



## Q & A with Isaiah King

### Common questions about BamBam

#### 1. Why did you decide to build this app?

The short answer: I was sitting at my kitchen table, talking with my mom about a friend of mine who'd gotten into an accident because he got distracted by a text message. I realized right there, this could be an app! I immediately started working on it, and a few months later I rolled out the version of the application. The deeper, broader view is that there is a clear need for such a tool. Given how many people die or get hurt because they were distracted behind the wheel, it was a no-brainer.

#### 2. What do you hope this app will achieve?

I want to help people become safer drivers. After I started working on the application, I started reading more about texting and driving, and those stories and statistics are hard to forget. It's completely nonsensical that so many people would die because they were distracted for a second or two. If this app can help reduce or eliminate those distractions, then roads will be a lot safer for everyone. That's my objective.

In addition to driving, there's a whole other dimension to BamBam: the convenient communication angle. Why do so many people feel pressured to answer a text immediately? With BamBam, they can relax and answer at their leisure.

#### 3. How does this compare to speech-to-text applications?

Speech-to-text apps require users to hold their phones in their hands, and in most states it is illegal to do that while driving. Those applications work best in a silent area, with clear diction. BamBam works in any environment, and it is the only auto-response application that is completely hands-free. I specifically designed so that it would activate itself the moment you sit in your car (if your car and phone have Bluetooth). You can leave the phone in your pocket or purse the whole time you're driving and BamBam still works – that's how handsfree it is!

#### 4. Why do you think there's such pressure on people to answer texts immediately?

We're living in a world where people want info now. They want the answer to today's email yesterday. They want you to call them back even before you called them. Text messages are no different. Actually, I think they put even more pressure on people, because there's this





## FAQ's

assumption that text messages are less involved and more efficient than phone calls or emails. That is true in a sense. They are shorter and quicker than a phone call. But what people overlook is that it takes time and mental energy to come up with an answer, and it takes manual dexterity to type that answer. BamBam does the answering for you, and lets you answer at your convenience.

### **5. What do you think it says about our society if people need technology to essentially escape technology?**

I'm sure when the telephone was invented, people thought, "Amazing!" Then they started wishing for an answering machine. Same goes for email and the vacation autoresponder. Text messaging may be the only modern communication tool that doesn't allow the user to respond calmly and on his or her own terms. That's what BamBam is changing for the better.



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