EasyDrive
Enabling fast app launching to help drivers keep their eyes on the road

Problem
A large percentage of vehicle crashes in the US can be attributed to cellphone distraction

Research
Very few drivers would install an app that disables their phone when they’re driving

Solution
Android application that replaces the lockscreen for easy access to often used applications & provides data to show how often they’re distracted by their phones and how it may affect their safety

Future Steps
• Text-to-speech integration
• Parental control interface
• Auto-reply to text
• Automatic context-based call answering for emergencies

23%
of vehicle crashes were caused by cellphone use. That’s nearly 1.3 million crashes a year!

10%
of fatal crashes in 2011 were reported as distraction-affected crashes.

300%
the increase in odds of getting into a crash if the driver is interacting with their phone.

91%
of survey respondents said they would not use an app that blocks incoming calls.

100%
of survey respondents said they would NOT use an app that locks them out of their phones.

82%
of survey respondents use their phone while driving for navigation or music.

Usability testing showed that EasyDrive can cut up to 12 seconds for a driver trying to open an app on their phone.