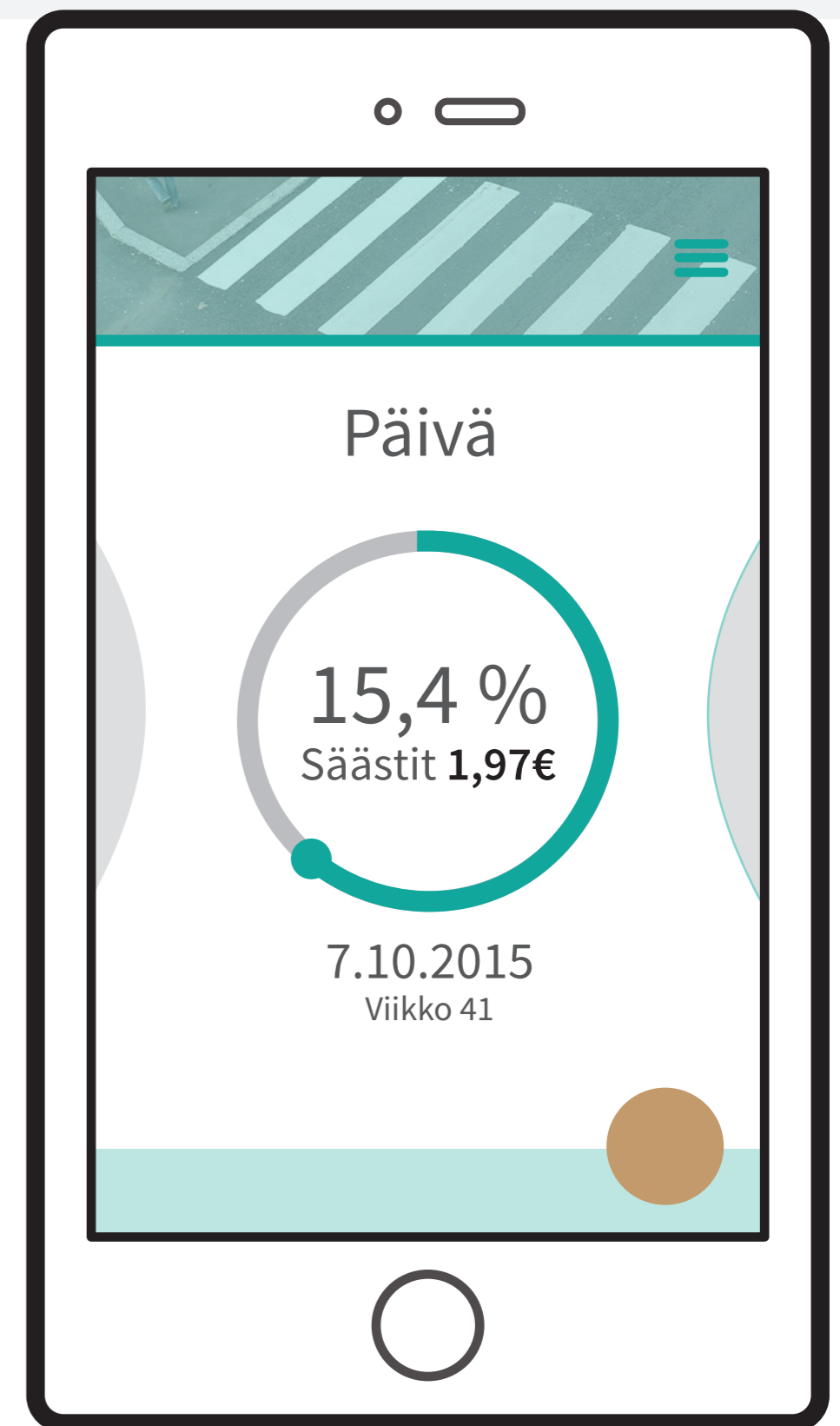
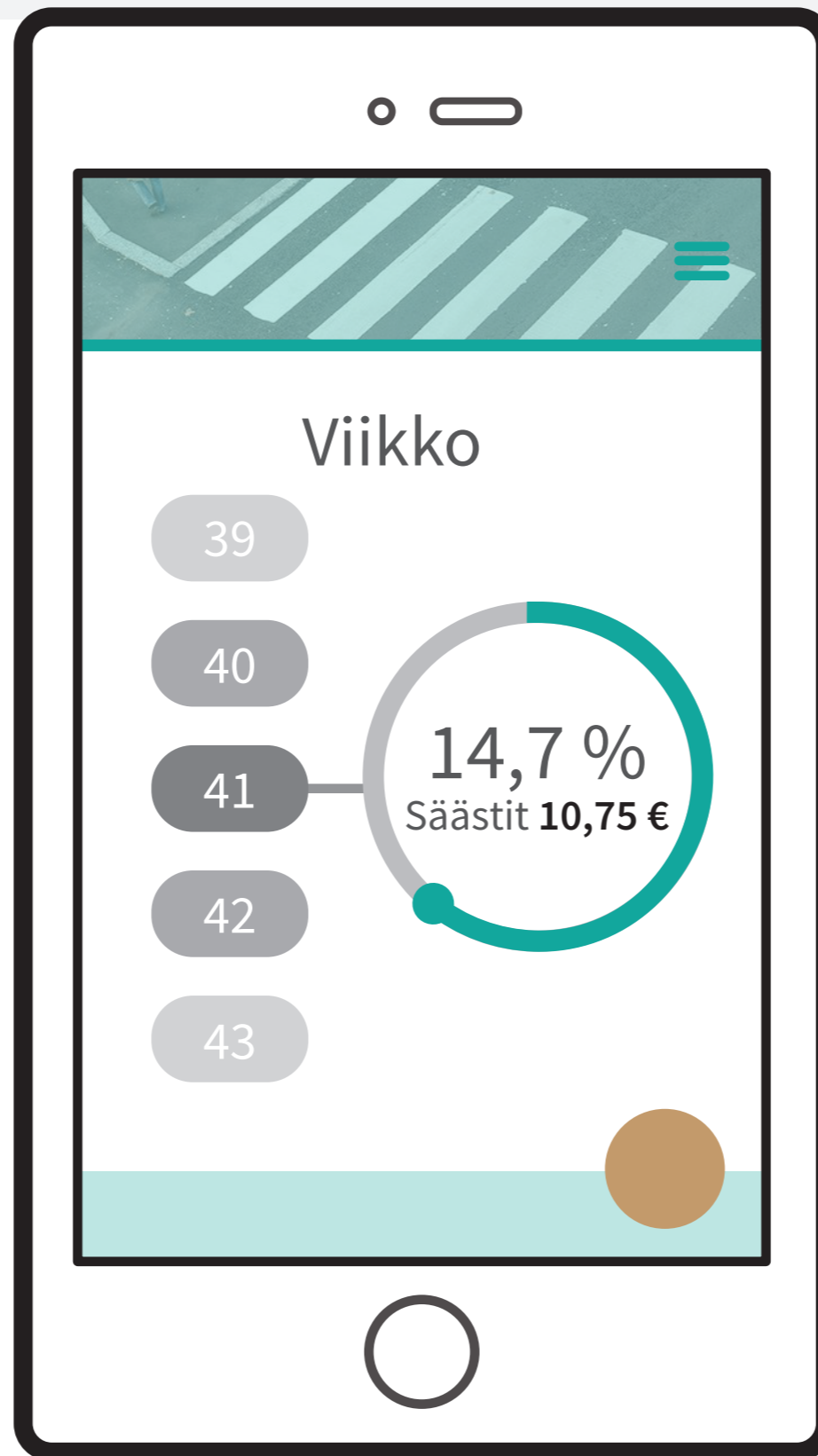
This will display the speed limit in the area, what speed the driver was travelling at and how much they have saved



Past Statistics

The user can scroll through past days and weeks to view the data that was collected during that period

Data displayed would be the discount and how much they have saved



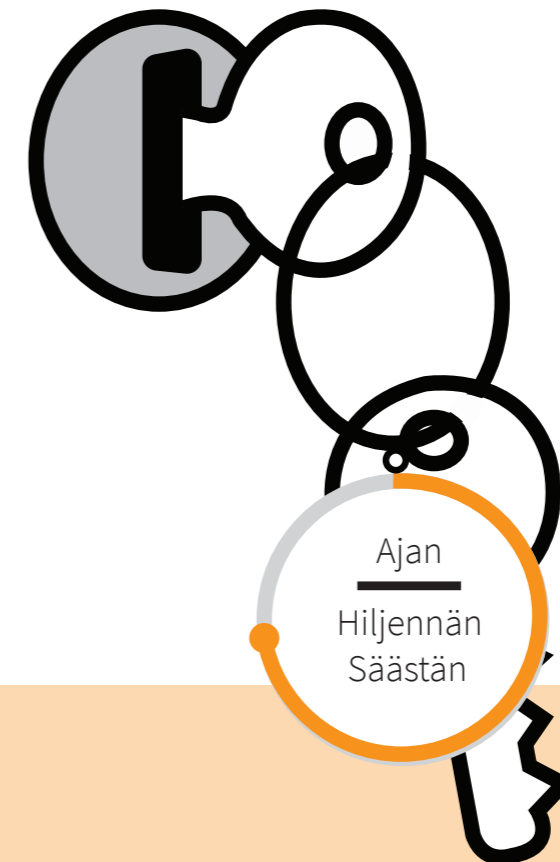
Showing Support

Car stickers and keyring remind the driver to turn on the app

Car stickers and keyring will help advertise the app and scheme while spreading the overall message



Ajan. Hiljennän. Säätän.

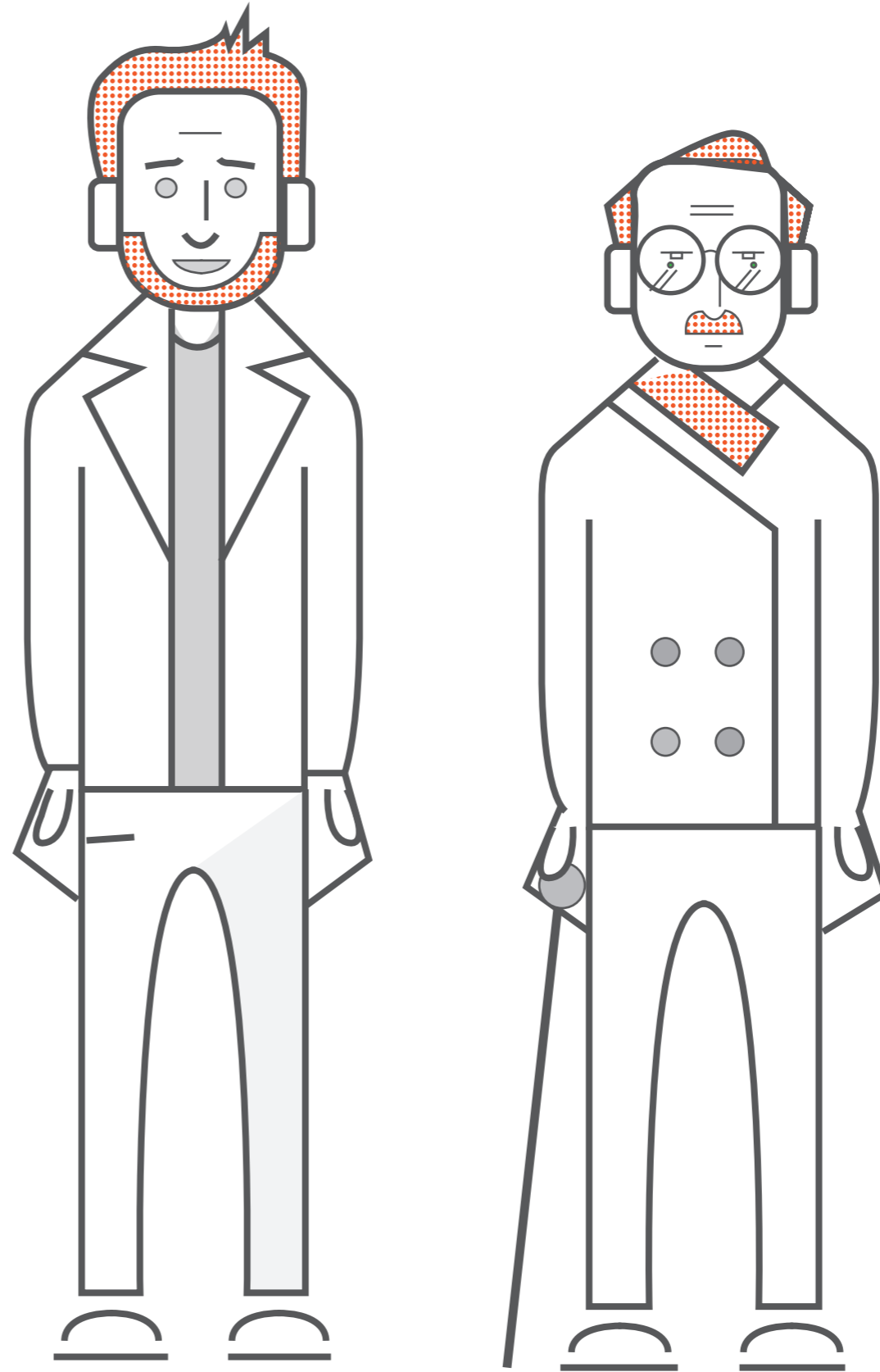


Further Development

Application could expand to **monitor signaled crossings** aswell as zebra crossings

Application could be used on **older drivers-** not just the young

When the scheme comes to an end the driver could still **recieve cheaper insurance at a smaller rate** as a reward for taking part



Conclusion

Pedestrian and cyclist safety needs to be made afeer at zebra crossings
Young males are the main risk group

The App will help develop good driving habits and help get young drivers cheaper insurance

These safer habits will become part of the drivers natural behaviour on the road

Through the campaign roads in Finland will beome safer with more considerate drivers