

DRAJV zemljevid: a web GIS application for displaying driving habits and traffic safety on Slovenian roads

The DRAJV zemljevid web application is an advanced GIS tool designed to visualize driving habits and traffic safety on Slovenian roads, utilizing anonymized data collected from over 100,000 users of the DRAJV mobile application, which promotes safe driving. Developed by Zavarovalnica Triglav, this publicly accessible tool provides insights into driver behavior by highlighting areas with frequent speeding, phone usage, and harsh acceleration, braking, or cornering. The application aims to enhance road safety by supporting improved decision-making for local authorities and other stakeholders involved in traffic safety planning.

The data presented in DRAJV zemljevid is available for download and free use, promoting transparency and enabling the development of new products or services with added value based on aggregated data. The application also integrates data on traffic accidents and school locations, further enriching the context for safety analysis. This initiative aligns with global efforts to reduce road accidents, leveraging modern telematics and spatial analysis to provide valuable insights into traffic patterns and driver behavior. By making this data publicly accessible, DRAJV zemljevid fosters collaboration and innovation in road safety, contributing to improved infrastructure planning and potentially reducing the number of road accidents.

The integration of geospatial and statistical data in DRAJV zemljevid also supports digital transformation in line with the European Data Strategy, promoting open, interoperable data environments. The DRAJV zemljevid web application is accessible at <https://drajv.triglav.si/zemljevid>.