



TEAM TRACKERS

BACtracker

Final Presentation

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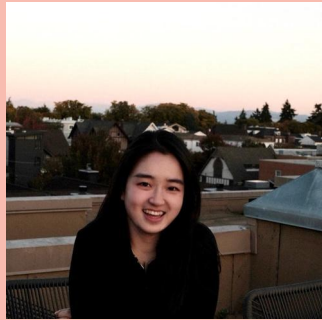
TEAM INTRODUCTION



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PROBLEM CONTEXT

Over-drinking is most prevalent in young adults (Quigley)^[3]

30-40% of young adults admitted to binge drinking in the past month (Kriger)^[1]

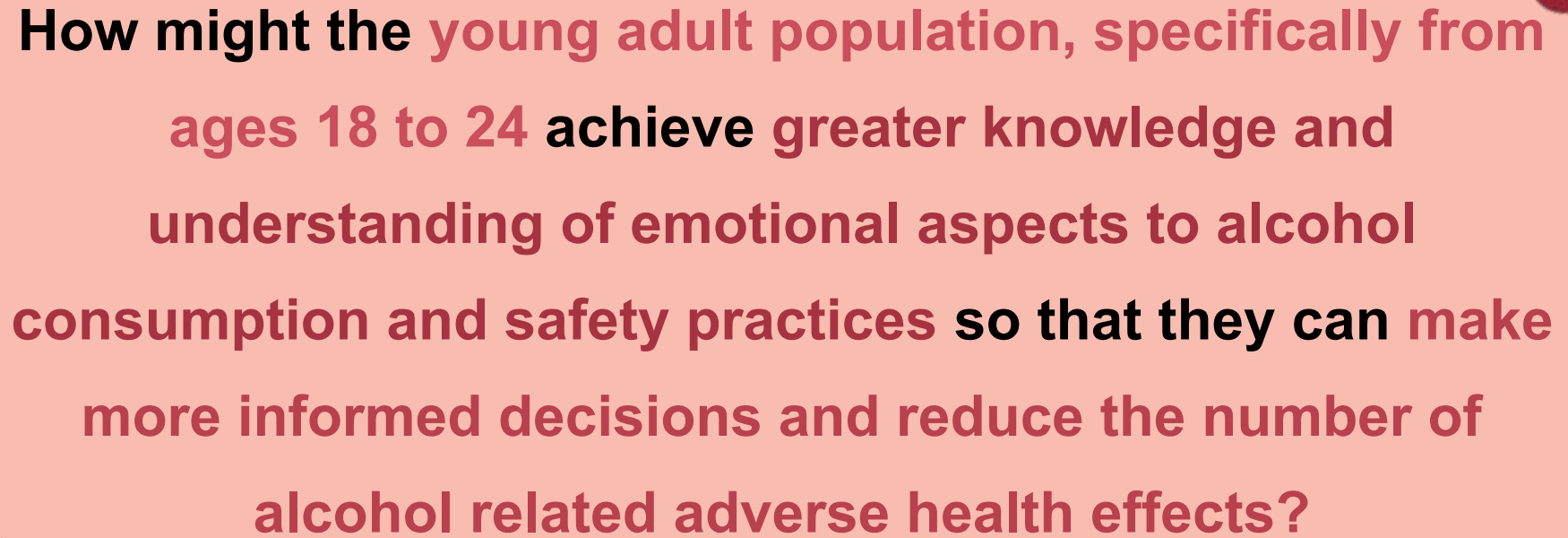
Young adults are not educated on safety practices

In the year 2019, 22,219 young adults experience alcohol overdose (SAMHSA)^[2]

Young adults tend to self-medicate their depression with alcohol (Deykin)^[4]

Current stigmas around drinking makes it harder to learn safe practices



The image features a light pink background with abstract, organic red shapes in the top-right and bottom-left corners. The text is centered and reads:

How might the young adult population, specifically from ages 18 to 24 achieve greater knowledge and understanding of emotional aspects to alcohol consumption and safety practices so that they can make more informed decisions and reduce the number of alcohol related adverse health effects?

KEY RESEARCH INSIGHTS

Existing solutions are tailored to mostly sobriety and abstinence from drinking

Negative stigma around alcohol consumption

Young adults are using drinking as an outlet

Inexperienced drinkers usually have limited or no knowledge of taking care of themselves the day after

Current solutions lack centralization platform for alcohol consumption

There's a critical gap in mental health support for young adults

“I consume alcohol mainly wants to seek relief from the sadness or stress”



PERSONAS



CLEMENT | RECENT COLLEGE GRADUATE, EXPERIENCED DRINKER

- 23 year old experienced drinker who enjoys going out on the weekend and drinking socially
- Quit drinking after landing in the hospital because of over consumption in college
- Wants to have a well balanced relationship alcohol consumption post grad
- Needs something to evaluate how is feeling right before the night out and not let his emotions dictate how much he drinks



LINDA | FIRST YEAR COLLEGE STUDENT (she/her)

- 19 year old student who doesn't have with alcohol consumption before college
- Eager to meet new friends and wants to go to social events
- Does not really know her drinking limit, needs an information hub to learn more about safety alcohol consumption practices
- Wants to learn how to take care of herself after a night out

KEY CONCEPTS

Emotional Awareness:

Encouraging individuals to be mindful of their emotional state when consuming alcohol, recognizing that emotions can significantly influence drinking habits.

Closing the Education Gap:

Providing knowledge and skills on crafting responsible beverages, encouraging more informed choices about alcohol consumption.

Preventive Care: Empower users with the knowledge and tools necessary to take responsible action when faced with situations of intoxication, prioritizing health, safety, and care.

Responsible Consumption:

Highlighting the importance of understanding and respecting personal limits with alcohol to prevent overconsumption and its adverse effects.

SOLUTION APPROACH & FEATURES

Homepage

(Information Hub):

- Educational Purpose
- Practical Guide
- Added Self-Care Information



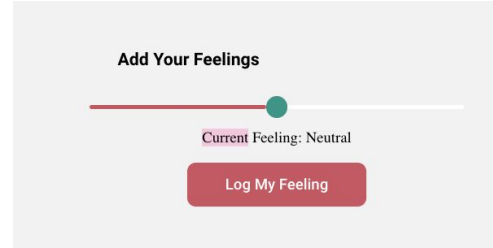
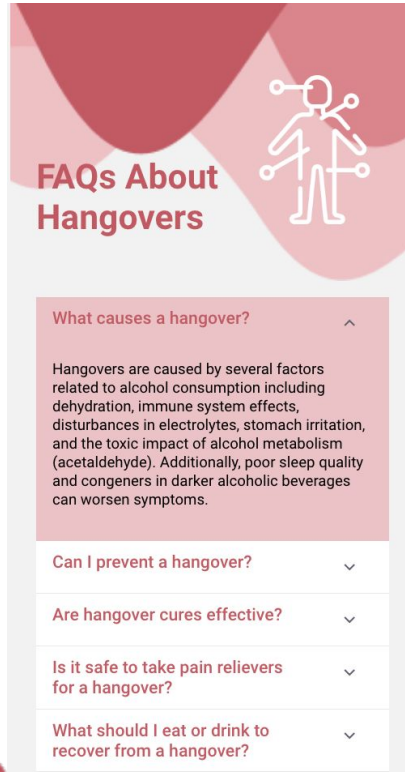
Mixing Notice:

- Guidance of mixed drinking
- Health and Safety Information

SOLUTION APPROACH & FEATURES

Hangover FAQs:

- Information about what to do in a hangover



Emotional Wellbeing:

- Emotional State Logging
- State emotional feeling before inputting a drink

Enter your information to enable personalized Blood Alcohol Concentration (BAC) calculations:

Date of Birth

Year	Month	Day
<input type="text" value="2006"/>	<input type="text" value="12"/>	<input type="text" value="12"/>

Warning: You must be at least 21 years old to drink alcohol.

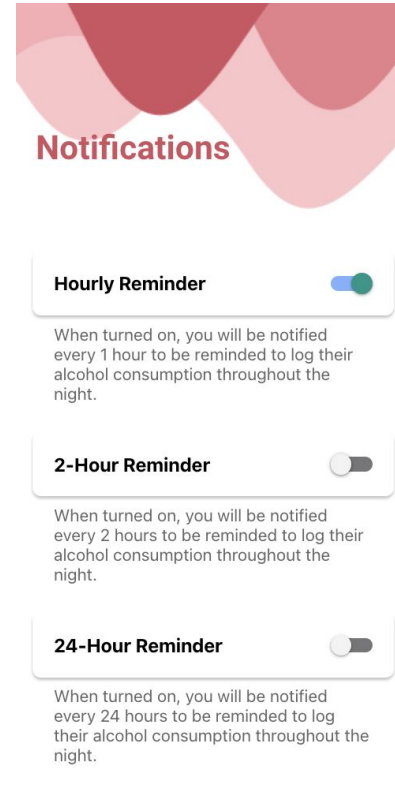
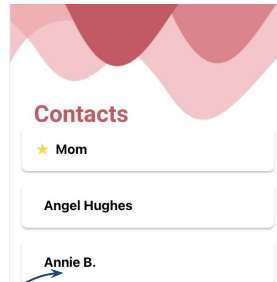
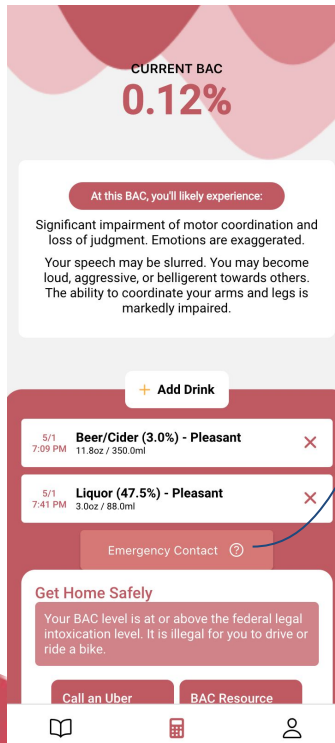
Under-age warning:

- Pops up warning for user under 21, prompts them the awareness of legal drinking

SOLUTION APPROACH & FEATURES

Emergency Contact:

- Quick Access to Help
- Easy to Navigate
- Intuitive Interface



Notifications:

- Customizable Reminders
- Consistent Tracking
- Flexible Settings

USER VALIDATION

CONCEPTS VALIDATED

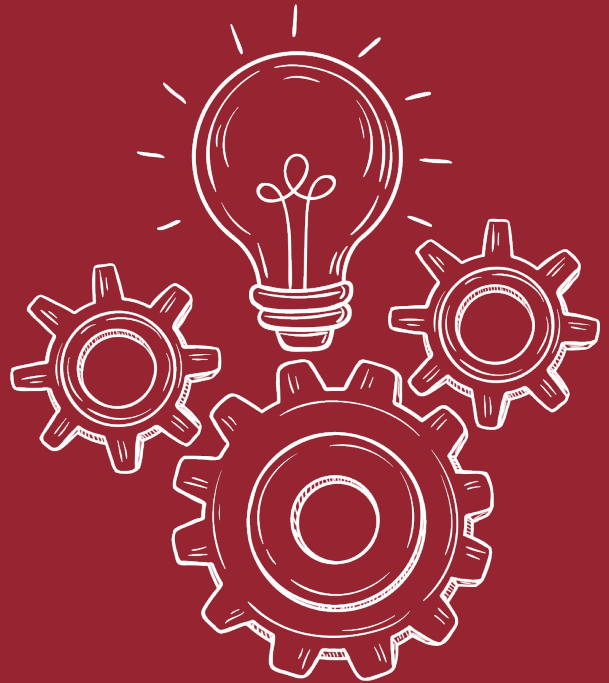
- Understanding between emotions and alcohol consumption
- Interest in educational content (mixing notice and self-care)
- Preventive alerts effectiveness (emergency contact, notification)

METHOD OF VALIDATION

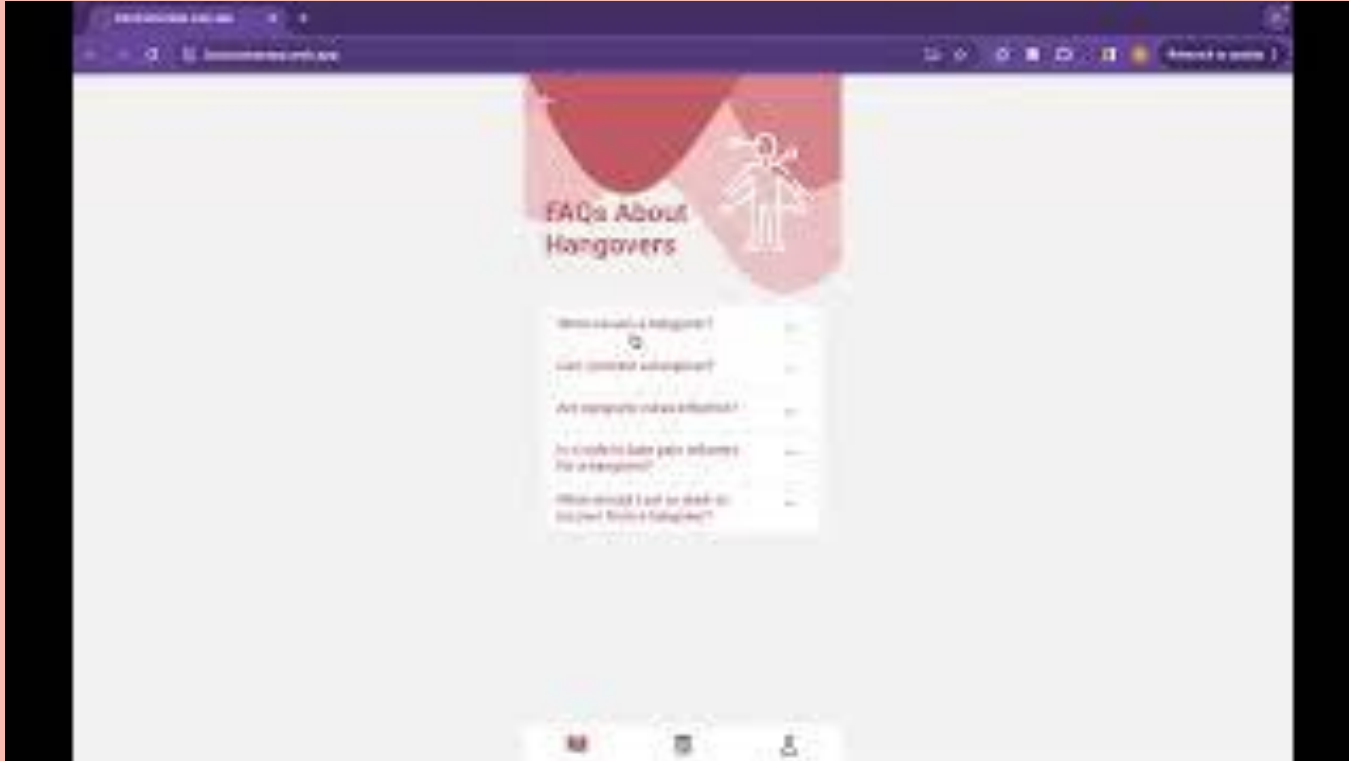
- User testing: walk through BACTracker with users and asked them to communicate pros and cons
- “ App felt non judgemental.”

RESULTING CHANGES

- Updated the slider design to better reflect the relation between emotion and alcohol consumption by allowing customization and interactivity
- Included a “FAQ about hangover” feature
- UI improvements (minimize the text, larger button, etc.)



DEMO VIDEO



ETHICAL CONSIDERATIONS



Our Values

- Easy to use
- Safety and Security



Ethical Concerns

- Underage drinking
- Personal Health



Decisions Made

- Educational Information
- Warning notification and disclaimer

NEXT STEPS

FUTURE DEVELOPMENT OPPORTUNITIES

- Learn the BAC algorithm!
- Further developing and updating features or/and UI based on future research, findings, or observations
- Turning the web app to a mobile application!
- Connecting and expand with the community



**THANK YOU
FOR
LISTENING!**



References

1. Krieger, H., Young, C. M., Anthenien, A. M., & Neighbors, C. (2018). The epidemiology of binge drinking among college-age individuals in the United States. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6104967/#:~:text=Research%20on%20binge%20drinking%20in,once%20in%20the%20previous%20month>.
2. SAMHSA. (2021). Retrieved from <https://store.samhsa.gov/sites/default/files/pep21-03-10-006.pdf>
3. Quigley, L. A., & Marlatt, G. A. (1996). Drinking among young adults: Prevalence, patterns, and consequences. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6876515/>
4. Deykin, E. Y., Levy, J. C., & Wells, V. (1987). Adolescent depression, alcohol and drug abuse. American journal of public health, 77(2), 178–182. <https://doi.org/10.2105/ajph.77.2.178>