

MoTiV App and Data Collection

The MoTiV conceptual framework for the estimation of VTT will be validated through a European-wide data collection campaign:



- in at least 10 European countries
- engaging a minimum of 5,000 participants
- for at least 2 weeks
- in different contexts (urban, sub-urban, rural)
- across all transport modes

The mobility and behavioural data collected through the MoTiV app will provide an insight into the changing perception and experience on the value of travel time.

The MoTiV app will enable travelers to easily track, understand, and re-evaluate their travel decisions, helping them make best use of their own travel time in line with their personal preferences and lifestyle.



Get involved!
Download
the MoTiV app



Contact



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Mobility and Time Value

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 770145.

A holistic approach to Value of Travel Time (VTT) estimation

MoTiV addresses the emerging topic of exploring the dynamics of individual preferences, behaviours and lifestyles that influence time use in mobility contexts.



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Framework

2

Objectives

3

Expected Outcomes

The project activities are based on four pillars:

1. **Conceptual:** a **new definition and methodology** for the estimation of VTT.
2. **Technological:** **MoTiV app** used to collect data about travellers' mobility behaviour, with a special focus on the experienced value of time.
3. **Organisational:** European-wide **data collection campaigns**.
4. **Analytical:** **analysis on the changing VTT** from an individual traveller's perspective.

- **Broaden the definition and assessment of VTT** beyond the "time and cost savings" consideration, in light of the key factors influencing travel decisions.
- Gain an **understanding of traveller's motivations** for travel choices in line with their valuation of travel time.
- **Assess how ICT connectivity and transport services/infrastructure affect VTT** across leisure and work activities and within cultures and generations.
- Elaborate **actions and recommendations for mobility policy makers and solution developers** to plan transport from the perspective of travellers' needs and preferences.

- ✓ **Comprehensive overview about preferences, behaviours and lifestyles** that influence the travel option choice and the time spent for travel preparation and travelling.
- ✓ **Identification of influence factors** for mode choice and travel time value perception in the context of lifestyle and personal values.
- ✓ **New knowledge about the value of time in mobility contexts**, considering different geographical, cultural, economic and gender factors.



Which are the most important factors affecting our travel time value?



Open Dataset to stimulate further research and applications will be released

