



“Safer traveling” Challenge

Background

In the past few years, drivers have increasingly faced extreme conditions on the road. Either trapped on a gridlocked highway due to winter weather, facing possibly flooded roads or even just driving through extreme conditions, driver and passenger safety is crucial. Devices may give drivers/passengers alerts, actions, statuses, physical assistance, etc. Anything that will increase driver and passenger safety in the event of extreme conditions or emergencies.

Challenge

Find a solution to increase user safety in vehicles. Identify a condition(s) a driver may face. Solutions may be either on the interior and/or the exterior of the vehicle. This challenge is open-ended, you have all creative freedom as it pertains to the challenge. Have fun and build something great!

Challenge prizes

1st place: \$50 Amazon gift card each
2nd place: \$25 Amazon gift card each
3rd place: \$20 Amazon gift card each



Judging Criteria:

1. Customer Impact – does the solution enable a safer commute?
2. Innovation & Creativity – does the solution bring new ideas & approaches to the problem?
3. Solution Completeness – does it work? Is there a roadmap for future enhancements?
4. Design & Build Quality – is the design well thought out? How polished is the prototype?