



GLENN.

VOLVO



video



Challenge

#3 UX DESIGN

How might Volvo enrich truck drivers' daily “last mile distribution” work through a mobile app whilst operating connected and electric trucks?



How we reframe: How can Volvo improve truck drivers daily routine through technology and electric trucks?



Current scenario

Daily routine of urban truck drivers

- Drivers work in a tight schedule, with a lot of time pressure. It's a stressful work: traffic, find the best routes, be on time on schedules deliveries.
- Lonely job.

"Truckers are living in a box"

Siphiwe Baleka.



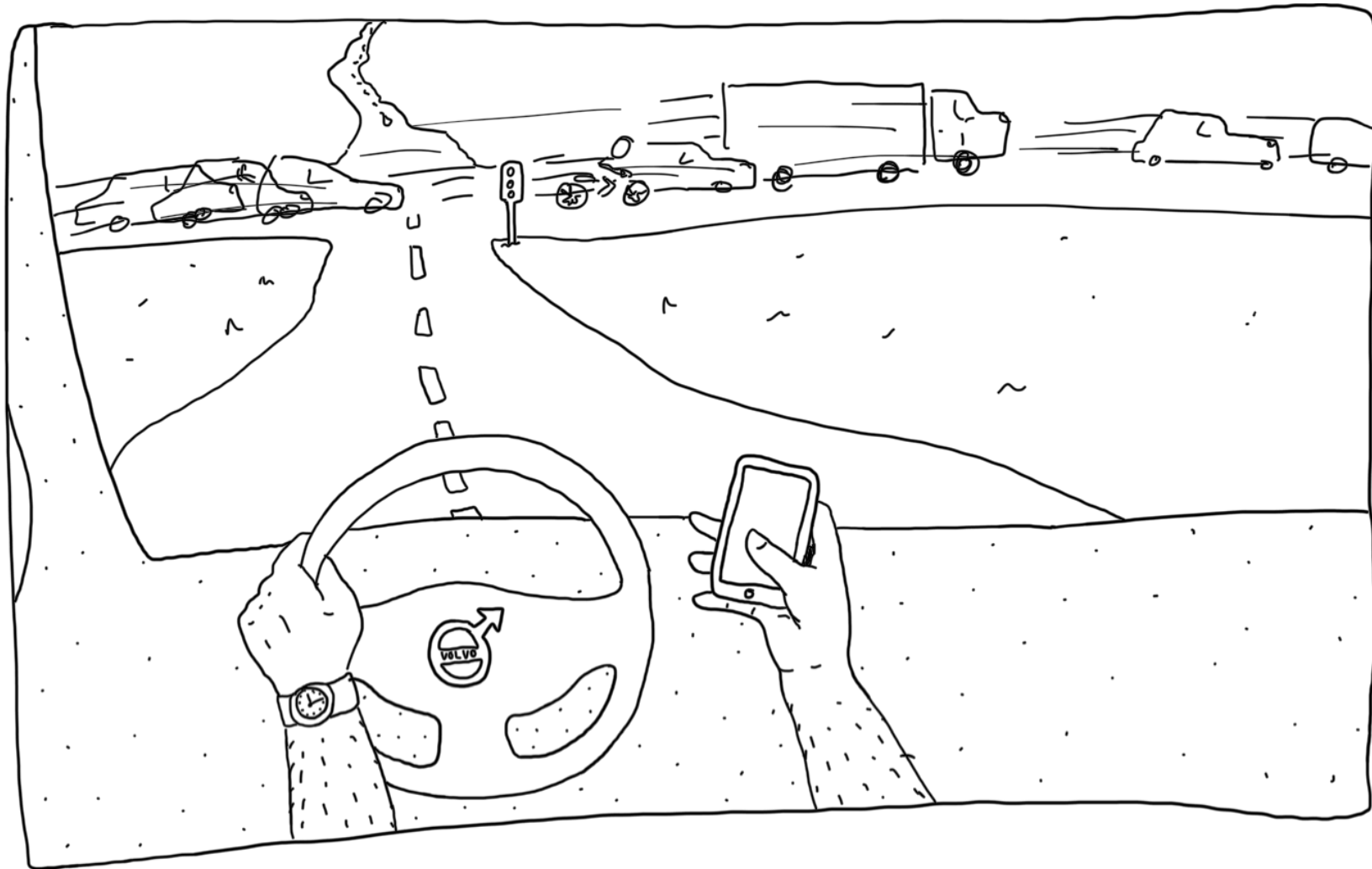
Daily routine of urban truck drivers

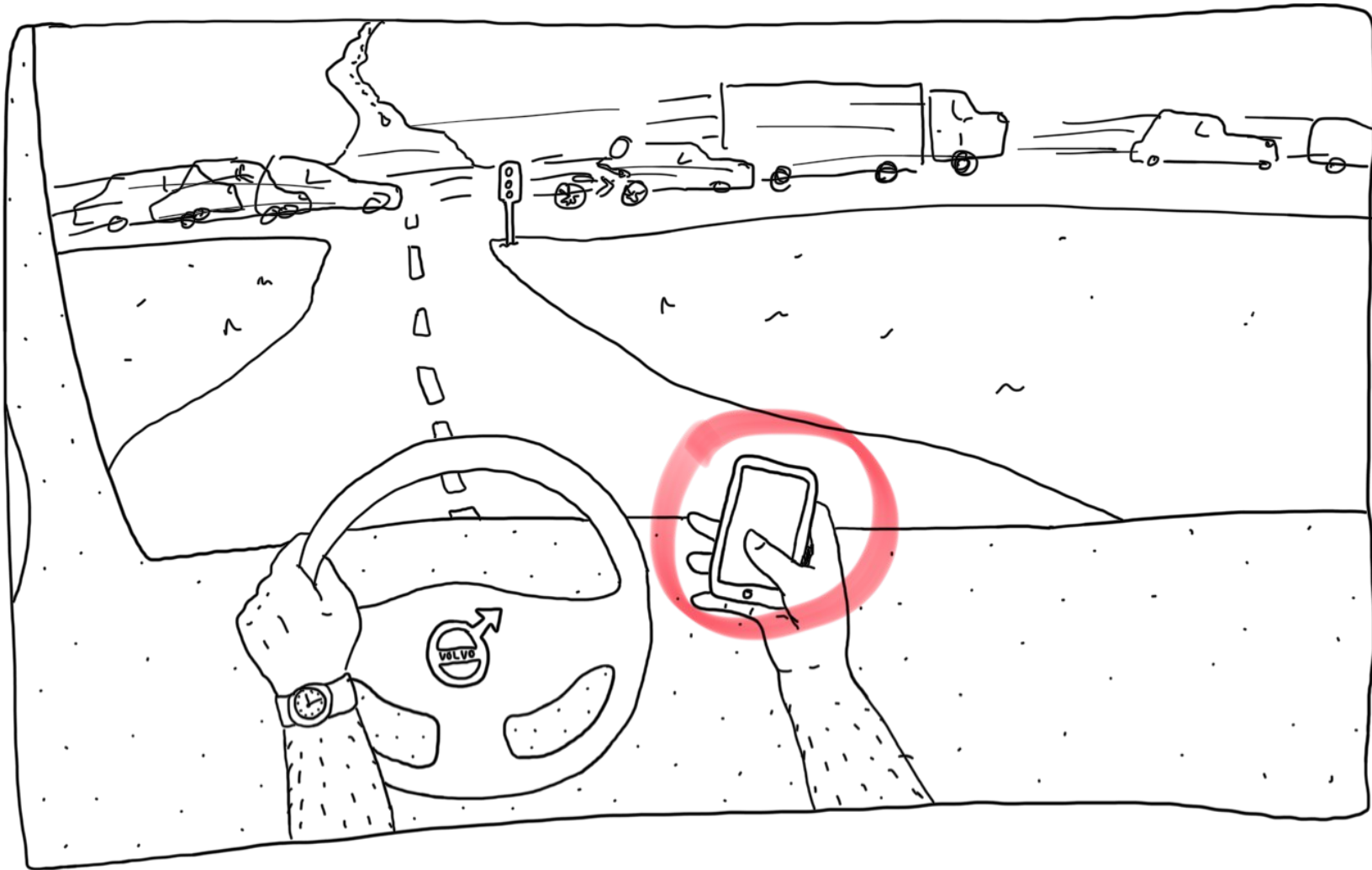
Drivers use smartphones all the time for consulting schedules, deliveries, routes, communication. They don't have a lot of time to stop and looking for information in smartphones, in a safe way.

*“According to FleetOwner magazine ... truckers have used mobile devices for their daily tasks with considerable frequency as far back as 2011. And by 2016, a survey by trucking company Atlas Van Lines found that **93% of truck drivers** used smartphones in the course of their work, and 56% of them used tablet computers such as Apple's iPad or the Samsung Galaxy Tab.”*

<https://www.insctrs.com/blog/truck-drivers-your-smartphone-or-your-safety.aspx>







Traffic accidents

According to the FMCSA (Federal Motor Carrier Safety Association):

- Truck drivers are 23.2 times more likely to be involved in an accident while texting or using a cell phone.
- Commercial truck drivers reaching for an object are 3 times more likely to be involved in a crash.
- A texting truck driver takes his eyes off the road for an average of 4.6 seconds. Traveling at 55 mph, that driver travels the length of a football field while checking his text.

<https://www.edgarsnyder.com/truck-accident/truck-drivers-cell-phones.html>



DIALING A HAND-HELD DEVICE INCREASES THE PROBABILITY
OF BEING INVOLVED IN A TRUCK ACCIDENT BY

6000%



"EVEN THOUGH I KNOW IT'S DANGEROUS
IT'S IMPOSSIBLE TO NOT USE THE
PHONE WHILE WORKING."

- PETER NILSSON
TRUCK DRIVER, STOCKHOLM



*“As a truck driver, **I have to be very aware of my surroundings at all times**, and the risk added to doing my job by other motorists texting and driving goes up dramatically for myself and everyone else on the road. ... **Efforts to eliminate distracted driving need to become the norm, not the exception.**”*

Steve Smalley

America's Road Team Captain - Professional Truck Driver for ABF Freight

<https://www.trucking.org/article/A-Truck-Driver%E2%80%99s-View-on-New-Distracted-Driving-Smart-Phone-Features>



Solution

Solution's benefits for drivers

Effectiveness: a personal assistant that helps the driver in his/her daily tasks, as finding the best routes and communicating with clients and company.

Friendly assistant: can be a lonely job and the solution offers a good way to meet other drivers and have a good time.

Personal



Solution's benefits for fleet owners

Making easier to recruit and retain competent drivers by offering:

- a tool to help in drivers' daily tasks more effective and cost-effective;
- a better life quality with health tips, as the best places to eat;



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The Volvo logo is rendered in a white, hand-drawn, double-line outline style. The letters are bold and blocky, with a slightly irregular, sketchy appearance. The word "VOLVO" is centered horizontally. The background is a solid dark blue color.

VOLVO



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