

Smartphone Applications For Driver Safety Behaviour Support

BESMART

Duration

36 months (July 2018 – July 2021)

Objectives

1. Development of an innovative and seamless IoT application
2. Assessment and improvement of behaviour and safety of all drivers
3. Naturalistic driving experiment for 12 months

The Experiment

- 200 drivers
 - car drivers, powered 2wheelers, cyclists
 - professional drivers **Νέα Οδός**
- Data collection by means of smartphone technology
- Identification of critical risk factors
- Development of measures by means of smartphone applications and a web-platform
- Personalised feedback
- Social gamification

Impact

Innovative monitoring driver behaviour

Driver training and support

Improvement of driver behaviour

Continuous driver feedback

Better road safety culture

