



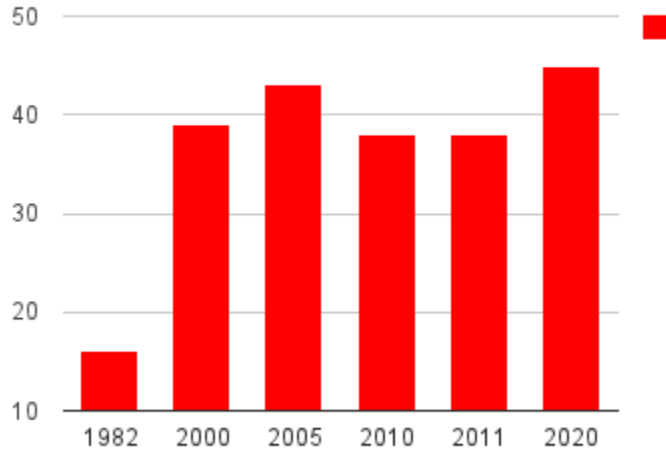
CarDiac Traffic

"Speedy and Stressless"

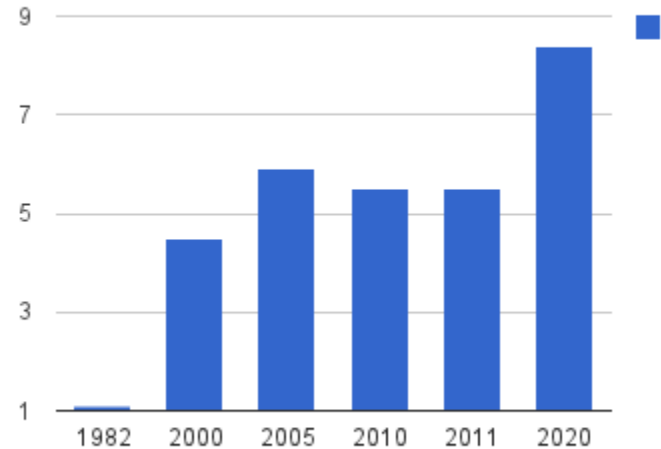
*Patrick Lait
Irene Truong
INF STD 282
Spring 2013*

Projected Traffic Growth

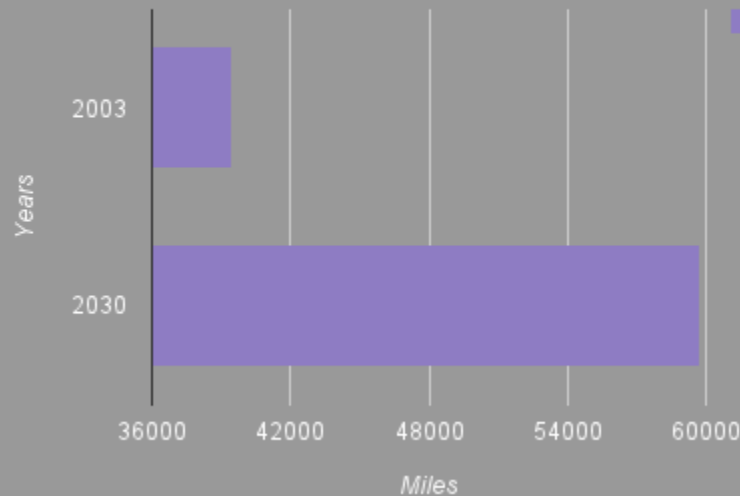
Extra Hours Per Individual Spent In Traffic Yearly



Billions of Hours Spent In Traffic Nationwide Per Year



Miles of Congested Lanes



Source of Statistics

1. Reason Foundation. Building Roads to Reduce Traffic Congestion in America's Cities: How Much and At What Cost? Los Angeles, 2006.

2. Texas A&M Transportation Institute. TTI's 2012 Urban Mobility Report: Powered by INRIX Data. College Station, Texas, 2012.

The Vicious Cycle Between Stress and Traffic



Traffic



Stress



Aggressive Driving



Reckless driving, belligerent behavior



Delays, Accidents



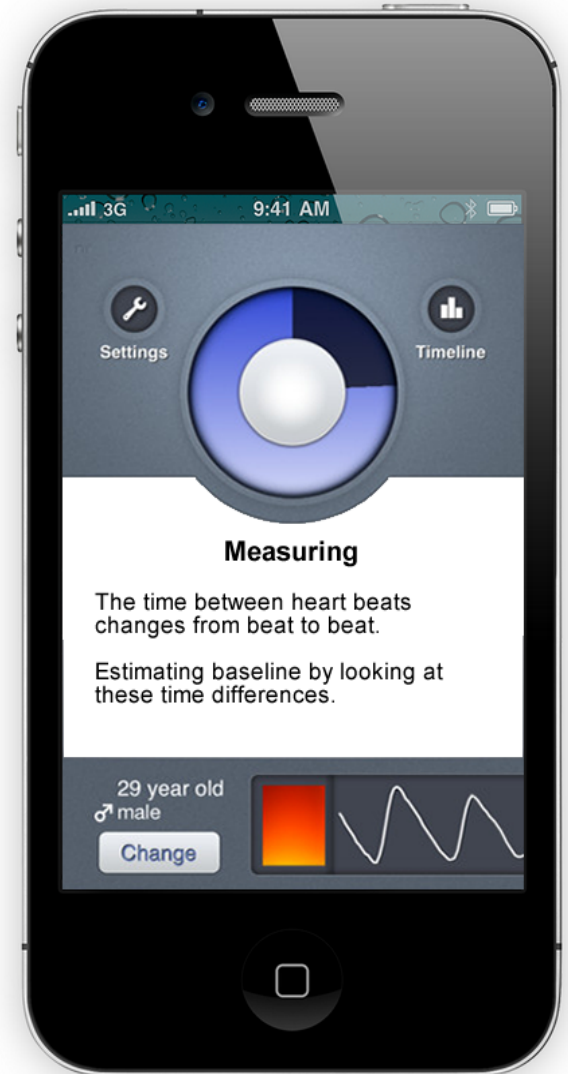
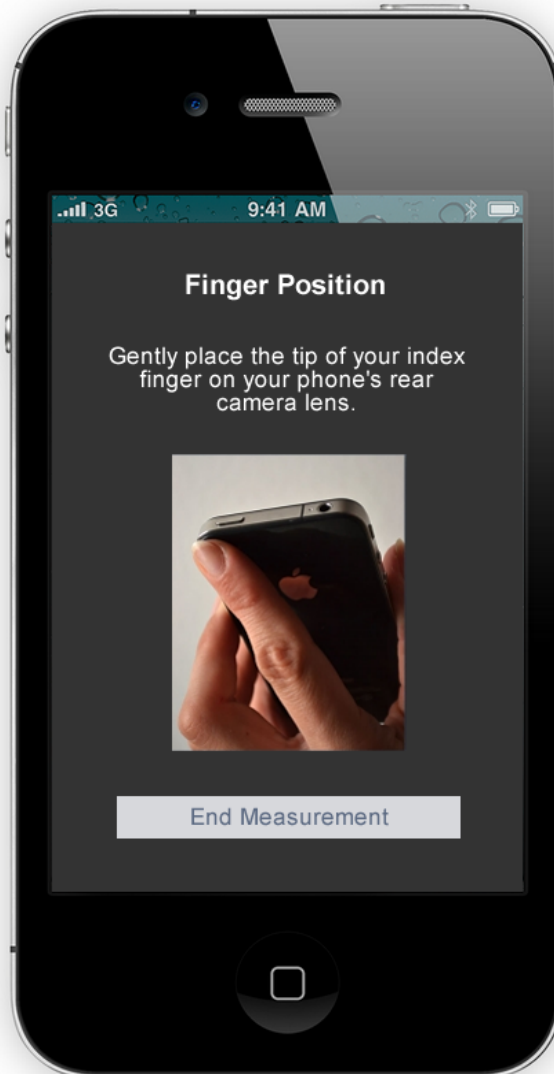
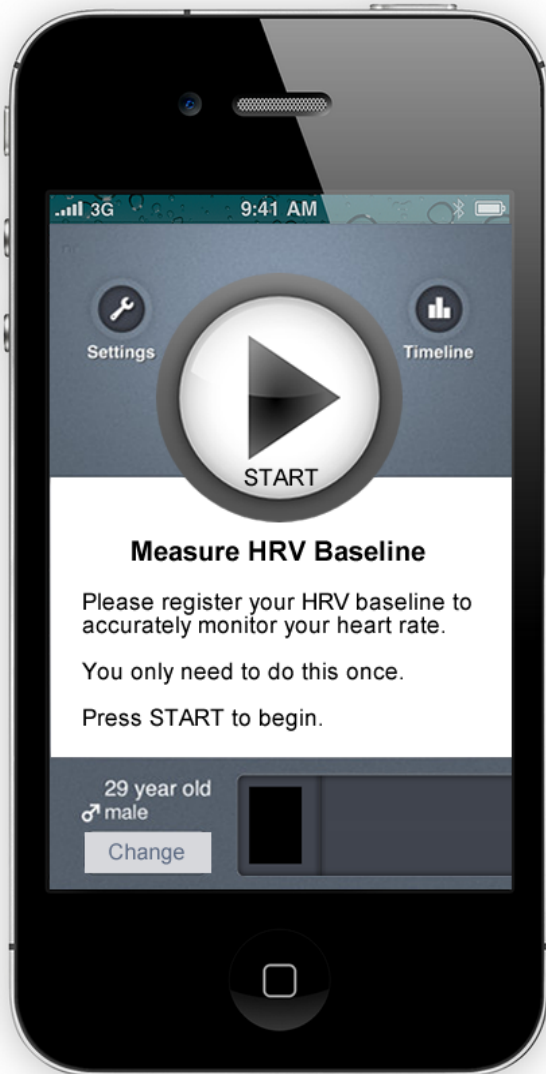
Anxious Driving



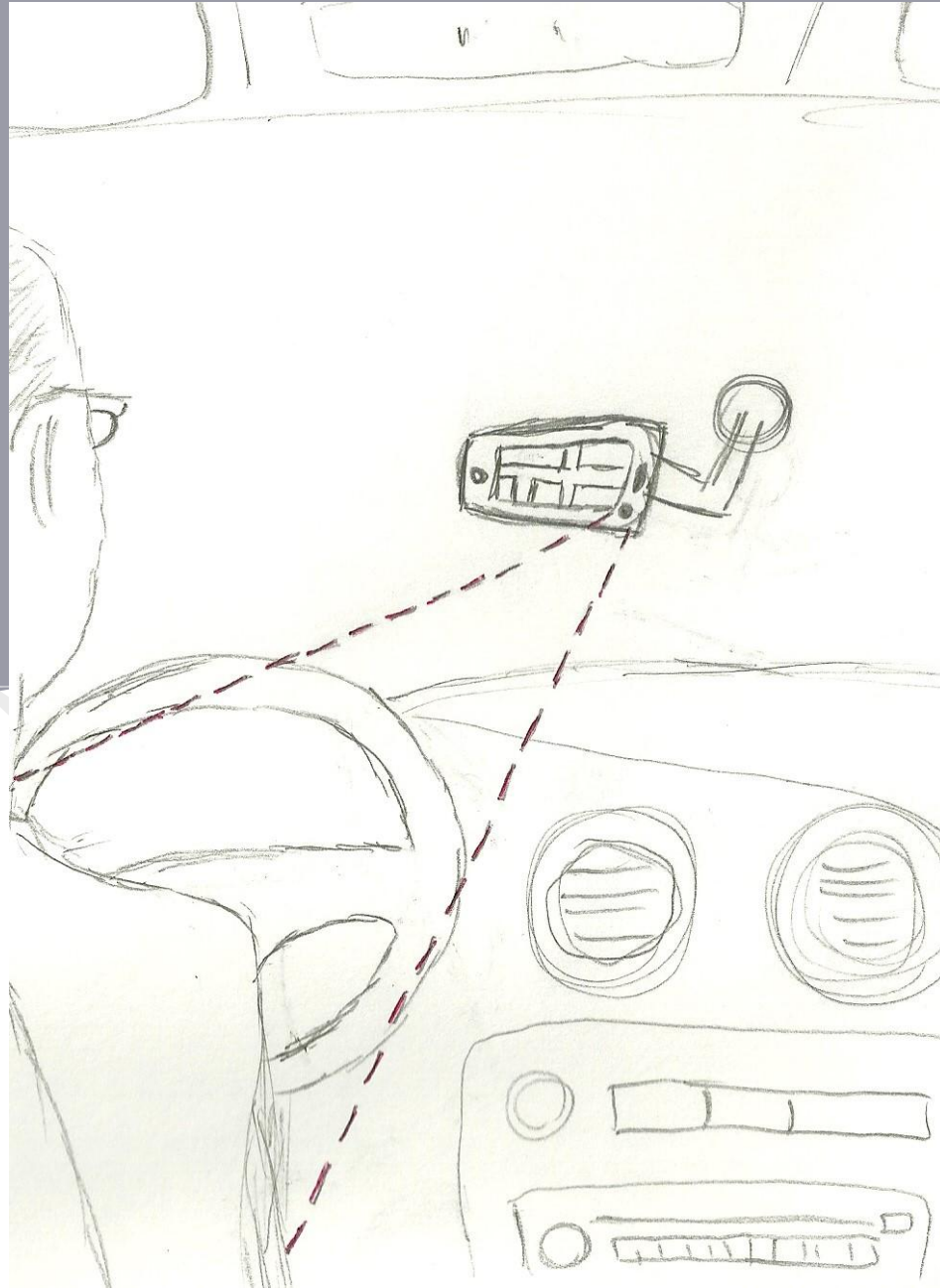
Distracted Driving



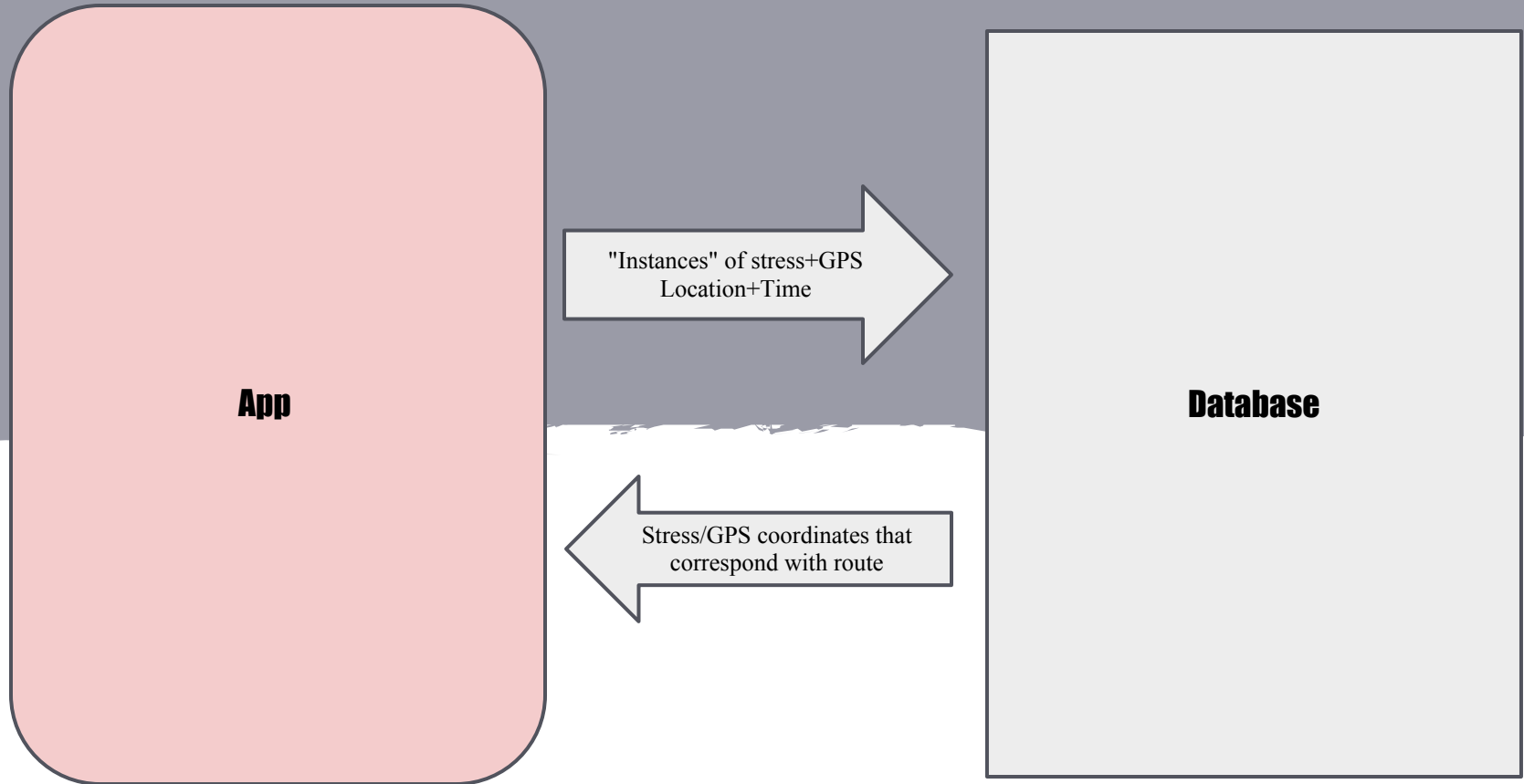
Register HRV Baseline



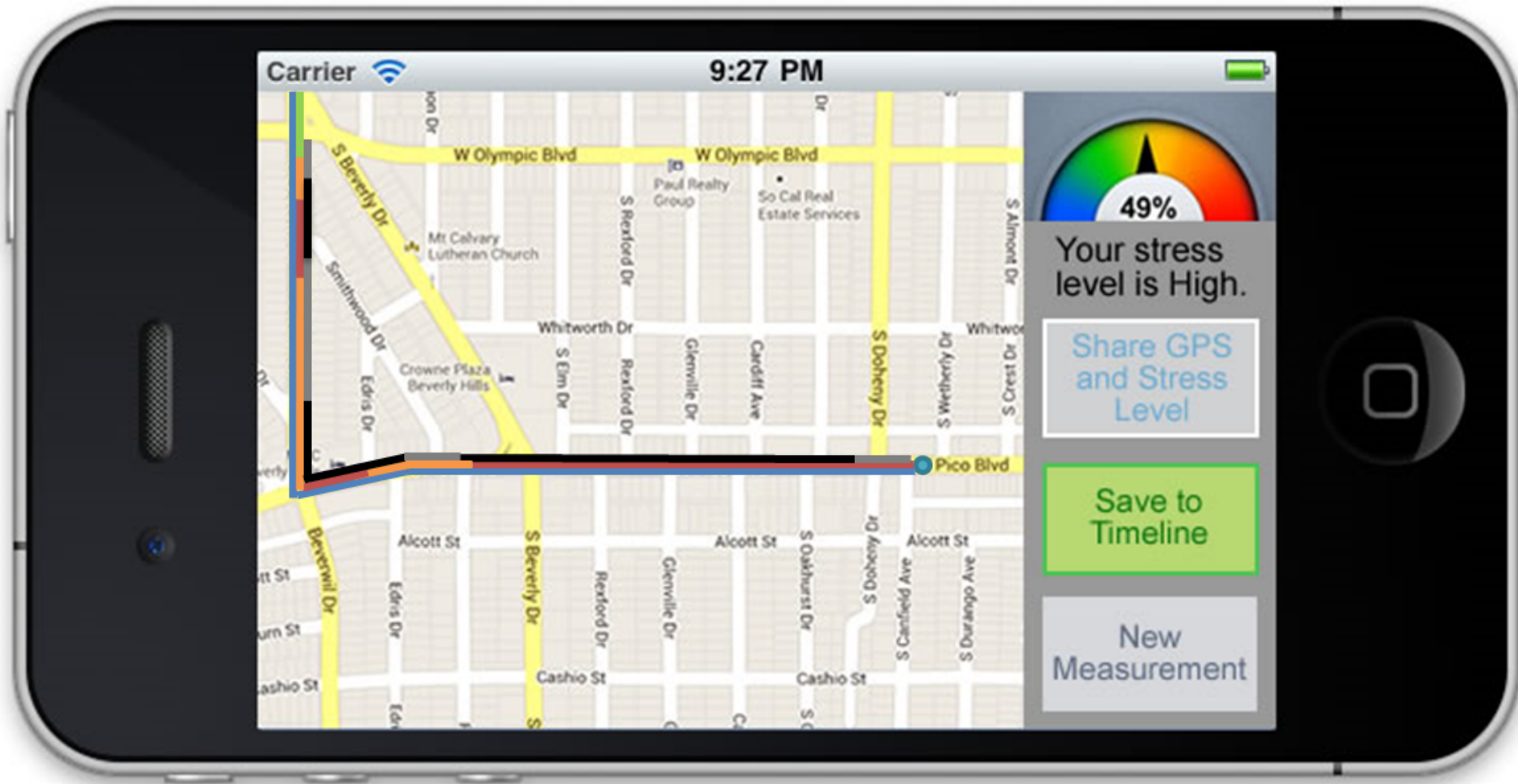
Positioning Phone in Car




Simple Diagram Demonstrating Exchange of Information Between App and Database




CarDiac Traffic in Action: Preferred Route



 Route

 Light Traffic- Measured by Conventional Means (MCM)

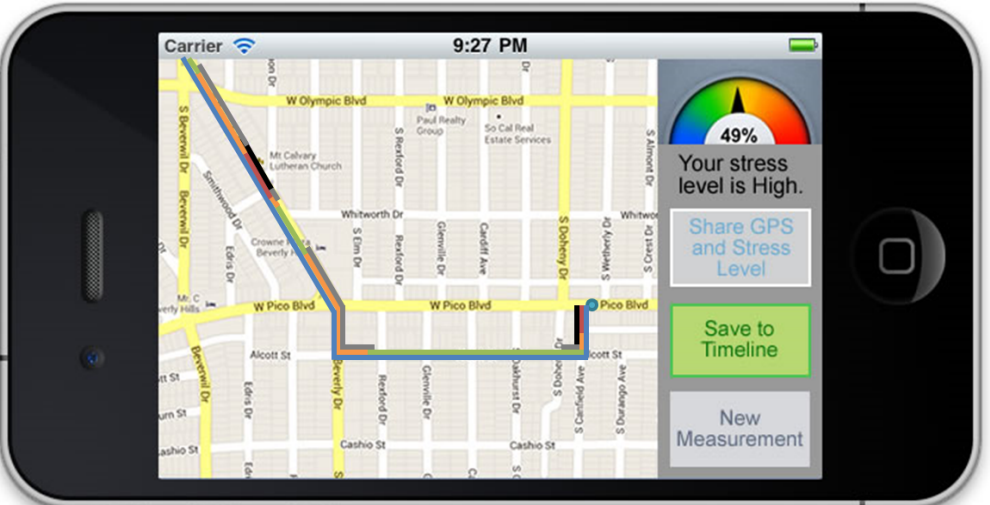
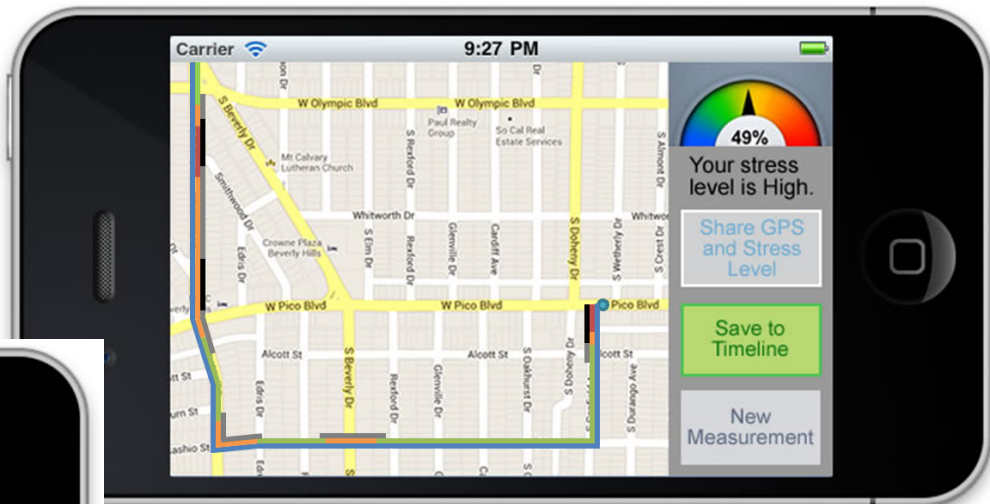
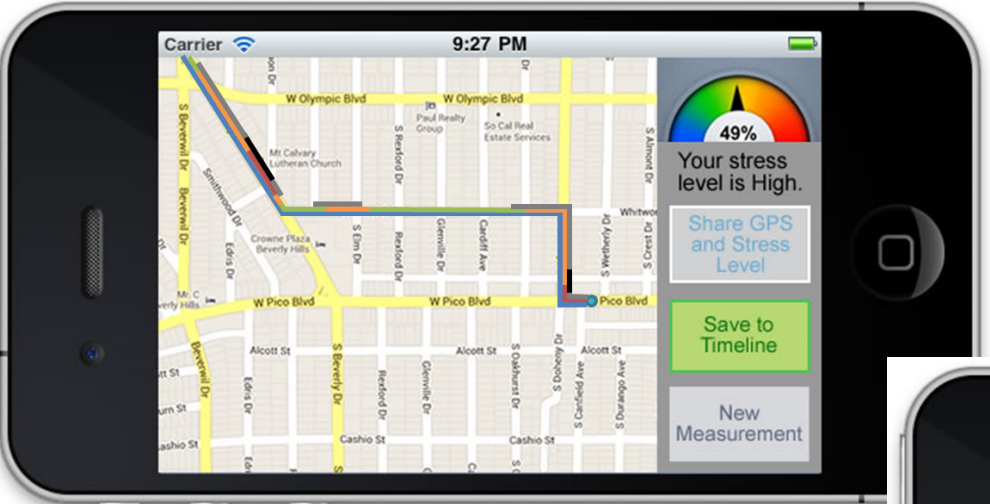
 Moderate Traffic- Measured by Conventional Means (MCM)

 Heavy Traffic- Measured by Conventional Means (MCM)

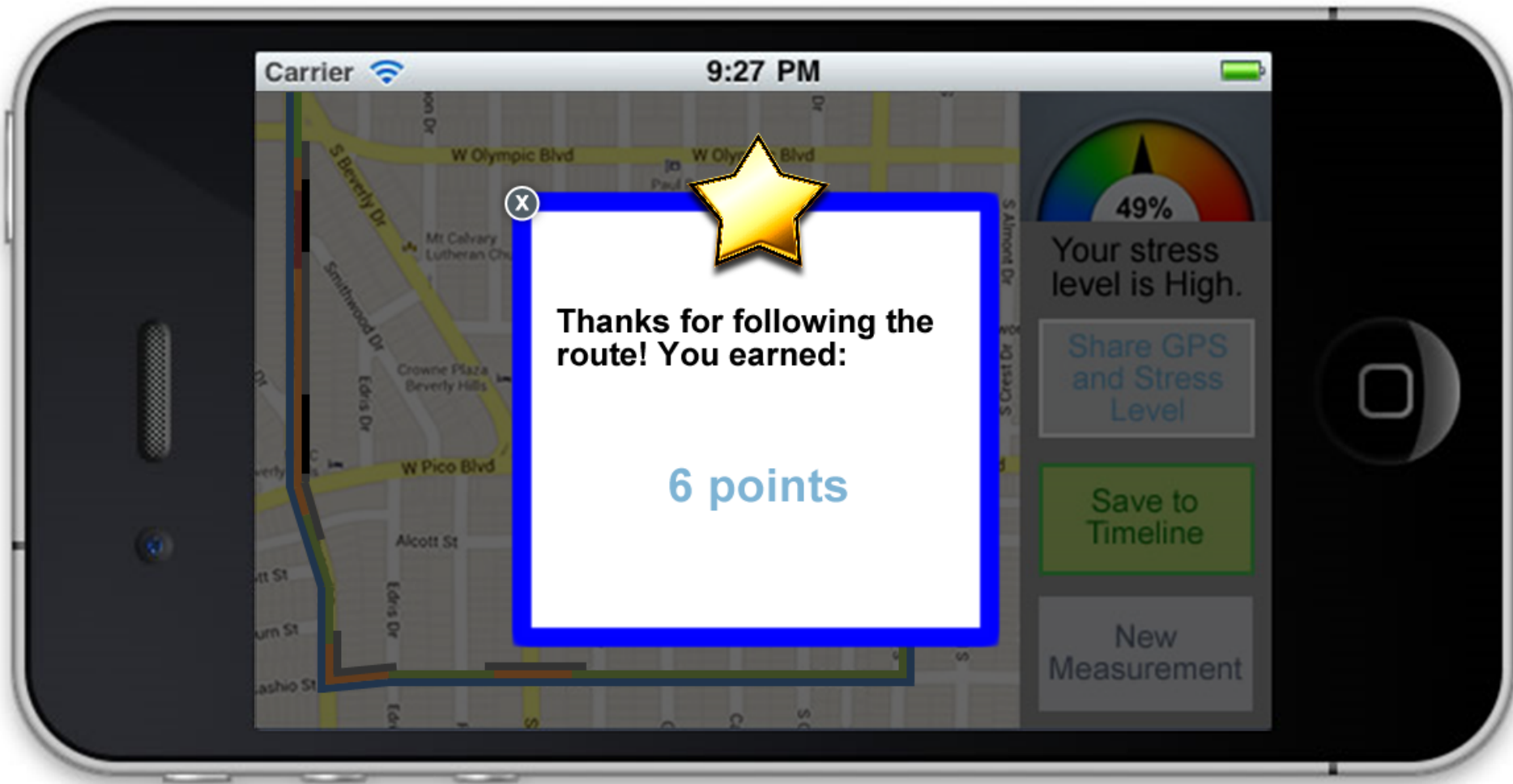


Severity of Traffic as Indicated by Degree of Stress Experienced

Alternate Routes



Earning Reward Points- Reward Points Displayed When App Shut Down



Advertisements at Boot-Up

Carrier 9:27 PM

The perfect match.

Save with auto and home.

State Farm™

Carrier 9:27 PM

Our numbers speak for themselves...

Get a **7%** rebate
for **6** months*

Apply today!

Now through March 01, 2008
when you use your 76 Card.

Sources Used

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2. Dan Frommer. "Foursquare And Amex Launching Big Partnership Next Week At SXSW." March 4, 2011. Accessed June 9, 2013. <http://www.library.arizona.edu/search/reference/citation-cms.html#cmsbk5>.
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Source of Images:

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Questions?

