EasyDrive

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

Problem

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

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

NSC Injury Facts 2014

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

Report No. DOT HS 811 737

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

Report No. DOT HS 811 757

Research

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

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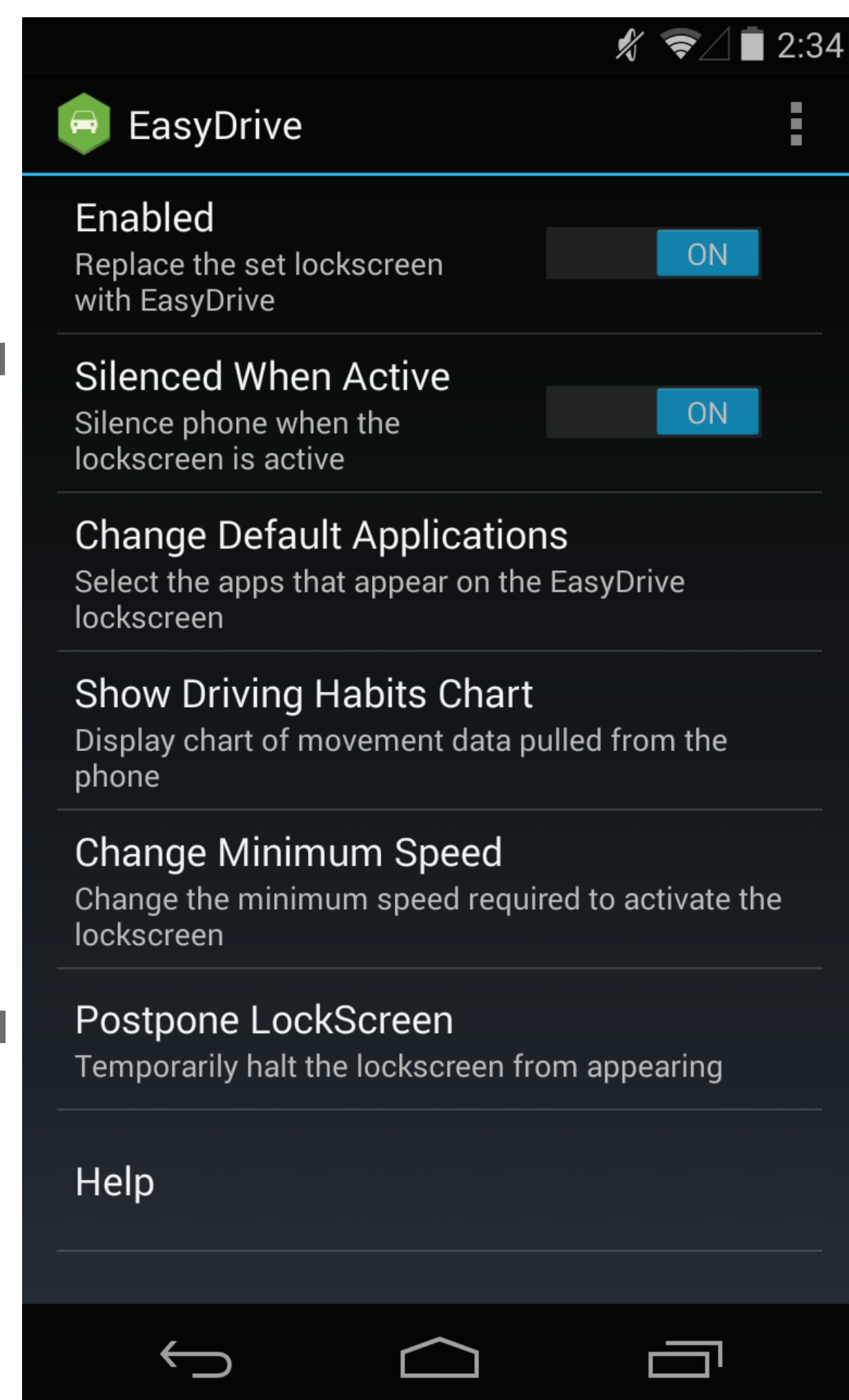of survey respondents said they would not use an app that blocks incoming calls.

100%
of survey respondents said they would NOT use an app that locks them out of their phones.
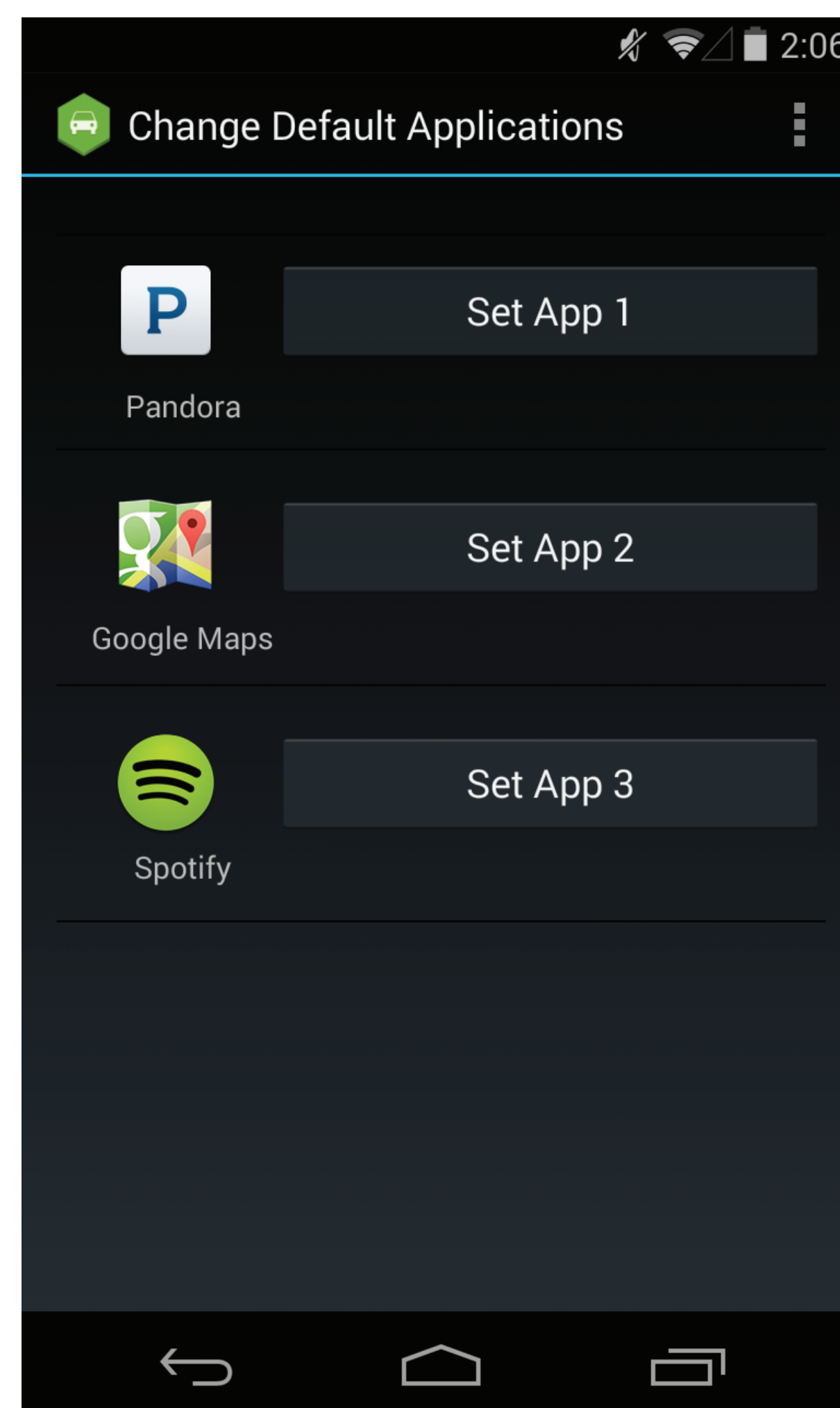
82%
of survey respondents use their phone while driving for navigation or music.
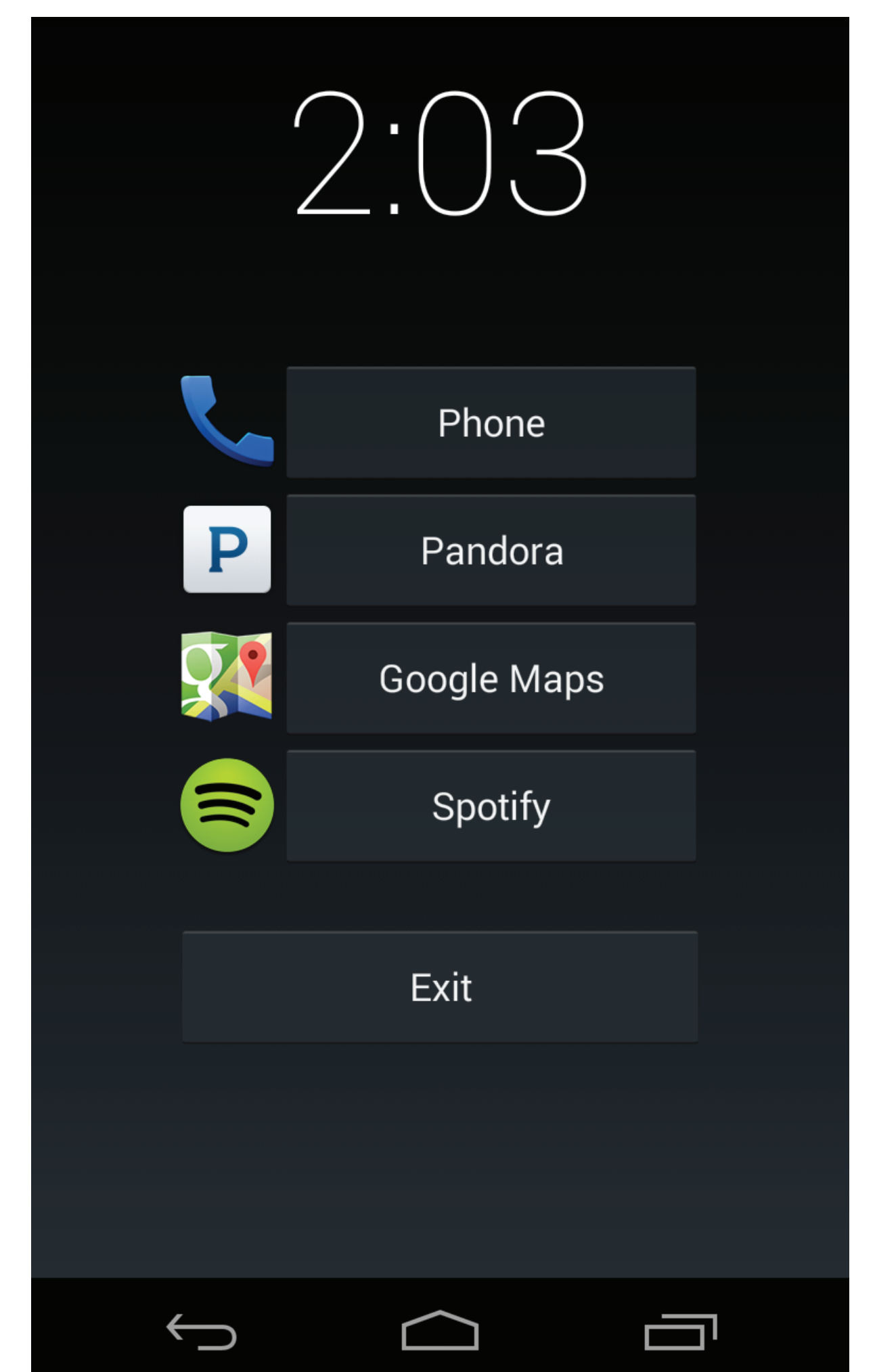
Solution

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**

Enable the application and set the lockscreen's behviors.

Select the apps that will be visible on the lockscreen for quick launch.

EasyDrive offers a simple and easy lockscreen to minimize app launch time when driving.

Future Steps

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

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

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