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Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Enterprise and Innovation Group Project

ACDA5003

Assignment on:
**Group Presentation PowerPoint
Assignment 1**

Submitted to:
James Williams

Submitted by:
**Anthony Smith
1704559**

Year 2 semester 1

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Anthony Smith 1704559
Database Designer / Printing Engineer

Background Overview and initial Idea

Circumstances behind the Project

Lifestyle > Cars

Drink-drive deaths rise to eight-year high

Calls for zero-tolerance limit and more police as fatalities and serious injuries rise



By Matt Allan

Thursday, 29th August 2019, 9:01 am

Updated Friday, 6th September 2019, 4:35 pm



[1]

The latest Department for Transport figures for Great Britain show that the number of fatalities in incidents where at least one driver was over the drink-drive limit rose to 250 in 2017.

The increases comes as police figures reveal that there were 56,000 fewer roadside breath tests carried out in 2017 than in 2016.

The rise in deaths has prompted calls to invest in better enforcement and cut the drink-drive limit, with some campaigners demanding a zero-tolerance limit.

TransportNetwork

Sign In

Steep rise in drink driving deaths prompts calls for action

Chris Ames
29 August 2019



Motoring groups have called for tougher action on drink driving after new statistics showed a 25% increase in related fatalities since 2015.

Free Registration

Register here to get FREE access to all articles on Transport-Network.co.uk. Your registration includes access to all locked content plus daily delivery of your e-news.

Register

[2]

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Taken from FADD Fathers Against Drunk Drivers
In the United States

National Stats - Total Fatalities / Fatality Rates

250,000 people have died in alcohol related accidents in the past 10 years. Presently 25,000 people are killed each year in alcohol related accidents. 500 people are killed each week in alcohol related accidents. 71 people are killed each day in alcohol related accidents.

One American life is lost every 20 minutes in alcohol related auto crashes. It is estimated that one out of every two Americans will be involved in an alcohol related accident in his or her lifetime.

[3]

All human sin seems so much worse in its consequences than in its intentions. — Reinhold Niebuhr [6]

It's global issue, that seems uncontrollable

People will always push the boundaries of what is acceptable

[4]



four-times over the drink-drive limit ...
itv.com



Drink-Drive Crash Car On Display On ...
capitalfm.com

[5]

And the TV personality has now been banned from the road after failing to tell police who was driving her Range Rover when it crashed last October.

Range Rover when it crashed last October.

Mirror Online reports Katie has been banned from the road for two years and failed to turn up to Bexley Magistrates' Court in person - choosing instead to appear on Flex FM radio station with her friend Rick Live.



Why Didn't The Police Know!!

[7]

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CARK-E

KEY TO THE FUTURE

A biometric car key that will insure the safety for drivers and non-drivers.

The concept behind the key, is to reduce accidents on the road and give countability to those who cause them.

USP – Unique Selling Point

- **A sensor that can read the alcohol content in the user's sweat to determine if they are over the drink drive limit and refuse them the opportunity to drive.**
- **Contain the user's medical history in case of emergency's.**
- **Store the name of the user/ Time / date of the journey in case evidence needs to be produced to the authorities.**
- **Gain access to DVLA database to store driver information such as points, which can result in the user not being able to drive if maximum points have been reached.**

Design Prototype



[8]

Initial Requirements

As a group, we compiled a MOSCOW chart to cover the functionality of the key:

Must Have

Biometrics
Bluetooth
Prototype
Website / App
Database

Should Have

OLED
GPS / Tracker
Indicator to show Operation
Charging Capabilities
Alcohol Reader

Could Have

Medical Records
Security Features
SOS Feature
Public Transport Feature
Voice Recognition
DVLA Connection
Police Accessibility
Insurance Purposes / Blackbox

Won't Have

ECU Connection
None Universal
No Input Data Features

Companies introduce fingerprint test to see if you are still drunk from the night before when you clock on for a day's work

- AlcoSense TruTouch device gives a pass or fail result in just eight seconds
- Will catch out employees who still have alcohol in system from night before
- Public sector staff, transport and security industries likely to be targeted
- Unions slam draconian tactics as using 'a sledgehammer to crack a nut'

By [STEVE ROBSON](#)

PUBLISHED: 10:44, 23 April 2013 | **UPDATED:** 13:31, 23 April 2013

The True Touch Alcohol fingerprint scanner Can read the sample from your finger in 8 seconds. [11]

This can suggest that taking a sample will not become a hassle for the user.

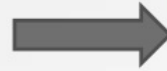
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[9]



[10]

**Upgrading Possibilities
Are endless...**



- **Drugs in the system**
- **To many points on your License**
- **Banned drivers**
- **Uninsured drivers**
- **Drivers without permission**

**We can make the roads
safer for the people who
use them.**

Fingerprint Test Can Identify Drug Use With Striking Accuracy

By Kelly Burch 10/16/18

The testing device is already being used in some morgues and at treatment centers in the UK to detect drug use.

Drug testing is important, whether to determine how someone died or to show that someone was under the influence of drugs while behind the wheel.

However, current drug-testing methods that use samples of blood, saliva or hair are slow, invasive and expensive. Now, a fingerprint drug-testing system has been proven to detect the presence of drugs in sweat with up to 99% accuracy.



[12]

Conclusion

The idea behind the CarK-e is to provide safety, not only to drivers but also to pedestrians. Using technology that is available such as fingerprint scanners and software, makes this concept attainable and unique.

Working as a group and highlighting what the requirements are to make the key a success, it installed confidence in each member of the group and increased the faith in the product. Using the MOSCOW chart, it refined what was important to have on the key and what should be left out at the present time.

The design of the key is very much in keeping with the designs of fobs you can acquire from any vehicle, which can have that familiar feel to it. But the major difference is, is that the OLED will be fully functioning and display information on the screen.

The Key can have endless possibilities and upgraded to do more than just drink driving. Drug use, banned drivers or people who do not have authorisation to drive the car, can be stopped. Banned drivers or drivers that have reached their maximum points can be prevented from driving by accessing the DVLA database and access that kind of information, but this concept would have to be discussed with the DVLA.

Overall, the group are trying to achieve a goal that secures the safety to all and accessibility of the key to be put into global legislation. The aim is to make sure the key is put into every vehicle by law, just like the seatbelt and not a luxury addon like some of the key fobs you can get with certain vehicles.



Ddraig Coch Enterprise

KEY TO THE FUTURE

Thanks For Listening

References

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- [2] <https://www.transport-network.co.uk/Steep-rise-in-drink-driving-deaths-prompts-calls-for-action/16116>
- [3] <http://www.faddintl.org/nationalstats.html>
- [4] <https://www.itv.com/news/wales/2017-02-13/woman-destroys-two-cars-four-times-over-the-drink-drive-limit/>
- [5] <https://www.capitalfm.com/southcoast/radio/news/local/drink-drive-crash-car-display-isle-wight/>
- [6] <https://www.psychologytoday.com/gb/blog/here-there-and-everywhere/201204/50-quotes-consequences>
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- [9] <https://www.dailymail.co.uk/news/article-2313355/Companies-introduce-fingerprint-test-drunk-starting-days-work.html>
- [10] <https://www.thefix.com/content/workplaces-start-testing-employees-booze91579>
- [11] <https://www.youtube.com/watch?v=35oC6W4jVu4>
- [12] <https://www.thefix.com/fingerprint-test-can-identify-drug-use-striking-accuracy>

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GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Instructor

83/100

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GRADING FORM: UWTSD GRADING FORM

ANTHONY SMITH

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1. RESEARCH LITERATURE

Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.

 C: ///// - could be extended. Reference list: 12 sources. Indicates some good relevant research. –
Format of reference list should adhere to Numeric/IEEE standard.

15

2. KNOWLEDGE AND UNDERSTANDING

Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.

 Knowledge of market. USP. Design. Market analysis. - Greater use of citations could be used to support content.

18

3. ANALYSIS

Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence.

 Market research. Stats. Very Good. USP justification. Competition analysis.

20

4. PRACTICAL APPLICATION

Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.

 Prototype design, Excellent. Requirements. MOSCOW. Logo/brand design.

16

5. PROFESSIONAL PRACTICE

Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.



Good introduction. Very well spoken. - Slide format and uniformity could be enhanced.

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