



Cheeze

“Who Moved My Child ?”

SHUTTLE

Jae Yeon Ju

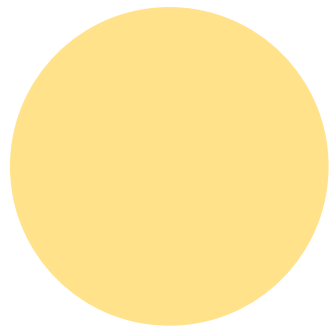
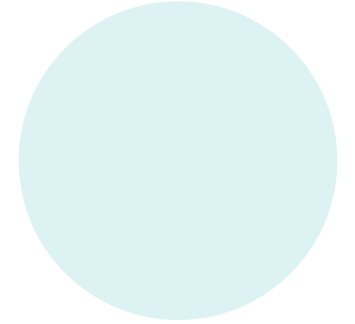
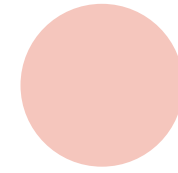
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- Children Traffic Safety
 - Regarding kindergarten shuttle buses in traffic situations
 - Bluetooth based system for child safety
 - Attract drivers to follow traffic laws unconsciously



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1. Target User : The Third Party Drivers

- Ordinary drivers other than shuttle bus drivers
- Main Target User Age : 20s ~ 30s

2. Concept Description

- Objective: Decreasing child related accidents through changing awareness and behavior
- Means: Behavioral Aid Service
- How to motivate users:
 - Demonstrate how much a user is conscious about child safety through linking social graph
 - To be acknowledged by others

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Social Service

Gamification

SNS

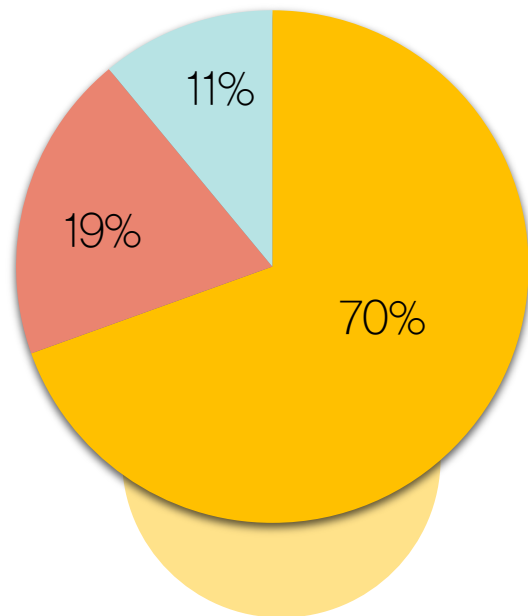


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Background Research

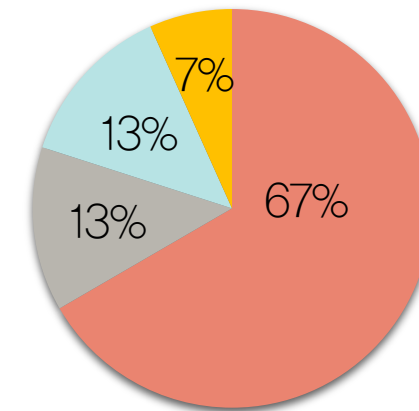
Under Age 12 Accident Cases Death Toll

■ Person to Car ■ Car to Car ■ Car Alone



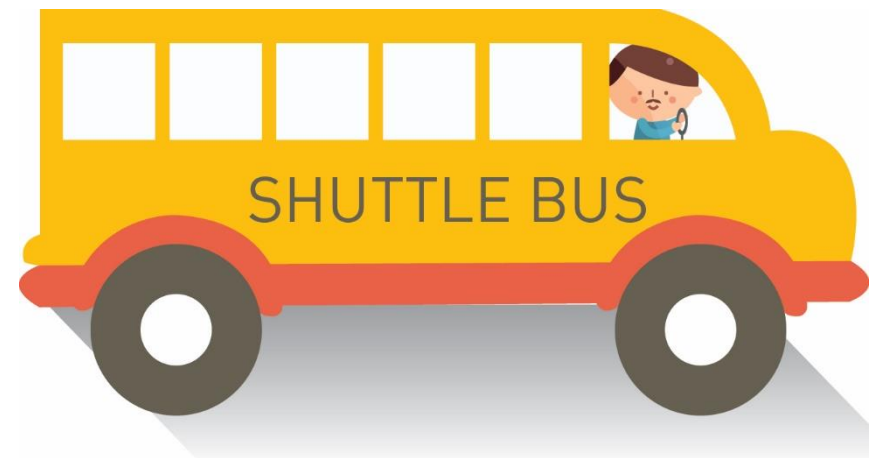
Reasons of Traffic Accident for Under Age 12

■ Traffic Safety Law Violation
■ Crossroad Law Violation
■ Pedestrian Safety Law Violation



Psychology & Characteristics of Driver

- Lack of recognition of children from the sight of driver's seat after children get off the vehicle.
- Recognition of danger decreases once the vehicle door is shut and becomes negligent.
- Too concentrated on driving to consider children traffic safety.
- Take for granted that children would take care of themselves when getting on/off the vehicle.



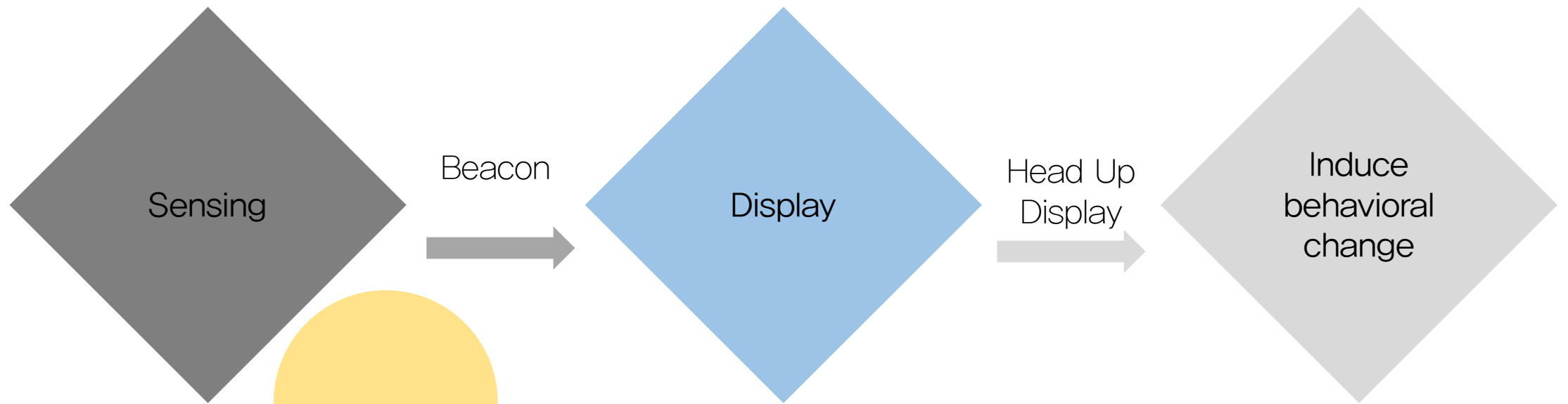
Problem

- Accidents after getting off the shuttle bus

Ex) Getting stuck with and dragged by vehicle, sudden rush out by children

→ Effort to solve the problem by educating children seemed less effective, hence we tried to seek ways to solve the problem within the interaction between shuttle drivers and 3rd party drivers.

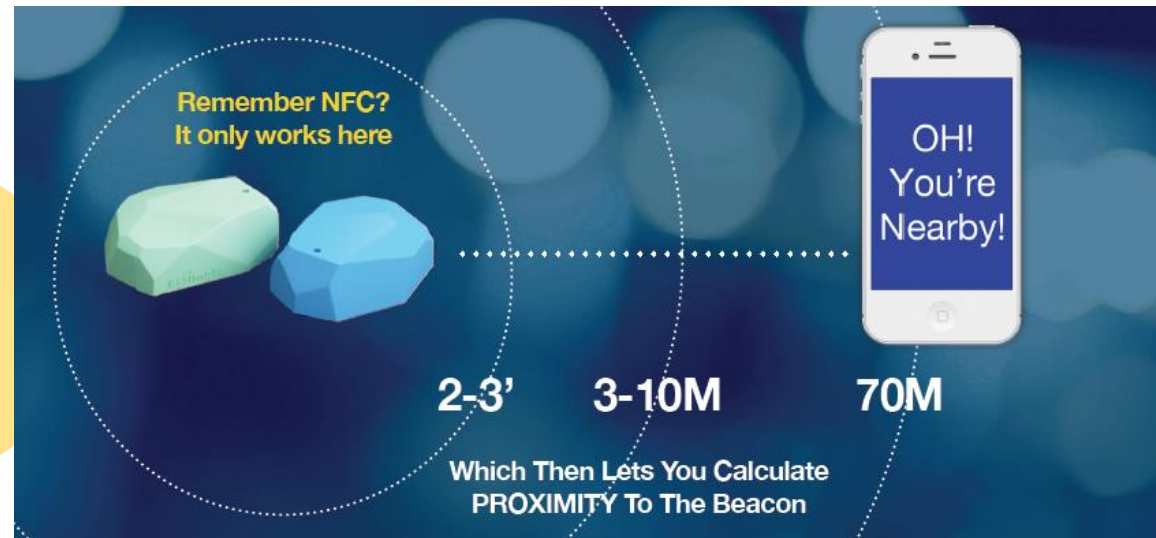
CHEEZE : Technology



CHEEZE : Technology

1. Beacon

- Small wireless sensors that you can attach to any location or object. They broadcast Bluetooth signals which your smartphone can receive and interpret.
- Minimum Distance for Bluetooth Detection



CHEEZE : Technology

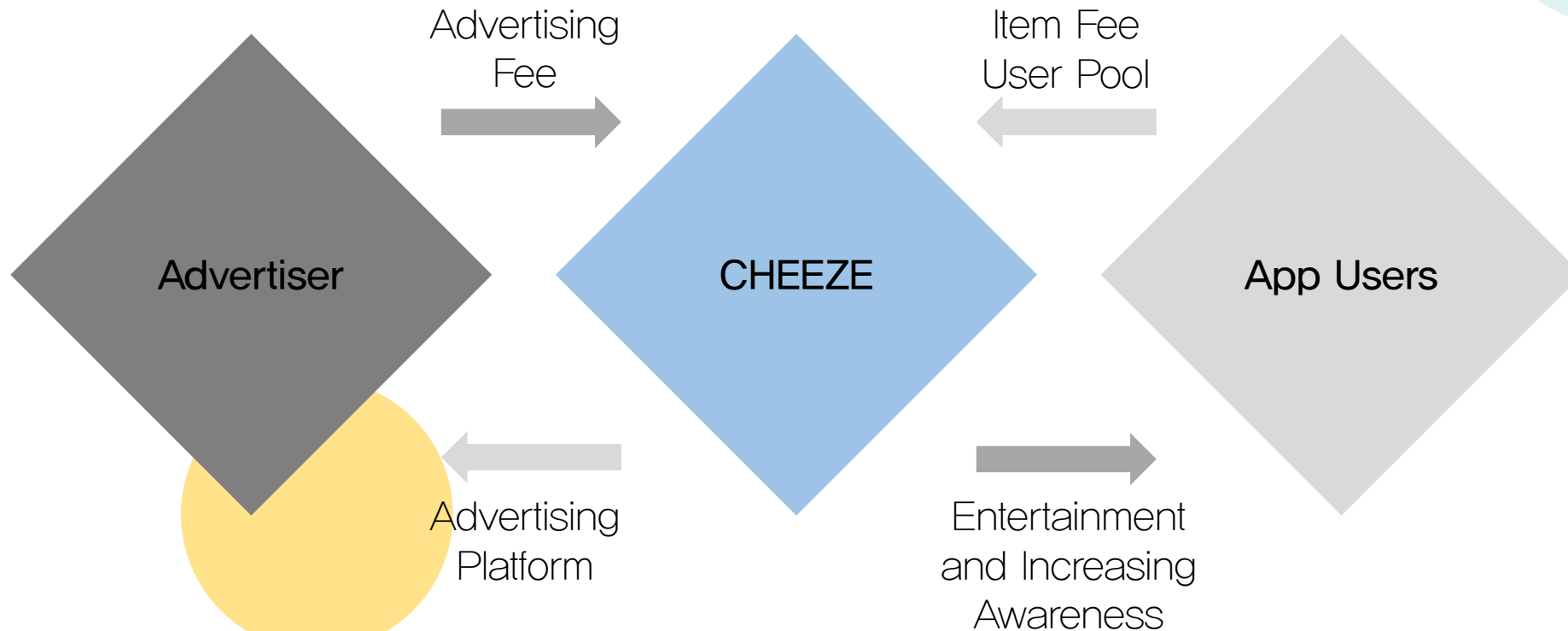
2. HUD

- Any transparent display that presents data without requiring users to look away from their usual viewpoints.
- Rockwell's "2-Seconds Rule"

A way for the defensive driver to judge the minimum safe following distance to help avoid collisions under ideal driving conditions. The red car's driver picks a tree to judge a two-second safety buffer.



Business Model



Needs Categorization

Seeking Entertainment

- Frequent game app users – drive license holding users who wants to try out gamified app made as navigation.
- Users who seek distraction during drive – who have desire to fill the driving process with something more than just plain driving. e.g. listening to music, radio, calling friends or family, checking on SNS, kakaotalk during drive.

Seeking Value

- Users who have felt the need for child safety in the past and want to participate in bringing such value through using Cheeze app.
- Users who have desire to indirectly show themselves participating in such value so that they can increase their social reputation.

User Survey & Test

- Initial Survey – App Simulation – Final Survey
- Results:
 - In a scale of 1~7, how much do you care about children's traffic safety?
 - Was the whole process seamless enough?
 - Would you want to use the application service?
 - After using CHEEZE, do you think you will be more concerned about children's safety?

5.6

5.75

6

All Yes

Service Expectation

- To conduct active campaign with traffic related organizations in order to increase awareness and induce behavioral change
- To make people be reminded of child safety in daily life
- Even though a user may stop using the application, children traffic safety would be printed on one's mind just by participating in such campaign

TS 교통안전공단

 도로교통공단

사이버 교통학교

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Q & A