Distracted Drivers? Improve Driving?

We designed an Intelligent Speed Assistant (ISA) App to meet current best practice and tested it in the TRG driving simulator.

**Intelligent Speed Assistant (ISA)**
- Intelligent Speed Assistant (ISA) software displayed the speed limit on a smartphone screen and alerted the driver when they exceeded the posted speed limit.
- When drivers exceeded the speed limit, the app continuously alerted the driver until they reduced their speed to within 4km/h of the posted speed limit.

**Simulator Experiment**
- One hundred and twenty-three participants were tested.
- Participants drove a 26.4km section of rural road.
- There were three speed compliance zones (100km/h, 80km/h, and 60km/h).

**Results**
- The ISA improved speed choice. In the 60km/h zone, speed was much lower with ISA.
- ISA did not impede overtaking.
- Glances to the ISA were relatively few.
- 0.4% of the total drive time was spent looking at the ISA.
- Glances to the ISA were fewer and shorter than to the speedometer. Average glance to ISA = 190ms V5 Speedometer = 281.96ms

**Conclusion**
There are demonstrable safety benefits for a well designed ISA, the challenge may be to encourage drivers to use them.

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