**Project Design Phase**

**Proposed Solution Template**

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| Date | 24 June 2025 |
| Team ID | LTVIP2025TMID35493 |
| Project Name | TrafficTelligence : Advanced Traffic Volume Estimation with Machine Learning |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Urban areas face increasing traffic congestion, leading to delays, pollution, and stress. There is a need for intelligent, real-time traffic solutions that guide commuters efficiently. |
|  | Idea / Solution description | TrafficTelligence is a smart traffic management system that uses machine learning and real-time data to predict traffic congestion, suggest optimized travel routes, and visualize trends via a user dashboard. |
|  | Novelty / Uniqueness | The solution integrates real-time traffic APIs with AI-based route prediction and congestion forecasting. It offers personalized routing and visual analytics in one platform, unlike typical navigation apps. |
|  | Social Impact / Customer Satisfaction | Reduces commute time, enhances road safety, and lowers fuel consumption and emissions. Citizens get timely, accurate traffic guidance, improving their quality of life. |
|  | Business Model (Revenue Model) | Freemium model: Free for individuals; subscription-based access for government agencies, city planners, and logistics firms. Revenue from analytics dashboards and API access. |
|  | Scalability of the Solution | Easily scalable to multiple cities by adapting to different traffic data sources. Can integrate IoT sensors, CCTV inputs, and cloud-based services for large-scale deployment. |