rMove Travel Survey Application – User Experience

Presentation to Technical Committee

January 5, 2016
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.
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

![Chart showing battery drain responses](chart.png)
On average, how much of a lag was there between completing a trip and rMove sending a trip report form?

- Answered: 9  Skipped: 1

![Bar Chart]

- More than 30 minutes
- 15 minutes to 30 minutes
- Less than 15 minutes
Next Steps

- Evaluate other travel survey applications
- Review results of MWCOG pilot test
- Refine travel survey application specifications
- Develop a survey plan
For More Information

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