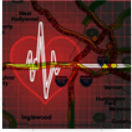# Manage My Reviews and Ratings   1-1 of 1

Sort By: [Most Recent ▮]

CarDiac Traffic
Navigation
CarDiac Traffic Inc.
Released Feb 13, 2013

Don't listen to the naysayers--this really works ▮▮▮▮   Jun 9, 2013

For the most part, CarDiac Traffic is really popular, but occasionally you'll get a rather vocal individual who complains about it. I think this is mainly because people don't really understand how you use CarDiac Traffic. They think it'll tell you some secret, overlooked route that will allow you to get to work a half-hour early. It doesn't do that. It's job is to get you to where you want to go with the least amount of traffic and stress; it does not guarantee no traffic.

Setting up CarDiac Traffic for you daily routine is easy. Actually, its simplicity is one of the perks. You don't have to go through a lot of hoops to get it started. Basically, all you have to do is turn your smart phone on, and position it on the dashboard (or your mount if you have one) with the camera directed towards your heart. Of course, you do have to have pre-recorded your default route, and your HRV baseline, but once that's saved, all you really do need to do is activate the app (though the app does recommend one record a new baseline every month to remain accurate) and drive. A drawback is having to sit through the obligatory ad that precedes the app booting up, but without those ads we wouldn't get our rewards (more on those later).

Even for new users, some of the app is familiar. You drive along with a little dot indicating your location on your pre-selected route, like Google Maps. When you come across traffic, the severity of the traffic is indicated by it either being green, orange, or red. What makes the app different is the fact that these traffic areas will have a highlight ranging from light gray to pitch black. The shade of the highlight indicates the amount of stress people in that traffic are feeling. Some people wonder why the severity of traffic as measured by stress is indicated separately then the severity of traffic measured by normal means. I've heard some say that its a gimmick to make CarDiac Traffic unique, and maybe there's some truth to that. But the thing is, I like having stress as a distinct barometer of traffic. It doesn't just give me the facts of what the traffic is physically like, but also is warning me how I'm probably going to feel, and if I'm probably going to feel stressed, I don't want any part of what's up ahead. It also tells what me other people are feeling, it brings a human element to traffic. Plus, stressed people aren't good drivers, so when I see black coming up, I know I don't want to be there. Even if traffic doesn't get worse, there's quality of life to think about. I don't want to be surrounded by a bunch of honking, glaring, obscene-gesturing people.

Another thing CarDiac Traffic solves is where to go next. Being told that there's traffic and stress up ahead is great, but ultimately useless if you can't do anything about it. Before CarDiac Traffic, taking an alternate route to bypass traffic has always been a gamble for me. Sometimes, as alternate route has just as much traffic. Worse is, if you're like me, you're utterly clueless about any route but the one you take routinely to get to a frequent destination. Turning off of your ordinary route could very well mean getting lost. I once ended up driving in the completely opposite direction because I couldn't orient myself after having left my routine route. But CarDiac Traffic assigns you an alternate route that bypasses the congest area.

This is probably where CarDiac Traffic attracts the most criticism. People expect to find a secret, rarely used route that will allow them to zip along to their end point. Instead, CarDiac Traffic's alternate route shaves only a few minutes off one's commute. That's because CarDiac Traffic's overarching goal is to equally distribute traffic for everyone. Its assigning alternate routes means that traffic on those routes goes slower thanks to the influx of CarDiac Traffic users, while the congested area loosens up due to drivers being redirected away from it. In a way, one can say that CarDiac Traffic is "socializing slowness." More people are going slow, but the maximum "slowness" any one driver can possibly experience is greatly reduced.

But people are thinking in terms of "everyone's benefit." They're concerned about personal, immediate benefits, especially when it comes to traffic. It's about you getting somewhere on time, not about fairness to everybody. While the time spent commuting may be reduced for a few minutes, many of aren't willing to take a detour for such a marginal return. I'm the same way. I would have turned my nose up at CarDiac Traffic if it wasn't for the rewards.

Ah, the rewards. You see, if you follow CarDiac Traffic's instructions and take an alternate route, the app will register that. Upon completing one's journey, and deactivating the app, a message will pop up informing you that you have received a certain amount of credits or reward points redeemable at certain businesses, including gas stations like Chevron, Costco, etc. Take a closer look at the ad that plays when start up CarDiac Traffic. Chances are, whichever business is being advertised is the business for which you'll receive credits. Continued use of alternate routes can lead to deductions on your auto insurance if you are a State Farm member. If you choose to register your policy number in CarDiac Traffic, the app will record the number of times a month you use an alternate route when one is made available, and automatically send a report to CarDiac Traffic (I here there'. It makes sense that insurance agencies would want you to use CarDiac Traffic. The less stress you are under, and the less people who are stressed around you, the less chance there is that there will be an accident.

This was what ultimately sold me on CarDiac Traffic. I get less stress and a slightly faster commute, and I'm the one being rewarded for it. CarDiac Traffic can't make traffic disappear, but it can lessen its impact and make it more bearable.   Less ▲

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