Our group aims to develop a voice-activated system that has the ability to store user profiles, which will enable the users to control a car’s basic functions. It has GPS, a phone, and it will allow you to purchase food, gas, book hotel rooms as well as other functions that you might want while you are driving. It will basically do everything a GPS does, but we are adding voice activation as well as calling, which you will be able to integrate with your phone. The user will be able store their credit card information on the device so they can pay for food, gas, hotel rooms, etc. The device will have payment/credit card security. We are planning on using a visual interface, and the device will be audio controlled. The device will also have an internet link.

A few similar systems in the market right now include Microsoft SYNC, Microsoft Direct, and GM's OnStar. OnStar connects to your car's control center, where it manages the all of the car’s vital functions. It also connects to a call center that gives you remote access to the car’s functions. Microsoft SYNC is a voice activated control system that allows the user sync up your music and your phone; it allows you to talk to your music or phone using voice commands. The Microsoft SYNC system is available on Ford/Lincoln/Mercury cars. Microsoft Direct is software that downloads real time information such as traffic updates, news headlines, gas prices, movie times, and other information.

Project SEDD is taking GPS, Satellite data transfer technology, and voice recognition technology and we are combining them to make a comprehensive and easy-to-use automobile control system that makes driving safer and a little bit more fun. Our group consists of two engineers, and AEM major, and a Communication major. The engineers will be able to handle the technological aspects of the design, while the AEM and Communication members will help develop a product roadmap and the business and marketing strategy.

This device will have loads of cool features for our users, who are predominantly drivers and passengers. For the restaurants, it will display automated menus that you can select orders from, and using your credit card, you can pay for your order and then just pick it up once you arrive. For interacting with fast food restaurants, we will add a payment option instead of calling. This is true not just for food, but for coffee as well. The most profitable Starbucks cafes are the ones with drive-thrus, and this technology could be a huge asset to chains like Starbucks. If we could get big fast food chains like McDonald's to work with this technology, then it would bring in revenue not only for us, but for them as well. As for purchasing gas, it would work with the gas pump so that you don't have to swipe your credit card, and there could be contracts with Speed Pass as well. We could also sell this technology to automobile manufacturers like SYNC did with Ford/Lincoln/Mercury OnStar did with GM. For booking hotel rooms, when you tell your car to find hotels, it will display your options, and you can tell it which hotel you want it to call. We could also work with major hotel chains in getting them to adopt this technology so that when you book a room, your credit card number is on file. We could also make a deal with iTunes so that if you here a song on the radio that you like, you can tell your car to download it. You will also be able to look up local movie theatres as well as movie times.

This technology is valuable because it saves time, and there are huge marketing opportunities for automobile manufacturers, fast-food chains, hotel chains, iTunes, and many other companies. It is safe because you do not have to take your hands off the wheel, and it has convenience that everyone wants. It makes driving fun and enjoyable. This device will have a great impact simply because it offers so much convenience and comfort to any driving experience. It streamlines a broad range of activities that people perform in their cars on a daily basis. Since it helps avoid waiting in lines, it may indirectly reduce the impact of aggressive driving.

We realize that this design could provide us with some problems. One problem could be the functional voice recognition system. The user profile security system is a big issue that we will have to contend with. There are also the issues of child-safe access as well as saving any order confirmation/reservation on the screen. Our goal for this project is to create something that anyone can navigate through multiple features just by using one’s voice. We also are confident that this is suitable for a semester long project. In one semester we can build an interface and describe how the different technologies will interact with each other. As you would expect, building a prototype for this project is beyond the scope of this class. This idea is our top idea for our project. We've done research and we feel that it is feasible. We've taken our feedback on our individual project ideas into account, and this is how we've ranked our ideas:

1. Project SEDD (A multi function voice activated user interface for automobiles)

2. Commencement package

This idea was about a thorough website that requires subscription designed only for Cornell seniors that allows students and their families to personalize commencement packages.

Going through each and every website for hotels in Ithaca (which most are full already due to people who booked them in their freshman year) and calling people leaves you frustrated and helpless when trying to find a place for your family for that week.

Solution: A website for Cornell Commencement that requires a net id and password, and provides discounts, promotions for the graduating class, not if all their family members, and most importantly automates a ‘commencement package’ type thing for us not to miss anything (e.g. gowns, yearbook pictures, dinner reservations etc. pretty much everything that you might leave to the last minute in the middle of your midterms unless someone reminds you or organizes it you and your family).

This would be a good project for our group in the sense that we have a real user group, Cornell seniors, a real problem-the inconvenience of planning for your family during your busy academic weeks- and a good sized contribution that would work well w/in a semester.

3. CornellClasses

Although Cornell posts median grade reports online, there is no easy way to search for a particular class over several years of data. This web site does this and connects the data to old class rosters, so that users can search by professor name. This is not necessarily something that Professors would like.

Thus, the system could help students pick classes in other ways. It could access information about major requirements, what popular electives
other similar students take, and what classes are generally regarded as the most interesting.

Gathering all of this data across multiple departments and presenting it to a user in an organized and easy to understand format is certainly a tricky. Although this project may be very interesting, it may be a difficult interface to build in one semester.

**4. Meal Planner**

Everyone feels like the need to diet every once in a while, but there are so many ways to go about it. One of the hardest things about dieting is obviously choosing the right foods to eat. It would be cool if there were a program that planned out healthy meals/snacks for you for your day. Something that provided the necessary nutrition information as well. It would be cool if there was a program that planned out healthy meals/snacks for you for your day. Something that you could sync up with your iPod would be great because you can check it, and you can choose your food accordingly. The program would have applications like dining maps and hours, something that chooses an eatery for you based on what you want to eat, and a food pyramid to give you a general idea of what you should be eating.

**5. College Planner Widget**

There are a number of software based planners in the market today (Ex: Sunbird). However, there is no specific planner in the market that is targeted towards the College student. We identify this as a large user group which has a strong need for a simple, quick and easy to use planner, that includes a reminder system that allows them to keep track of tasks and other activities on a day to day basis.

A desktop widget where you can enter your class & work schedule; with an interface that has fields such as - what class ?, Where ?, When ? How long will you be there ? making it attractive to college students. Functionality that allows students to enter several weeks worth of homework assignments and deliverables with a color coded reminder system that shows which deliverables are pressing and more time consuming based on a rating system at point of entry. The desktop widget would show your class schedule for the next day and any assignments you may have due for the week at a glance. An import feature from programs like Sunbird would be a consideration for the design. We would primarily focus on college students, and this widget enable students to keep track of their assignments and schedules easily since students can always display their schedule.

Challenges would be designing an interface which is simple, uncluttered and is quick and easy for data entry.