

Users' evaluations of ITS Spot Services in Full-Scale Operation

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1. Introduction

In Japan, ITS Spot Services had begun full-scale operation at about 1,600 locations mainly on expressways nationwide by August 2011.

ITS Spot Services provide road traffic information and safe driving support related information from ITS Spots (roadside units) to ITS Spot-compatible car navigation systems, which then provide the information to drivers in visual images and voice announcements. Specifically, real time road traffic information for a wide area with a maximum of 1,000km is transmitted by ITS Spots and the car navigation units perform Dynamic Route Guidance, which searches for the fastest route in real time. The ITS Spots also provide safe driving support information, which alert drivers to sharp curves, the tail end of congestion, fallen obstructions, and so on.

2. Users' evaluations of ITS Spot Services

The Ministry of Land, Infrastructure, Transport and Tourism has lent ITS Spot-compatible car navigation systems to about 700 monitors nationwide since 2011 to perform a monitor survey in order to collect the views of users to be used to clarify the effectiveness of the introduction of ITS Spot Services in full-scale operation, and to study ways of improving these services.

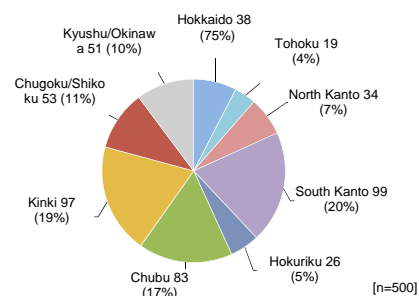
The monitors include general drivers, executive officers, affiliates of Chamber of Commerce and Industry, affiliates of Trucking Association, bus drivers, taxi drivers, and rental car drivers. Three questionnaire surveys will be conducted: one on the website and one interview survey from September 2011 to February 2012.

The questionnaire include inquiries regarding driving purpose, driving frequency, whether monitors are or are not familiar with the service, situation of utilization of the service, effectiveness of the service. Part of the results of the questionnaire surveys are shown in Figure 1. At the time of the survey, the services had been operating only a short time, so less than half of the monitors had received the information. On the other hand, more than 70% of those who had experienced receiving information answered that it was actually "Very useful", or "Useful", revealing that the users generally gave positive answers regarding the services.

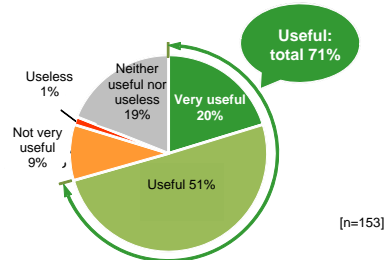
3. Summary

In order for ITS Spot Services to steadily benefit society by, for example, relieving congestion or reducing accidents, ITS Spot compatible on-board units must further penetrate. To do so, information must be provided to general drivers so they will easily understand the effectiveness of ITS Spot Services as clarified by the monitor survey, and the services must be improved with reference to the users' evaluations.

Q. Which region do you live in?



Q. Was dynamic route guidance actually useful?



Q. Was safe driving support information (road closures, obstruction information) actually useful?

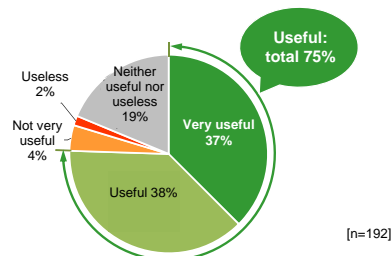


Figure 1. Questionnaire Survey
 (Carried out November 2011)