

TRAFFIC EASE SIGNAL TIMER

A BMC REPORT

Submitted by

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CERTIFICATE

Date: 01-04-2020

This is to certify that the report entitled “Traffic Ease Signal Timer ” has been carried out by Darshan Tandel, Parmeetsinh Vaghela, Vraj Shah under my guidance in fulfillment of the degree of Bachelor of Engineering in Computer Engineering (8th Semester) of Gujarat Technological University, Ahmedabad during the academic year 2019-2020

Guide

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Acknowledgment

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Chapter 1

Introduction

The TEST serves as an effective measure for relieving urban traffic congestion. The system is capable of adjusting the signal timing parameters in real-time according to the seasonal changes and short-term fluctuation of traffic demand, resulting in improvement of the efficiency of traffic operation on urban road networks. The development of information technologies on computing science, autonomous driving, vehicle-to-vehicle, and mobile Internet has created a sufficient abundance of acquisition means for traffic data. Great improvements for data acquisition include the increase of the available amount of holographic data, available data types, and accuracy.

Basic Objectives

- To reduce the time spent in a traffic signal.
- To computerize the Traffic Signal system.
- To reduce Data Redundancy.
- To reduce the Cumbersome job of Maintaining several Documents.
- To eliminate the delays in Report Generation
- To facilitate faster Searching of Information.
- Thus reducing time, energy and cost

Through Business Model Canvas or BMC model, we give graphic representation of some variables that show the values of an organization. The Business Model Canvas can be deployed as a strategy tool for the development of a new organization. Furthermore, we also analyze the (business) situation of an existing business

Business Model Canvas		Designed for: TEST	Designed by: Parmeet, Darshan, Vraj	Date: 03/05/2020	Version: 1.0
Key Partners <ul style="list-style-type: none"> • RTO • Traffic manager 	Key Activities <ul style="list-style-type: none"> • Vehicle detection • Traffic management • Generate count down Time 	Value Propositions <ul style="list-style-type: none"> • New-way Performance • High accuracy • Detection of vehicle • Environment friendly • Time saver • Convenience or usability 	Customer Relationships <ul style="list-style-type: none"> • Self service • Automated service • Data analytics 	Customer Segments <ul style="list-style-type: none"> • Suffering from traffic • RTO • Traffic managers 	
	Key Resources <ul style="list-style-type: none"> • Good quality camera • High speed processor(GPU) • Internet connection • Traffic lights • 7 segment display 		Channels <ul style="list-style-type: none"> • Multimedia Marketing • Social media • Tie up RTO • Advertisements 		
Cost Structure <ul style="list-style-type: none"> • Fixed cost(Domain charges , utilities) • Variable Cost(Maintenance charges) • Advertisement charges • Multimedia marketing cost 		Revenue Streams <ul style="list-style-type: none"> • Copy-rights charges • Usage free for RTO • Subscription Charges(Later stage,not now) 			

Chapter – 2

Contents

2.1 Key Partners

Here we discuss how we will represent the product to customers. The following can be used for the marketing of products

- 1) RTO

RTO installs our whole system and maintains so that the system works properly.

- 2) Traffic Manager

Traffic Manager analyzes the traffic if any problems occur then he/she switches to the manual operation. And monitor the traffic.

2.2 Key Activities

Here we discuss how we will represent the product to customers. The following can be used for the marketing of products

- 1) Vehicle Detection
- 2) Traffic Management
- 3) Generate Countdown Time

2.3 Key Resources

Here we talk about what resources are needed for the development of the product.

- 1) Good Quality Camera
- 2) High-Speed Processor (GPU)
- 3) Internet Connection
- 4) Traffic Lights
- 5) 7 Segment Display

2.4 Value Proposition

Here we directly come in contact with the customer. We will aware of the customer about the product. How it is useful to them and what support we give them.

- 1) New way Performance
- 2) High accuracy
- 3) Detection of Vehicle
- 4) Environment friendly
- 5) Time Saver
- 6) Convenience or Usability

2.5 Customer Relationship

In this section, it is given that how a relationship with a customer will be managed by our services.

- 1) Self-Service
- 2) Automated Service
- 3) Data Analytics

2.6 Channel

In this section, it is given how we will reach the customer. The marketing mediums we are using to promote the product

- 1) Multimedia Marketing
- 2) Social Media
- 3) Tie up with RTO
- 4) Advertisements

2.7 Customer Segment

- 1) Suffering From Traffic
- 2) RTO
- 3) Traffic Manager

2.8 Cost Structure

Here we discuss the cost that has been inherited in the business model. Before that first, some assumption needs to be made.

- 1) Fixed Cost (Domain charges , Utilities)
- 2) Variable Cost (Maintenance charges)
- 3) Advertisement charges
- 4) Multimedia marketing cost

2.9 Revenue Stream

- 1) Copy-right charges
- 2) Usage fee for RTO
- 3) Subscription charges (Later Stage, not now)