





The next generation of smartphone travel data collection with implementation of complex stakeholder's support approach

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OUTLINE



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INTRODUCTION



Smartphone-based travel surveys

Europe

- METPEX
- SOMOBIL
- TravelVU
- MoveSmarter

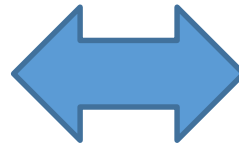
Worldwide

- Modalyzer
- ATLAS II
- Happy Mobility Survey - Singapore



Parameters to be collected

- Trip purpose
- Travel mode
- Trip trajectory
- Satisfaction with service
- Weather data
- Safety data



Automatically



Semi-
automatically



Input from the
users

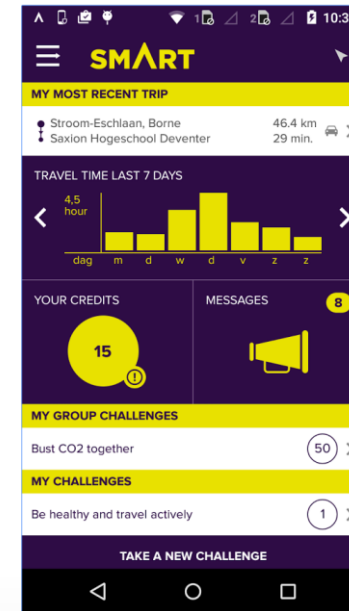
ANALYSIS



Smartphone-based travel surveys

The comparison of current mobile apps:

- ***Human mobility (travel) apps***
 - Moves, Modalyzer, MotionTag
- ***Human activities apps***
 - Strava, Google Fit, Lifecycle
- ***Human mood app***
 - Mood meter, Mood Tools, How are you filling?



MOTIV PROJECT



www.motivproject.eu

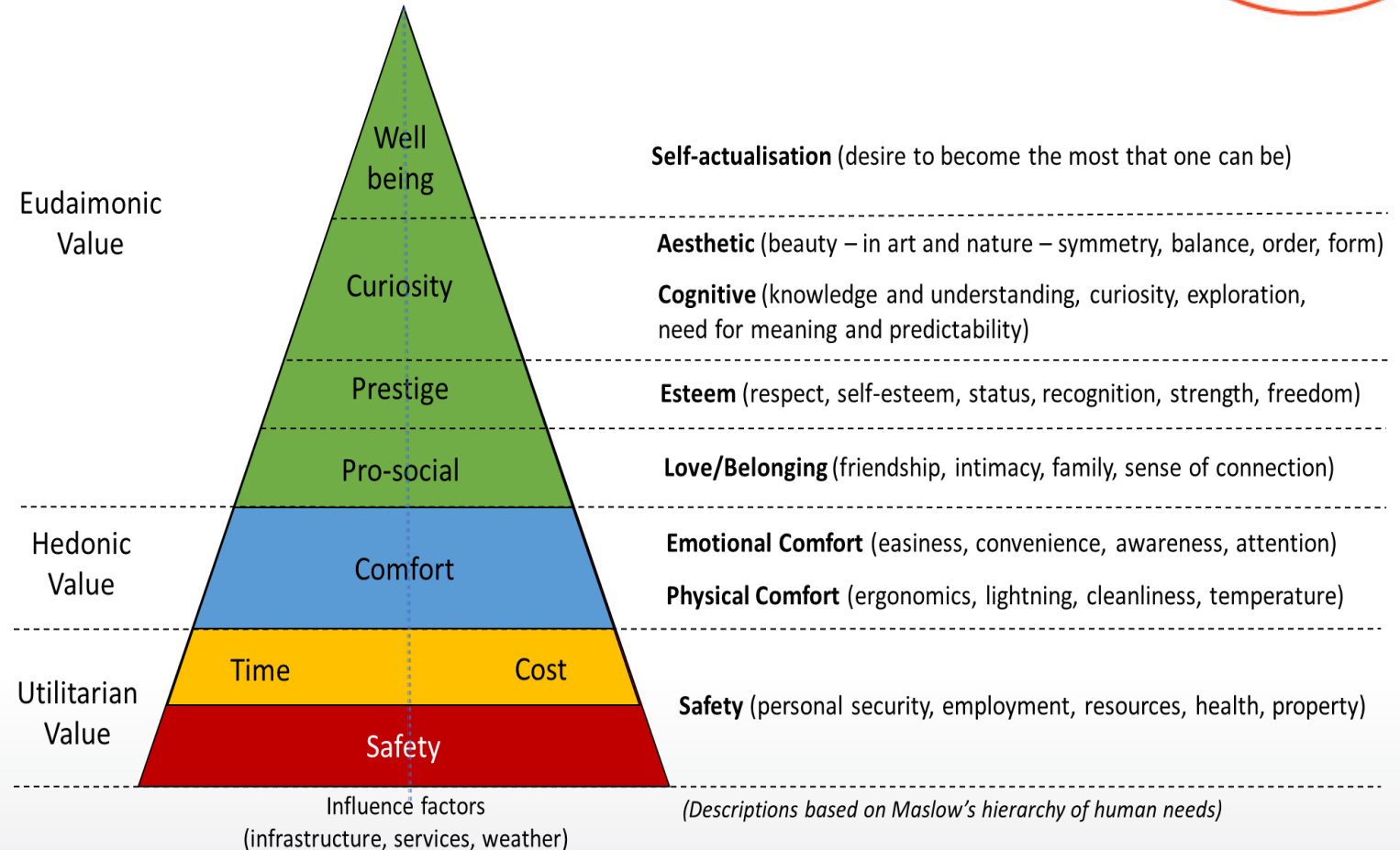


MoTiV Project

Mobility and Time Value



- To introduce and validate a conceptual framework for the estimation of value of travel time (VTT)
- Smartphone-based Data Collection Campaign



DATA COLLECTION CAMPAIGN



- Collecting the data from the users of **MoTiV** mobile App
- >5.000 users from at least 10 European countries
- Involvement of different stakeholders
- Open mobility and behavioural **dataset**
- Stimulate further research and applications on **Value of Travel Time**



DATA COLLECTION CAMPAIGN



Involvement of stakeholders

- Who are our stakeholders?
- How will we engage them?
- What is the role of stakeholders?
- What will be the benefits for them to participate?



DATA COLLECTION CAMPAIGN



Involvement of stakeholders

- a) The official authorities as municipalities, regional government, etc.
- b) Transport and mobility service providers.
- c) NGO, citizens groups.

1. Promoter role
2. Active role

The benefits for stakeholders

- Municipality can benefit from the status analysis knowing more about the travel behaviour and citizens needs within the city.
- Transport and mobility service providers will be more interesting in data reflecting the transport demand, but also the satisfaction with provided quality.
- NGOs can benefit from the data that will support their goals or aims.

DATA COLLECTION CAMPAIGN



Target sample based on the age groups

Age group	Population share (%)	Target sample
16-24	13,57	96
25-49	45,09	318
50-64	23,96	169
65 and more	17,39	125
Minimum target		700

Target sample based on the gender

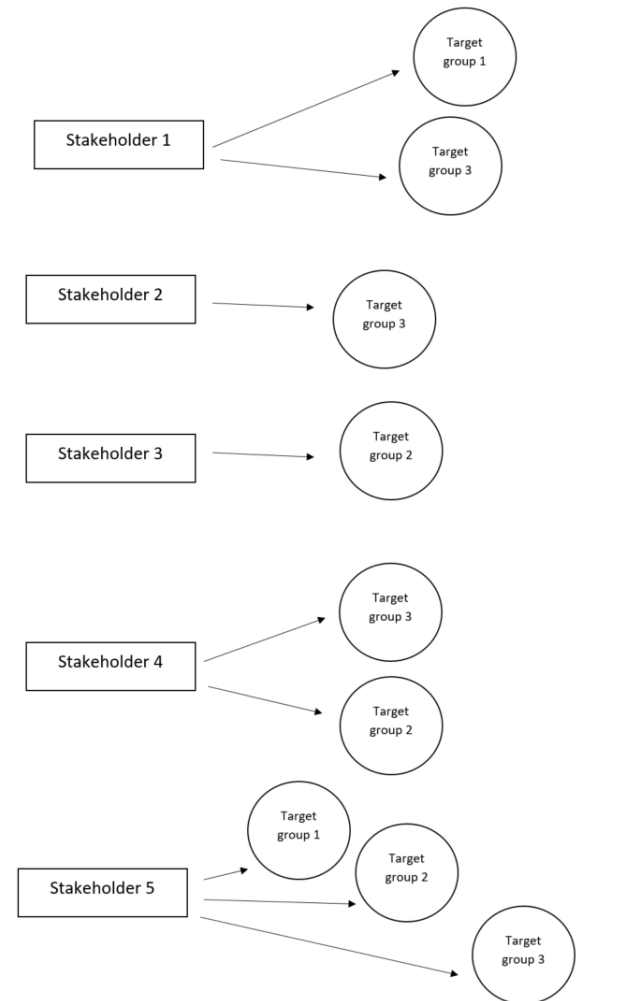
Gender	Share (%)	Target sample
Men	49	349
Women	51	357
Minimum Target		700

DATA COLLECTION CAMPAIGN



Target sample based on the urban and rural areas

Area of residence	Share (%)	Target sample
Urban areas	54	378
Rural areas	46	322
Minimum Target		700



MoTiV MOBILE APP

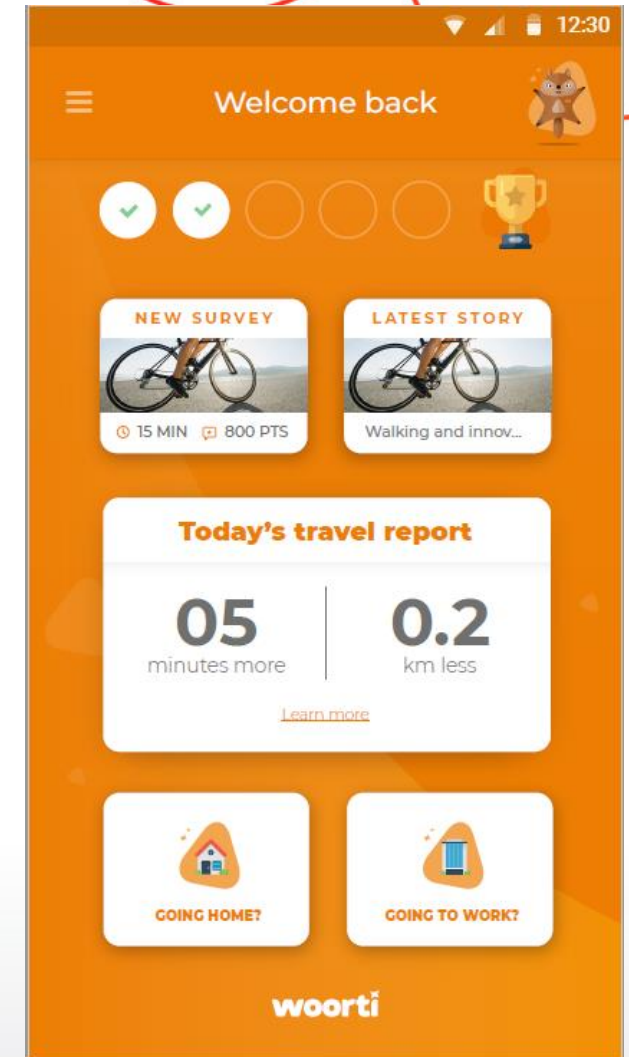


Main functionality

- Collecting the data from the users:
 - **Mobility data** - user's movement
 - **Activity data** - activity during the travelling
 - **Behavioural data** - user's behaviour during the travelling

More functionalities

- Mobility Coach
- Route Planner
 - Search for the best trip from place **A** to place **B**
- Live surveys



CONCLUSIONS



- The smartphone-based data collection campaign is becoming more and more popular.
- The purpose of involvement of different stakeholders in data collection campaign is to attract the broad public of respondents.
- This approach should ensure the smooth process of data collection campaign.



THANK YOU FOR YOUR ATTENTION!

Time for questions

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