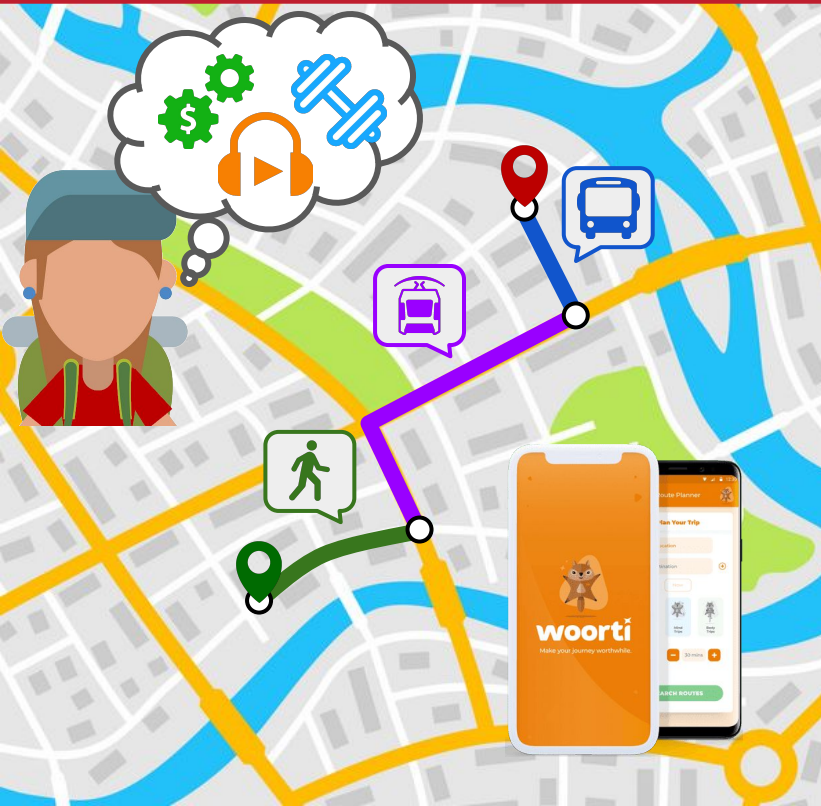


What's Your Value of Travel Time?

Collecting Traveler-Centered Mobility Data via Crowdsourcing

C. Consonni, S. Basile, M. Manca, L. Boratto, A. Freitas, T. Kovacikova, G. Pourhashem, and Y. Cornet



MoTiV mobility dataset:

- Over **3.2k users**, **62k trips**, **150k legs**
- Data collected from May to December 2019, with a dedicated Android and iOS app: **Woorti**
- **Worthwhile time**: user's evaluation of enjoyment, productivity and fitness during their trip
- Contains the activities performed during the trips, positive and negative experience factors
- Privacy-preserving: all trips are validated by the users and coordinates are anonymized

Use cases: cost-benefit analysis, user mobility behavior analysis, user profiling and clustering, recommender systems, ad targeting