



The WOW Factor

Trip Talk

A hands-free, eyes-free
smartphone app
for travel advisories

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Why did we develop & implement Trip Talk?

Safety

- Aligns with No-Texting Campaign.

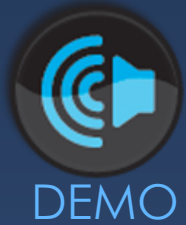
Cost

- Zero equipment costs.
- Sponsorship dollars offset service fees.

Customer demand

- Customers want information.
- Safely delivers nearby advisories while en route.

What is it & How does it work?




- **Start the app before starting the car.**
 - > The app will sense your location.
- **Advisories will come within range.**
 - > They will be automatically broadcast to the phone.
- **As you drive, Trip Talk will...**
 - > Automatically broadcast new advisories as they come in range.
 - > Automatically rebroadcast updated advisories still in range.
- **The phone still works as usual.**
 - > Pausing (or not) for incoming or outbound calls as determined by user settings and data plans.

Nothing to touch.

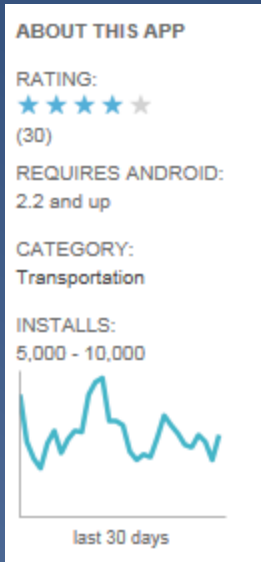
Nothing to view.

5 Lessons Learned

- ❑ **Consider how you post advisories.**
 - Change “advisory thinking”
From 2-D map  3-D driver experience.
 - Are they too long? Are there too many?
- ❑ **Be mindful of data plans.**
 - Minimize.
Graphics ■ *Instructions* ■ *Options*
- ❑ **Privacy is very important.**
 - We made the right choice in making the app anonymous.



5 Lessons Learned

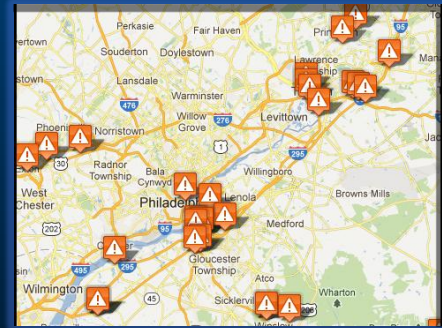


- ❑ **Over 23,000 downloads in our first year.**
 - Promoting the app will help to inform our 500,000 daily customers.
- ❑ **Be prepared to make changes post launch.**
 - 3 Trip Talk updates this year. Many user suggestions.
 - This is a positive sign of public engagement.

Many people really don't know how to use a smartphone!

Commercial Vehicle Info

Promotion



Interactive map

Weather

Emergency info

Toll Calculator Return To Audio Playback	
Select Your Beginning Interchange: 10-New Castle	Calculation Results 10-New Castle to 39-Butler Valley Class 1 (Passenger Vehicles), 2 axles Calculate Another Toll
Select Your Ending Interchange: 39-Butler Valley	
Your Vehicle's Class: Class 1 (Passenger Vehicles)	Num. Of Axles: 2
Calculate Your Toll	
EZ Pass \$1.33 Class-1 Toll: \$1.33	Cash \$1.60 Class-1 Ticket Toll: \$1.60

Toll Calculator

Other Agency Advisories

Where do we go from here?

Features when NOT driving...



From the
Pennsylvania Turnpike Commission