# IPRO 351: Combating Underage Drinking and Driving

## Objective

The goal of IPRO 351 was to develop a technological device that would deter underage drinking and driving. Our focus was on developing something the parent would purchase, as we found in all research the parent/child relationship was the number one preventative measure. We decided to create iPhone applications that would first increase the communication between the parent and child by telling the parent the child's whereabouts and nightly activities, and second measure the key functions of the body that are impaired when intoxicated.

## Basic Organization and Tasks

IPRO 351 split into three different teams. The Application/Testing Design and Development team was responsible for the design, development and testing of the actual IPhone applications. The Behavior and Survey was responsible for gathering data to find out what if our target market was interested in our concept. The Finance/Marketing team was responsible for compiling details and information to create a business plan including a business model, go-to-market strategy, and financial statements.

## Accomplishments

IPRO 351 accomplished many goals throughout the semester including our ultimate goal of finding a solution to the problem. We have designed and began the development of a set of iPhone applications that will detect key impairments including: memory, reaction time, dexterity, and cognition. In addition, a parental informant application where a parent can input where their child is going, who they are going to be with, and key contacts telephone numbers and addresses. We received critical input and feedback from our target market through survey results from both parents and teens. Lastly, we created a feasible business model, with pricing and financial statements as well as a go-to-market strategy.

## Critical Barriers and Obstacles

IPRO 351 struggled initially with reviewing and understanding the extensive research completed last semester and reaching a consensus on the IPRO's direction. We did not have any computer science majors who could develop the applications. We also did not have any psychology majors that could develop a testing method to measure impairments.

## Conclusion

IPRO 351 has made significant progress to solving our problem. We have completed the concept and designs for our impairment apps. We have also received great feedback from our target market, which validates our concept. There are several companies who are interested in our product and willing to underwrite the development costs of the applications.

## Next Steps

Future members of IPRO 351 will need focus on the actual development of the apps, and conduct additional surveys and focus groups to gain customer feedback and change the product accordingly. We will need to conduct additional testing to show our test is reliable and valid.

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