SMART SEATS

About 40 kids die every year in the back seat of a car, because their parents, over stressed by work or bumped out of their routine by an unexpected event, just forgot them here.

Today we can protect these kids, we can help these parents.

With a smart car seat. A clever system that will remind the parent to come back in a timely manner to the car, that can alert a proxy or even 911 in extreme cases. A system that could, to some extent, adapt the conditions in the car to keep the child safe, for example by turning on AC or heating as needed, or bring immediate attention to the car sounding an alarm, flashing lights, ultimately unlock doors when rescue is needed.
MEET MARY

She is the modern mom. Everyday is a race for her.

About

• 30-something, married
• Full time job in a small enterprise
• Two kids, 7 months & 5 y.o
• Leave home daily at 6 am

Responsibilities

• Drop kids at school and daycare on way to work
• In charge of most of the company paperwork
• From time to time, she also has to run some errands of the way, to save time

Main Goals

• Be the best mom ever
• Make ends meet and keep the company afloat

Needs

• She needs peace of mind
• She needs more time
• She needs to focus

Pain Points

• She is often stressed about forgetting something important when her routine is broken
• The company cannot run without her
• She is way past burn-out
As a mother with huge responsibilities, both at home and at work, Mary needs a way to prevent that any side tracking event could make her forget her kids in the car. And if it ever happens, a way to keep the kids safe until rescue arrives. So that she can have a better peace of mind and be more productive at work."
<table>
<thead>
<tr>
<th>Actions</th>
<th>Mindset</th>
<th>Feeling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wake up, Prepare self, Prepare lunches, Prepare kids.</td>
<td>Wake up kids! Is that lunch ok? Hurry.</td>
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<tr>
<td>Leave home, Strap kids in the car,</td>
<td>Did I forget something home? What is the best road today? Where do I need to pick up things for the company?</td>
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<tr>
<td>Drive to school</td>
<td>One stop down, two to go. Let's hope the shop don’t open late today and that the order is ready.</td>
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<tr>
<td>Drop first kid at school</td>
<td>Quick check of the order. I’m running late for work. Shouldn’t have taken this road, again… Why is this so difficult everyday?</td>
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<tr>
<td>Quick stop at shop for work</td>
<td>Have a good day baby. Now they are safe, on to the office. Focus.</td>
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<tr>
<td>Go to work… But firstly drop kid 2 at daycare</td>
<td>Work, work, work… This company really needs me.</td>
<td></td>
</tr>
<tr>
<td>Drop kid two at daycare</td>
<td>Arrived at the office</td>
<td></td>
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Touch points:
- Kitchen
- Kids
- Car
- Rear seats
- GPS
- Traffic
- Kid one
- More traffic
- Shop
- Goods
- Order
- Road work
- Kid two
- Daycare
- Company
The SmartSeat embed a collection of sensors and communicate with the driver’s phone.

If the driver leave the car and move far enough from it, a kid still being detected in the car, repeated notifications are sent to the driver, to get back to the car immediately.

Meanwhile, according to the conditions in the car (temperature, sound level, activity, tbd.) a safe time period is calculated by the seat. This period would take into account a conservative response time from rescue units and call them as needed, with the precise location, when the driver cannot come back to the car early enough. Multiple status notifications would be sent to the driver before that happens of course.

In extreme conditions, the seat would directly interact with the car, to give more time for rescue to intervene, by adapting temperature. Or in worst cases, try to attract attention from surrounding people, by sounding an alarm or flashing lights.