Alpha Presentation
Ford Idea Place Mobile Edition

The Capstone Experience

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Project Overview

- Mobile idea submission database
- Submit ideas from phone
- Search and view ideas
- Rate and comment
- Push ideas to others
- Subscribe to ideas/users
- Earn achievements
System Architecture
Android App

Partnering with MIT’s renowned AgeLab
While holiday shoppers recover from fighting long lines
Today’s driver is feeling a greater level of anxiety than in the past

Choose a keyword type:
All
Keyword:
Choose a category:
Business
Business Mgt
Cancel
Search

Title:
Idea:

Category: The category is Manufacturing
Process: Manufacture
Location: Cancel
Submit

Mustang GT
American Muscle
Achievements
Ideas

Partnering with MIT’s renowned AgeLab, the project will identify specific stress-inducing driving situations, monitor a driver’s reaction to the situations using biometrics, and evaluate methods to incorporate new stress-reducing features into the next generation of Ford products. A six-month effort beginning this January will focus on human interaction with a specially equipped 2010 Lincoln MKS, a vehicle already recognized for its advanced safety features.
iPhone App
What’s left to do?

- Connect phones to server
- Upload and download media
- Integrate Yammer
- Make use phone utilities such as GPS