IPRO 351: Combating Underage Drinking and Driving
PROBLEM

- 75% of seniors in high school have consumed alcohol
- 60% of juniors and seniors say they have ridden with a drunk teen
- 48% of teens who drank in the past year were thought to be ‘nondrinkers’ by their parents

National Highway Traffic Safety Administration
PREVENTION

The Surgeon General’s *Call to Action* states:

Parents are the best resource to prevent children from drinking and driving.
SOLUTION I

Key-Me-In

Welcome MyKid

Key-Me-In

Add Activity

Update Activities

I'm coming home

New Activity

What day are you going out?

Where will you be?

Who are you going with?

View my day
**Solution II**

- iPhone application games that measure key impairments when intoxicated including:
  - Dexterity
  - Cognition
  - Multi-tasking
  - Reaction Time
PROJECT GOALS

- **Clue-Me-In Development**
  - Launch App

- **Testing Protocol**
  - Design a protocol that is valid and reliable

- **Product Validation**
  - Distribute surveys to gauge consumer interest

- **Business/Marketing**
  - Obtain sponsors/endorsers
TEAM ORGANIZATION

IGU

UI

Business

Development

Sandi Menezes

Cedric Ramos Silva

Arathi Jayaraman

Kim Nealy

Samiat Jinadu

Mikayla Mazur

Daniel Kelly

Alexander Donchev

Ashanti Balouki

Josiah Yeung

Ghita Pop

Jennifer John

Talha Qureshi
Initial prototypes completed for two games

Documented software engineering process

Designed testing protocol for human testing

Distributing surveys for both teens and parents

Developed business proposal and marketing strategy

Design user interface for “Clue-Me-In” app
CLUE-ME-IN APP
MAJOR OBSTACLES

- Going through and understanding the extensive research completed last semester
- Communication within group
- Contacting PTAs
- Finding developers
## Major Challenges

<table>
<thead>
<tr>
<th>Testing Protocol</th>
<th>App Development</th>
<th>Sponsors/Endorsers</th>
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</thead>
<tbody>
<tr>
<td>• Limitation on human subject testing</td>
<td>• Complete App development</td>
<td>• Identify and attain potential sponsors and endorsers</td>
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<td>• Legalities and liability</td>
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NEEDS/QUESTIONS/REQUESTS

Participants for App testing

Contact with a product liability attorney
<table>
<thead>
<tr>
<th>Substance</th>
<th>Impaired Memory</th>
<th>Impaired Cognitive Thinking</th>
<th>Poor Balance</th>
<th>Blurred Vision</th>
<th>Slurred Speech</th>
<th>Slowed Reaction Time</th>
<th>Poor Concentration</th>
<th>Drowsiness/Sedation</th>
<th>Pupil Constriction/dilation</th>
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<tbody>
<tr>
<td>Alcohol</td>
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<td>Recreational Drugs</td>
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<td>Prescription Drugs</td>
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<td>Sleepiness</td>
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