

Fleet management and driver coaching

A working mobile application shaped by a decade of user research, field testing, and direct customer input.

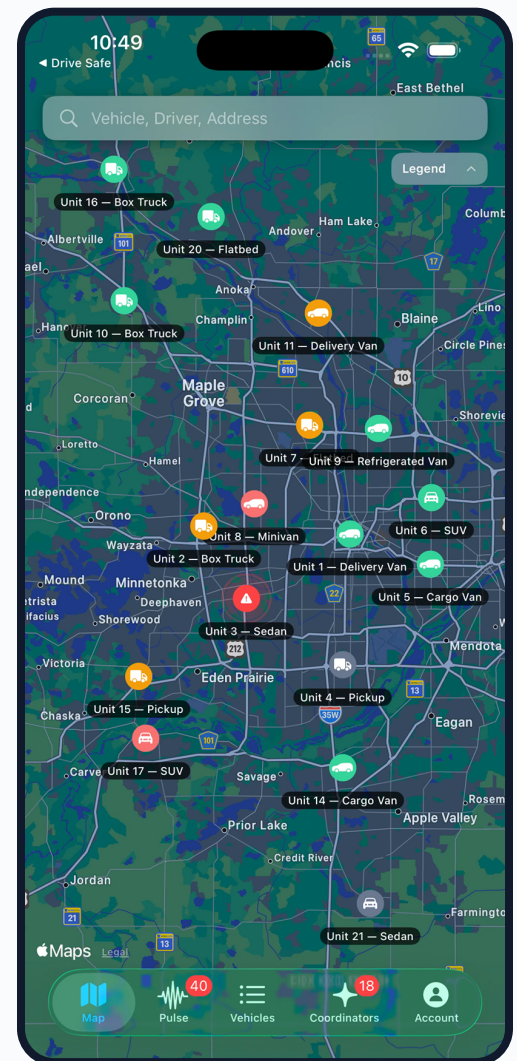
The product

I created this application to bring fleet awareness, safety event review, and coaching follow-up into one mobile experience.

It gives a fleet coach or manager a connected way to see vehicle status, understand an incident, review a suggested response, and organize the work that follows.

Grounded in a decade of learning

The product draws on accumulated user research, field testing, and direct customer input. That foundation informs the experience across fleet monitoring, evidence review, and manager-controlled follow-up.



Fleet map and vehicle status | 00:05

WORKING APPLICATION

Simulated middle and back end support the demonstrated experience.

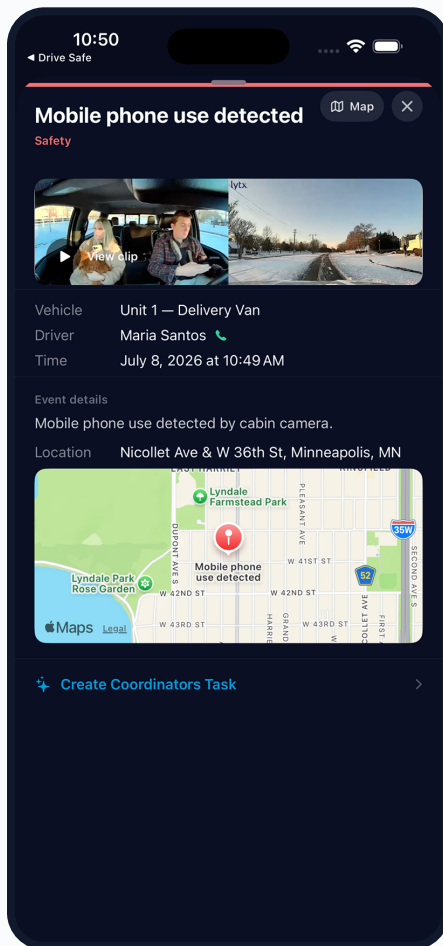
CUSTOMER SHOWCASE

Presented at the company's primary customer conference.

From a safety event to a coaching task

The demo follows a mobile-phone-use event from supporting evidence through a suggested response and an approved task.

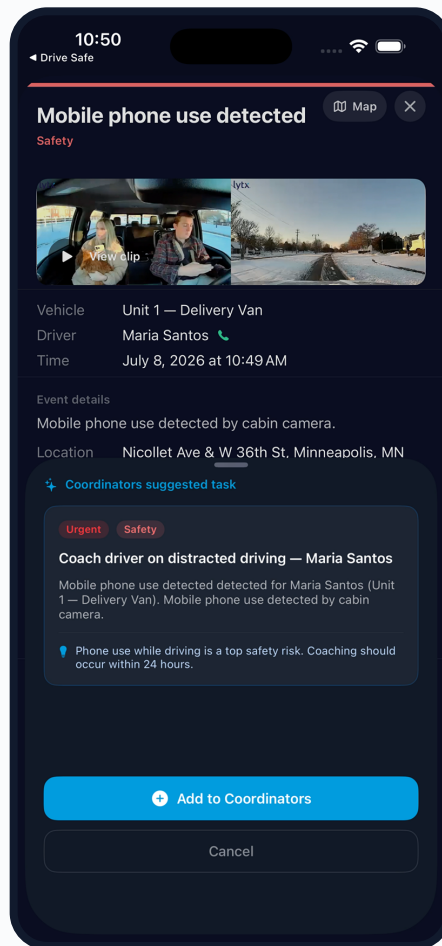
01 Review the event



The event brings together the driver, vehicle, camera preview, time, and location so the manager can review the context.

Demo frame 00:26

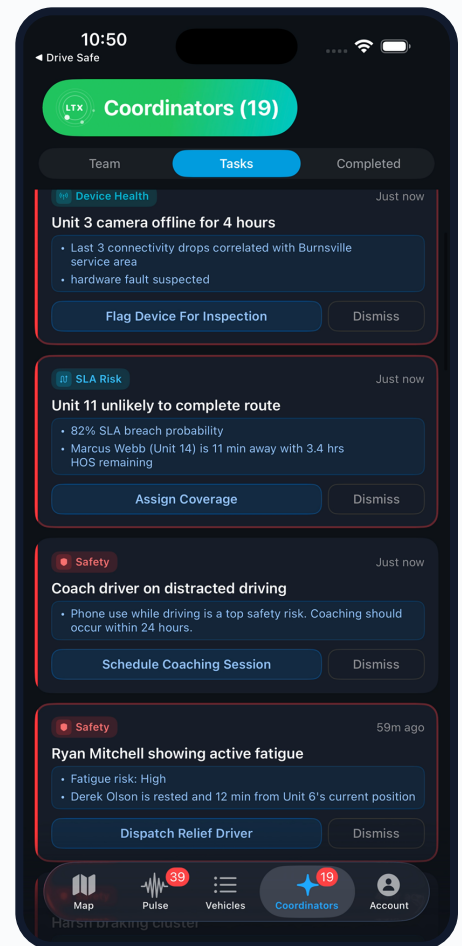
02 Approve a response



The application suggests a coaching task and explains its urgency. The manager chooses whether to add it to Coordinators.

Demo frame 00:30

03 Organize follow-up



The approved task is routed to Risk Analyst and appears in the task queue with an option to schedule a coaching session.

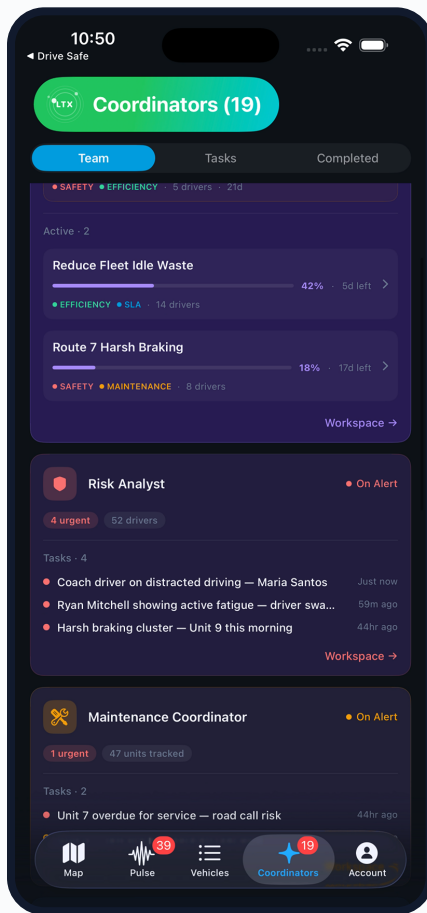
Demo frame 00:44

Approval is explicit: the manager chooses whether a suggested response becomes a task.

Coordinators and delegation controls

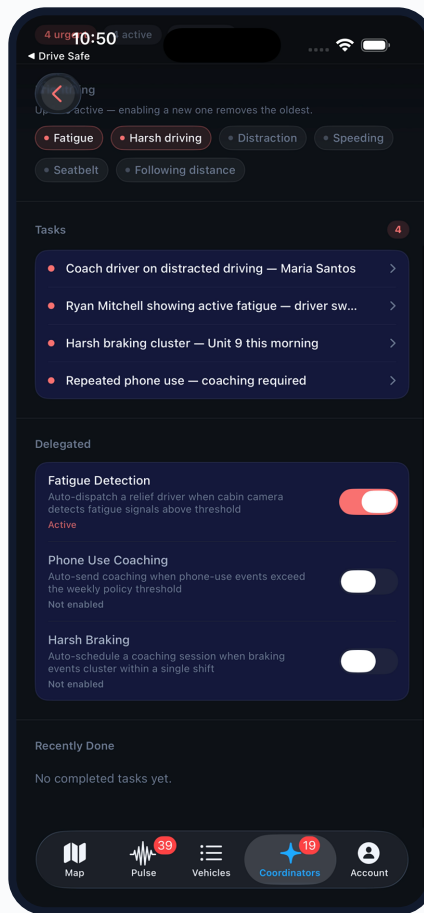
Specialized workspaces organize responsibilities, while explicit controls let the manager choose which recurring behaviors to delegate.

Work by responsibility



Coordinator overview | 00:48

Explicit delegation



Fatigue setting enabled | 00:54

Defined areas of work

Risk Analyst organizes driver and vehicle safety tasks. Maintenance Coordinator, Fleet Strategist, and Campaign Builder extend the model to other fleet responsibilities.

A manager stays in control

The interface separates reviewing individual tasks from enabling ongoing delegation. Managers can enable fatigue response while leaving phone-use coaching and harsh-braking workflows disabled.

Applying research to AI-assisted workflows

The product explores an AI-assisted interaction model grounded in a decade of domain learning. Recommendations appear in the context of a fleet event, move into an owned task, and remain subject to manager approval and delegation settings.

Basis: creator-provided product context and screenshots from Coach Manager.mov.