

ORGANIZATIONAL COMMUNICATION PROJECT

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PRODUCT NAME: GOOGLE SELF-DRIVING CAR

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PART 1

DEFINITION

In this project, we're presenting the Google Self Driving Car Project, which is an automobile project made by Google that as the name suggests, is driverless. The first researches took place during the 30s; but due to the lack of technology at the time, they couldn't progress much so the researches were put a side. However, as technology evolved through decades, the idea of a self driving car started to become possible and the researches started to come out of paper. Wanting to transform mobility by making it easier, safer and more enjoyable to get around, Google started to work on fully self-driving cars that do not require human intervention at all and these cars had been passed through tests in real life situations, such as parking lots, free roads and even more advanced and complex, traffic.

Google self-driving car, commonly abbreviated as SDC is being developed since 2009 though a project by Google X, which involves developing technology for autonomous cars. The software powering Google's cars is called Google

Chauffeur. Lettering on the side of each car identifies it as a "self-driving car".

Google self-driving car engineering was mainly created to bring more safety and practice to drivers of tomorrow, it contains high quality technology laser combined with GPS system, which was programmed with a perspective to significantly decrease the accidents rates caused in the roads, mostly made by human's mistakes. Also it brings more useful time for the "driver", Imagine getting in your car, typing or speaking a location into your vehicle's interface, then letting it drive you to your destination while you read a book, or take a nap. Furthermore, it is strategic designed to avoid all possible accidents surrounding by the compact shape and the laser technology that predict and avoid possible accidents around by using an advanced algorithm's Software. Currently, Google self-driving car has been already tested around the streets of Mountain View, California and Austin, Texas.

PART 2

PROMOTING OUR PRODUCT

There are many methods that can be done to promote a product, we chose social media as the mainly mean of communication to reach customers and promote the product. Facebook is one of the most well-known social media site in the world and there is where it was decided to create a profile account that through pictures and videos clients and empathizes will be able to spread the idea.

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.

PART 3

VALID AND INVALID OBJECTIONS

Valid Objections:

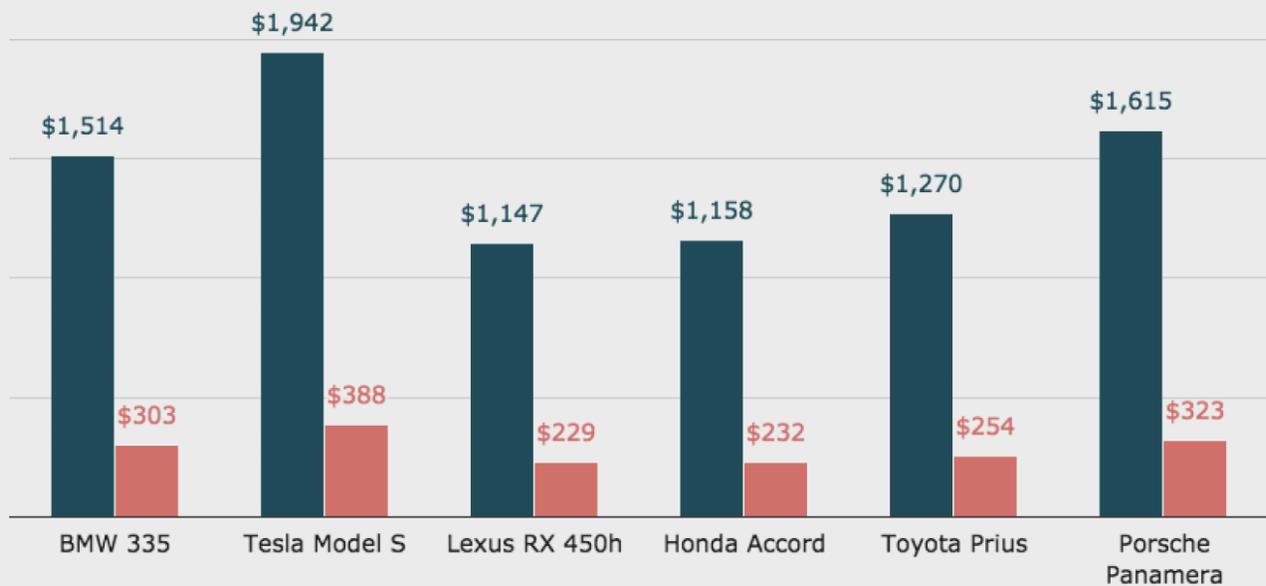
1 - Why can't Google use existing vehicles?

Google started by working with existing vehicles like the Toyota Prius and the Lexus RX450h. However, they had to make multiple hardware modifications to the cars because they were not designed to be self-driving. By designing a new self-driving vehicle prototype from the ground up, Google had the opportunity to explore and learn. What a fully self-driving vehicle could look like. For example, the development team was able to take out the steering wheel and pedals, and change the shape of the vehicle so their own sensors can be placed for the prototypes optimal field of view. Google were also able to build back-up systems for braking, steering, computing and more into the vehicle.

2 - Will Google's self-driving cars get into accidents?

Safety is Google's top priority. In the 6 years of their project, they've been involved in a small number of accidents in more than 1.8 million miles of autonomous and manual driving combined. Google vehicles have not caused any accidents while in self-driving mode, some of the few accidents that happened with their vehicles were when a person was driving the car.

Estimated Auto Insurance Costs: Self-Driving Vs. Human-Driven Cars Of Same Model (Self-Driving Price In Red)



(Credit: Ferenstein Wire / Source: Metro Mile)

PART 4

LIST OF EXPENSES

Manufacturing:

Although Google company has established that will not manufacture cars, other companies will, the point is how much it would cost to manufacture these cars. Google's autonomous cars have about \$150,000 in equipment including a \$70,000 Lidar System, this laser allows the vehicle to generate a detailed 3D map of its environment. One German supplier was supplying Lidar systems for an automaker in 2014 for about \$250 per vehicle.

