

Case Study

The Transport Accident Commission (TAC)

Delivering An Impactful Driving Experience



Delivering an impactful driving experience

The Customer

- In the 1990's, the TAC launched [DriveSmart](#), a computer-based simulation training tool designed to support learner drivers develop skills for safe driving.
 - The program was originally delivered on CD-ROM, and then transitioned to an online resource in 2014. However, as the program aged, so too did its effectiveness in engaging an audience that had grown up in the age of gaming.
 - Even though the research within the program withstood the test of time, the tool was now outdated for a Gen Z audience who have come to expect a good user experience, interactivity, and mobile accessibility, which are necessary factors to deliver an impactful learning experience for this up-and-coming generation.
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The Challenges

- The major challenge of the project was to build a new system that was primarily aimed at a Gen Z audience. Therefore, the platform had to be fully mobile-optimised, with intuitive UI, a custom interface, and be accessible to all participants.
 - To effectively connect with the intended audience, the development of new content included realistic learning scenarios, gamification elements, interactivity and feedback, and embedded in a research environment.
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The Solutions

- Our solution was the implementation of imc Learning Suite, as the front end portal (website) for TAC.
- This portal was combined with a mobile-first interactive video format which was designed in a way that was easy-to-use, playful and mobile-optimised.
- There were gamification elements included within the development of content such as badges, storytelling and driving games which enabled the learner drivers to build up their driving knowledge. They also had the ability to share badges on social media to share the safe driving message with their peers.
- New video footage of driving conditions and risks were filmed for the scenarios. The videos were to be adapted into interactive scenarios by imc. These scenarios were designed to resonate with real-world examples that a young driver might experience whilst driving and be exposed to common dangers on the road.

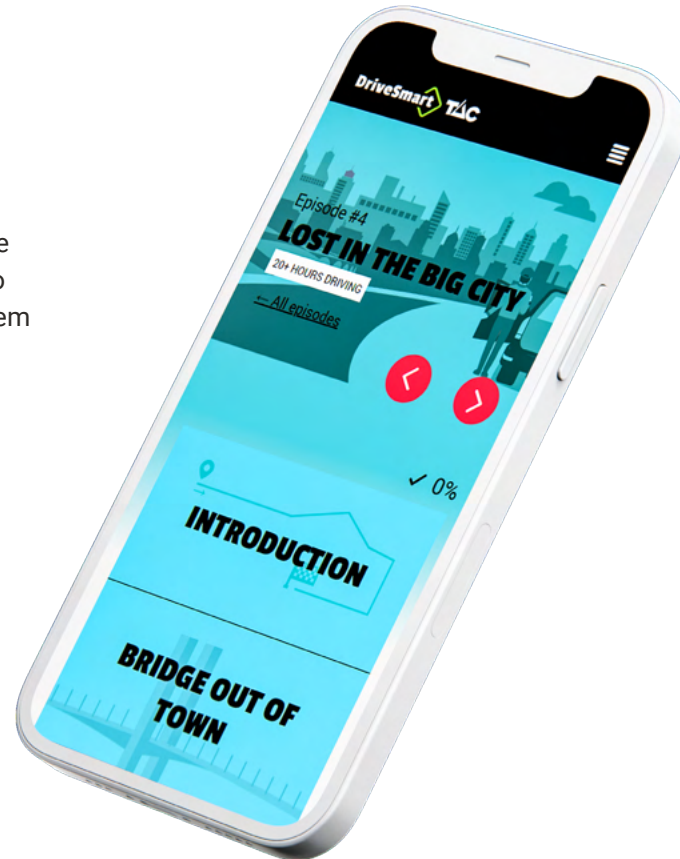
The Advantages

- The successful delivery of the imc Learning Suite enabled TAC to deliver a mobile-first program that effectively engaged with its intended audience (novice drivers between 16-24).
- The successful redesign of the DriveSmart program can help educate its' users and indirectly influence the reduction of accidents (both fatal and non-fatal) involving young people in Victoria, Australia.

About The Transport Accident Commission (TAC)



The Transport Accident Commission (TAC) is a Victorian Government-owned organisation whose role is to promote road safety, support those who have been injured on Victorian roads and help them get their lives back on track.



DriveSmart is part of a suite of programs available for novice drivers as part of our efforts to eliminate road trauma in Victoria. We are really pleased to have DriveSmart recognised for its evidence-based approach to supporting novice drivers build the hazard perception and concentration skills they need to become safer drivers.

Project Manager for the DriveSmart redevelopment, Road Safety, TAC.

A successful transition to mobile-first

The project was delivered on time, on budget and in its initial launch phase in March 2019, where over 8,000 users had been onboarded.

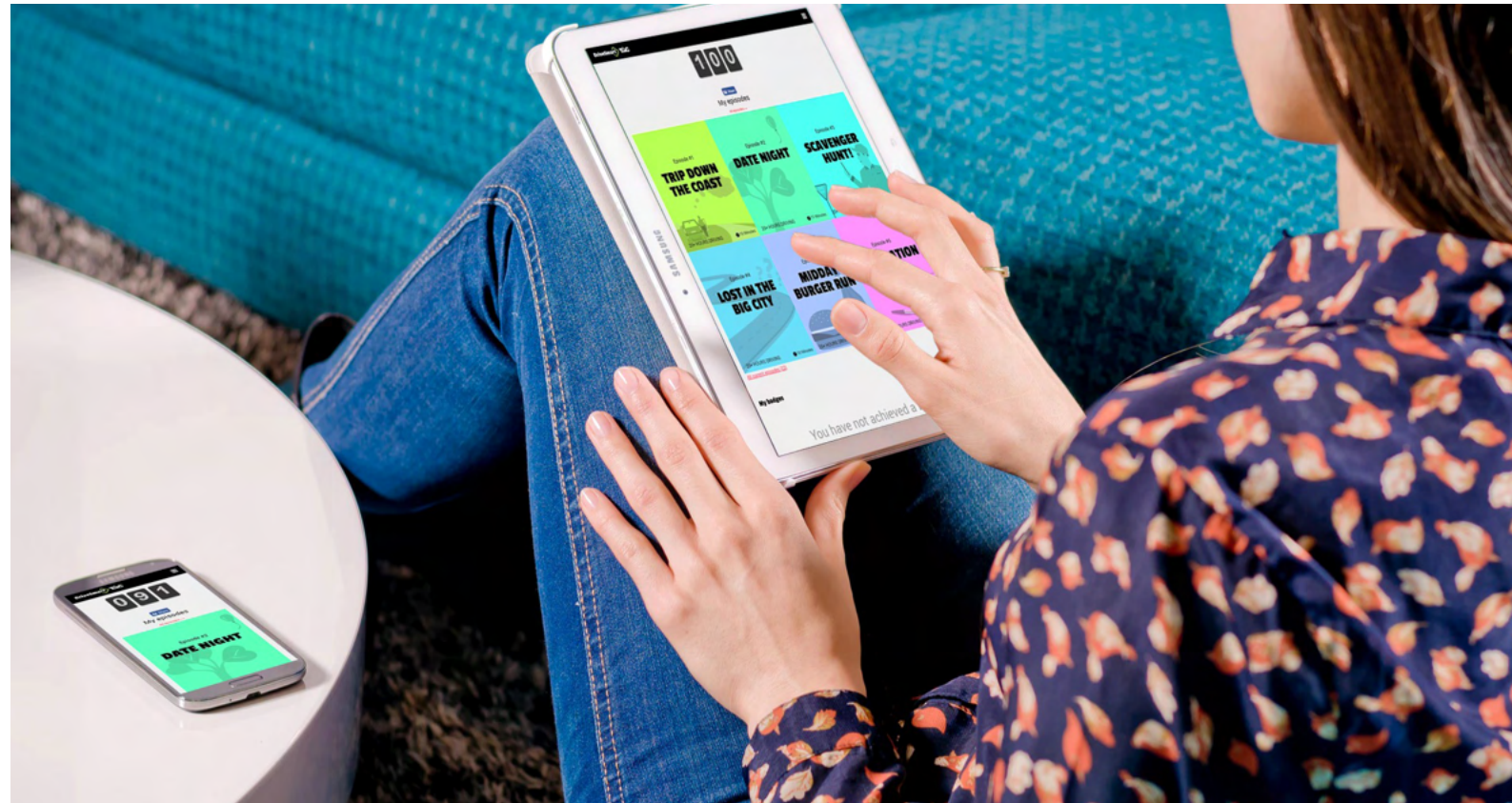
The successful redesign of the DriveSmart program has resulted in management who are very satisfied with the modernisation of the website and the mobile-first platform.



Extremely positive word-of-mouth

There has been a lot of positive word of mouth from the program's users.

The consensus within the community is that the bright colours and design of the website are very engaging, and it seems that users are more open to absorbing the information because of the way that the scenarios have been designed.



An award-winning result

imc and TAC were recognised by LearnX, with two awards at the 2019 LearnX Awards for DriveSmart.

Every year LearnX recognises projects pushing the limits of innovation and creativity in learning and design.


DriveSmart won imc the Platinum Winner for Best eLearning Design, Interactive Scenario and Gold Winner for Best eLearning Design - Free eLearning Resource.



We're very proud of our team's for delivering excellent learning solutions for our customers, even prouder that they are being recognised for their efforts. Both projects have allowed the teams to take the project beyond the brief in terms of innovation and originality while being reinforced by learning theory to maximise learner engagement

Sven Becker
Member of the Board, imc

Rewrite the way we learn



About imc

imc has been working with organisations across the private and public sectors for over 23 years to redefine the way that learning is designed and implemented through a combination of technology systems and tools, content and strategy.

More than 1,200 commercial enterprises, government organisations and educational institutes with over 5 million users around the world rely on imc's holistic and bespoke solutions.

We are located at 12 offices around the world with 300 employees to serve your complex requirements. imc focuses on supporting organisations where learning is key to the business performance and viability, beyond a feel-good measure and a nice-to-have.

Contact us now

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