IPRO 351

Combating Underage Drinking and Driving

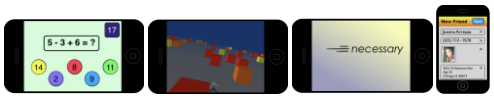
Objective

The goal of IPRO 351 was to develop a technological device that would deter underage drinking and driving. In efforts to develop this device IPRO 351 focused on a device that would deter underage drinking and driving through the child's relationship with their parent.

Basic Organization and Tasks

IPRO 351 split the team into a technology and behavior team. The technology team focused on research regarding different methods of testing for alcohol in the blood, as well as devices that could possibly measure impairment. The behavior team's responsibility was to find contacts and conduct initial surveys and focus groups. In addition, the behavior team developed and proposed a business plan, as this specific project is an ENPRO.

Accomplishments



IPRO accomplished many goals throughout the semester including our ultimate goal to find a solution to our problem. We have developed a set of iPhone applications that will detect key impairments including: eye movement, 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.

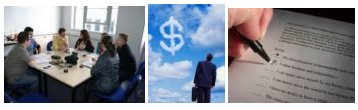
Critical Barriers and Obstacles

IPRO 351 had to take a different approach than the previous semester's team because of intellectual property issues and patents.

Conclusion

IPRO has made significant progress to solving our problem. Our efforts and progress have established a unique technological solution to the problem and positioned our IPRO in good standing.

Next Steps



Future members of IPRO 351 will need focus on product development and testing, and conduct additional surveys and focus groups to gain customer feedback and change the product accordingly. In addition, they will need to look into intellectual property, specifically for the Apple iTunes App Store where the applications will first be distributed. Lastly, a more detailed pricing and marketing strategy must be implemented.

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