



Automation of Seat Belt Survey Data Collection

United States Department of Transportation's (USDOT) National Highway Traffic Safety Administration (NHTSA) mandates the states to run seatbelt usage campaigns to help improve seat belt usage.

These campaigns are typically run once a year using the "Click it or Ticket" (CIOT) campaign slogan under the CIOT National Enforcement Mobilization program: www.nhtsa.gov/PEAK.

NHTSA also mandates states to conduct seat belt usage surveys before and after the campaigns to study the effectiveness of the campaigns.

Project Overview

This Gravity Labs project built an omni-channel survey software application that follows the process of survey site selection, training and assignment of surveys, survey data collection, and analysis and reporting of data. The process was automated and standardized.

Additionally, by dynamically comparing data entry patterns with historical data and alerting when the software predicts abnormalities in the data collection process, the quality of data is maintained.

This process can then be extended to similar data collection, management and analytics projects.

Benefits

- » Automation of all the stages of seat belt survey process
- » NHTSA can enforce standards across states in data collection, quality and presentation of data
- » The way the surveys are conducted and data is collected and presented can be made uniform across all the states; comparison of data between states can be made easier
- » The quality of data can be maintained; inconsistent data can be rejected
- » Sites are selected using scientific methods
- » Surveys are assigned and surveyors trained using the application
- » Significant amount of time and paper can be saved

Overview of the Application

The Seatbelt Survey Data Collection system is a software solution for site sampling, training scheduling, survey scheduling, capturing survey data and analyzing and reporting the results, all under one roof.

The application is available through:

- » An iOS application for conducting the survey
- » A web application for others tasks

Module Details

The software has four modules that can be accessed on an iOS device or the web depending on the module:

1 Site Sampling (web)

scientific process of picking the sites for conducting the seat belt survey

2 Survey Scheduling and Management (web)

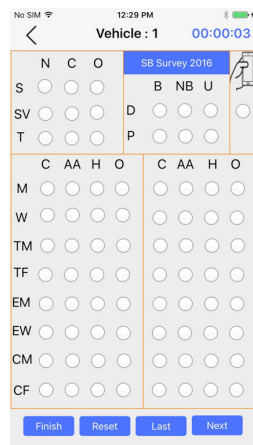
includes scheduling of training and survey assignments

3 Survey Application (iOS)

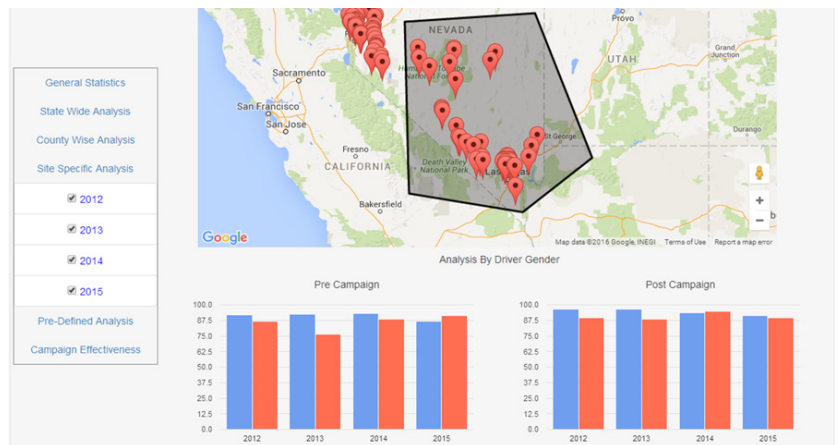
the survey data collection tool

4 Analysis and Reporting (web)

includes analysis and reporting of survey data



Sample Screen:
iOS Application



Sample Page - Analysis and Reporting

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