

Tackle Impossible Road Safety Challenge Budweiser Road Safety Challenge



When I received the email of acceptance to ***Brainstation's Tackle Impossible Road Safety Challenge*** hackathon, I felt very fortunate and honored to participate. The event, sponsored by Budweiser, was inspired to bring solutions to life that champion designated driving and make our roads safe again. Drunk driving, being the leading cause of death for young adults globally, I was eager to take on the challenge and collaborate with my team to brainstorm ideas to tackle the impossible.

PROBLEM

Our problem to solve was how to come up with an answer to drunk driving and to champion the hero of the night, the designated driver, who makes sure everyone has a safe ride home.

Upon arrival on the second day, my team got to know each other and started putting our ideas down on paper. I was teamed up with a marketing strategist, a graphic designer and a U of T student, who all had fresh ideas. With the addition of my web development and UX design skills, we had a diverse group of talent to develop a creative and feasible solution.

SOLUTION

After doing research and digging deeper into the issue, we identified a target consumer and the persona traits they carry. "Tyler," is a student in his early 20's, just beginning his post-secondary education in a small city, such as Peterborough - where Uber doesn't exist, taxis are hard to come by and public transit is scarce. He sometimes acts as the designated driver, taking his friends to a house party or out to a bar, but rarely is he recognized for his efforts or reimbursed for the gas. While he feels invincible at times, his wallet certainly isn't. It is here where we found our problem that we wanted to solve for "Tyler"; our idea was to launch a mobile application that rewards "Tyler" for being the DD, ***Thank A Bud***.

The ***Thank a Bud*** app enables "Tyler's" friends, once they have registered, to easily transfer money (or "Bud Points"), to his profile. He then is able to redeem his "Bud Points" for special events, promotions at restaurants and at gas stations.

After discussing what aspects comprised our mobile app, I determined that to spread awareness and educate the consumer, we needed to build an educational web page in addition to the mobile app. The web page gives the user information about the app, prompts them to the App Store to download, and provides them a field to input their email address to receive a promotional code. I wanted to design this page to be simple and give the user the information they need quickly.



Recognize and reward a friend for being a designated driver in a simple, efficient manner

Available on iOS and Android platforms, it's never been easier to thank and reward a friend for getting everyone home safe at the end of a night. As brand ambassador of this great cause, we promise once we reach 25,000 downloads, we'll donate \$25,000 to MADD.



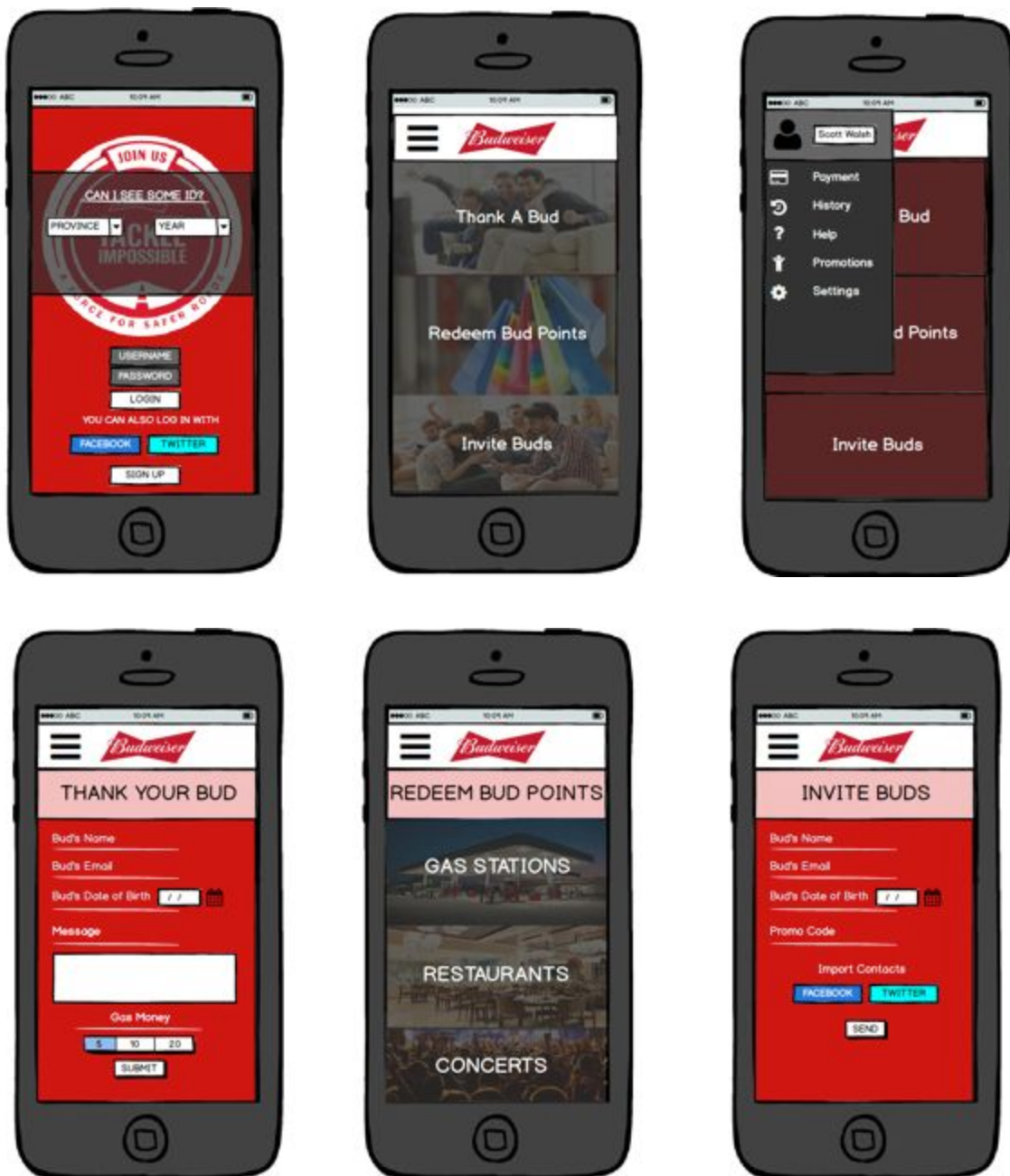
Let's come together to tackle the impossible and change the way we think about driving sober.

Enter your e-mail address...

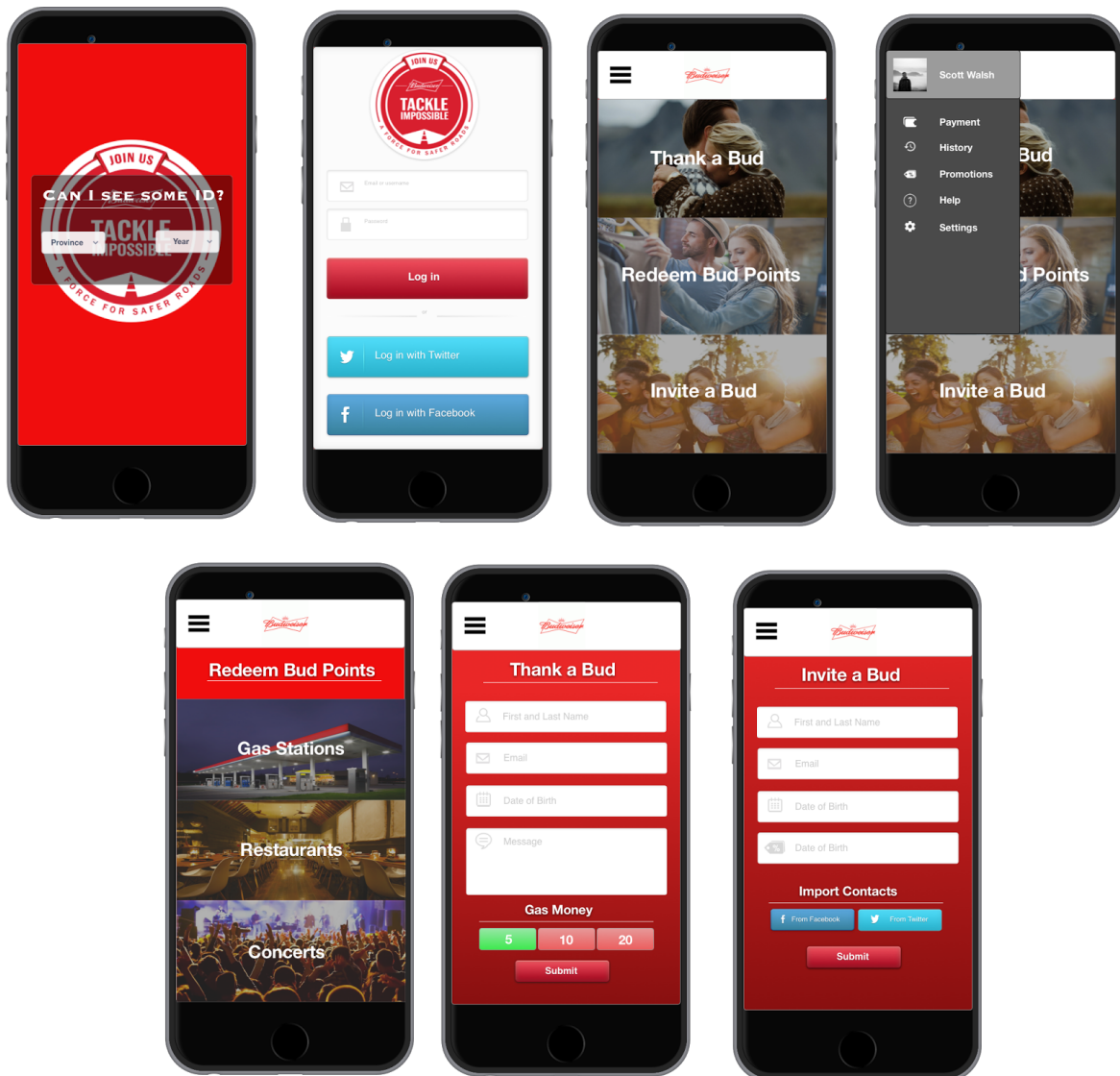
GET PROMO CODE



Our mobile application was designed for an easy user on-boarding process. Users can sign up through their Facebook or Twitter accounts, enabling the app to import the users' contacts to make a seamless experience when sending "Bud Points" to their designated driver. The idea of the application was initially thought out as a simple use case, and in-turn, I designed the following wireframes with this objective.



Below is the final design of the mobile app. From a design perspective, I kept consistent with Budweiser's branding and colour scheme, due of their advocacy of this campaign and to instil brand attribution when the user is in the app. The functionality of the application is relatively simple, and we wanted to provide the user that same feeling. After doing user research of people who were close to our persona's character traits, we discovered that this process needed to be as seamless as possible. We didn't want the user to work hard or have to visit too many pages to get the job done. "Tyler's" friends live moment to moment, and if we make them work hard to reimburse him, they will lose interest.



REFLECTION

After receiving feedback from the team, I designed the final mockups in Sketch. The UX design of this application was extremely important, as it was one of our goals to change human behaviour when it comes to designated driving. It was our mission to design an application that will become the norm when it comes to the way people think about designated driving. We wanted to provide a platform to which people can feel like they're rewarded for being the hero and that they can receive something tangible for their efforts. By users continually inviting friends to join the application and receiving a promotion on their next ride, the cycle of rewarding DD's continues and Budweiser is able to make a large impact to help keep drunk drivers off the road.

Participating in this Hackathon proved to be very challenging and rewarding due to the important nature of the subject. Changing human behaviour in any capacity is difficult, and at times it truly seemed like we were trying to tackle the impossible. It was my job to develop and design an idea to overcome a massive problem which faces our society, I feel very fortunate to have had the opportunity.
