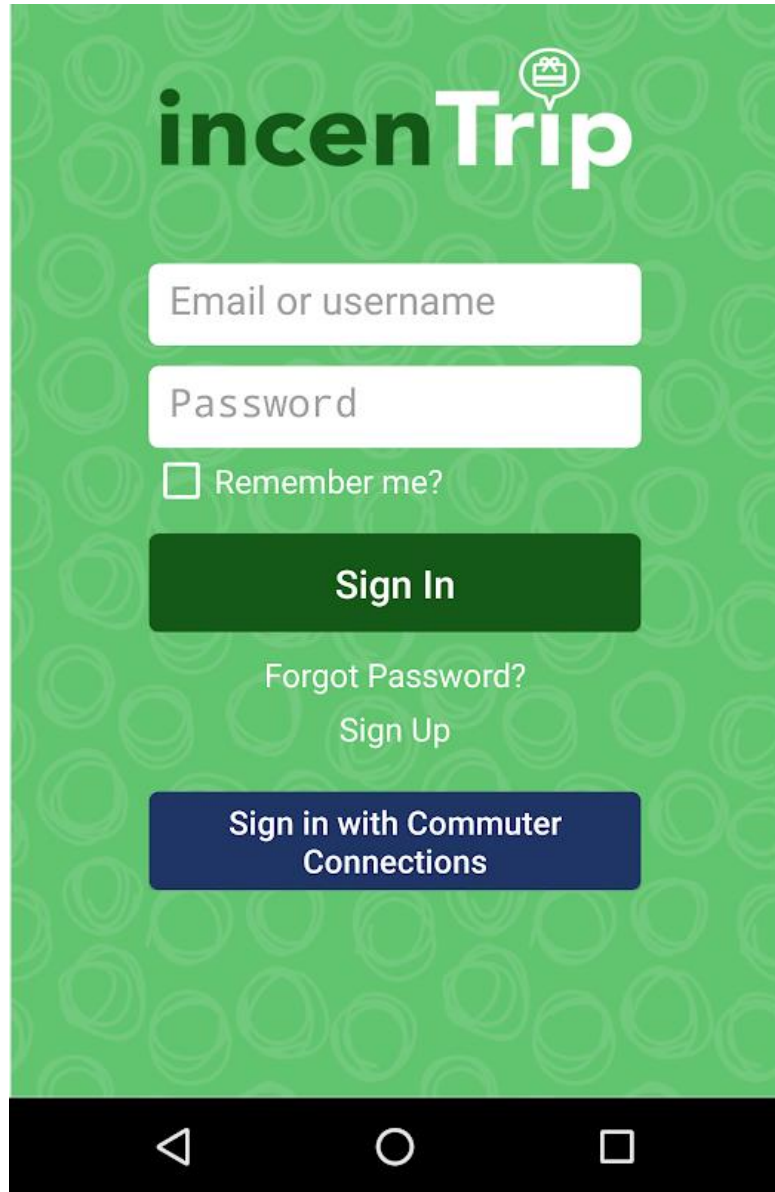

incenTrip Mobile Application Demonstration

Real-time travel information, trip planning and reward system to encourage a greener commute.





Navigating the user interface

Users can create an account from scratch, sign in using their Commuter Connections credentials or recover their password upon launching the app.

incenTrip will retrieve the following information from Commuter Connections to create your account.

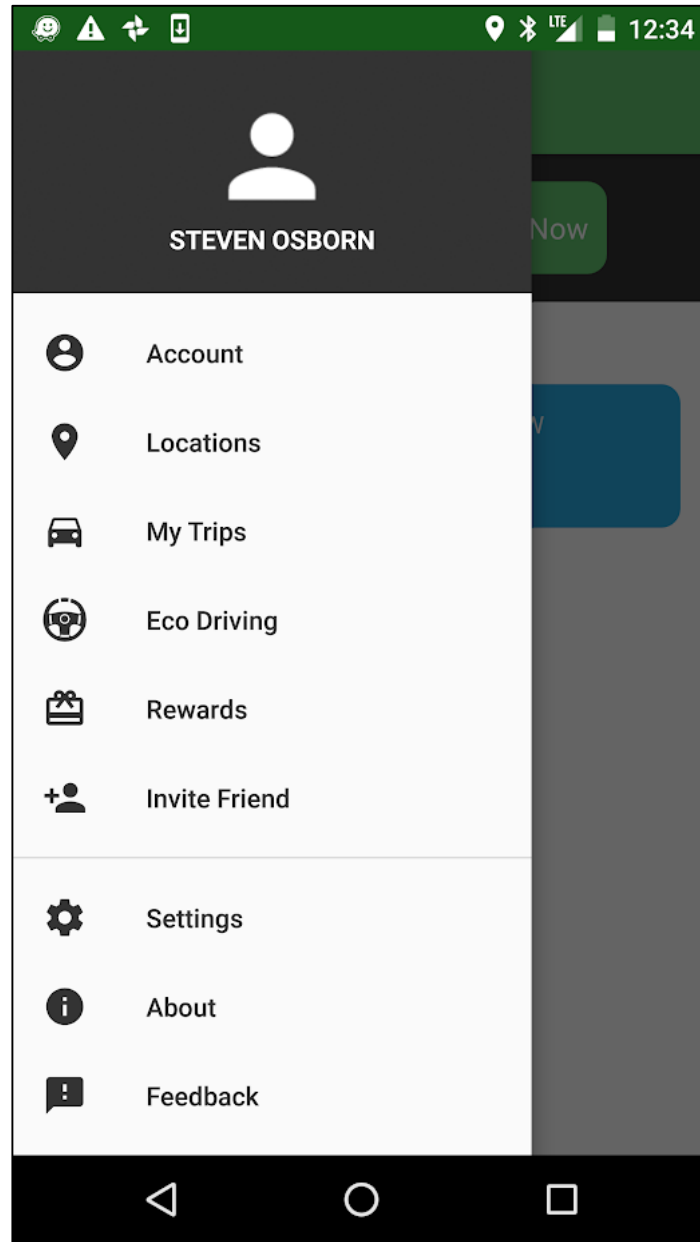
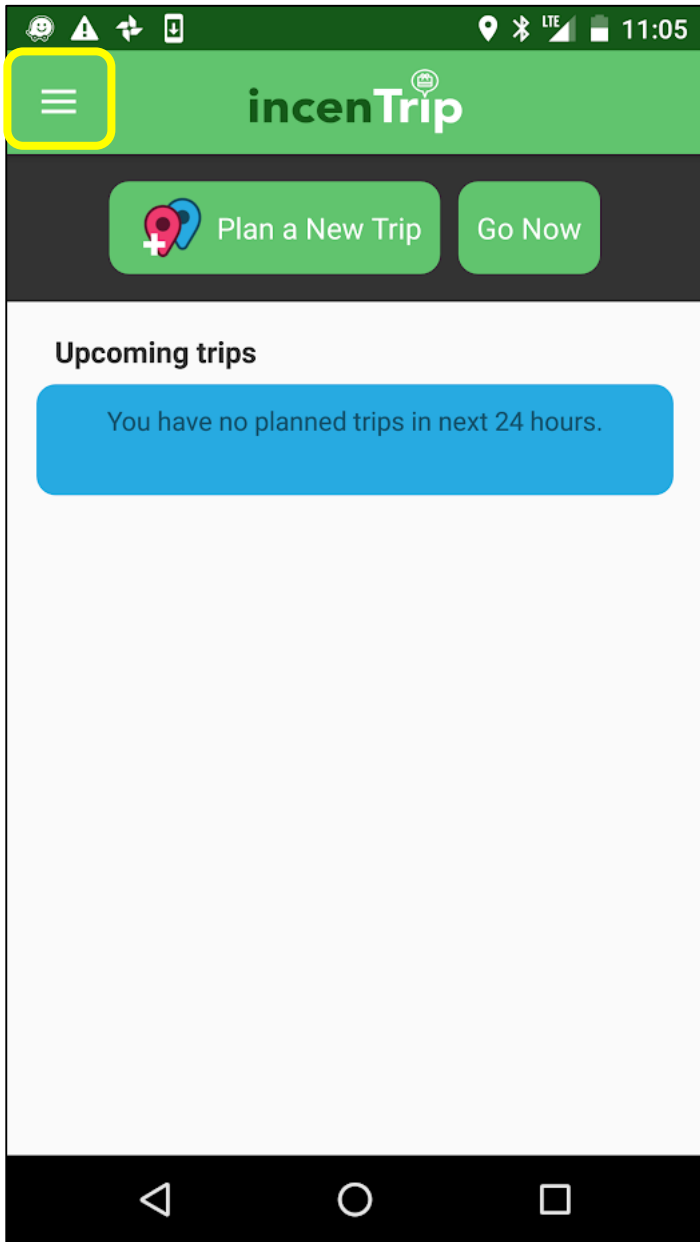
- First and Last Name**
It's required for creating an account.
- Email Address**
It's required for creating an account.
- Home and Work Location**
Reserve trips quickly with these locations setup.
- Commute Logs**
Share it to earn incentives by taking ride sharing trips.

CANCEL **SUBMIT**

By creating an account, you agree to Commuter Connections [Privacy Policy](#) incenTrip [Terms of Use](#) and [Privacy Policy](#)

Signing in with Commuter Connections

- Enter your Commuter Connections username and password.
- Select the data you want to import.



- **Account:** Review your account and demographic information.
- **Locations:** Review your home and work locations and add “Favorite Locations.”
- **My Trips:** Review any scheduled trips you have planned and any past trips taken, including Eco Points awarded
- **Eco Driving:** View your grade and suggestions for improvements.
- **Rewards:** View a list of potential awards.
- **Settings:** Select your preferred travel mode, Uber account and personal vehicle information.



10:18



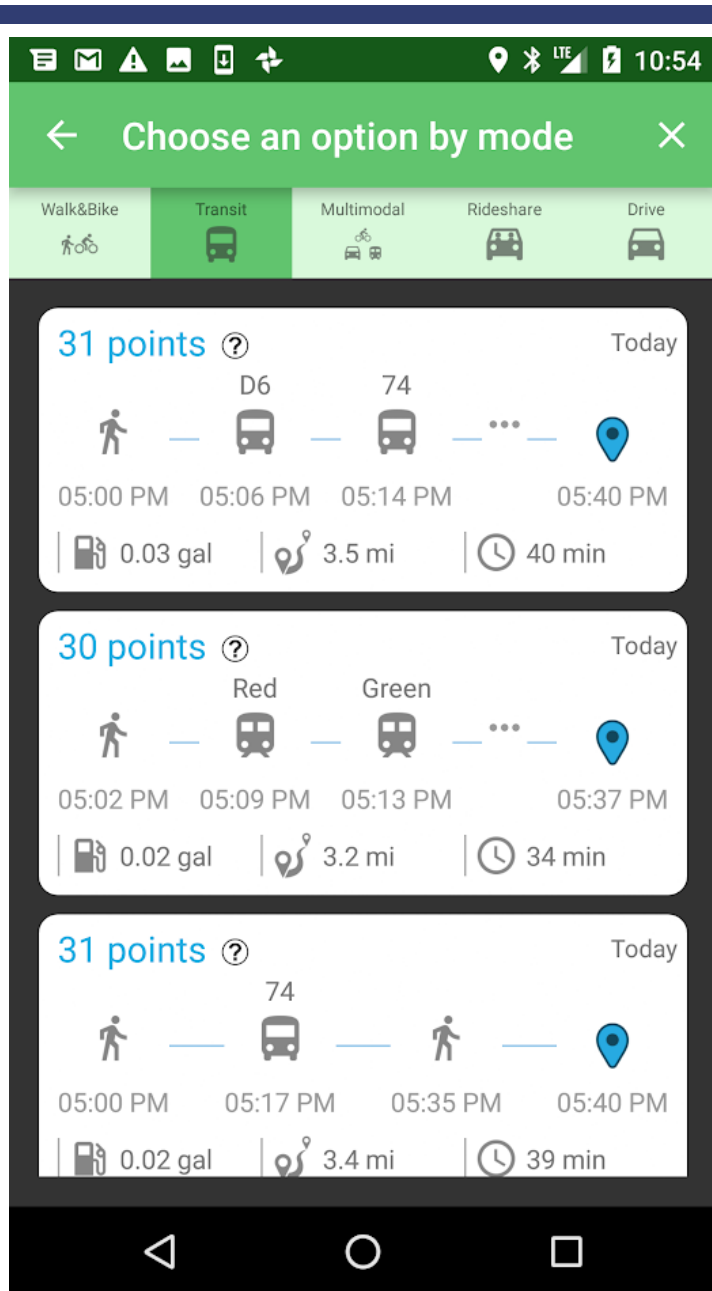
Multimodal Travel

We let you see and pick from all available multimodal travel options including transit, ridesharing, bikesharing and more.

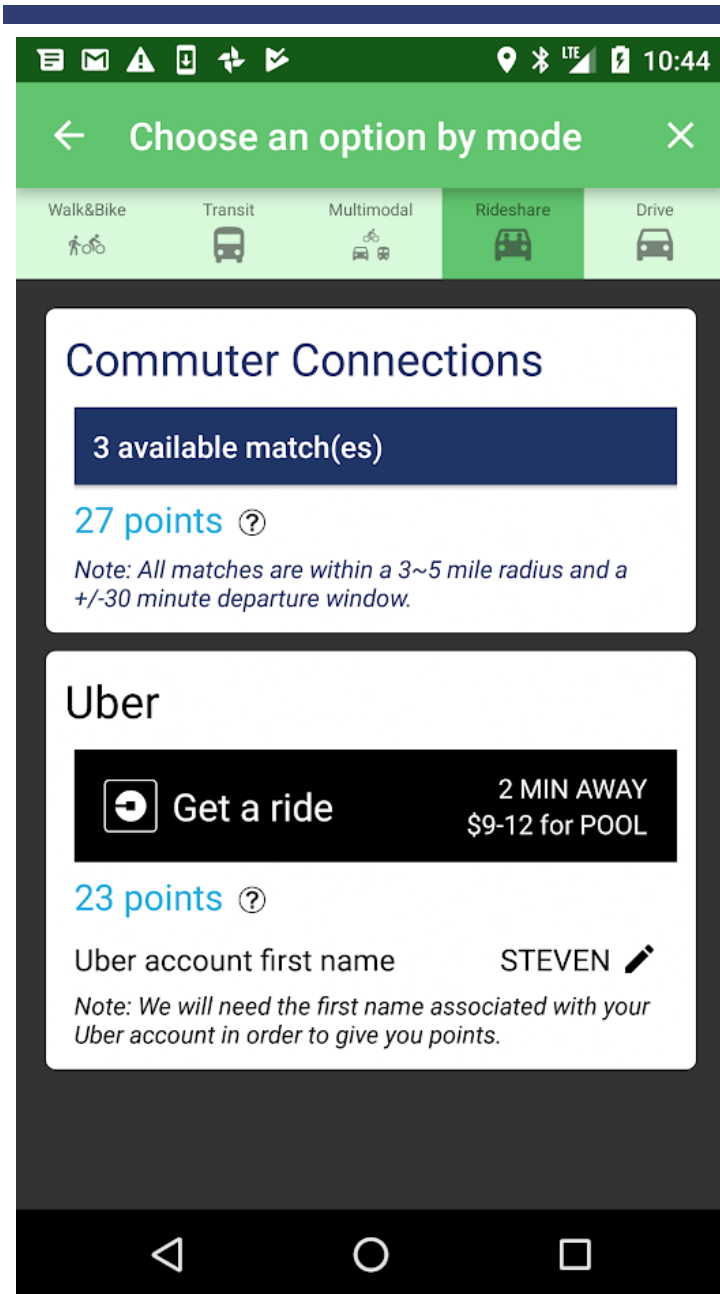
Based on a user's origin, destination, arrival or departure time, incenTrip can suggest multiple travel options.

Pick an option that suits you

- Users have can choose from the following options:
 - Walk & Bike
 - Transit
 - Multimodal
 - Rideshare – Using Commuter Connections
 - Drive



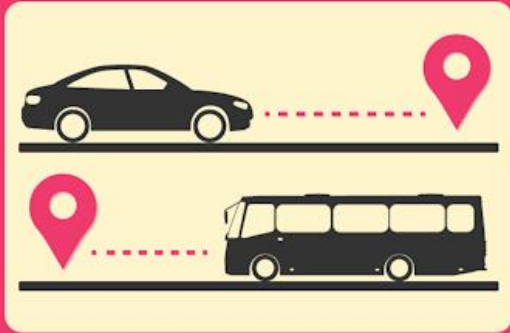
Finding a Ridematch through CCRS



- When selecting the “Go Now” option for trip planning, the rideshare mode is linked to Commuter Connections.
- A preview of how many matches you have is available.
- Selecting it will launch the Commuter Connections app so you can run a matchlist.
- Your carpool partner must have the incenTrip app to receive points.



LTE 10:17

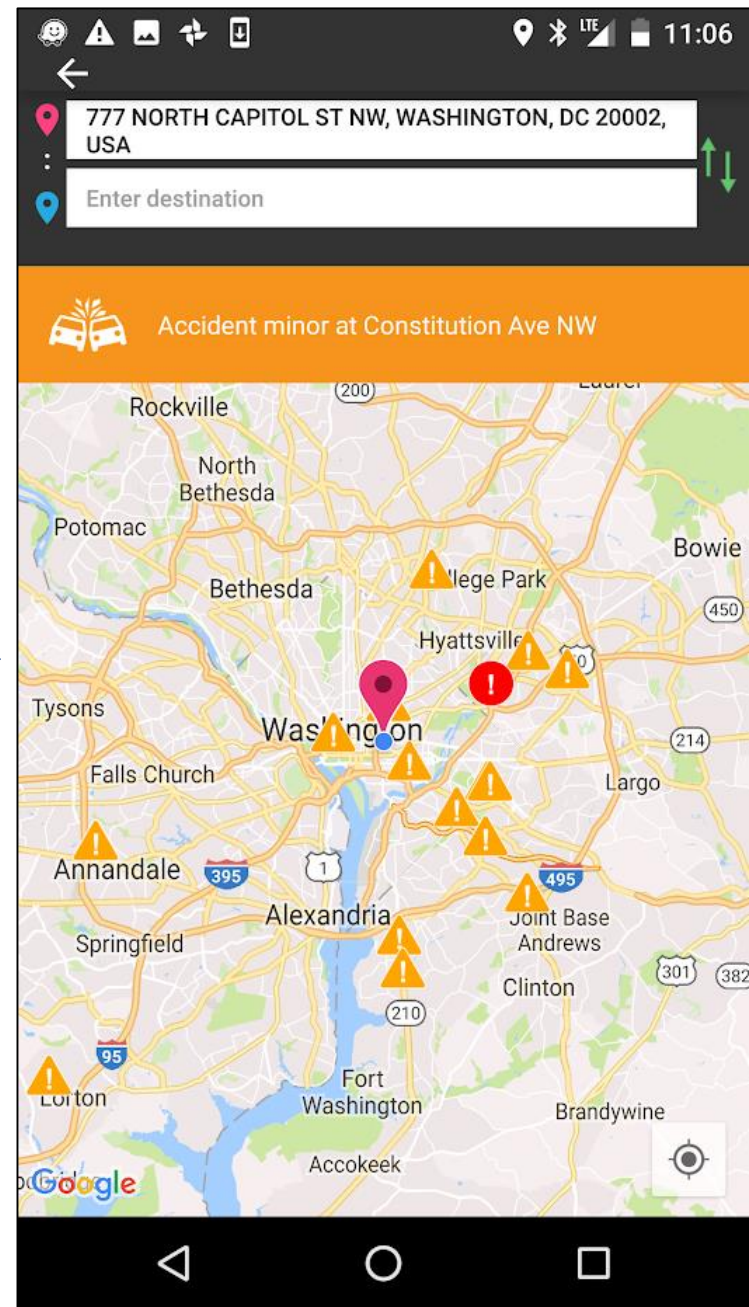
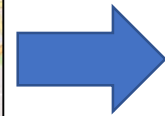
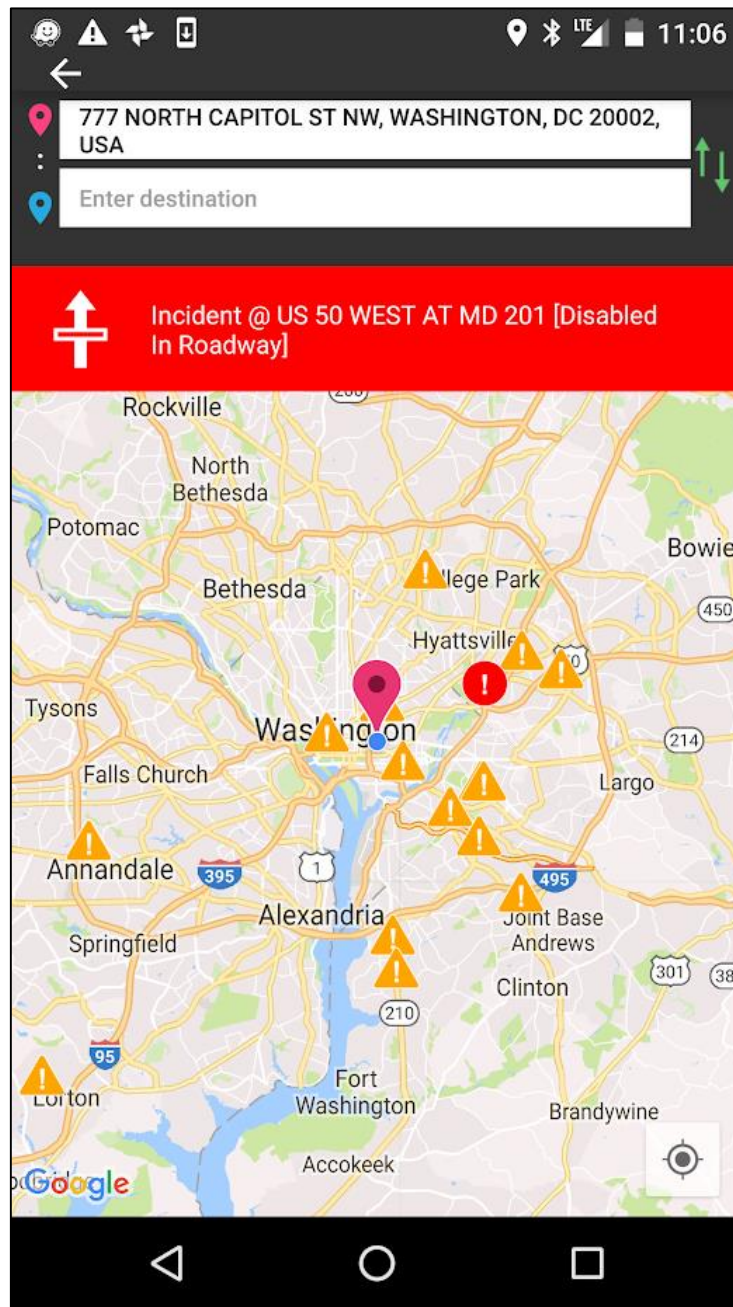
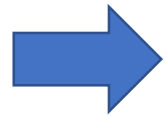
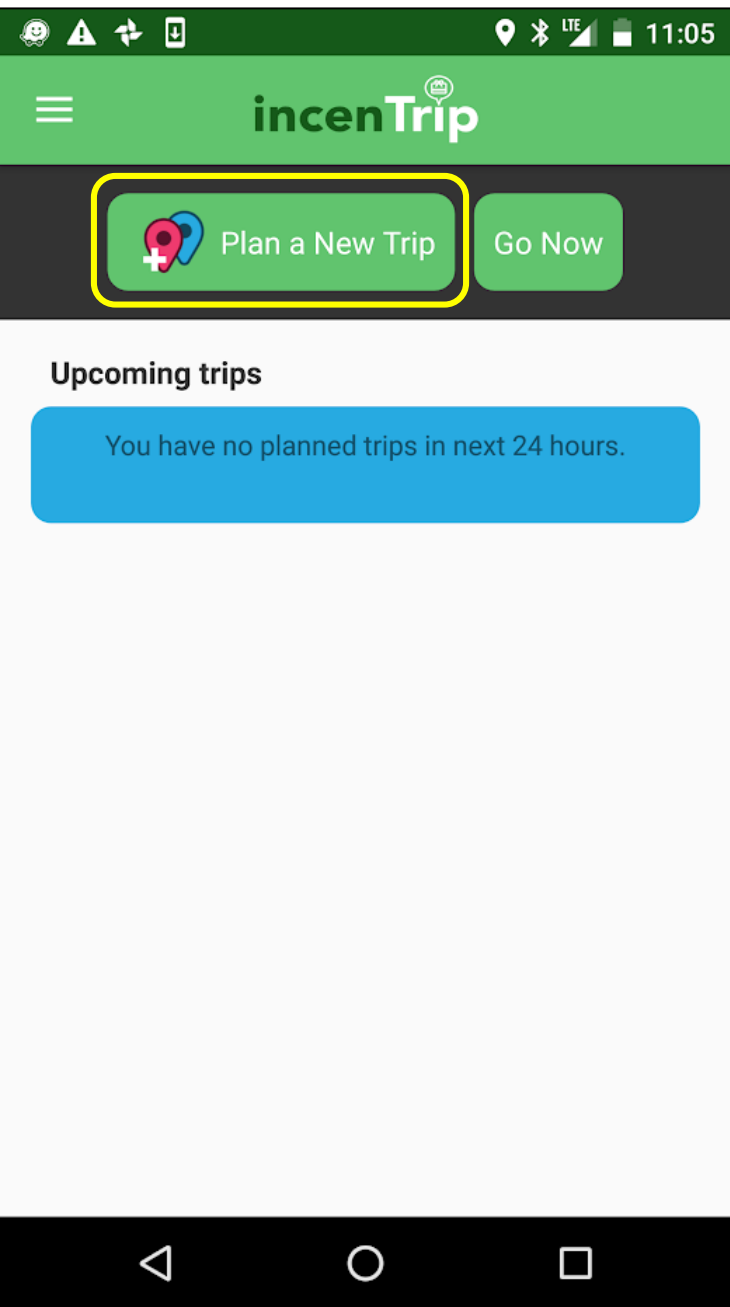


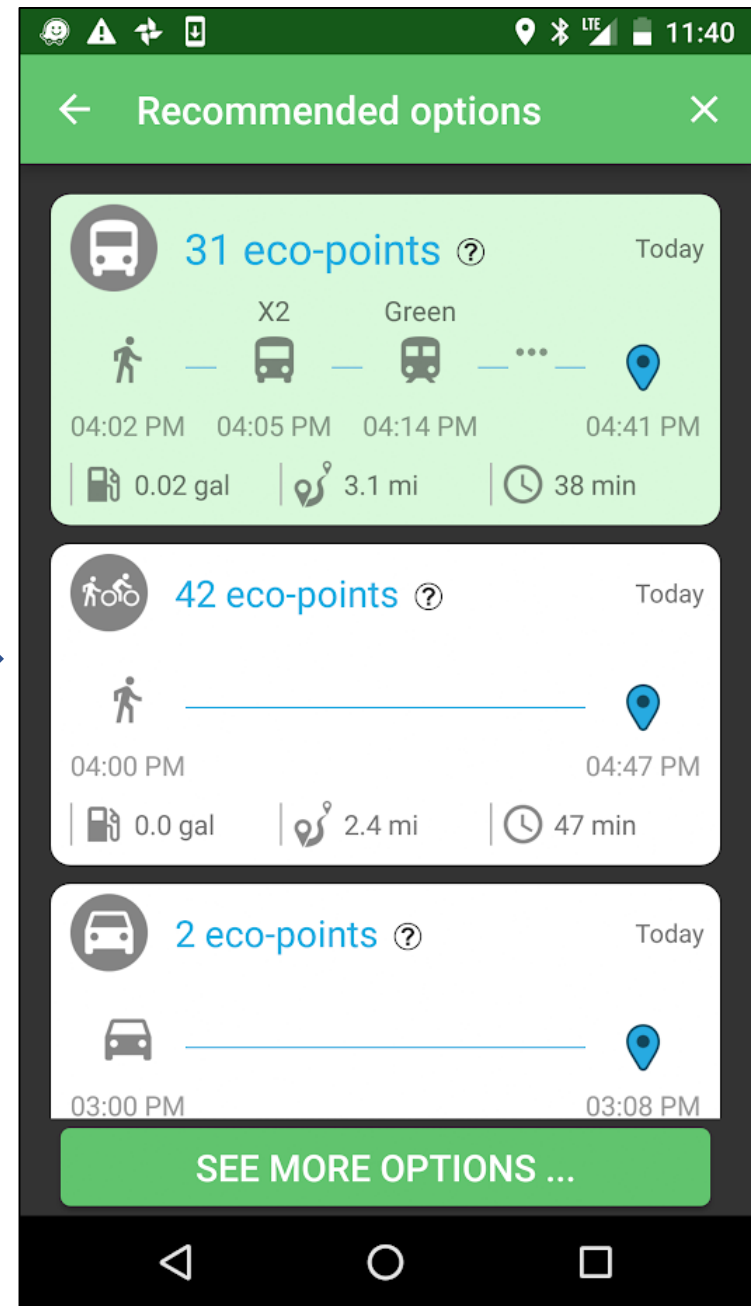
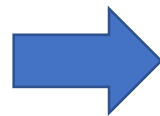
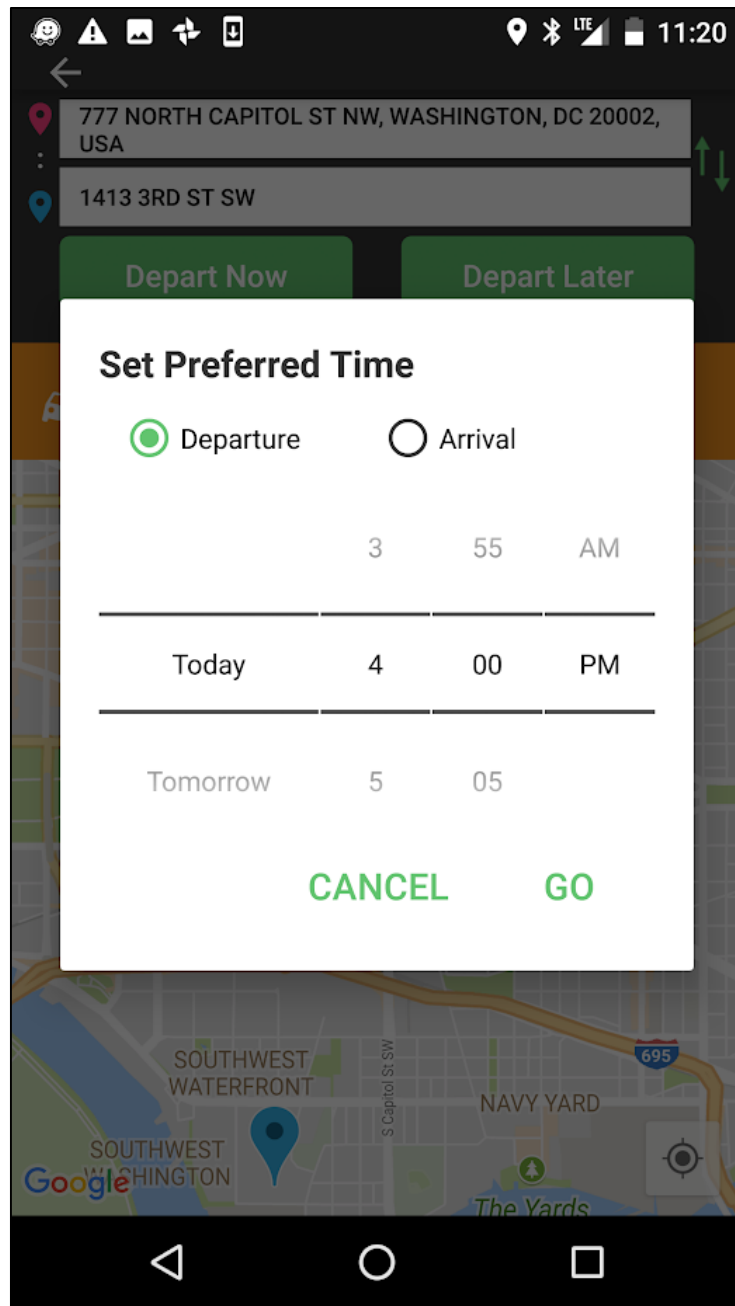
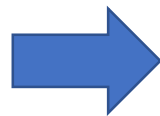
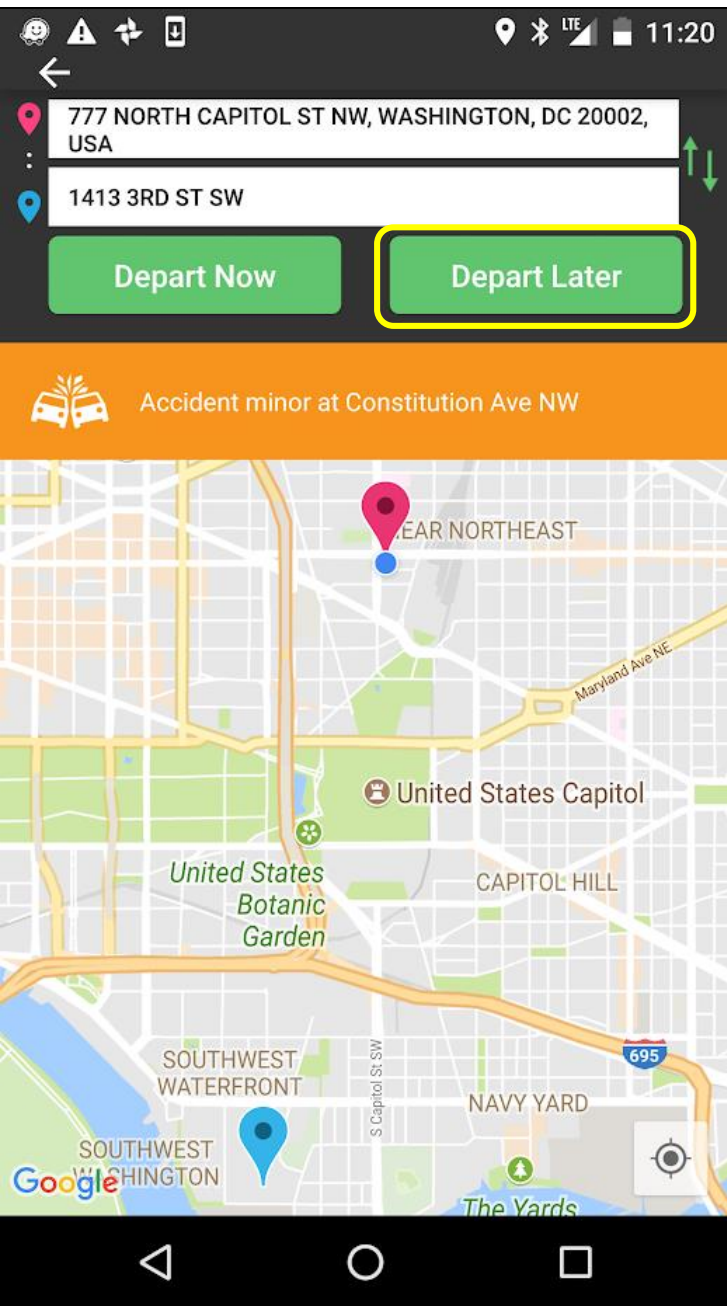
Trip Planning

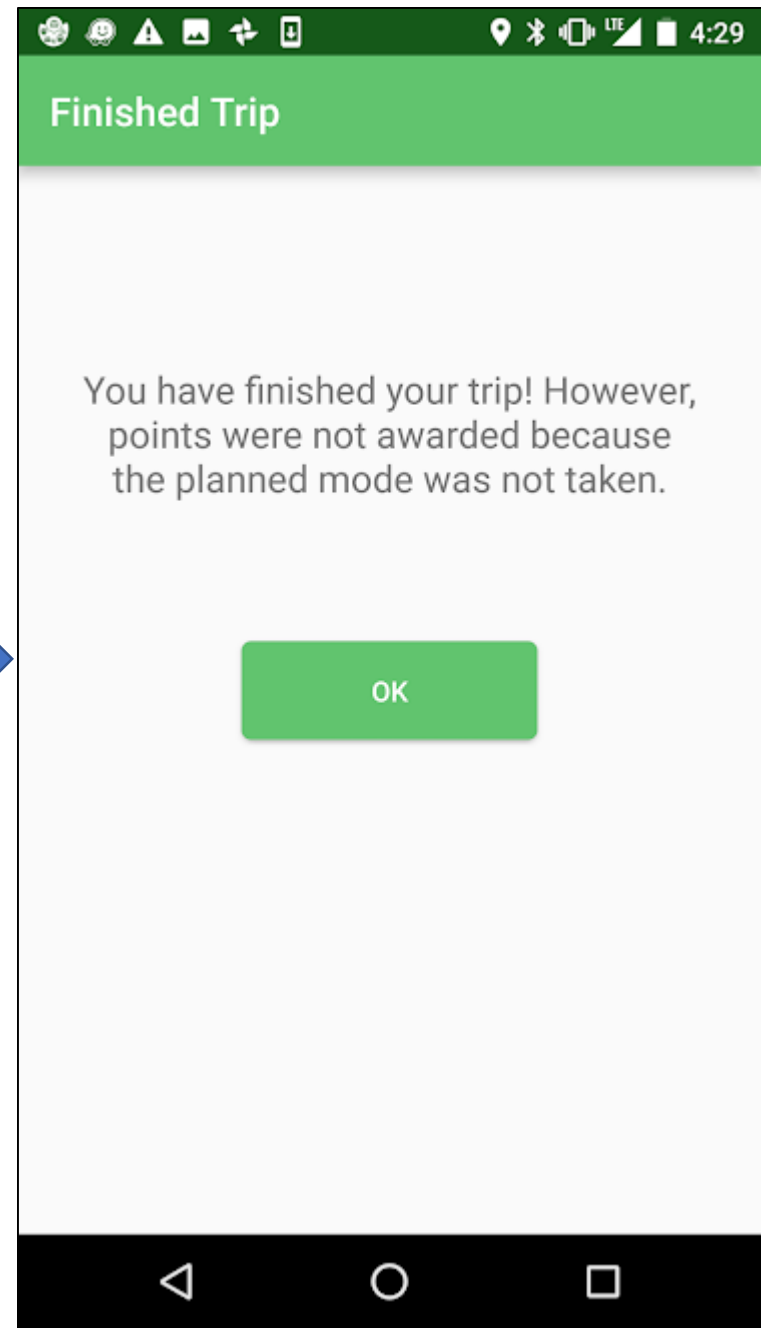
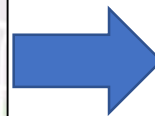
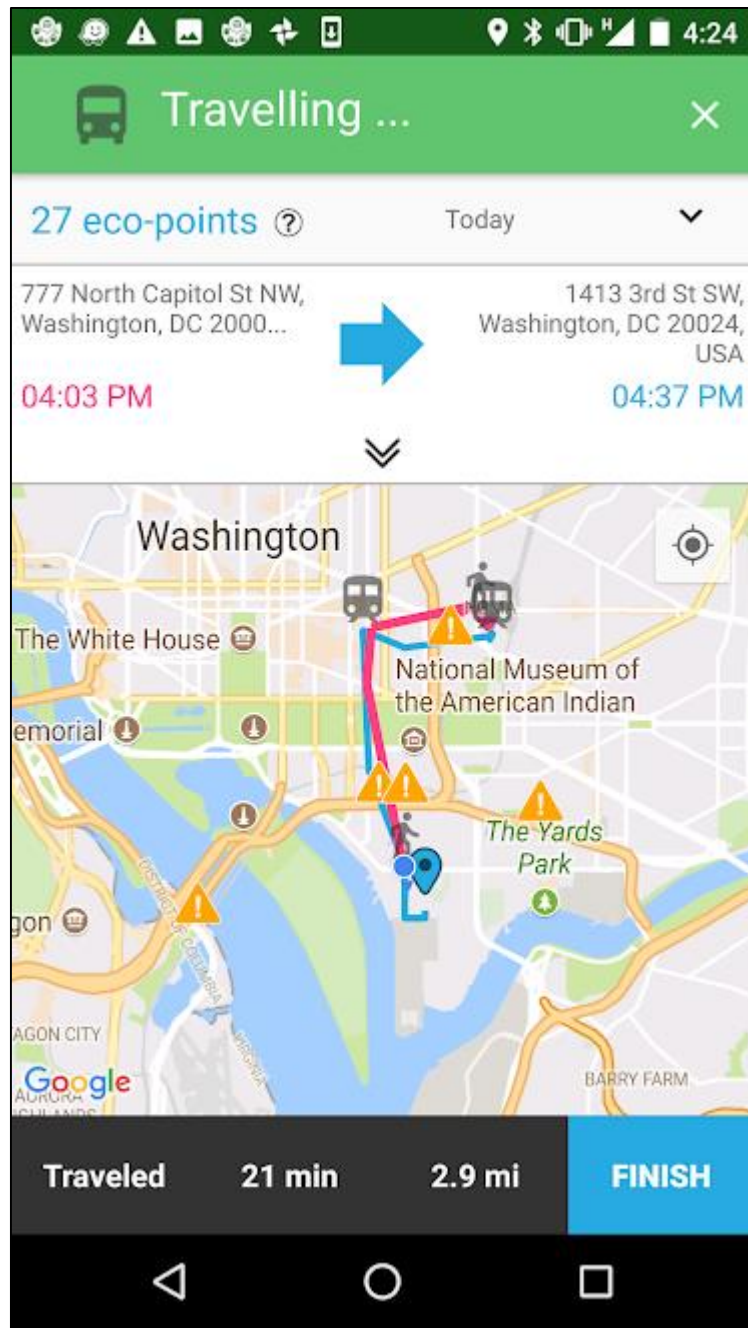
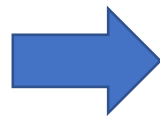
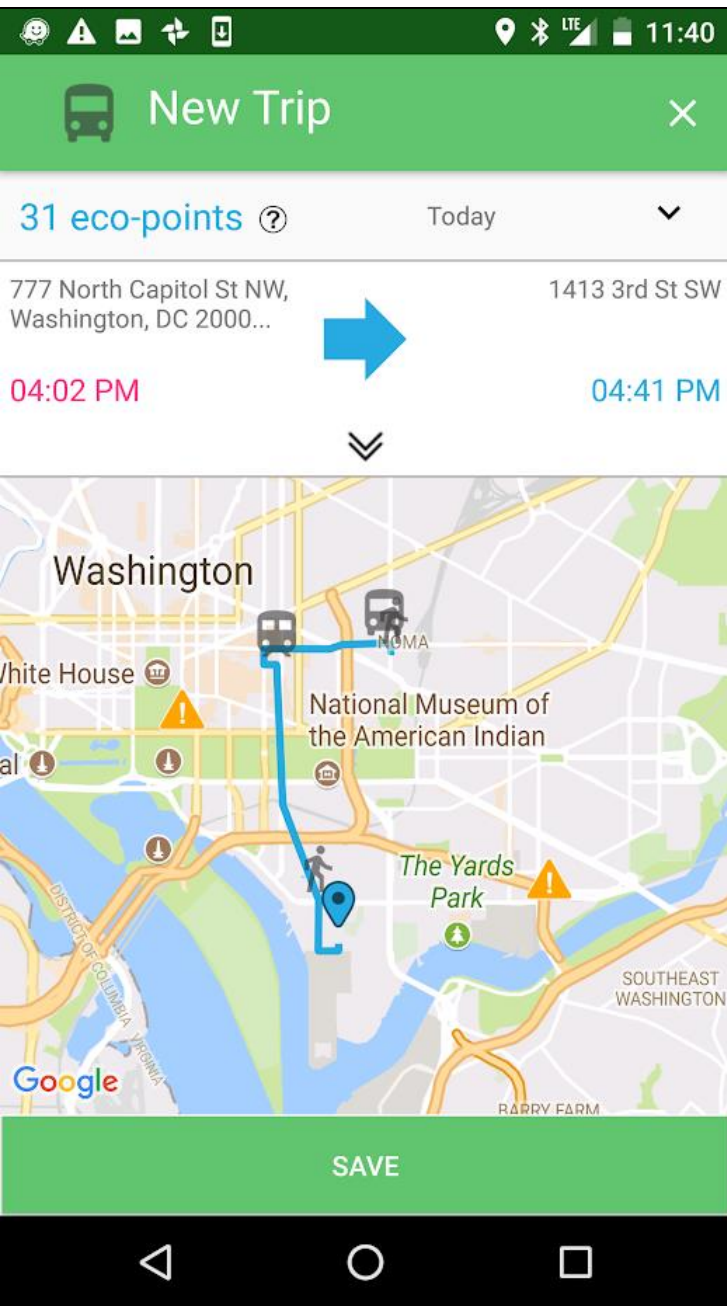
Based on real-time accident information and travel time updates, Incentrip will help you pick the best departure times, routes and travel modes for your trips.

Trip planning

Plan a trip on the fly, or for the future. All while using real-time traffic data to help you make an informed decision.







Trip Validation Concerns

You have finished your trip! However, points were not awarded because the planned mode was not taken.

OK

- Dr. Lei Zhang and his team keep most user data behavior, including actual (or perceived) routes taken.
- During my trip, part of my location information was lost, causing the app to think I deviated from my route.
- Throughout their testing they found that users lost location data approximately 14% of the time while on metro.
- Dr. Zhang and his team plan on implementing a function to allow users to dispute a perceived trip validation error, e.g., one button to submit a inquiry.



LTE 10:18



Eco-Driving

IncenTrip provides driving behavior analysis and suggestions that will help you save hundreds of dollars in fuel costs each year.

Eco Driving allows users to earn additional points by driving efficiently

Eco Driving

- ✓ Driving Behavior Analysis
- ✓ Driving Recommendations
- ✓ Fuel Efficiency Comparison
- ✓ Fuel Efficiency Calculation
- ✓ Improvement Suggestions
- ✓ Fuel Saving Prediction

Fuel Efficiency Score 61.2 ×

Last updated - 02/17/2017

Grade

D

86%

Need more points? Just keep moving!

- * Stay at grade D: +100 points
- * Reach grade C: +200 points
- * Reach grade B: +300 points
- * Reach grade A: +500 points

GRADE SUGGESTION EFFICIENCY

Fuel Efficiency Score 61.2 ×

Last updated - 02/17/2017

Driving Suggestions

Speed

Your top speed was 81 mph. If you had limited to 55 mph your top speed you would have saved 16.1% of fuel

Braking

Always appealing to the foot brake is a waste of energy, so to reduce it should better anticipate traffic situations. Try taking off the throttle early and brake with the engine.

Acceleration

Aggressive acceleration when exiting a roundabout or traffic light will always cause excessive consumption. Less obvious but equally or more harmful for consumption are the accelerations in a situation of high speed, for example when re-entering a freeway.

GRADE SUGGESTION EFFICIENCY

Fuel Efficiency Score 61.2 ×

Last updated - 02/17/2017

Fuel Efficiency

You can save gas money by taking your driving efficiency to the next grades.

- * Reach grade B: \$100/year *
- * Reach grade A: \$250/year *



Driver Type	Efficiency Score
Most Efficient Driver	100%
Average Driver	78%
You	65%

GRADE SUGGESTION EFFICIENCY



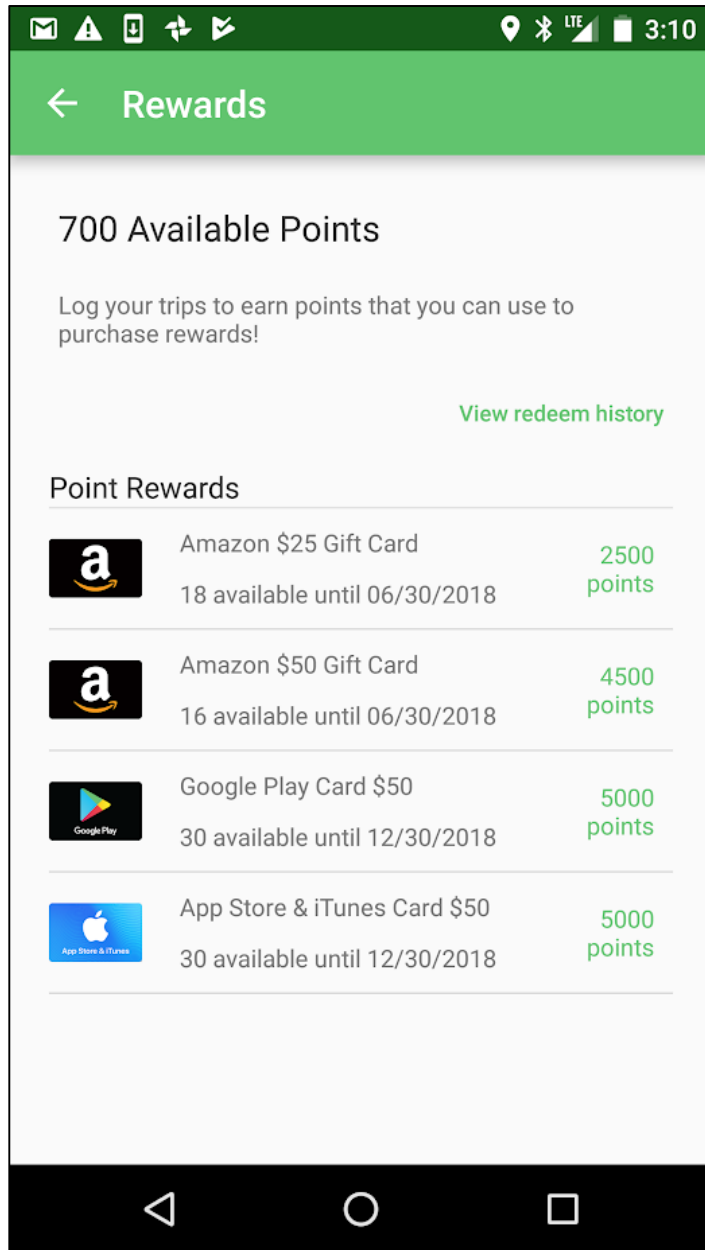
10:18



Rewards

You will earn reward points for trips you plan with IncenTrip. These points can be exchanged for cash, gift cards, and more!

Points accumulated through trip planning can be redeemed for various prizes.



Rewards

- Rewards include amazon gift cards, Google Play gift cards and App Store / iTunes Gift cards
- Gift card value varies depending on the amount of points a user redeems.

Questions? Concerns?

- Additional questions about my experience can be directed to sosborn@mwcog.org or 202-962-3323.
- Technical questions regarding the app will be forwarded to D. Lei Zhang for an appropriate response.