Smartphone-based travel surveys as a tool for data collection for policy makers

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Outline

• Introduction into travel surveys
• Analysis
• Mobility and Time Value project
• Methodology
• Results
• Conclusion
# Introduction

## Traditional travel surveys

- Face to Face surveys (1950)
- Paper forms of questionnaires
- Telephone surveys
- Computer-assisted personal interviews (CAPI)
- Computer-assisted self-interviews (CASI)

## Smartphone-based travel surveys

- Based on the usage of GPS (1990)
- Smartphone identified as an innovative tool to get the traditional data
Smartphone apps for travel surveys

• Modalyzer
• MoveSmarter
• Future Mobility Survey
• MotionTag
• TravelVU
MoTiV Project - Mobility and Time Value

• Research on Value of Travel Time.
• Using smartphone it is possible to collect mobility and activity data.
• Capturing the perceived travel experience via smartphone.
• Provide specific actions and recommendations for all stakeholders (including end users) shaping the value proposition of mobility.
H2020 MoTiV project

www.motivproject.eu

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Methodology

To introduce and validate a conceptual framework for the estimation of value of travel time (VTT)

Value proposition of Mobility
Woorti mobile app

Main functionalities

• Onboarding

• My Trips - collecting the data from the users:
  • Mobility data - users’ movement
  • Activity data - activity during the travelling
  • Worthwhileness and experience factors - Productivity/Enjoyment/Fitness

• Surveys

• Dashboard
European-wide Data collection campaign

- Collecting the data from the users of Woorti 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**
Results
Did you make the best travel choice today?

Download Woorti and discover your travel time.

DOWNLOAD THE APP
Results

• Woorti app was developed with limited functionalities
• Development process is still in progress - improving the quality of the app
• Implementing new functionalities in near future
Data collection campaign officially launched on 1st of May 2019.

Campaign managers responsible for monitoring the campaign.

Online tool, so-called back-office was developed for monitoring the campaign.
• More than **350** users downloaded and installed the Woorti app.
• Reported more than 3500 trips with total number of 8737 legs.

<table>
<thead>
<tr>
<th>Transport mode</th>
<th>Number of legs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>3743</td>
</tr>
<tr>
<td>Bicycle</td>
<td>614</td>
</tr>
<tr>
<td>Car</td>
<td>2706</td>
</tr>
<tr>
<td>Bus</td>
<td>877</td>
</tr>
<tr>
<td>Train</td>
<td>589</td>
</tr>
</tbody>
</table>
Conclusion

• The MoTiV approach is a unique as he focuses on capturing of value of travel time from an individual’s perspective.

• The results will also provide overview of perceived value of travel time from an individuals’ perspective, either it contributed to wastedness or worthwhileness.

• Continuous improvement and development of the app is needed to provide the results which are expected to contribute to the development of new mobility services.
Thank you for your attention!

Feel free to download the Woorti app!
www.woorti.com

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