

AROMA DRIVE

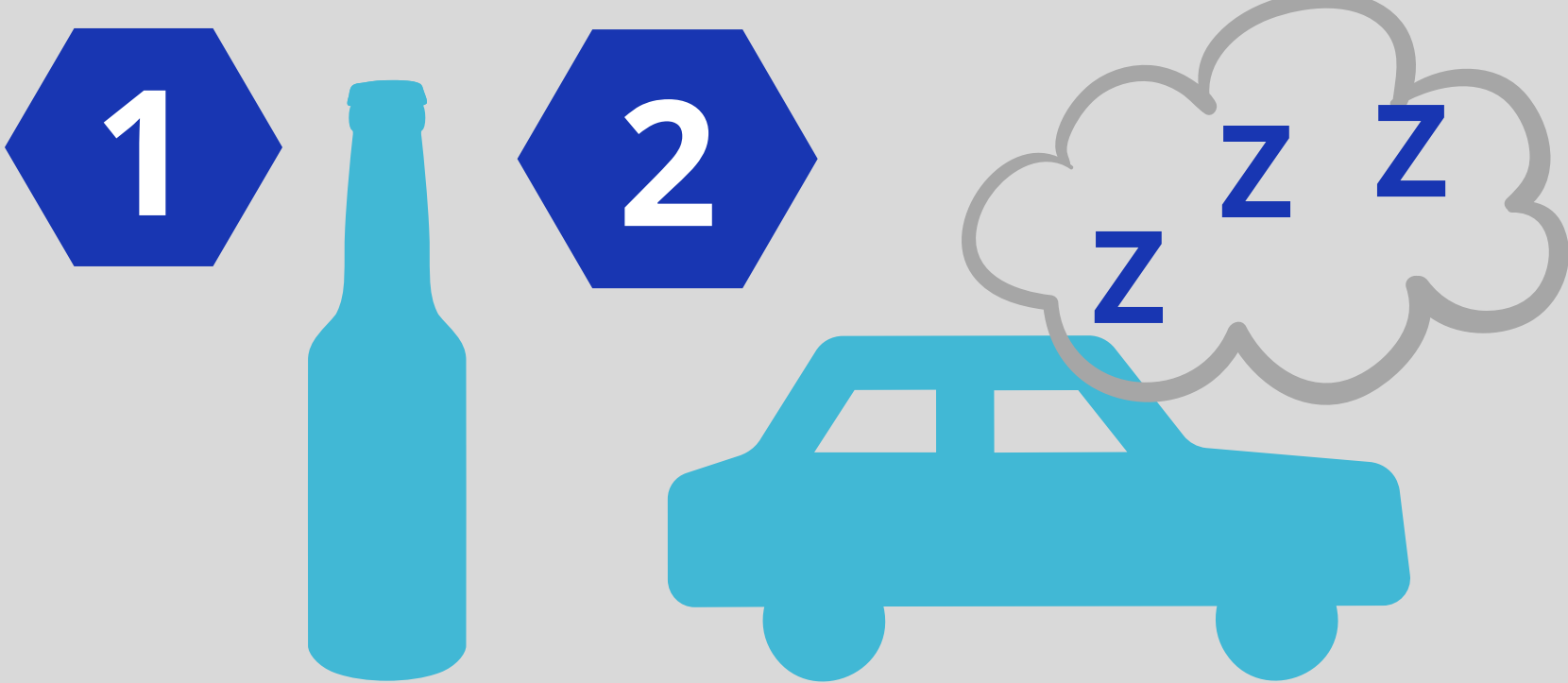
Team 9

Vasisht Ganesh, Kavya Golamaru,
Abhinav Kaushik, Elisa Miller,
Macy Maynard, Chirag Rathi

How might we better reduce cases of drowsy driving in adults under the age of 26 by improving driver alertness on the road



causes over **100,000** car accidents per year (1/3 of all crashes)



5% OF FATAL CRASHES



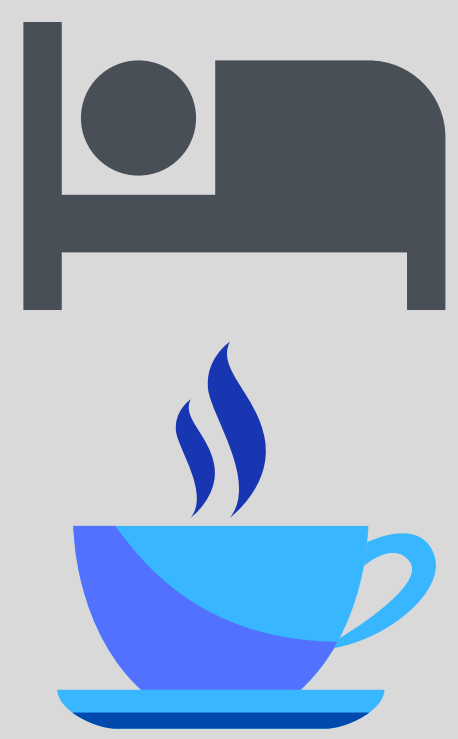
KEY INSIGHTS

there are both **visible** and **non-visible** cues of drowsy driving, making detection difficult

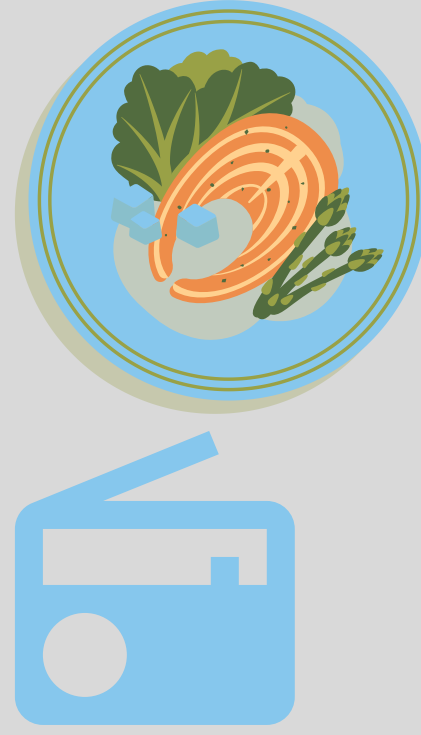
lack of consistent reporting of drowsy driving accidents leads to **underestimation** of bigger issue



CURRENT SOLUTIONS



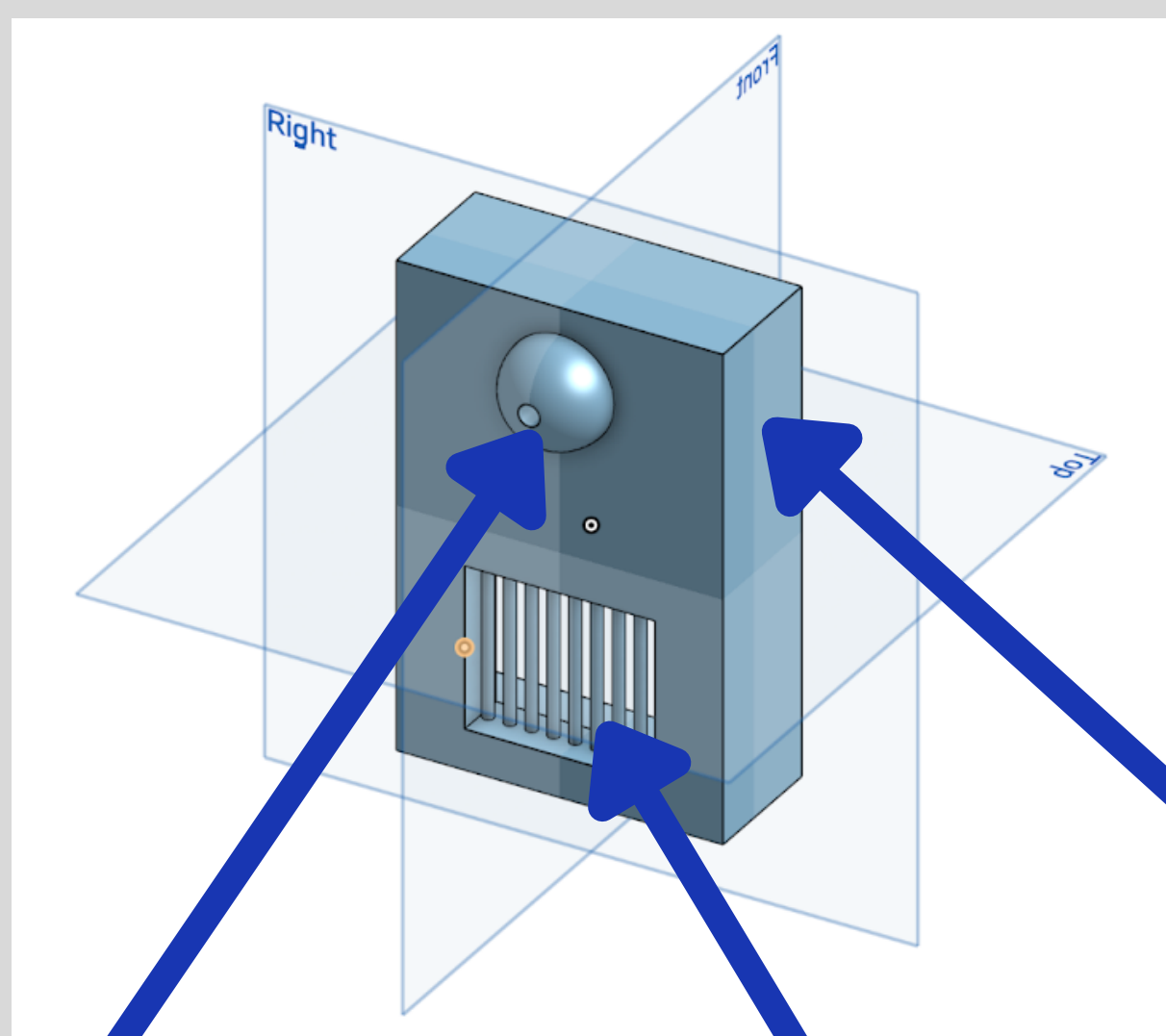
- get enough **sleep** before getting behind the wheel
- maintain a **healthy diet**
- do not rely on "**alertness tricks**" to stay awake



scientifically proven that **scent** causes an overall **increase in alertness** and a **quicker reaction time** in response to stimuli

current solutions involve **preventative actions** before getting behind the wheel

Our solution can help drivers **while behind the wheel.**



- unique solution that has not been implemented in this space
- sprays scents proven to help with **attention** and **focus**
 - **peppermint, lavender, and cinnamon** (refillable)

battery-powered camera that uses **facial recognition software** to detect signs of drowsy driving

EXPERIMENT RESULTS



EARLY ADOPTERS

- car insurance companies
- parents concerned about teens safety
- people with long commutes i.e., delivery drivers

scent spray nozzle

place over AC vent