Perceptions of Female Drivers Using Mobile Driving- Aided Applications in Saudi Arabia

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Abstract - **Although is highly inadvisable for drivers to use their smartphone while driving, certain mobile applications provide driving assistance. These apps may come in the form of intelligent surrounding awareness apps that can alert the driver of anything amiss, for example by way of detecting potential hazards and providing collision warnings. Such apps are particularly useful for new and unexperienced drivers, as applicable to most women in Saudi Arabia where the ban on driving has just been lifted. The views and perceptions on the use of this kind of application provides valuable insight into its potential value and efficiency. Regrettably, there is a lack of studies on the user perception of mobile driving-aided applications in general and that of Saudi Arabian women drivers in particular. As a result, this study undertakes an exploratory survey to investigate the readiness of Saudi Arabian women to use mobile driving-aided applications and their perceptions. 329 respondents participated in the survey. The result indicates that a considerable number of respondents welcome the use of mobile driving-aided applications.**

Index terms: Mobile Application, Driving Aid, Users Perception, Readiness.

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