

Case 9

Guidelines to good traffic manners and practises

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Key issue


What did we do?



Conclusion

“Traffic manners in Finland are terrible.
The main problem is the bad attitude
towards other people.”

Target group



Young people
who have just
passed their
driving test

This target group was chosen because it will be easier to change bad habits in new drivers who haven't had chance to develop them.

According to statistics young males are the highest risk group to cause accidents.

Benchmarking

Previous attempts to change people's attitude and manners in traffic are mainly visual campaigns.

Some more active campaigns, for example the Karma campaign in Copenhagen.



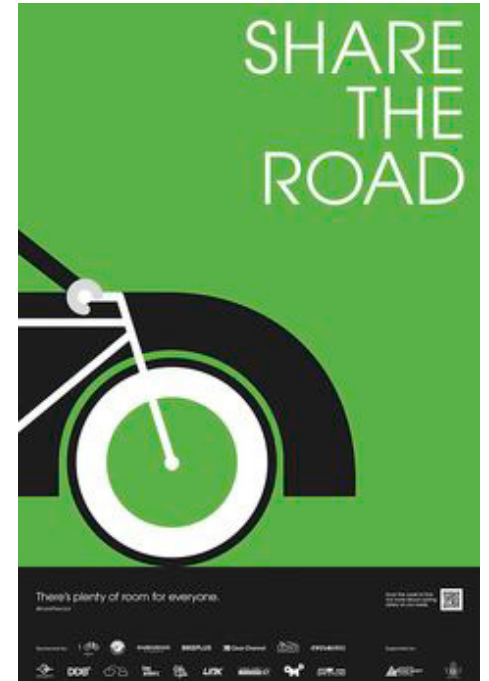
Slow down before your life comes to an abrupt stop.

LONDON
CYCLING
CAMPAIGN



LET'S
LOOK
OUT
FOR EACH OTHER

I 
CPH



Goal

We want to influence young drivers to have better driving habits, before they have time to develop bad ones.

Our goal is to make zebra crossings safer by making more drivers give way at zebra crossings and be more considerate of other road users.

To accomplish this we are proposing an idea of a cheaper insurance for the young drivers who prove that they can drive safer near zebra crossings.

Solution

This can be done by a system that links the car and the insurance company by monitoring the way customer drives.

The safer the customer drives, the cheaper the insurance will be.

This is supported by visual messages on the road.

Risks/problems/bottlenecks

- 1** Customer only wants to get cheaper insurance and doesn't think of the safety.
- 2** Technical issues.
- 3** Combining the visual campaign and the insurance itself.

