

DRIVERS EXPERIENCE

A photograph showing the interior of a Mercedes-Benz car from the driver's perspective. A man in a light-colored shirt is driving, with his hands on the steering wheel. The dashboard features a large central infotainment screen displaying a navigation map, and several circular air vents below it. The car's interior is finished with dark wood and leather. The background shows a blurred road and greenery, indicating the car is in motion.

Erik Babič
Tomaž Konajzler
Andrej Marsel
Luka Lotrič
Margarita Ivanova

Agenda:

Key Stakeholder identification,
Value added elaboration for the key
stakeholders,
Stakeholders related risks and the
related mitigation strategies
propositions,
Compliance with EU legal and ethical
norms, standards and regulations,
Feasibility assessment,
Potential financing resources
identification.



DMS-Driver Monitoring System

The system is monitoring:

the driver,

drivers behaviour and

surroundings.



KEY STAKEHOLDERS IDENTIFICATION

Young families (safety, spacious, high quality, kids act as a distraction when driving)

Business people (time saver, multitasking, a lot of traveling, work on the go, expensive classes)

Old people (incapable of driving, safety, adds the mobility for the group, smaller cars)

The Car manufacturers



STORYTIME: Manager

A manager of a big company has a full schedule week in front of them. The car will help them in many situations. They start driving to work which is approximately 1 hour away. Because of a problem at work he starts receiving many calls and even e-mails with files explaining the problem numerically. He is a bit stressed and is tempted to check all the things so he is prepared for the meeting when he gets to work. Because of the many factors (loud voices, many calls and e-mails) the car recognizes an opportunity to drive itself so the person can do what he wants (future in autonomy and it being legal).



STORYTIME: Manager

It's going to be a long day, he must go on a business trip so he calls the wife in the car, they have an argument because he is always at work. Because he is on the (boring) highway and the driver is angry the system suggests to drive itself until he gets to a curvy fun road. Now he is having fun at last. After a hard day he starts driving home. A 4 hour drive is a tough thing after a full day of work. The system on the highway recognizes that the driver is sleepy so it starts driving itself home (autonomous and legal in the future).



VALUE ADDED

The drivers:

Improved driving experience

Safety, Comfort

The car Manufacturers:

Understanding the drivers experience



RISKS AND THE RELATED MITIGATION STRATEGIES PROPOSITIONS

1. Unreliable system
2. People don't trust the system
3. People don't want to pay for the system
4. Too difficult to develop such a system
5. Legal problems regarding collecting data



1. No workaround; invest resources, money, man hours, work.
 2. Trust the company → trust the system
If not - marketing
 3. Market research in the planning phase
If "forgot", do now, improve, customize
 4. Determine before the project.
Education, new employees, resources
Outsourcing or collaborating
 5. It can be legal
Can it be ethical?
Is the company willing to go the distance?
-

COMPLIANCE WITH EU LEGAL AND ETHICAL NORMS, STANDARDS AND REGULATIONS

Everything is possible from the legal aspect

Ethical? Yes and no

Some data is very personal; easily abused

Exposing individuals, knowing company secrets

Used for the right cause

Minimum, necessary data only



Step 1: trust the company

Step 2: benefit presentation

FEASIBILITY ASSESSMENT

TECHNOLOGICAL

ECONOMIC

Different factors	How to identify
Traffic jams-not happy	Camera(in car), back and front sensors-not moving, radar, lidar
Sleepy	Camera, eye tracking
Black ice	In car app, thermometer,
Kids, animals	Microphone, Pressure-seatbelt sensor
Weather	Thermometer, weather conditions from satellite, rain sensor windshield
Phone	Connectivity, camera, microphone
Drunk	Alcohol test, alcoholic lock



POTENTIAL FINANCING RESOURCE IDENTIFICATION

Based on the amount of our project, we can directly contact the company of interest to us.

Our project is focused on the best car company that cares about its customers. In this case, our system provides more security for customers.



OTHER IDEAS

We have many other ideas:

Safe sport driving system

Accident avoidance system

Car learning experience

Customer analysis



ANY QUESTIONS?

I am a smart car,
I have smart questions.

