



# **I PRO 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



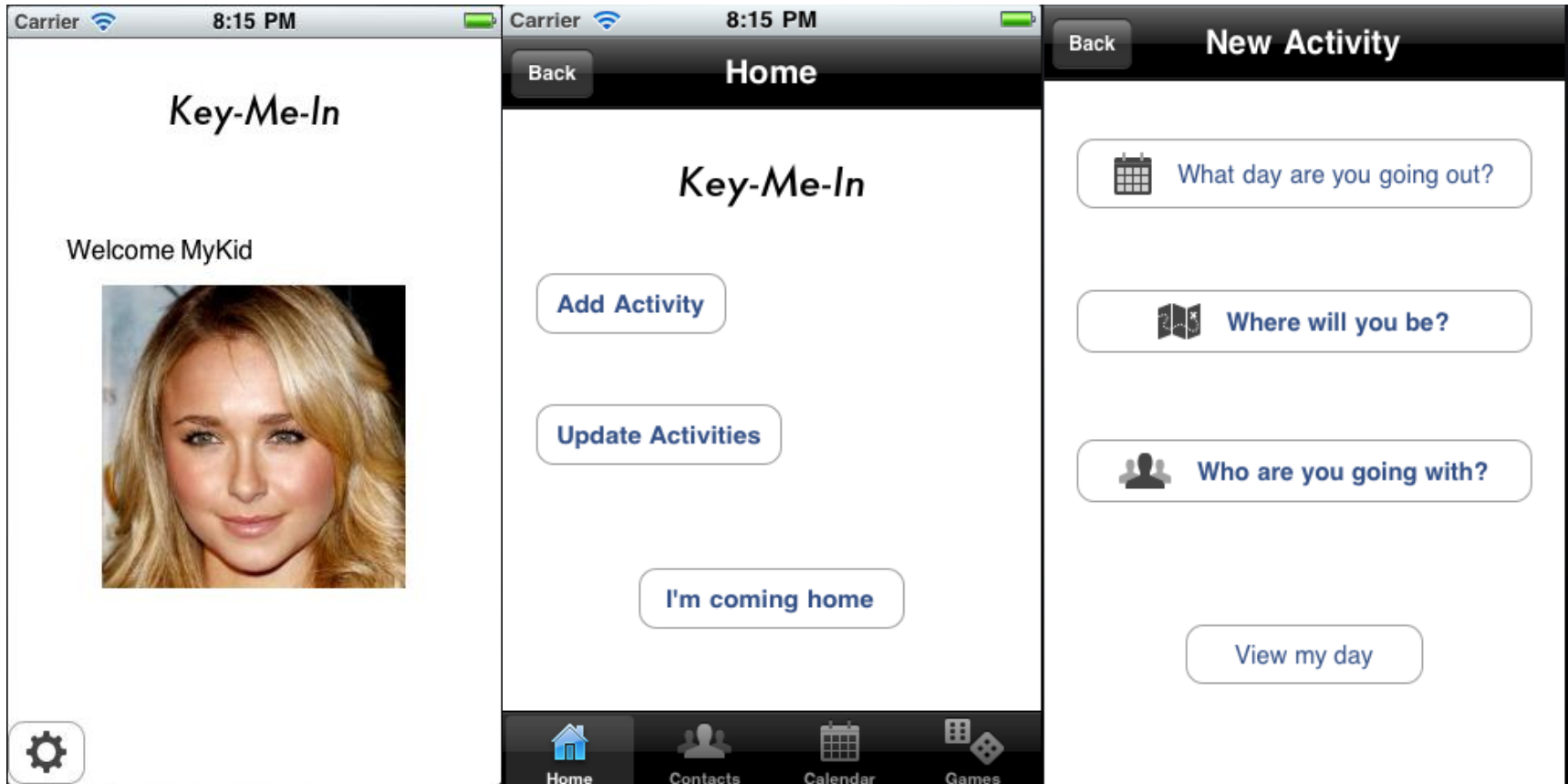
# PREVENTION

- The Surgeon General's *Call to Action* states:

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

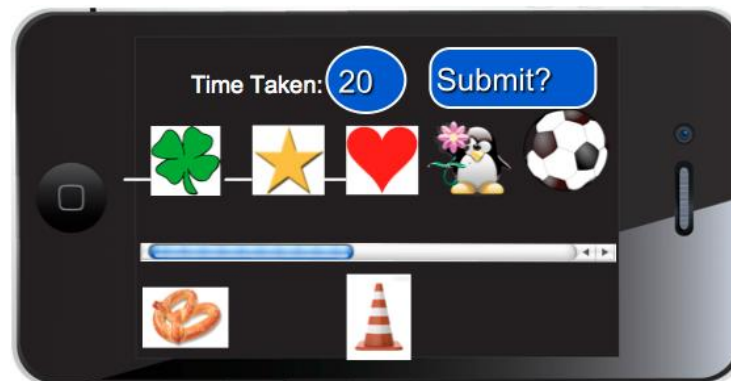
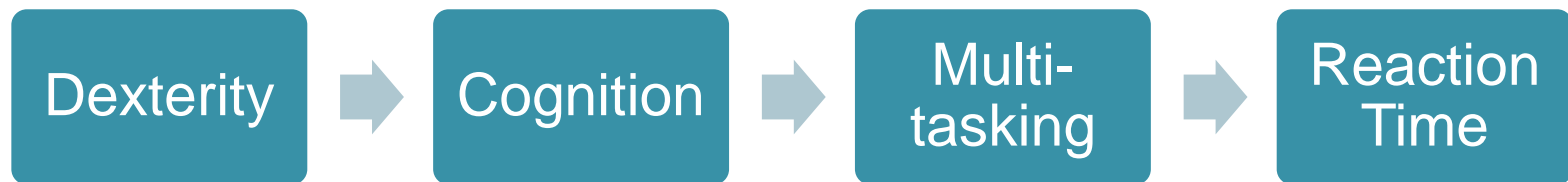


# SOLUTION I



## SOLUTION II

- o iPhone application games that measure key impairments when intoxicated including:



# PROJECT GOALS

Clue-Me-In  
Development

- Launch App

Testing Protocol

- Design a protocol that is valid and reliable

Product Validation

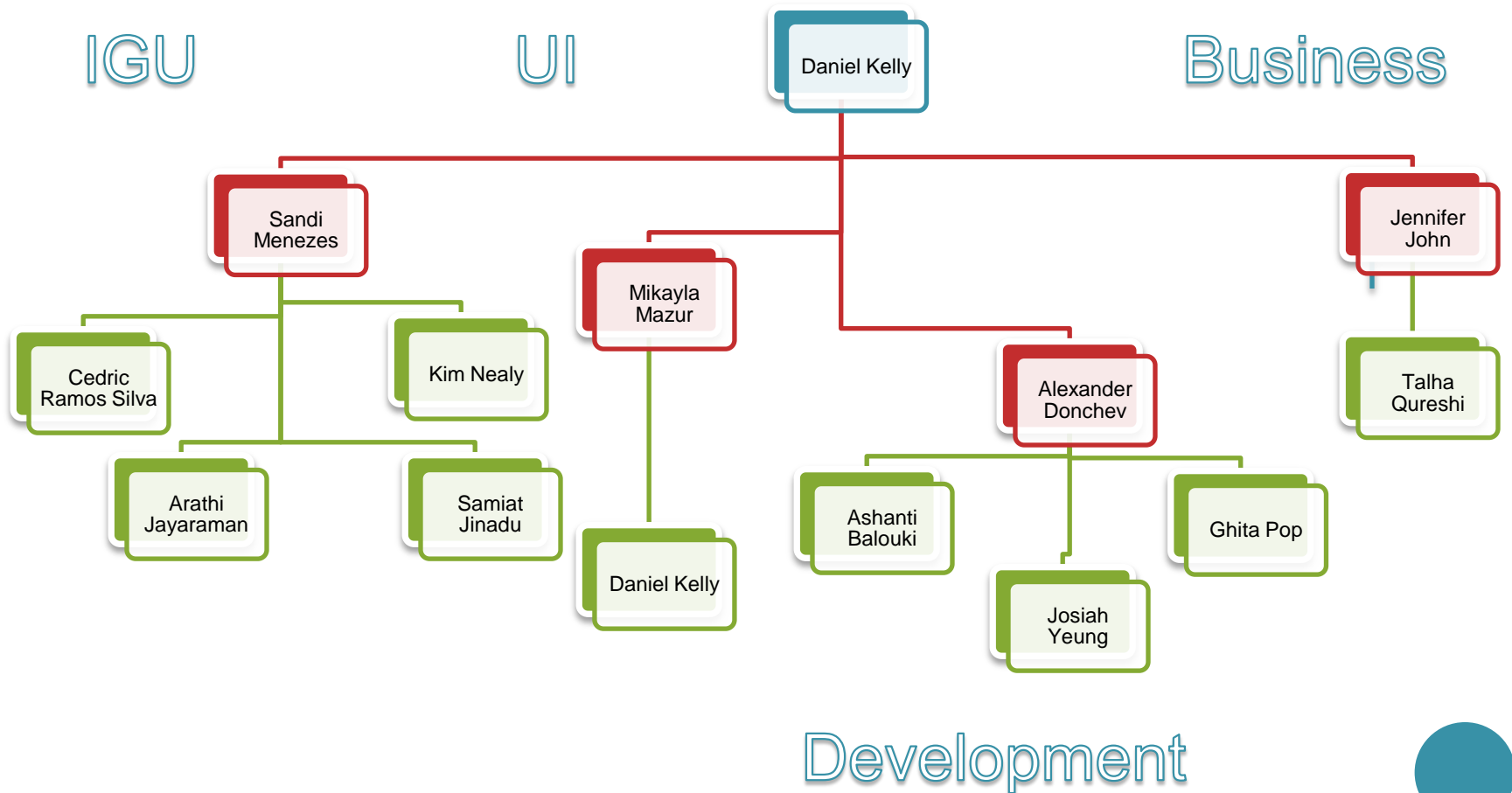
- Distribute surveys to gauge consumer interest

Business/Marketing

- Obtain sponsors/endorsers



# TEAM ORGANIZATION





Initial prototypes completed for two games

Documented software engineering process

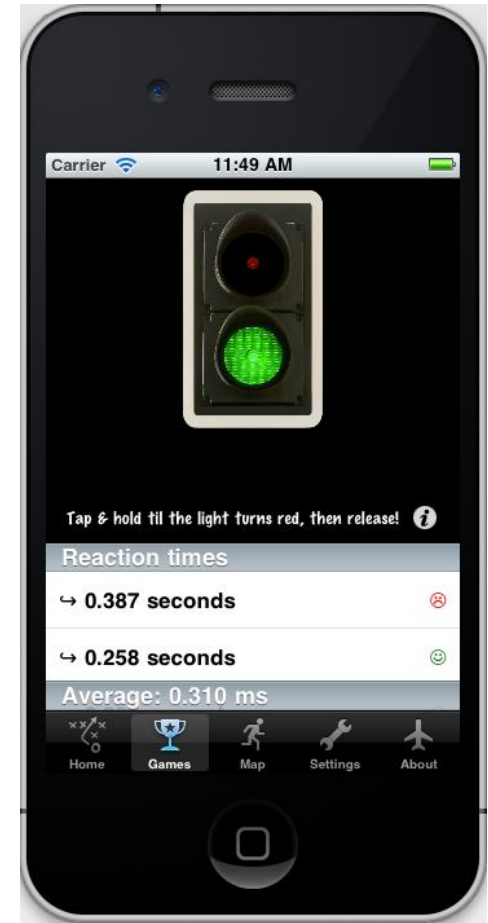
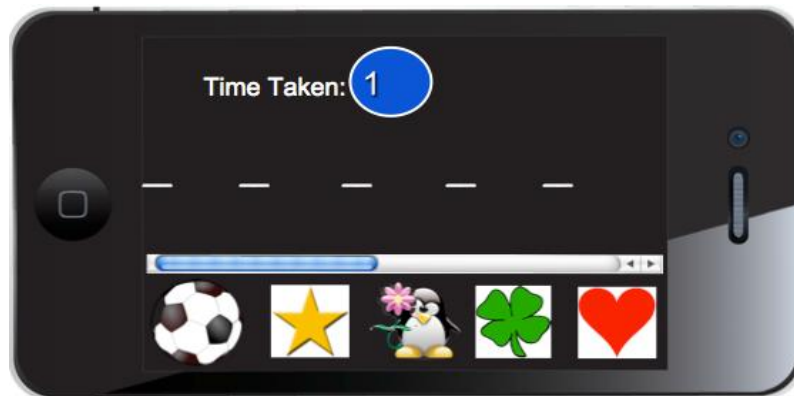
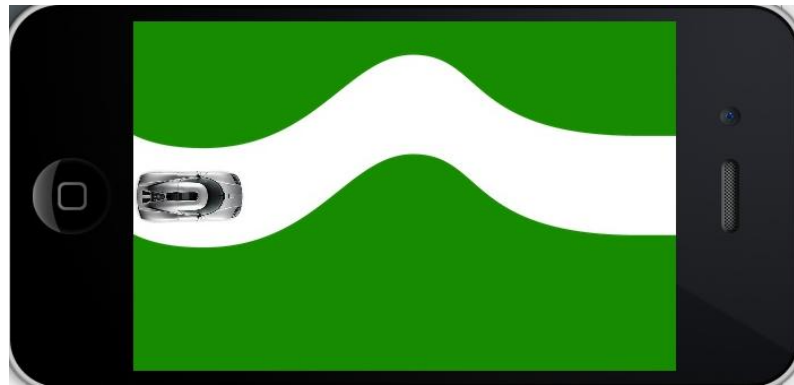
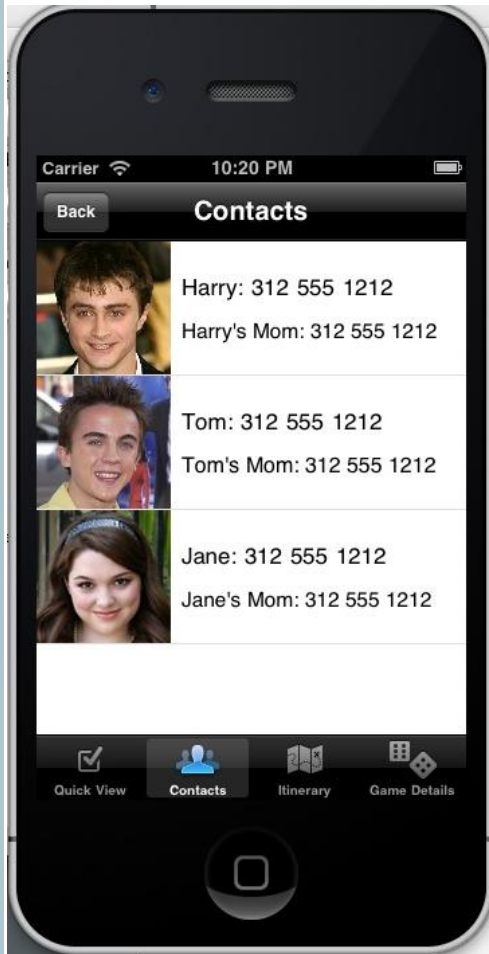
Designed testing protocol for human testing

Distributing surveys for both teens and parents

Developed business proposal and marketing strategy

Design user interface for “Clue-Me-In”

# 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

## Testing Protocol

- Limitation on human subject testing
- Legalities and liability

## App Development

- Complete App development

## Sponsors/ Endorsers

- Identify and attain potential sponsors and endorsers



# NEEDS/QUESTIONS/REQUESTS



Participants  
for App  
testing

Contact with a  
product liability  
attorney



**QUESTIONS?**



# Substance

# Symptoms

	Impaired Memory	Impaired Cognitive Thinking	Poor Balance	Blurred Vision	Slurred Speech	Slowed Reaction Time	Poor Concentration	Drowsiness/ Sedation	Pupil Constriction/ dilation
Alcohol	X	X	X	X	X	X	X	X	X
Recreational Drugs	X	X	X		X	X	X	X	X
Prescription Drugs	X	X	X		X		X	X	
Sleepiness	X	X	X				X	X	X