



# MOTOVATE™

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## **MOTOVATE™ Program Guide**

A guide to using the Motovate app for fleet drivers and families.

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### **What is Motovate?**

Motovate is an app-supported incentive program designed to change driving behaviors related to smartphone use. Motovate's goal is to reduce distracted driving and the associated risks and costs by encouraging positive behavior change with relevant, custom rewards. Motovate is built around behavioral economics theories and uses a driver-centric design to establish safer habits, silence phone notifications while driving, and promote social accountability, engagement, and friendly competition in workplace, school, and family networks.

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# **MOTOVATE™ App Setup & Features**

Welcome to the Motovate Driving Wellness Program! Upon signing in to the app for the first time, an in-app guide will also be prompted. In addition to basic setup, the directions below explain how to setup some features in Motovate to personalize your experience. Although this setup process is designed to be simple, if at any point you need assistance, please contact our technical support at [support@getmotovate.com](mailto:support@getmotovate.com).

## **Steps to Driving Safely with Motovate**

1. If you found out about the app from an invitation link, use it to join your team
  - The link will first take you to the appropriate app store to download the Motovate app.
  - Once installed, the link will navigate you to the team that invited you.
  - Click "Join Team".
2. If using an OBDII Bluetooth hardware device, simply plug the OBDII Device into the OBD port in your car (below the steering wheel). Then, in the Settings tab on the Motovate app, click the Settings button and follow the guided steps for "I have OBD Bluetooth". If you will be operating in "No Hardware" mode, ensure that "GPS Speed Detection" is selected as the "Driving Sensor" in the Settings tab.
3. Customize your experience by adding to your auto-reply message and connecting your social media accounts in the Settings tab.
4. Invite your friends and family to join by clicking "Start a Team" and then "Invite" in the Teams tab. A unique link will be sent that allows them to download the app and join your team directly.
5. Use Motovate to track your "Safe Miles" driven and contribute to your corporate and personal teams. You can additionally contribute your Safe Miles to a non-profit or awareness organization by searching "Find Your Special Campaign".
6. If you were corporate sponsored, the details for redeeming your company rewards will be communicated through your company. Simultaneously work for personally-sponsored rewards from your friends and family (a good reason to invite them to the app!) and offer rewards yourself by visiting the online platform at [www.TextNinja.com](http://www.TextNinja.com).

# How *MOTOVATE*™ Works



1. Visual Cues remind you to pull the app open when you get into your car. This signals your intent to drive safely.
2. When you begin your drive, a reminder screen opens on the foreground of your phone.
3. When you're moving, do not use your phone!  
If you navigate away from the reminder screen, your trip will be cancelled and your accumulated "Safe Miles" will be lost.
4. When you finish driving or if you pull over to use your phone, you can bank your "Safe Miles" and use your phone safely.
5. The app ends the trip automatically and banks your "Safe Miles" if you stop for more than two minutes without banking them manually.

# *The MOTOVATE™ Best Driver Setup*

Everyone has different cars, different phones, different reasons for driving, and different levels of required connectivity, but the dangers of distracted driving do not discriminate. Although the safest recommendation is to completely lock your phone away, out of sight, turned off, with no chance of distraction, it can be hard to entirely eliminate cell phone use while driving, especially if communicating while on the road is part of your job.

Keeping the dangers as well as the need for connectivity in the real world in mind, these helpful tips and recommendations can help you to minimize distracted driving.

## **Using Maps and Navigation**

Knowing where you're going and the best way to get there are very important to you as a driver. Smart phones vastly improved this task and have become a big part of driving for many, even helping to reroute around traffic. While it may be necessary for navigation, it can still be extremely distracting if you're not.

### **Our Recommendation:**

Set your destination ahead of time, and use a phone dock mounted high on the dash to minimize the distance you need to shift visual attention. Turn on 'turn by turn audio' within your GPS app so you can hear the directions but remain visually focused on the road. The phone should also be set to stay awake so you won't need to manually intervene to see the map (or, charging while driving will keep most phones awake).

Of course, plugging in the phone, mounting it on the dash, and typing in your destination should all be done prior to even starting the car. Take a look at your route as well, to ensure it is correct and clear to you before you begin driving.

Motovate allows the use of navigation while it is engaged. After opening the Motovate app, bring your map to the foreground. When you begin driving, your map will operate normally while Motovate protects you from other distractions.

## **Making and Taking Phone Calls**

As mentioned, absolutely no phone use behind the wheel is the safest, but it's better to have a safe plan for answering calls than to fall victim to temptation when your phone rings. And, of course, you should always follow any company policies while driving.

Although it has been shown that making and taking hands-free calls does not reduce distraction, and is still considered unsafe, it is legal. Avoid calls if possible, but if you absolutely have to, get to the point and get back to driving. If the call is going to take a long time or requires a strong mental or emotional

demand, pull over and give it your full attention. Both the caller and the other cars around you will thank you. No phone call is worth a life, but when the reality of distracted driving rears its head, we recommend you have a plan.

**Our Recommendation:**

Minimize the requirement to take phone calls while driving. If you absolutely need to, use a comfortable and easy-to-use hands-free system or a digital assistant such as Siri or Google Assistant to interact with your phone. Be sure you are familiar with how these programs work to avoid additional distraction with correcting them.

Motovate allows for phone calls on Android phones and puts the responsibility on the driver to be using the proper hands-free setup. On iPhone, the iOS “Do Not Disturb” mode can block calls from non-essential contacts depending on your settings.

## Listening to Music or Entertainment

While it is true that listening to music while driving can be distracting in a number of ways, at least 90% of drivers listen to music. Interestingly, research has shown that to some extent, music can have a positive effect on drivers by relieving boredom, reducing stress, and even improving concentration in certain scenarios. But browsing and engaging with a playlist on your phone or your vehicle’s infotainment system can be just as distracting and dangerous as texting while driving.

**Our Recommendation:**

Set your music before driving, and stick with it (or pull over to). Choose ‘safe’ music (non-aggressive, slower tempo), don’t play it too loudly, and always focus on the task of driving first - you should never remember more of what’s happening in a song than what’s happening on the road.

Motovate allows for the use of music apps during driving, however, if you navigate away from the reminder screen and engage with these other apps, you will forfeit accumulated “Safe Miles” and progress towards a reward.

## Being Productive While Commuting

Time spent commuting can add up to a substantial portion of your life. If you want to make this time productive, you should be able to do that - just not at the sacrifice of safety.

These systems are becoming more intuitive each day, however, if you stumble on commands and get frustrated at the difference between natural conversation and these human-to-machine interfaces, don’t bother using them in your car. Human beings are not computers and cannot effectively multi-task, despite what pop culture says. Remaining aware, present, and focused while driving is the only proven way to drive safely and distraction-free. Your productivity on your commute won’t matter, if you never make it to work.

**Our Recommendation:**

Cut yourself some slack about being productive, and allow yourself to focus on one thing while driving: getting to your destination safely. Effective voice-to-text note taking and subscriptions to Audible.com

can be a useful way to spend the commute, but can always be replayed when concentration must stay on the road. Similar to listening to music, all audio should be kept at a reasonable volume and at second priority to driving.

If necessary, Siri, Google Assistant, and voice-to-text programs for brainstorming, taking notes, and planning out a day can also add productivity to long commutes. Make sure these work well for you before driving though, so you don't have to stop and double-check the accuracy of the text being converted.

Motovate does not affect the use of such apps, but navigating away from the Motovate "Reminder Screen" while driving will forfeit your Safe Miles, so make sure that they are set up before you begin your drive.

## Reading or Sending an Important Email or Text Message

No email or text message is worth taking your attention away from the road. Remember, a mental distraction can be all it takes for you to miss an important observation on the road.

### **Our Recommendation:**

Pull over if you need to read or send an email or text message.

Motovate has a "bank your miles" option on the reminder screen that allows you to collect your accumulated Safe Miles once you have stopped the car.

If you're using Apple Car Play or Android Auto, you can let these systems, or your digital assistant, read the email or message aloud to you over your car's speakers.

## Using car infotainment systems in general

The dashboard of a car used to be very straightforward. All the functions were buttons and knobs that had physical feedback and responded instantaneously. These days, digital screens have clunky-virtual buttons, delays in response time, and confusing interfaces. Maybe one day this will become the norm and it will be easy and less distracting to use, but for now, car infotainment systems are a BIGGER distraction than your phone.

### **Our Recommendation:**

Only use Apple Car Play or Android Auto. The built-in versions of car infotainment systems are a setback and a serious distraction to the driver.

These systems don't require a driver interaction with the phone, so you can keep Motovate engaged while using these systems.

## **Avoiding Unnecessary Dangers and Setting an Example**

Even if you follow all of these recommendations for safer cell phone use while driving, you will still be tempted with distractions and the ever-alluring FOMO (fear of missing out). Motovate will help you to avoid your instinctual response to text messages and notifications that really do not require your attention. The reality is that we live in a hyper-connected world where our jobs and our families need our attention - which is all the better reason to stay safe on the road and arrive at your destination alive!

# MOTOVATE™ Data Collection

Motivate tracks the driving trips you complete without engaging with your phone. These “Safe Miles” can be used for rewards and chances to win contests. In essence, this is much like a step counter, but for safe driving. While we have to collect some data to accurately track this, we understand the importance of data privacy, so we want to be clear about what data is measured, when it’s measured, and what it’s used for. Trip data, speed data, location data, and hard braking events are collected via OBDII Bluetooth hardware, or GPS location services when in “No Hardware” mode.

## Trip Data

Each time a user drives with Motivate, a record of the trip stored locally and in the cloud. Trips are used to record miles, show progress over time, and help the driver get feedback from the app.

**When it’s Collected:**

Trips are only collected when Motivate is engaged.

**Accuracy:**

Trip accuracy is near 100% when using OBDII Bluetooth hardware. This is because the data being collected comes directly from the car, begins when the car turns on, and ends when the car turns off.

## Speed Data

Real-time speed is collected from OBDII data or, when in “No Hardware” mode, from the phone’s location services. Speed is used to determine driving state, and to calculate distance information (Safe Miles).

**When it’s Collected:**

The speed and distance are recorded when the app is on and engaged. Basically, while you are driving it is recording your speed.

**Accuracy:**

OBDII speed data is near 100% and gets sampled each second. Phone data (“No Hardware” mode) is within 5 mph of accuracy, and is sampled every 3 seconds.

## Location Data

In “No Hardware” mode (not using a OBDII BT device), location permissions are needed in order to use the phone's location services, which in turn is used to measure speed, too. We also use location to determine local reward offers that can be pursued and redeemed by the user. To do this, we store a start location and an end location.

**When it's Collected:**

Location is recorded when the app is on and engaged.

**Accuracy:**

Phone location data (“No Hardware” mode) is within 5 meters, which converts to speed that is sampled every 3 seconds.

## Max Speeding and Hard-braking Events

This data is sometimes collected (by request of fleet managers) to help identify coachable moments and to report risks. Please check with your manager to find out if they are reporting on this.

If it is collected, the date and time of the occurrence is saved. Only maximum speed data is collected - it is not measured against the local speed limit. Hard braking events are recorded when the change in speed is greater than 10 mph in 1 second.

**When it's Collected:**

During the course of the trip with Motovate on and engaged.

**Accuracy:**

OBDII speed data is near 100% and sampled every second. Deceleration greater than 10 mph in 1 second is considered a hard-braking event by industry standards.

# FREQUENTLY ASKED QUESTIONS

## **Does Motovate turn on automatically?**

The Motovate app requires drivers to signal their intent to drive distraction-free by pulling the app into the foreground of the phone. This helps to create a safe habit loop.

## **Will running the app drain my battery?**

The app will use about as much battery as using your typical navigation app, however if you chose to utilize our OBDII Bluetooth device, your battery use will be significantly decreased.

## **Do I need location services on?**

Yes. While using the “No Hardware” mode, you’ll need location services turned on and permissions set to “Allow while using.”. Motovate does not track your route, do any geo-fencing, or care about your actual GPS location.

## **Does Motovate automatically respond to incoming texts?**

On Android phones, the app will provide auto-responses to SMS messages when engaged (and the Auto-response feature is turned on in Settings). On iPhones, Motovate works very well with Apple’s Do Not Disturb While Driving function, which also responds automatically to incoming texts if enabled. On all types of phones, the Motovate app does not read the content of you messages or track contacts.

## **Does Motovate block any of the phone’s functions?**

Motovate simply silences distracting notifications, and does not lock you out of your phone or block any of the phone’s functions. However, you will forfeit your trip’s Safe Miles if you navigate away from the Reminder Screen.

## **Why don’t iPhone and Android versions of Motovate work the same way?**

Due to the differences in iPhone and Android platforms, the goal of minimizing distractions must be accomplished in slightly different ways. The Do Not Disturb mode on iPhones also offers additional opportunities to integrate.

## **How do I start a trip?**

Simply open the app before you start driving and Motovate does the rest.

## **How do I end a trip?**

Motovate senses movement and will automatically bank your miles when you stop for a prolonged period of time. If you want to bank faster, once you have come to a stop, simply swipe to “unlock” the reminder screen and your miles will be added to your account.

## **What is Recent Activity?**

Listed on the Motovate home screen, this is where you will see your recent trips and whether you were distracted or not. A “Completed” drive is one where you didn’t use your phone and earned your Safe Miles, and a “Cancelled” drive is where you lost your Safe Miles for using your phone.

**What are my “Safe Miles” worth?**

Safe Miles can be redeemed for either personally-sponsored rewards or rewards from corporate teams which are specific to the driver with varying totals of miles needed to redeem.

**Can I use Motovate as a passenger?**

Motovate is set up to be used by the driver, and we encourage all passengers to support the driver in operating the vehicle distraction-free by putting away their phones as well and performing any necessary phone engagement tasks for the driver.

**Can I invite others to use the app?**

Yes – Simply click navigate to the “Teams” tab in the app and click invite. A link to download the app will be sent and anyone who downloads the app via this link will automatically be added to your team. You can simultaneously drive for your corporate team as well as a team with your friends and family.

**What’s an awareness campaign?**

In addition to driving safely on behalf of a company and for personal teams and rewards, Awareness Campaigns allow you to also contribute your Safe Miles to a non-profit or distracted driving awareness organization. This helps them to track the effectiveness of their efforts.

**Do you share any of my info?**

We don’t share or sell personal data to 3rd parties. If you are part of a team, however, your driving info will be visible to those on the team. Corporate supervisors may also run a report on your engagement with the app to ensure a successful program and help troubleshoot.

**What other information of mine is available to my company?**

Your trips that were logged with the app will be available via reports to your supervisor. This includes successful “safe miles” logged, as well as voided “infractions” where you used your phone while driving. Information about speeding and hard braking events may also be reported on if requested, but this is not standard functionality..