

Driver Recognition

Organization Name: Allstate

Overview:

It's quite common that every member in a family today owns a mobile device.

If a family is going for a trip, it is very difficult to find out, who is on the driver seat & who is on the passenger seat. That makes it difficult to reward/ penalize the driver directly for his/her driving behaviour.

Current Challenges:

If a driver is driving badly, then it also impacts all the co-passengers in the vehicle. But, because we don't know who is driving and who all the co-passengers are; it is difficult to coerce them for a behavioural change; to promote safe driving.

We can then use this safe/unsafe driving behaviour to jointly reward & penalize the trip members.

But, this all starts with identifying who is on the driver seat & who is on the passenger seat for a mobile based platform.

Business Requirements:

To develop a solution; whereby it can be deciphered using a mobile platform, who is on the driver seat & who is on the passenger seat.