GUARDIAN ANGEL
Supports seniors to drive safely
The European population is ageing.

People age 65+ in 2017: 19%

In 2050, this will be 25%
Ageing persons remain active for a longer period of time. This includes remaining mobile and driving a car. Driving is very important for seniors.
Based on our research, we know what driving means to them:
But, the older drivers face challenges and are more prone to injuries.
Due to ageing, senior drivers experience **deterioration** of several functions that are important for **safe participation in traffic**.
Increased physical vulnerability  
Lower annual mileages

...these factors make for a higher death or injury rate.
CuARdian Angel wants to develop concepts for seniors that allow them to drive safely for a longer period of time and with a higher level of comfort.
1800 seniors

50 stakeholders
Based on thorough research, 3 concepts were generated.
An online tool that helps assess:

- Mobility behaviour
- Social context and habits
- Daily activity
- Psychomotoric skills
Our research confirmed that people:

- Consider themselves excellent drivers
- Rely on years of driving experience
- Don’t realise how their behaviour changed over the years
- Have a hard time accepting limitations of ageing
Benefits:

• Personalised approach
• Self-assessment of driving abilities
• Increased individual awareness
• Entry to customised solutions
CARA MyCoach provides monitoring and personalized feedback for senior drivers.
CARA MyCoach

Benefits:

• Objective score of driving behaviour: e.g. speed, lane keeping and driving style.
• Personalised tips on how to improve driving behaviour.
CARA MyRoad

An advanced personal route planner that:

- considers traffic conditions
- adjusts to individual drivers’ challenges
- creates routes based on the seniors’ personal skills and behaviour
CARA MyRoad

Benefits:

• Provides comfort management
• Reduces stress and uncertainty
All the findings and products are also relevant to other road users:

- persons with disabilities and limitations, irrelevant to cause and age,
- novice or occasional drivers.
These concepts will be further developed into market products in...
Consortium partners
Co-funding partners
The **upsides!**

1. **Quick** startup possible (AAL & NCPs)
2. Project is all about action, **no dwindling!**
3. **Clear reporting** structure
4. SCP as **step-up** to CP?
   1. SCP to test assumptions, concepts, etc.
   2. CP to push for product development
The uncertainties and risks!

1. SCP = short to increase **product development levels**
2. **Sprints** required good problem understanding, methodology, partners
3. Absolute **no room for mistakes**
4. It’s a **learning process**
Our tips & tricks!

1. **Reduce** paperwork
2. No big reports: **clean & concise messages**!
3. Create **business plans** for each partner
4. Use **AAL support**
   - Workshops
   - Project repository
   - ...
5. Use **efficient tools**
Thank you & join us!

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