Session: Leveraging Technology to Combat Distracted Driving

Date: Sunday March 31, 2019

Time: 1:30 PM - 3:00 PM

Speaker Info:

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Understanding the Real Problem

Top 3 Factors that Contribute to the Problem of Cell Phone Distraction:

1. Behavior change does not come from education alone.
2. Cell phones are extensions of our minds.
3. Humans are creatures of habit.

Question: Can there be ONE all-empasing solution?
The Distracted Driving Hub

https://www.TextNinja.com

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Application of Technology

Our Approach to Solution(s):

1. Gameful Design - The Gamification Spectrum
2. The Psychology of Habit
3. Finding a Win-Win-Win in the Community

Question: How do we design for behavior change and create win-wins?
Design for Behavior Change

GAMEFULLY DESIGNED

Our app design turns the moment a driver gets into a vehicle into a desired behavior pattern.

FORMS SAFE DRIVING HABITS

Repeated use establishes new, safer habit loops.

FOGG MODEL

- **Strong Motivation**
- **Easy to Perform**
- **Action Threshold**
- **Trigger Moments**

HABIT LOOP DESIGN

- **Trigger**
  - App Turns On
  - The app provides audible, visual, and physical cues.

- **Reward**
  - Score and Win
  - Drivers earn good scores, compete, and win rewards.

- **Action**
  - Mindfully Drive Safer
  - Driver focus is set on driving, speed limits, and gentle braking.
Our Latest Platform

Safe Driving Incentive Program

- Sponsored Contests
- Personal Rewards
- Fleet Programs
- Safety Speakers

As of Feb 15th, 2019:

- 3 Regional Contests
- +$20,000 in Scholarships
- +10,000 Participants
What Can You Do Today?

BE A HERO.

1. Are you a safety speaker?
   a. Join the safety speaker directory and be heard.
   b. We match speaking opportunities with fleet programs and sponsored contests.

2. Do you run an organization that may be a good sponsor?
   a. Start an incentive program in your office.
   b. Sponsor a safe driving contest in your region.

3. Do you know someone that needs a little ‘moto-vation’?
   a. Challenge them by creating a unique reward that is personal to them.
   b. Lead by example and invite them to your team.
What You Can Do

Useful Links:

1. Scholarship Contests: textninja.com/motovation-nation/
2. Personal Challenge: textninja.com/personal-rewards/
5. Sponsorships: textninja.com/sponsorships/

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