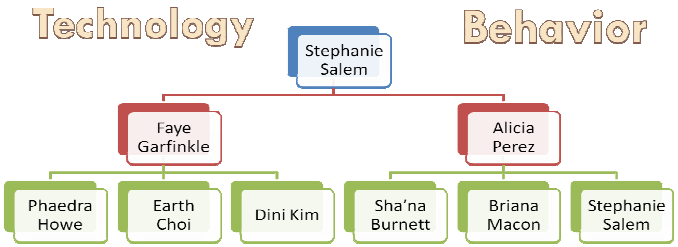
Team Organization



IPRO 351 split the team into two groups: technology and behavior. 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 was in charge of finding contacts and conducting initial surveys and focus groups. In addition, they proposed a business plan, as this specific project is an ENPRO.

Established Contact

MADD
Activism | Victim Services | Education®

David Malham, Victims Grief Counselor

Solution MUST be technological

IPRO It takes a team!
INTERPROFESSIONAL PROJECTS PROGRAM

IPRO 351

Combating Underage Drinking and Driving

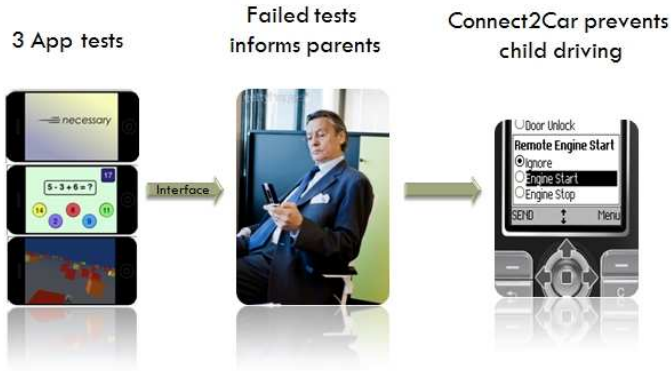
Object

The goal of IPRO 351 was to develop some type of technological device that would deter underage drinking and driving. The idea was to focus on the child's relationship with their parent in doing so.

Target Market

Parents and Teens would opt to use this product as a way to deter irresponsible behavior (driving while drunk, tired, etc.) The product benefits **Parents** by giving them peace of mind that their child and their car are safe. For **teens** this product means the freedom to use the car and encourages they follow the rules

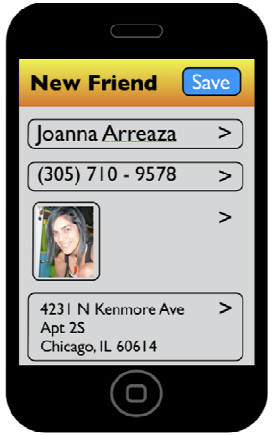
Business Model



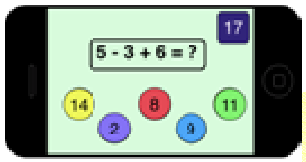
Solution

- **Clue me**

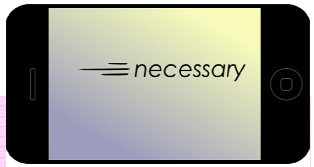
Parental Informant
Goal: Increase Communication
• Child inputs Who/Where/When Information
• Parent able to contact child's friends and friends' parents
• Curfew is stated and agreed upon



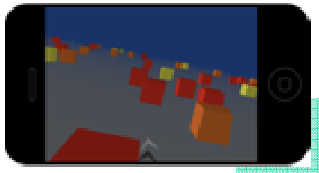
- **3-N-Out**



Math Challenge:
Test: Cognitive Function
•Measures time and accuracy
•Compares results to callibrated normal



Word Marquee:
Test: Vision and Memory
•User enters word that scrolls across display
•compares typed entry to actual word



Obstacle:
Test: Reaction Time
•User must navigate virtual obstacles

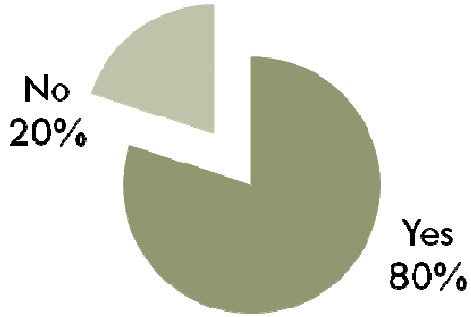
Additional Hardware

CONNECT2CAR

This existing product allows remote access and control of motor vehicles using text messages or internet.

Customer Interest

Parents Who Would Buy "Clue Me In" Application



Parents Who Would Buy "3-N-Out" Application