

Responsible driver

Behaviour change
project

4 MUSKETEERS

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Value Proposition and overview

“Prepare yourself to control your decisions in traffic”

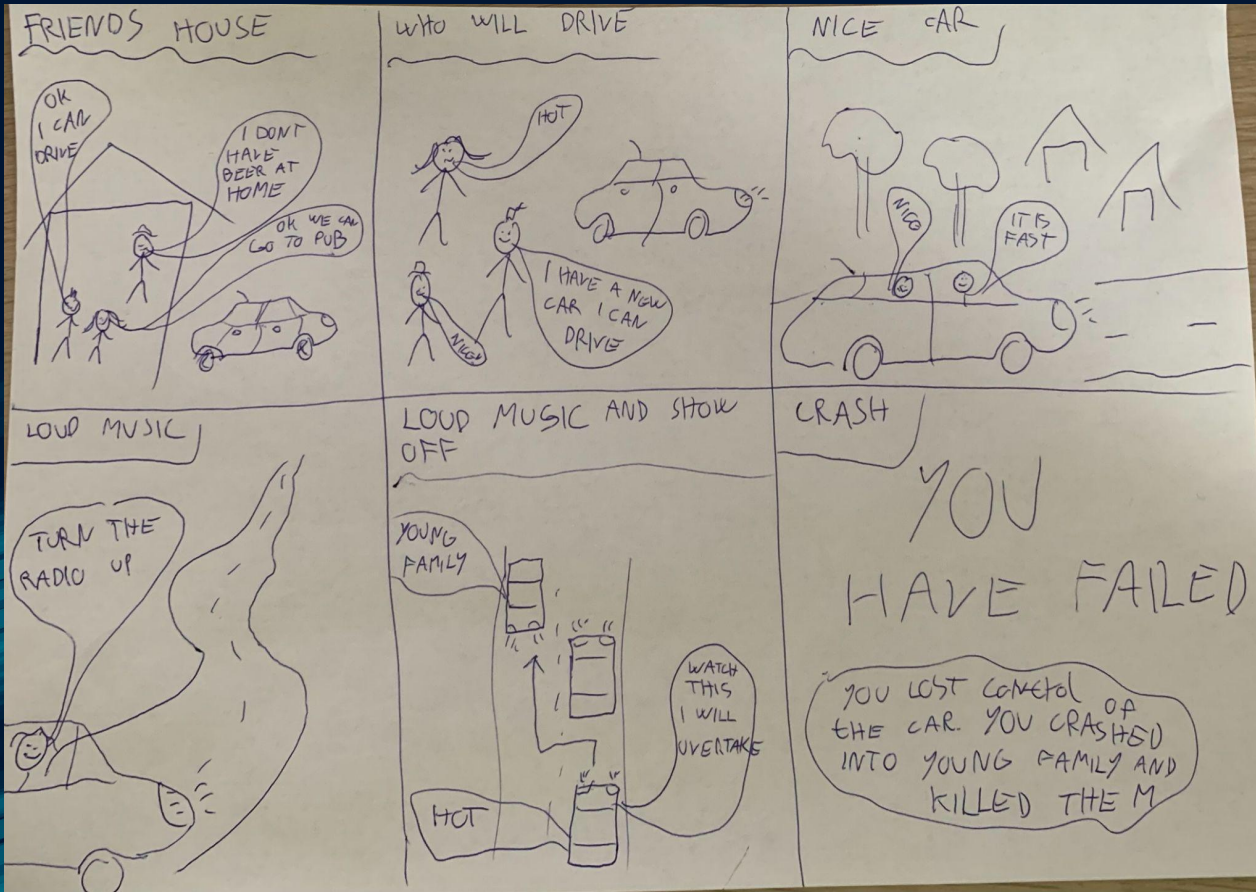
- **Busy schedules,**
- **fast decisions,**
- **Tricky situations in traffic** with **unpredictable consequences**

App helps user in:

- Visualisation of situations
- Prediction of consequences
- importance of safe driving



Sketch 1 - Showing of



PROS

- Real life scenario
- simplicity

CONS

- Limited drawing skills
- Lack of new knowledge

Sketch 2 - Late to work



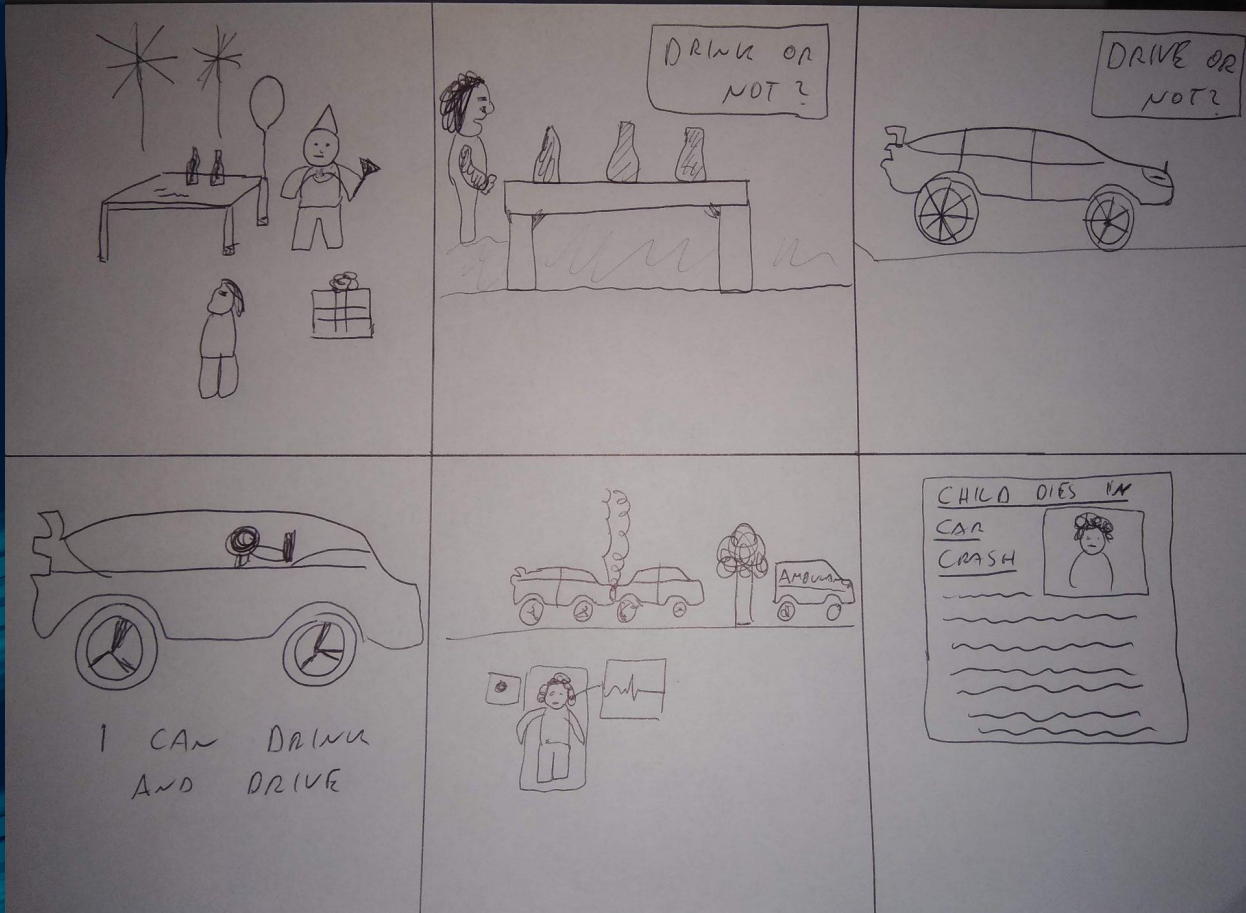
PROS

- Clear design
- Final behaviour change

CONS

- Lack of complexity

Sketch 3 - Party



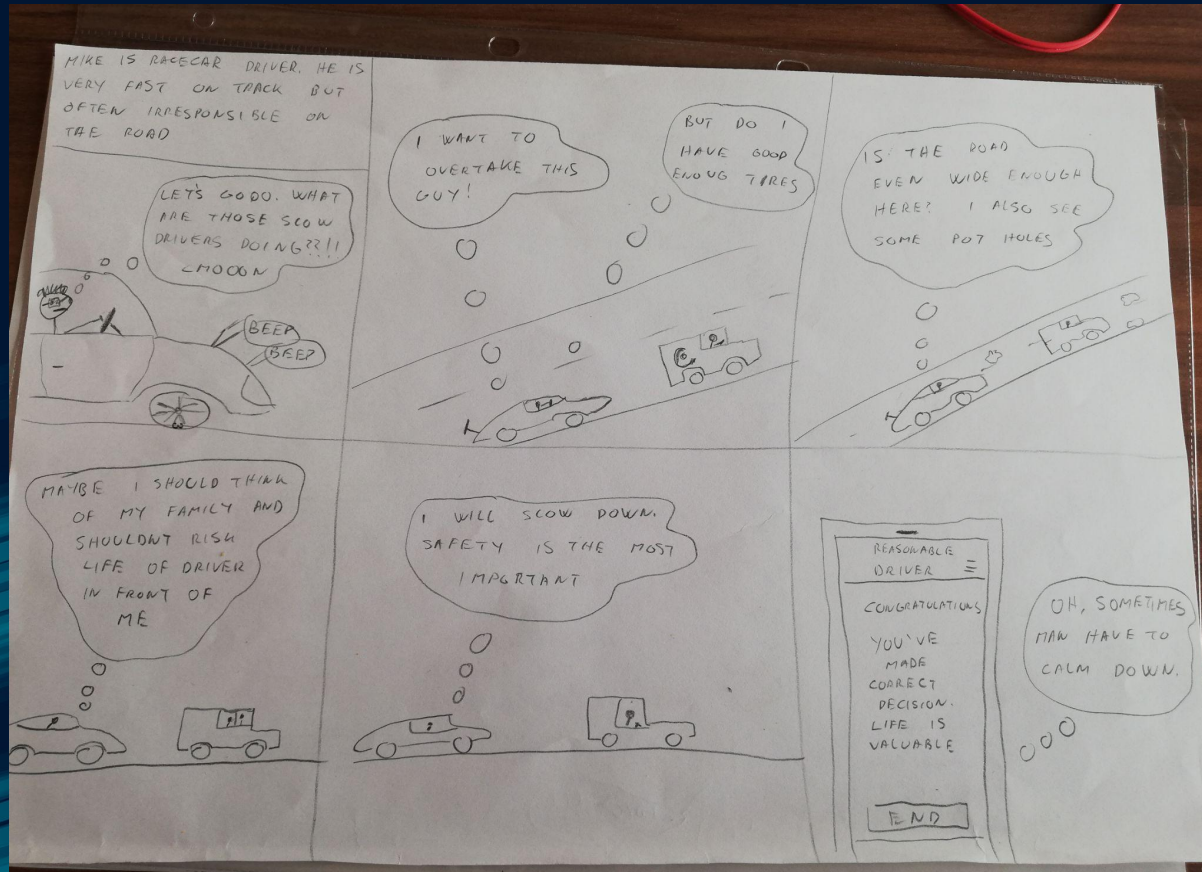
PROS

- Straight forward
- understandable

CONS

- Too simple
- No behaviour change

Sketch 4 - Race driver on road



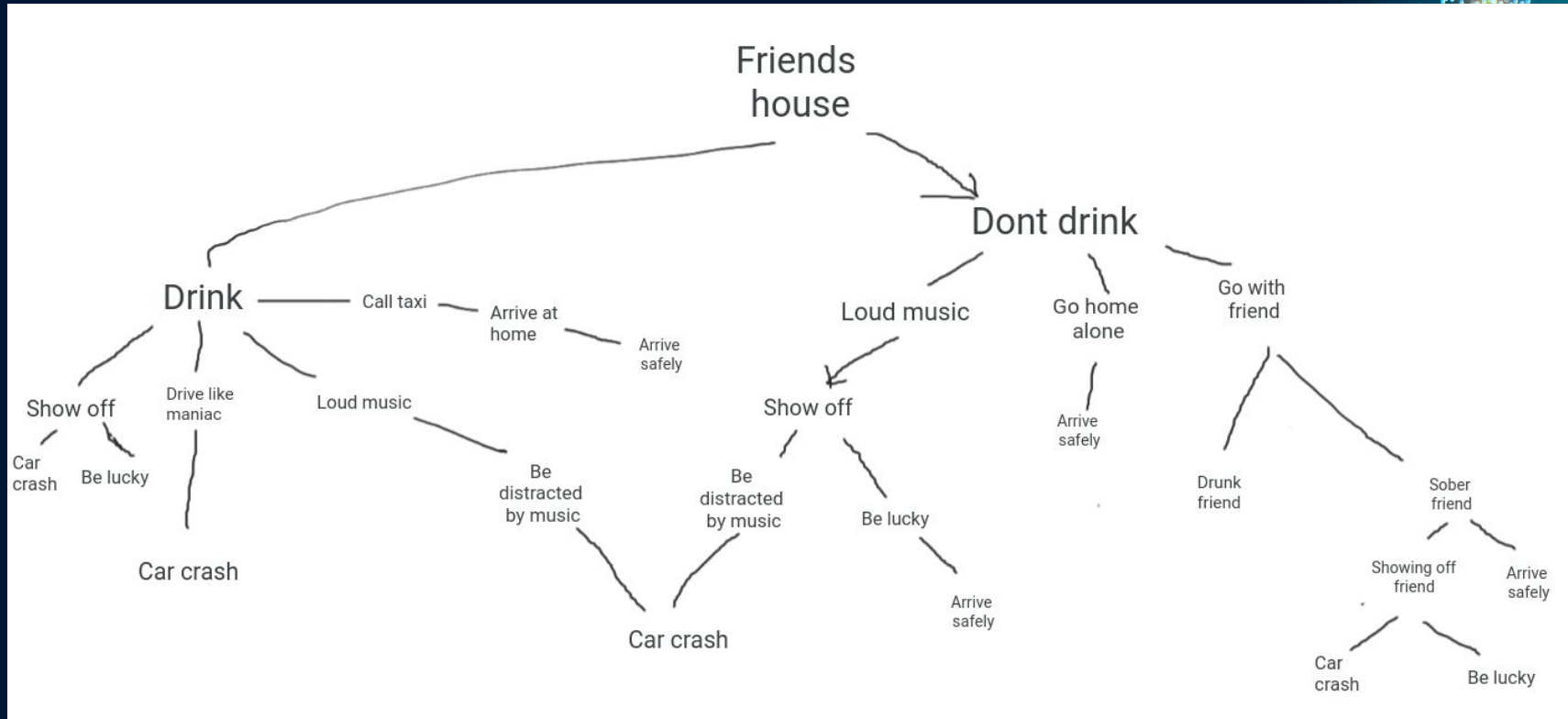
PROS

- Simple design
- Behavior analysis

CONS

- Lack of complexity

Storyline



Storyline

Core value propositions:

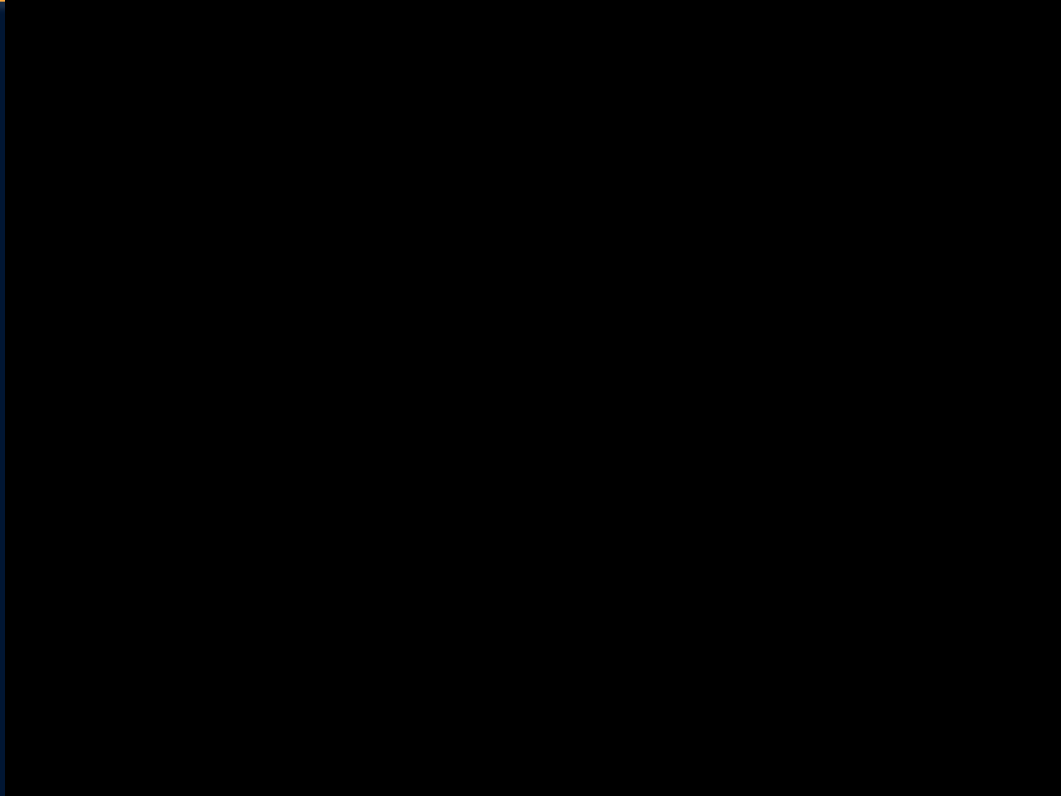
- Importance of **decisions**
- Ability to **think forward in time**

Problem of our topic:

- **Alcohol** misuse
- Influence of **peers** and **colleagues**



Video



https://drive.google.com/file/d/1cu5qy_7N3W1ISW22QjNHQNj7xCfgIJrp/view?resourcekey

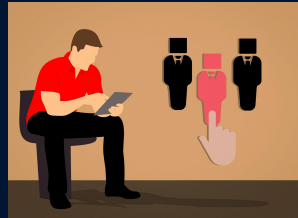
Testing

Methodology and participants



Demography

- Younger generation
- 18-30 Y.O.



Recruitment

- Friends
- Family
- College peers



Procedure

- Story explanation
- Initiative to do decisions

Testing

Our findings and changes

FINDING

Too simple story

Lack of behavior change suggestions

Lack of story twists

CHANGE

Merging two stories in a complex one

Meaningful behavior change suggestions

Additional events in story

Testing

Survey participants data



COMMON OPINIONS:

- **Hidden risk** on roads
- Driver has big **responsibility**
- Driving often becomes subconscious - errors

APP RATING:

- Users liked the **simplicity**
- Good **message** to drivers

GENERAL GRADES:

- 0 = no problem,
- 1 = cosmetic problem,
- 2 = minor usability problem,
- 3 = major usability problem,
- 4 = usability catastrophe

AVERAGE APP GRADE: 0

Prototype overview

Limitations and tradeoffs

01

PATH COMPLEXITY

Limited ability to
create complex story
in short time

02

GRAPHICS

Lack of good looking
animations

03

DECISION ANALYSIS

No available tools to
make history of users
decisions

Thank you for listening



We are looking forward to your additional
questions :)