rMove Travel Survey Application – User Experience

Presentation to Technical Committee

January 5, 2016

Baltimore Metropolitan Council

Travel Diary

- Keep for 24 Hours

- Record Activities

- Phone In Results (CATI)

Smartphone Application

- Customizable in-app trip survey is triggered automatically by stop

- In-app survey has validation and real-time logic based on response

- Selection of which vehicle used and persons in HH on trip

- Ability to give feedback or report errors
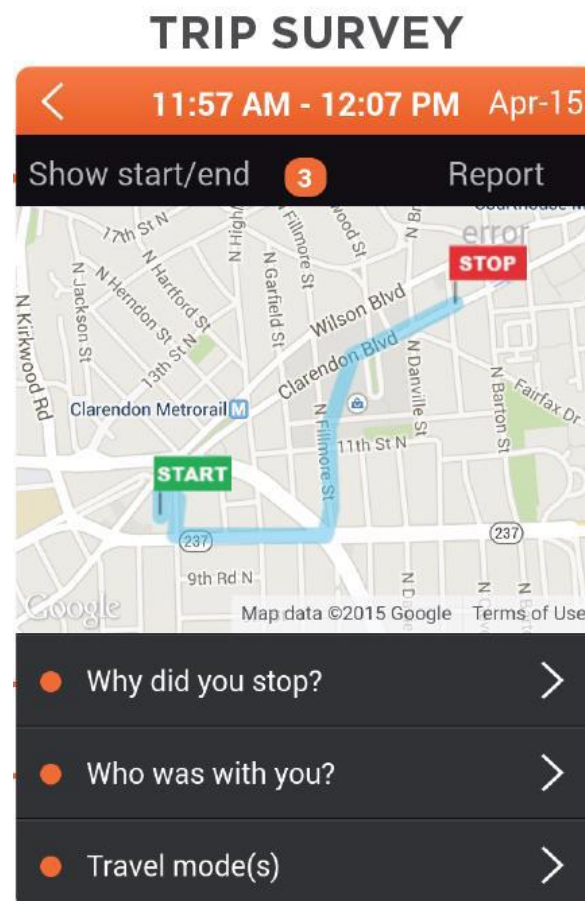
Smartphone Application

Data quality and completeness:

- Reduce recall bias
- Much more likely to always have smartphone with you
- Ability to collect days (or weeks) of travel data

Reduction in participant burden:

- Faster and easier than completing paper, web, or phone surveys long after travel has finished.

Scalability and cost reduction for agencies:

- As app matures, incremental costs should be reduced allowing longer data collection periods and recruitment of more households.

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Trip Survey: Expanded

Expand a list

Why did you stop here (at destination)?
- Went home
- + Went to work/work-related
- + Went to school/school-related
- — Went shopping/ran errand(s)
  - Grocery shopping
  - Get gas
  - Other shopping (e.g. mall)
  - Errands (e.g. post office, bank)

- ● Why did you stop? ⟩
- ● Who was with you? ⟩
- ● Travel mode(s) ⟩

Who was with you?

Non-household members with you?

0	1	2
3	4	5+

Household members with you? (SELECT ALL)
- Just me
- Adam ✓

How did you travel? (SELECT ALL)
- — Own vehicle (or motorcycle, moped)
- 2004 Xterra
- 2014 Kia Sorrento
- Other vehicle in my household
- + Other vehicle (e.g. rental, carshare, taxi)
- + Any bus (e.g. public, school)
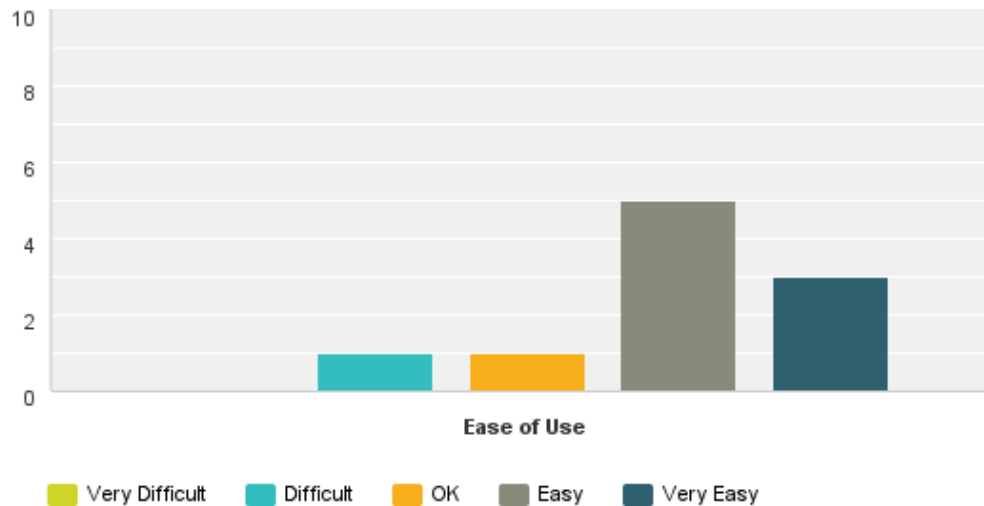- Walk/jog/wheelchair

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rMove Survey

- Conducted December 15-18, 2015 using Survey Monkey

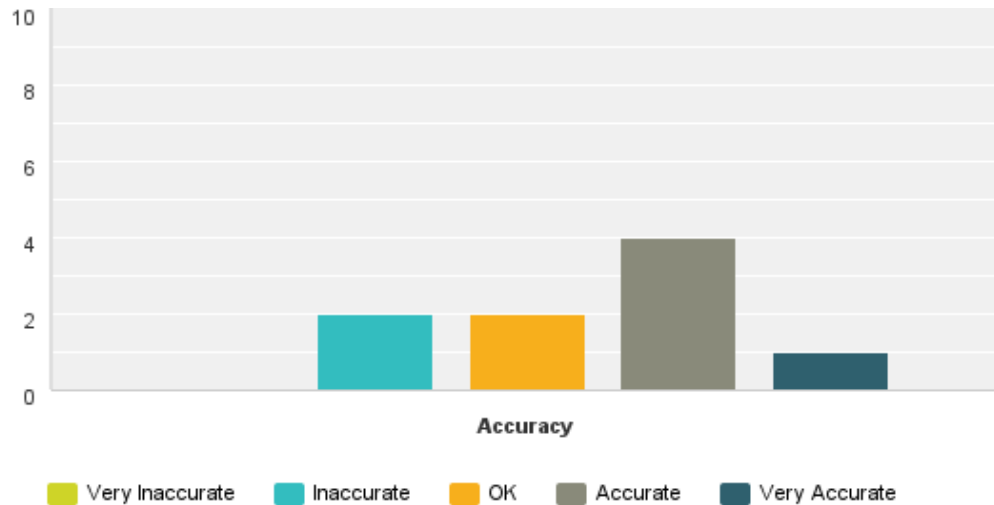- 16 participants (10 completed to date)

- 4 questions

How easy was rMove to use?

Answered: 10   Skipped: 0
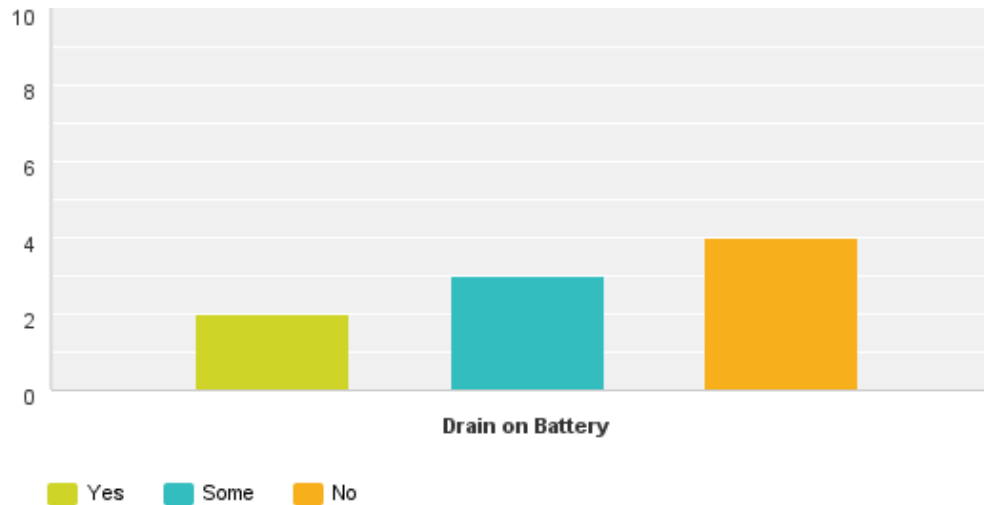
How accurate was rMove in tracking your trips?
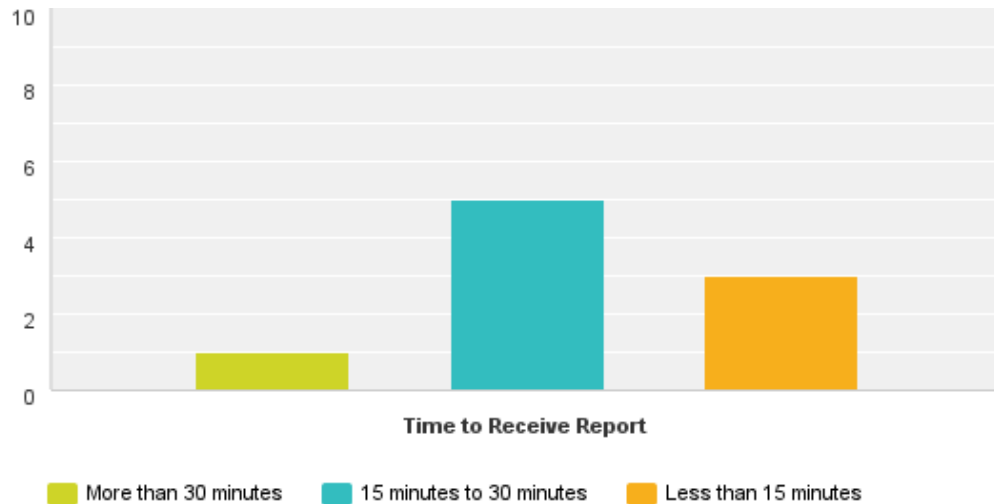
Answered: 9   Skipped: 1

Did your phone battery drain faster than usual with rMove?

Answered: 9   Skipped: 1

Drain on Battery

Yes   Some   No

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On average, how much of a lag was there between completing a trip and rMove sending a trip report form?

- **Answered: 9   Skipped: 1**

Time to Receive Report

More than 30 minutes   15 minutes to 30 minutes   Less than 15 minutes

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Next Steps

- Evaluate other travel survey applications

- Review results of MWCOG pilot test

- Refine travel survey application specifications

- Develop a survey plan

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For More Information

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