GreenAuto Driver Assist Data Systems

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Our team was able to use several entrepreneurial mindset concepts with engineering design principles in order to come up with our new product called GreenAuto. The idea behind this project was to create a system that receives a feed of data from people's cars which will be turned into feedback to drivers so they can drive more efficiently. In turn, this will allow them to save money on gas, drive more safely, and be more environmentally friendly. We were able to build on this by going through the customer discovery process. We conducted about 40 interviews with potential customers. We created customer segments based off of these interviews and developed a minimum viable product (MVP). We took everything we learned from the discovery phase to in designing our product. The first thing we did was build requirements and constraints. Then, we created multiple conceptual designs and evaluated them to ultimately come up with three top design concepts. We ended up choosing what we are calling Design Beta which is essentially our "middle of the road design." This design includes the best and most possible features we believe we can complete within the project constraints. These features include the carloop, a website, fuel mileage calculator, fluids reminder based on user preferences, a money saved tracker based off of local gas prices, compares different drivers performances based on make and model, and an emissions tracker based on miles driven.