

## D4.7 A guide for driver/operator coaches and trainers on improving safety in transport companies based on real driver data.

*Interview with Edith Donders*

Deliverable 4.7 presents a manual for driver coaches to help them work with the web platform that was discussed in D4.6. And this time, the tables are turned and the interviewer becomes the interviewee. Our i-DREAMS DisCom manager, Edith Donders, worked out this manual. Therefore, Prof. dr. Tom Brijs, the i-DREAMS coordinator, took it upon himself to ask the questions this time.

**Hello Edith, nice to see you. How does it feel to be on this side of the table?**

Edith: *“I must admit, it feels a bit awkward, but of course I am happy to share everything you want to ask on how deliverable 4.7 came about.”*

**Perfect, let’s get started then. You worked out the manual as an interactive document. Why did you do that?**

Edith: *“Well, like in all communication related situations, I tried to put myself in the shoes of the person who will have to work with the web platform. When I get in front of something like that, the first thing I do, is click on whatever catches my eye, just to see what happens. And that is how the manual is perceived. First, when you open the manual you get an overview of the entire menu of the web platform (see Figure 1). And each button in the menu is clickable. When you do that, you jump directly to the corresponding screen to find more explanation there. To go back to the menu, you click the icon in the left upper corner of each page (see Figure 2). This allows you to criss-cross through the document according to your preferences.”*

**How detailed is the information in the manual?**

Edith: *“The trick is to reduce the amount of words as much as possible and to work as visually as possible. Firstly, I am convinced that the majority of features and clickable areas in the web platform are self-explaining. Therefore, it is not necessary to explain every detail. And when you check the manual, you will see a difference in how we explained the first level buttons and the second level buttons. The first level buttons actually collect a set of features that are available through the second level buttons. So therefore, in the manual, behind each first level button, we foresaw one page where we explained briefly which features are offered through the platform behind that button. If you choose a second level button, more detailed information is provided, spread over several pages. These detailed pages actually explain every clickable part in laymen’s terms.”*



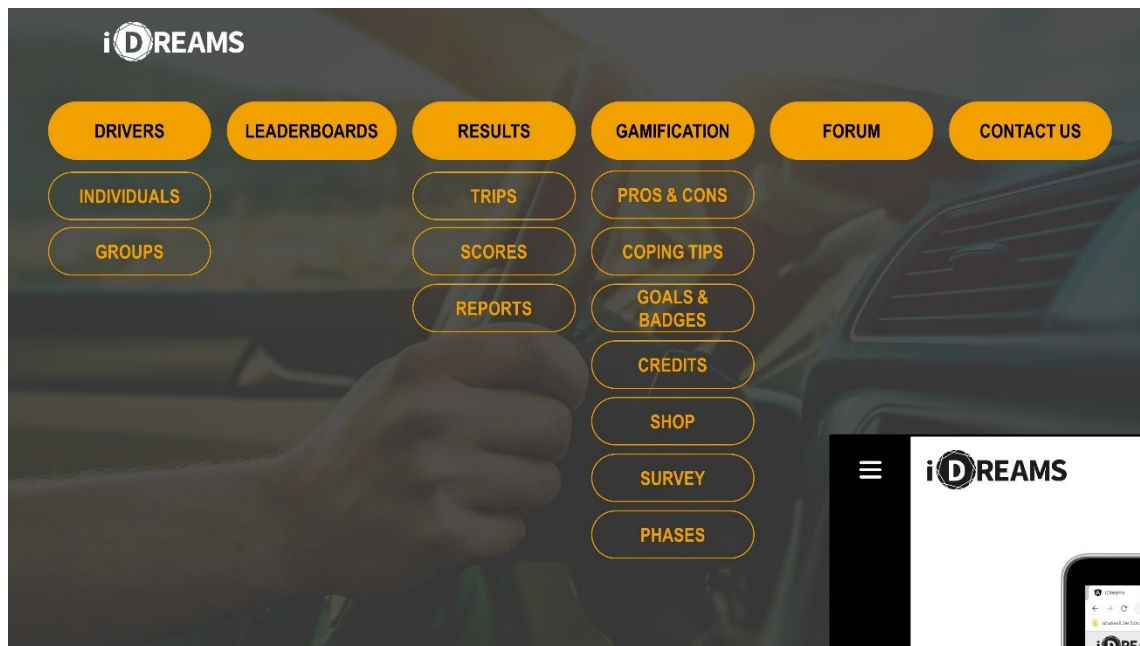


Figure 1: Overview of the menu of the web platform

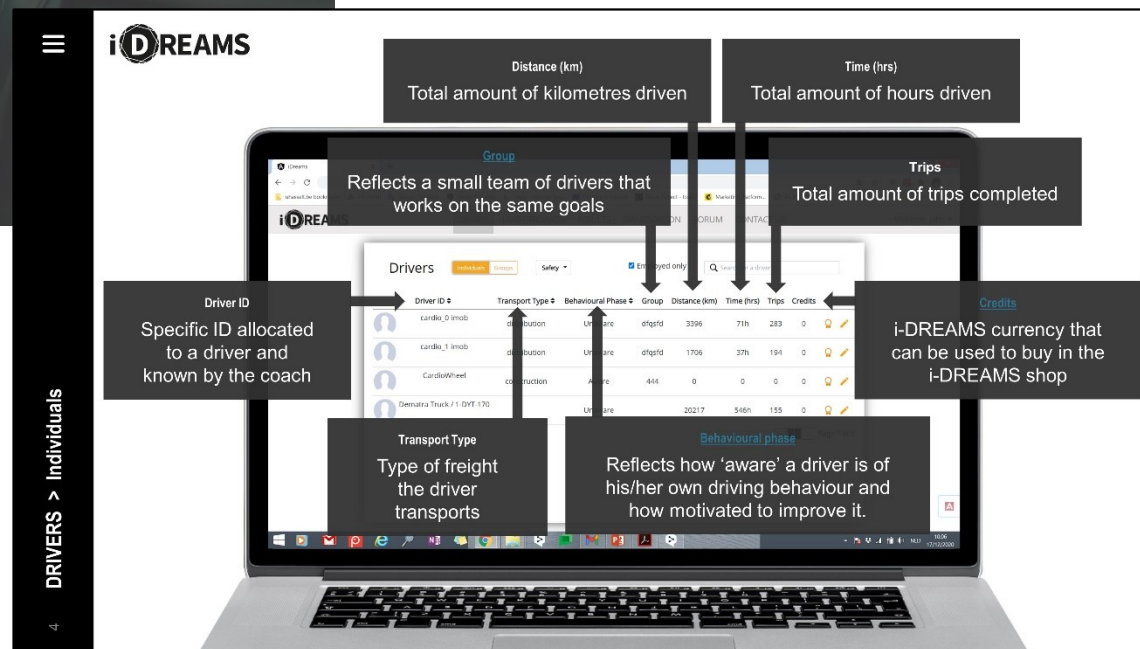


Figure 2: Example of a page in the manual with the menu icon depicted in the left upper corner



**Personally, I am very much in favour of keeping things as self-explaining as possible. How did you approach the development of the web platform and also the app, in that sense?**

Edith: *“Oh well, the answer to that question goes way beyond the scope of this deliverable. Of course, our developers took into account all the knowledge available in the literature to start from. And design wise, we tried to foresee buttons on logical place, where people expect them, based on the experience they have with other apps and websites. But since our app and web platform are tailored to what i-DREAMS aims to do, some aspect might require some extra explanation, hence the web platform manual. And to me personally, what I consider to be one of the most important things that require extra explanation, is the jargon we use. In our terminology we use some commonly used words, that still have a very specific meaning considering the context we are working in. We therefore explained that terminology in D4.7.”*

**And what are those words that you are referring to then?**

Edith: *“They are: performance domain, safety promoting goal, parameter, group, event and general indicator.”*

**I guess you know what my next question will be ... can you explain them in short?**

Edith: *“A performance domain, is the field in which prevention is stimulated. In the case of i-DREAMS, that domain is ‘safety’. But the way we developed our technology, other domains might be added as well, such as ‘eco-efficiency’. Within the i-DREAMS safety context, we work on matters related to ‘health’, ‘vehicle control’,*

*‘road sharing’, ‘speed management’ and ‘safety devices’, which are our safety promoting goals. And they are further translated into one or more parameters to measure performances and evolution. For example, ‘health’ is translated further into the parameters ‘fatigue’ and ‘distraction’.”*

**And what is the difference then between performance domains, safety promoting goals and parameters on the one hand and general indicators on the other hand then?**

Edith: *“You can follow up on parameter and safety promoting goals related to the performance domain ‘safety’ via scores. But you can also follow up on driver scores related to a couple of general indicators such as: ‘amount of kilometres driven’, ‘amount of hours driven’ and ‘amount of trips completed’.”*

**And then what about ‘groups’ and ‘events’? What do those words mean within the i-DREAMS context?**

Edith: *“In i-DREAMS a group is defined as a collection of drivers that works on improving the same safety promoting goals and parameters. The company coach defines the groups, which consists of 1 or more drivers. Each driver can only belong to 1 group. Defining groups is crucial in i-DREAMS, since only after allocation to a group, a driver can start working on aspects that the i-DREAMS application focuses on. An event is a logged incident that impacts the drivers’ safety score. For example, ‘tailgating’ is one of the parameters we work on. When the i-DREAMS system detects that a driver is driving too close to the car in front, the moment where this happens is logged and visualized on the trip on a map as an event.”*



**Although the web platform is largely self-explaining, you still foresaw a manual to explain specific details. Why did you not create a manual for the i-DREAMS driver app then?**

Edith: *“We did not create an app manual indeed, but we did make sure that the drivers received some extra information about the different features in the app though. The available features in the app were not all released at the same time. This was done gradually. The drivers participated for 18 weeks in our road experiment. The first app functionalities were released in week 9 and shortly before that release date, the drivers all received an email containing short video tutorials per released feature. In week 13 the next set of features were released, and again we provided the necessary information via short video tutorials per feature.”*

**In the deliverable you also elaborate on the *Help+Manual* software. Did you end up using that?**

Edith: *“No, we did not. And that is actually a good thing. It means that the tool is self-explaining enough. The manual we already foresaw turned out to be more than sufficient. Even though not all features were completely developed at the time the manual was written, the explanation turned out to be enough.”*

Ok, thank you Edith for having this chat with me.

Prof. dr. Tom Brijs

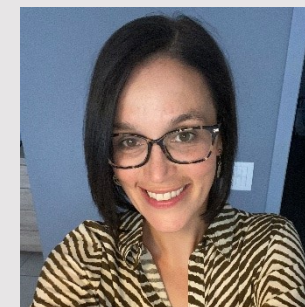
i-DREAMS coordinator

Deliverable 4.7 is part of WP4:

**Technical implementation**

[Download the report here](#)

## i-DREAMER in the spotlight



**EDITH  
DONDEERS**

Graduated as *Master in Communication Sciences* in 2003

Employed at the *Transportation Research Institute of Hasselt University* since 2005

Passionate about *family, reading, history, health, good food...*

Tasks in i-DREAMS: *In charge of all aspects related to administration, dissemination and communication*

