



Automotive Telematics : State Farm Drive Safe and Save.

Primary research:

For my primary research, I conducted interviews with existing State Farm policyholders utilizing the Drive Safe and Save application. Throughout these interviews, I diligently recorded notes while posing targeted questions. To streamline this process, I utilized a Miro template specifically designed for these interviews. Subsequently, I organized the information gathered during interviews into clusters, enabling a more nuanced understanding of user pain points that would implement into my redesign prototype. Following this, I developed customer journey maps to visually represent the thoughts, emotions, and actions of users, which is a crucial step in comprehending their underlying needs and improving service provision.

The link to my Miro Board is https://miro.com/app/board/uXjVNUQ_K8w=?share_link_id=664764798494.

The final step involved creating my prototype, utilizing Figma for symbol creation and Axure for the actual prototype design.

Script for the video:

Hi, I'm Muhammad Tabani, let me share with you some information about the fascinating world of Automotive Telematics. Now, I know that might sound a bit technical, but bear with me because it's pretty cool stuff!

So, what's Automotive Telematics? It's basically the collaboration of tech and cars, using things like GPS, Bluetooth, and a bunch of other cool tools to make our rides safer and more efficient. The whole goal is to make driving a better experience for all of us.

For my final project, I decided to dive into State Farm's Drive Safe and Save app. And hey, I'm not just talking about it — I'm actually a State Farm Auto Insurance subscriber, so I've got some hands-on experience here.

Picture this: You sign up, and they send you this sleek little device called a beacon. (this is what it looks like) It's not just a fancy gadget; it's like a sidekick for your car. You pop it in, it connects to your phone via Bluetooth, and from there, it's on a mission to make you a safer driver.

Now, let's talk about what this beacon does. It's not just chilling in your car; it's like your personal driving coach. It's checking if you're following speed limits, avoiding crazy accelerations or slamming on the brakes, keeping tabs on your phone usage while driving, and even watching how gracefully you handle those turns. It records your entire trip, crunches the numbers, and gives you scores for each of these driving superhero moves.

What's exciting about this is that it's not just some tech thing; it's about making us better drivers.

And being a part of it, seeing how my driving habits stack up, has been eye-opening.

The primary incentive for users to engage with the application stems from the enticing discount offered by State Farm—a win-win scenario where users not only enjoy reduced insurance costs but also benefit from the opportunity to enhance their driving skills.

Moving on to the research phase, I kicked things off by conducting interviews with current users, each lasting around 10 minutes. These interviews delved into the duration of their application usage and feedback on potential features that could elevate their experience. If you're curious to hear more about these conversations, you'll find a link to the interview notes at the end of this video.

Post-interviews, I took note of key insights and crafted customer journey maps. These maps provided a visual representation of user experiences, laying the groundwork for identifying features to incorporate into my redesign prototype.

To further enrich my research, I delved into various sources, including sustainability-success.com, Reddit discussions, and App Store reviews from previous users. This allowed me to gather a comprehensive understanding of user sentiments and expectations.

Now, let's take a peek at the current state of the app. Upon logging in, users are greeted with a dashboard displaying trip statistics, miles driven, and the scores assigned for each driving experience. Navigating through the app is facilitated by a menu at the bottom, allowing users to explore trips from the past two weeks and manage multiple insured vehicles. Additional options, such as contacting support and learning more about the application, can be found under the 'More' section.

So now let's dive into my prototype, I'm going to open the console so that you can see my code being implemented, you are first introduced to the prototype with a login button, and once logged in, you are introduced to a dashboard showcasing all your driving scores, along with the miles driven and the number of trips done during the past two weeks. I built each of these symbols in figma and copied the selection to Axure RP. I have labeled all the new features with a green "NEW" symbol so that you can see where exactly

I have implemented changes. Based on my interviews, users expressed a strong desire to easily track their savings through the app, a key motivator for participation. To address this, I added a button on the top right so users can easily track their savings through the app with easy access. Additionally, another feature involves monitoring seatbelt usage. To implement this, a device would be mailed to users, connecting to the seatbelt and communicating with the beacon. As you can see a new score has been added for seatbelt score recording. Another user concern was trip filtering, allowing users to analyze and learn from specific instances where their scores declined. So, if we navigate to the trips page, on the top right I have added a filter button, when clicked, a menu drops down to allow users to filter trips in order to learn exactly where their scores were affected. The filter involves two types of filters, mileage and events, so now users can filter their trips by the number of miles driven and/or the number of driving events they have received for which their scores have declined. This allows users to easily track where they have had their driving scores decline empowering users to learn and improve. For the Vehicles page, no changes were needed based on user feedback. However, not everyone has apple car play installed in their vehicle, which means they would navigate from point A to point B via their preferred navigation application using their phone which would most definitely affect the user's phone distraction score. So now, moving on to the more page, the prototype introduces an option to open Google Maps, Apple Maps, or Waze directly from the drive safe and save application, avoiding a phone distraction penalty. When users click on their preferred navigation app, it will automatically take them to the app, giving them a notification saying that their phone distraction score will not be affected. This works for all three navigation options. This feature is especially beneficial for those without Apple CarPlay, like myself.

Upon login, the dashboard showcases scores, miles, trips, and savings prominently. The top-right button reveals accumulated savings, aligning with users' primary interest. The Trips page now supports filtering for a more detailed review of driving behavior. Lastly, the "More" page allows users to seamlessly open preferred navigation apps without affecting their distraction score.

In conclusion, my project seeks to enhance the user experience and safety features of State Farm's Drive Safe and Save app. I appreciate your attention throughout this journey. If you're curious about my research, including interviews, please find the link at the end of this video. Thank you, and here's to safer driving for everyone. Have a great day!

Secondary research:

1. <https://sustainability-success.com/pros-and-cons-of-drive-safe-and-save/>
2. <https://time.com/personal-finance/article/state-farm-drive-safe-and-save-review/>
3. https://www.reddit.com/r/StateFarm/comments/u56tc0/state_farm_drive_safe_and_save_app_review/
4. <https://probleme.app/en/drive-safe-save-problems/>

For my secondary research, I conducted an extensive exploration of various sources to enrich and broaden the insights gained from my primary research efforts. I precisely reviewed a variety of platforms, including a

comprehensive analysis of the pros and cons of Drive Safe and Save featured on sustainability-success.com, a personal finance review on Time, user discussions on the State Farm Drive Safe and Save app on Reddit, and an in-depth examination of potential problems associated with the application on probleme.app. This diverse array of sources provided me with valuable perspectives, user experiences, and expert analyses, contributing to a well-rounded and comprehensive understanding of the State Farm Drive Safe and Save application and its broader implications.

Bibliography:

Butler, L. (2023, September 8). 2023 State Farm Drive Safe & Save Review. WalletHub.

<https://wallethub.com/edu/ci/state-farm-safe-and-save-review/96874>

Collister, M. (2023, November 28). State Farm Drive Safe and Save Review (2023) | time stamped. Time.

<https://time.com/personal-finance/article/state-farm-drive-safe-and-save-review/>

Simon. (2023, October 15). 14 pros and cons of drive safe and save [2023]. Sustainability Success.

<https://sustainability-success.com/pros-and-cons-of-drive-safe-and-save/>

Stealthwyvern. (2022, April 16). State Farm Drive Safe and Save App Review. Reddit. (n.d.).

https://www.reddit.com/r/StateFarm/comments/u56tc0/state_farm_drive_safe_and_save_app_review/

State Farm Mutual Automobile Insurance Company. (2023, May 30). Drive Safe & SaveTM Reviews 2023:

Justuseapp Reviews. JustUseApp. <https://justuseapp.com/en/app/1043246998/drive-safe-save/reviews>

5 December, 2023

Tabani 5

