



## Athens Real-Time Traffic Map Evaluation Report

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Users of this site have assessed the provision of traffic information using the questionnaire posted at : <http://www.transport.ntua.gr/MapEval/>

A total of more than 700 questionnaires have been processed since 1997 and the results are summarized below:

The quality of the service was considered highly satisfactory in terms of accuracy by 67% of the respondents. 29% rated accuracy as average and only 4% as low. Although the perception of accuracy levels is not so precise (*real* system accuracy rates from 85% to 95%), the results are obviously satisfactory because according to studies worldwide, a threshold of 60% is an acceptable level for a system seeking trust and compliance.

61% of those who answered the questionnaires are just visitors to the site and only 39% make good use of the information concerning the prevailing traffic conditions. As a result, only a percentage of 45% currently seeks information at least once per day. Although there is enough interest in the knowledge of the prevailing traffic conditions, many users do not consider it enough to take full advantage of such available information. As one can assume, there is lack of other prerequisites that should be taken seriously into account.

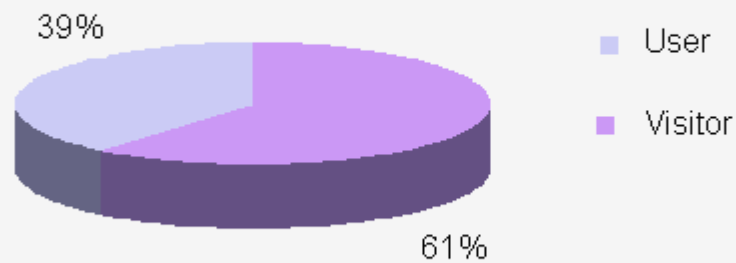
One of those prerequisites emerges from the question that concerns as to where the information is mostly needed. 78% of the respondents stated as most useful getting the information inside the car (something that was unfeasible until very recently). Only a percentage of 7% mentioned the home or office, where one can get dynamic information through the Internet. The need for information during the trip is stressed by studies all over the world, but it's still at a laboratory or pilot stage.

At the question "when do you seek information on traffic conditions", 39% of the respondents answered before leaving home, 17% before leaving workplace and only a percentage of 2% answered that they seek it from an intermediate point. The rest (42%), seek information from a combination of the above. These percentages can be explained by the fact that most of the travelers are interested to find out about the prevailing traffic conditions before or after leaving for (from) their work which usually coincides with the rush hour. The low percentage of 2% can be explained by the lack of information facilities available to the public at intermediate points.

Consequently, it is a great challenge to give to all users of the network the opportunity to take advantage of dynamic information, in order to improve the traffic and environmental conditions of the city.

Q : *Are you a visitor to this site or a regular user ?*

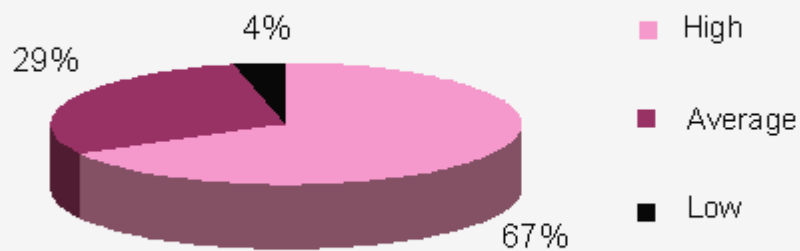
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Q. : *Accuracy*

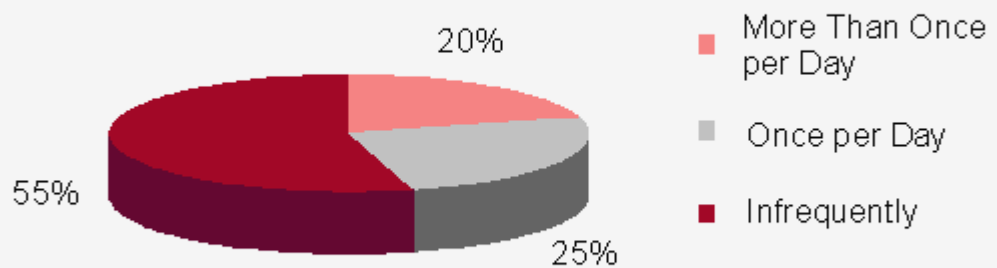
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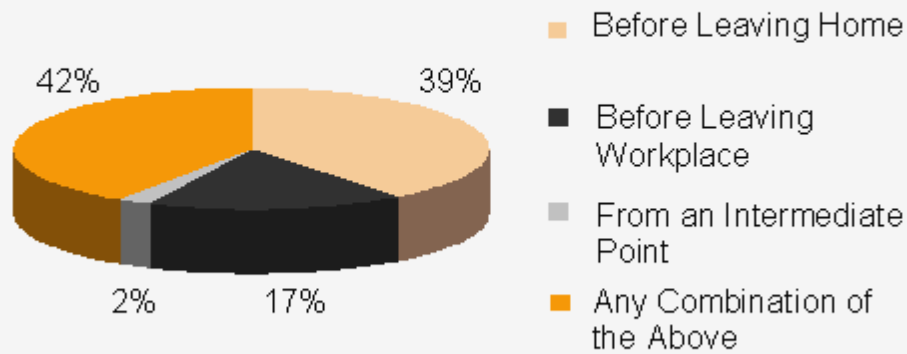
Q. : *Frequency of Seeking*

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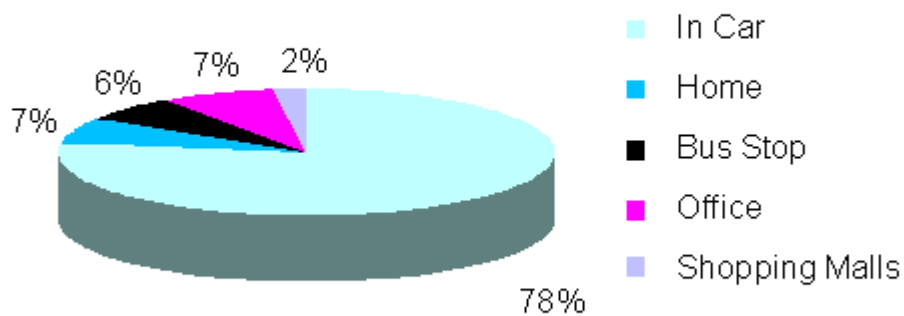
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Q. : *Seeking of Information on Traffic Conditions .*



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Q. : *Where is Information Needed ?*



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As it is evident from the above results, users are predominantly reporting a need for real-time information inside the car. We plan to respond to this direction by the development of a pilot wireless messaging service in the immediate future.

*Athens, January 2001*

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