UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

Anti-Texting "Life Savior"

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Executive Summary

In recent years, personal communication devices such as cellular telephones, wireless devices, wireless personal data assistants (PDAs), text messaging devises and wireless pocket PC's have immense public utility and improve communication in social and commercial interactions. As a result, the usage of these devices has increased rapidly. With the increase in usage, new problems associated with these devices have arisen. The use of mobile phones while driving is common, but widely considered dangerous. Because, distracted driving is a serious threat to road safety.

There are different types of driver distractions, but the use of cell phones while driving is of primary concern. Using cell phones while driving a vehicle causes drivers to take their eyes off the road and make hands off on the steering wheel. Due to this, the driving behavior is impacted and the chance of occurring an accident increases

Hence there is a need for a system and method for effectively disabling personal communication devices such as a cell phone while a driver operates the device in a dangerous manner during a driving of a vehicle. Further, there is a need for a system and method for creating a green zone or safe life zone around a driver's seat that controls the driver not to participate in distracting activities while driving a vehicle. There is also a need for system and method for disabling multiple communication devices that are brought near to a driver seat while the driver operates a vehicle.

Introduction

Technological achievements always had a great impact on every aspect of human society and affected our everyday life in a variety of ways. It is a technological breakthrough that over the last two decades revolutionized our communication, entertainment and business methods and practices.

1.0 Problem Statements

One of the most serious consequences of cell phone use is when people decide to send text messages or talk on the phone while behind the wheel that leading to many accidents and deaths that could have been prevented had the driver been paying attention. Distracted driving is not a new danger, but it is a very real one that continues to grow. Every single day, people are hurt or even killed due to an accident directly related to distract driving. What you **might not know** is that several app developers are working to create ways to help **make your phone a tool to fight against distracted driving,** rather than a cause of it.

2.0 Methodology

1. Websites

   a. Searching for new innovation, marketing that specialize in anti-texting while driving development in technology that seem to be new in Malaysia.

   b. Searching for current the ways of marketing.

2. Idea Generation

   a. Brainstorming ideas into Mind Map

   b. Observation of the current trends.

   c. Through documentary

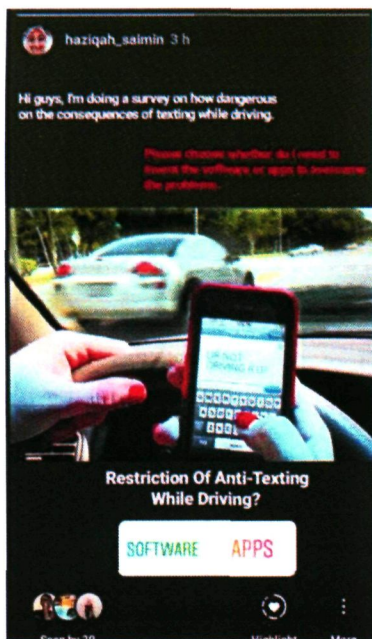3. Questionnaire

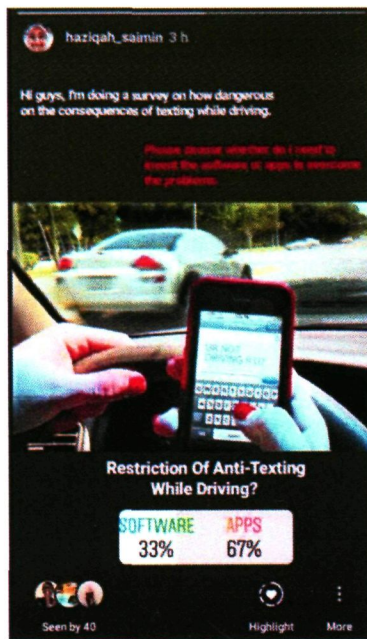   a. Polling

| Image 2.1: Polling Description | Image 2.2: The Polling Results |

The polling has been done to 40 respondent and most of them choose for the Restriction of Anti-Texting While Driving Apps rather than Restriction Anti-Texting While Driving Software. This is actually leads the team to come up with the idea for proceed creating the apps than create a software for this Anti-Texting Driving.

3.0 Limitation

1) Limitation of information

The information to search about this application is so limited because this kind of apps are not being apply in Malaysia yet. The team face a problem to dig in more information and example about this product.

2) Limitation of application

This product is not only compatible with the IPhone user only. It also compatible with the other phone which is we call android system. The IPhone product has come out with the new software which calls Do Not Disturb While Driving but it's just compatible with IPhone users only.

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