

MyCarDoesWhat

A national education campaign to inform U.S. drivers on advanced driver assistance systems using videos, graphics, a website, games and social media.

The three-year campaign focuses on education, partnerships, advocacy and media.

This evaluation looked at website effectiveness midway through the two-year campaign.

Methods

Quantitative & Qualitative Measures

- 1) Website feedback forms
- 2) Recordings & heatmaps of user sessions
- 3) Website intercept surveys
- 4) Website analytics

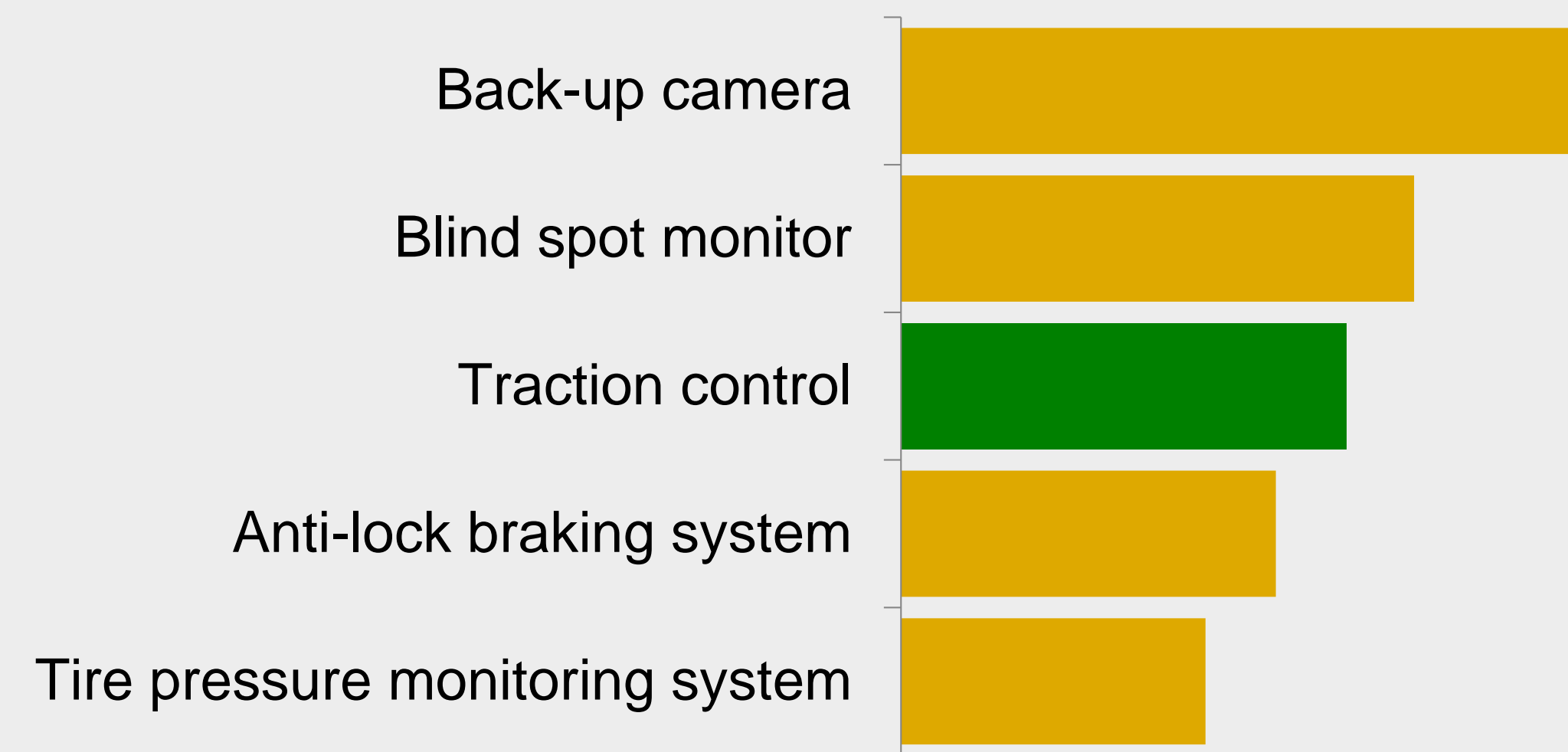
Next Steps

Continue to track metrics to ensure effective website implementation. Produce new materials addressing the next wave of car safety technologies. Partner with organizations to distribute educational materials at DMVs, dealerships and other locations.

Results

Popular Content

Third most popular page was least populated with content



“For the few systems I have seen on your site that don't have video explanations ... I assume you are working on [them].”

User Expectations

Large majority of website searches were for specific car models – not relevant to website content

Not Relevant to Site

339
/?s=2013+civic
/?s=2013+Dodge+Dart
/?s=2013+Ford+F150
/?s=2013+Honda+Pilot
/?s=2013+Hyundai+Santa+Fe
/?s=2013+Hyundai+Tucson
/?s=2013+Lexus+rx350
/?s=2013+nissan+?
/?s=2013+SCION+XD+SLT
/?s=2013+civic
/?s=2013+Dodge+Dart
/?s=2013+Ford+F150

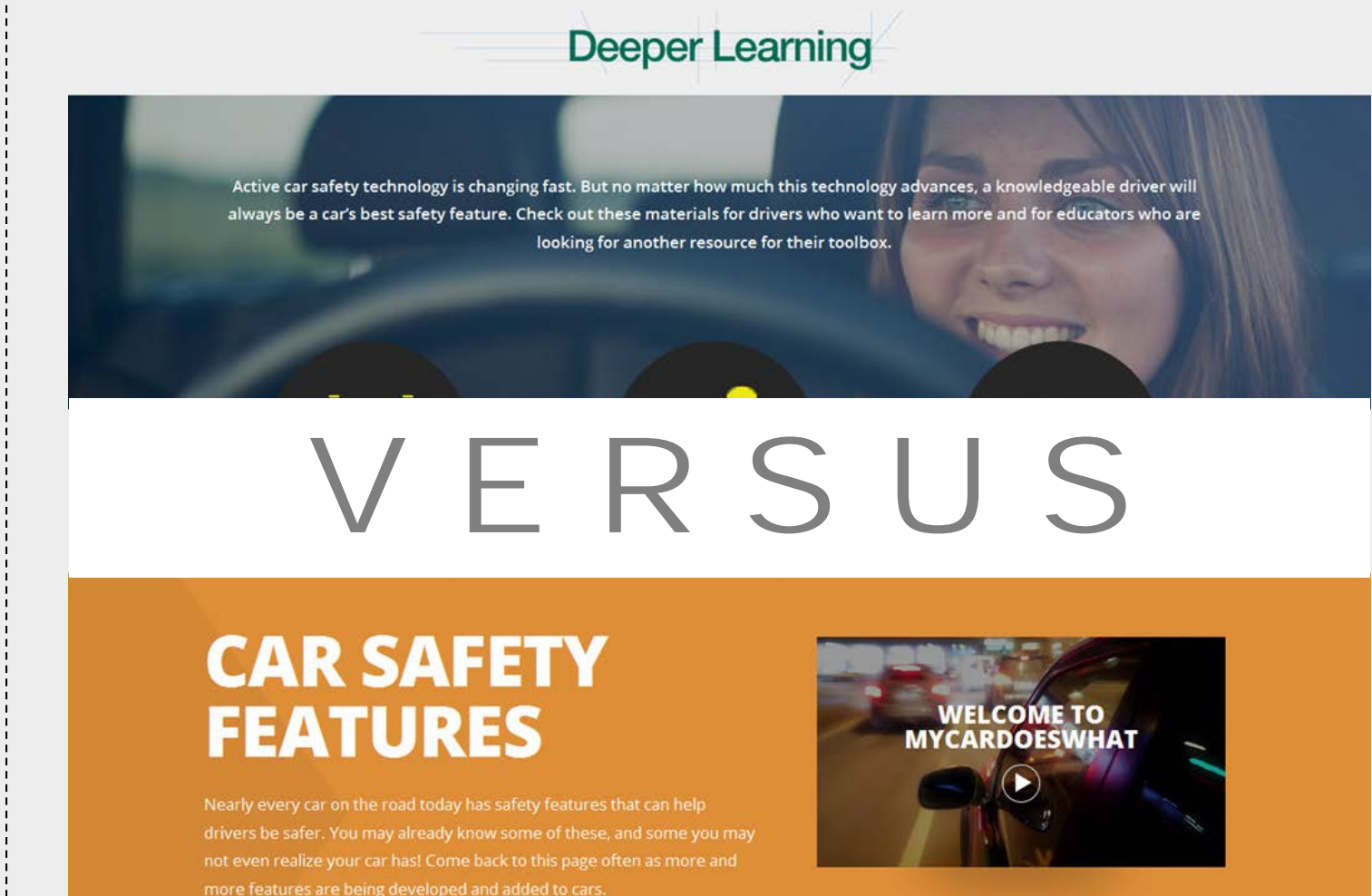
Relevant to Site

69
/?s=my car shakes when I stop
/?s=my steering wheel vibrates

“Nowhere in the menu of all these choices is there a spot to **input one's cars make, year, model** to indicate which of these features that car/year has!”

Depth of Information

Sections with most technical information had higher retention and longer time on page



4X more browsing

1 min less

“A few more links to more **technical information** on some of the features for those who may want a deeper dive or information on some subjects.”

Conclusions

Anticipated popular pages did not match actual popular pages

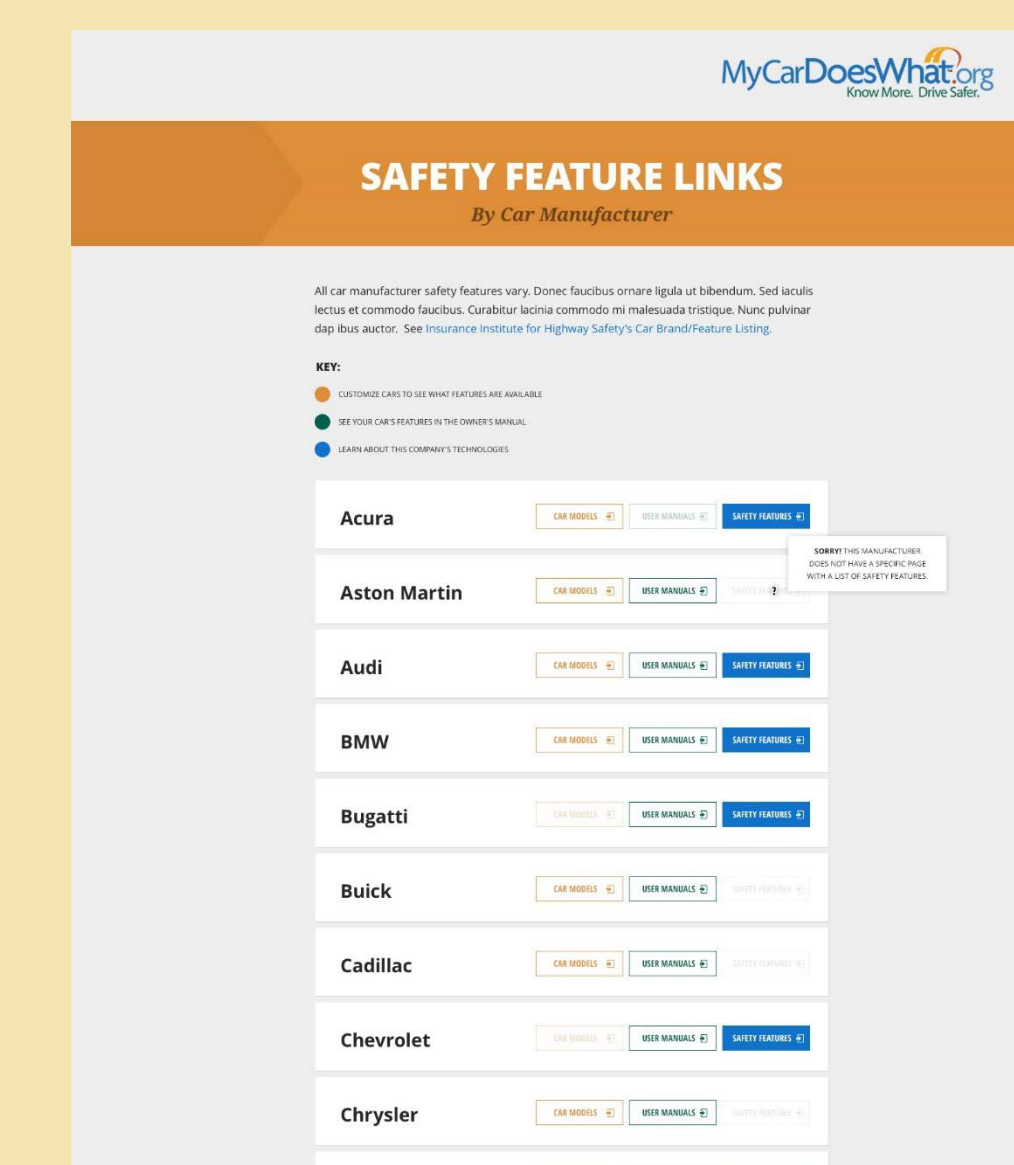
Users expected make & model content but *MyCarDoesWhat* is brand agnostic

More in-depth content resulted in higher page engagement

Recommendations

Expand Popular Pages

Added videos, graphics and a new Q&A section.



Integrate Brand-Specific Information

Added section with links to brands' safety tech pages.



Add Content to Deeper Dive Sections

Produced more content for more technical sections of website.

Contact

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National Safety Council

The National Safety Council saves lives by preventing injuries and deaths at work, in homes and communities, and on the roads through leadership, research, education and advocacy.