WGU C951

Task 3

MACHINE LEARNING PROJECT PROPOSAL

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**A. Project Overview**

Recognizing that the safety of our drivers as well as the safety of everyone on the road as a top priority, the Research & Development Team at WeGovU Logistics proposes an innovative software solution designed to identify signs of WeGovU driver drowsiness by pulling real-time images from existing on-board driver cameras and assessing driver alertness during operation. Successful development and deployment of this solution would allow further integration of an alert system, enabling proper support channels to respond and provide potential crash intervention. This would enable WeGovU Logistics to mitigate risks associated with drowsy driving, decrease the number of crashes, and improve overall road safety.

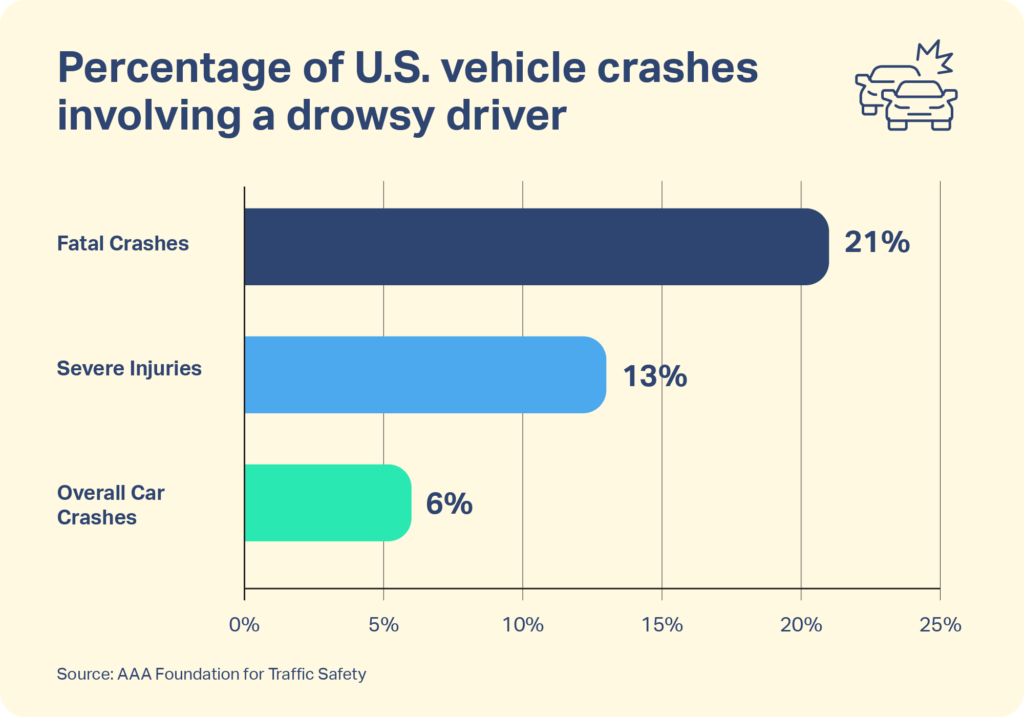
**A.1. Organizational Need**

WeGovU Logistics faces a significant challenge in dealing with the consequences of driver drowsiness, a plaguing issue in the transportation sector. To effectively address this challenge, the Research & Development team seeks the integration of innovative and effective drowsiness detection software, seamlessly blending with existing on-board driver cameras. This solution is designed to mitigate accidents stemming from fatigue not only prioritizing driver and traffic safety, but also reinforcing regulatory compliance, optimizing operational efficiency, and reducing costs linked to accidents and insurance. By proactively identifying and addressing signs of drowsiness through the integration of this software into existing onboard driver cameras, WeGovU Logistics aspires to cultivate a safer, more regulatory-compliant, and cost-efficient operational environment. This proposal outlines the imperative adoption of drowsiness detection software, strategically addressing both executive concerns and the practical needs of our tradespeople on the front lines.

**A.2. Context and Background**

WeGovU Logistics has been deeply rooted in the transportation sector for nearly 3 decades. The organization has a track record of proactively and intelligently investing in solutions that benefit the company and the community. The proposed software solution integrates machine learning to facilitate a strategic response to combat drowsy driving, which has historically been a plaguing issue in the industry.

How serious is drowsy driving? The AAA Foundation for Traffic Safety estimated a total of 328,000 crashes occurred due to driver drowsiness, accounting for 21% of all U.S. vehicle crashes. Out of those, approximately 109,000 resulted in injury and 6,400 were fatal. The National Highway Traffic Safety Administration estimated in 2021 that the cost of fatigue-related crashes resulting in injury or fatality cost society in general approximately $109 billion annually, not including property damage (National Safety Council).



Research reveals that although a significant majority of Americans acknowledge the peril of driving while drowsy (94.8%), nearly 19% of the surveyed individuals admitted to engaging in drowsy driving at least once within the past 30 days. Additional studies from AAA Foundation research in 2023 indicate that while drivers may recognize their drowsiness, they often underestimate its severity. Approximately 75% of individuals who believed they were only mildly fatigued were determined to be moderately or severely sleepy. Alarmingly, out of those drivers who acknowledged their own fatigue, 75% opted to continue driving instead of pulling over for a break (Sleep Foundation).

Given the reported increase in police-reported traffic crashes from 5.25 million in 2020 to 6.10 million in 2021 (Stewart), it is reasonable to infer that the total number of crashes attributable to drowsy driving may have experienced a parallel rise. This concerning trend, coupled with a 16% increase, undoubtedly exacerbates an already problematic situation.

After assessing multiple strategies to address drowsy driving, WeGovU Logistics seeks to effectively minimize this risk by incorporating the proposed software solution. Notably, last-minute standalone interventions such as rumble strips have demonstrated an estimated 30-50% decrease in road departure crashes in rural settings (National Highway Traffic Safety Administration). WeGovU hopes to achieve similar rates by utilizing this solution as an earlier warning system, allowing more time for drivers to be alerted and corrective actions to be taken. With a workforce exceeding 11,000 drivers, WeGovU recorded 133 accidents in 2021, including 9 with fatalities. The implementation of an advanced early warning detection system is anticipated to further diminish the incidence of crashes attributed to driver drowsiness, improving driver and highway safety, and decreasing operational costs linked to crashes and insurance. Using the data from the National Safety Council, even a modest 5% decrease in crashes that involve WeGovU 2021 would save over $2 million in total costs and a great number of injuries.

**A.3. Outside Works Review**

Review at least 3 outside works and briefly discuss the methods used. The resources must be relevant to your project and a proper justification is needed here for each source.

**A.4. Solution Summary**

Describe the solution that aligns with the organizational need.

**A.5. Machine Learning Benefits**

Describe how Machine Learning will improve and provide the benefits and solution.

**B. Machine Learning Project Design**

**B.1. Scope**

Use bullet points to describe in scope and out of scope items. A minimum of 1 out of scope item must be discussed, and 3 in scope items.

**B.2. Goals, Objectives, and Deliverables**

Goals

•

Objectives

•

Deliverables

•

**B.3. Standard Methodology**

Describe what methodology is used and how it will be applied to the proposed project. Please view an example below.

Development will follow the {SEMMA, CRISP-DM, etc} methodology.

• Sample:

• Explore:

• Modify:

• Model:

• Assess:

**B.4. Projected Timeline**

Date 1 – The proposal is accepted …

Date 2 – A technical proof of concept is presented.

Date 3 – Submitted for review…

Date 4 – Deliverables

Date 5 – Delivered

**Sprint Schedule**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sprint** | **Start** | **End** | **Tasks** |
| 1 | Date | Date |  |
| 2 | Date | Date |  |
| 3 | Date | Date |  |
| 4 | Date | Date |  |

**B.5. Resources and Costs**

|  |  |  |
| --- | --- | --- |
| **Resource** | **Description** | **Cost** |
|  |  |  |
|  |  |  |
|  |  |  |
|  | **Total** | (Total cost) |

**B.6. Evaluation Criteria**

Describe the criteria used to evaluate and measure the success of the completed project.

|  |  |
| --- | --- |
| **Objective** | **Success Criteria** |
| (Ease of Use) |  |
| (User error rate reduction) |  |
| (Algorithm Efficiency) |  |

**C. Machine Learning Solution Design**

**C.1. Hypothesis**

Describe the problem and solution that aligns with the research question or organizational need.

**C.2. Selected Algorithm**

Describe algorithm used.

**C.2.a Algorithm Justification**

Cite sources and reason for algorithm selection.

**C.2.a.i. Algorithm Advantage**

Describe the degree of confidence.

**C.2.a.ii. Algorithm Limitation**

Describe the limitation.

**C.3. Tools and Environment**

For example: Describe the operating systems used, the API, libraries and programming language used, and identify any third-party code used.

**C.4. Performance Measurement**

Describe how quality and performance will be measured.

**D. Description of Data Sets**

**D.1. Data Source**

Describe where the data source will be extracted from.

**D.2. Data Collection Method**

Describe how the data collection functions.

**D.2.a.i. Data Collection Method Advantage**

Describe the positive outcomes of the data collection method.

**D.2.a.ii. Data Collection Method Limitation**

Describe the limitations.

**D.3. Quality and Completeness of Data**

Explain how the data will be prepared for the algorithms from part C2.

**D.4. Precautions for Sensitive Data**

Describe behaviors when working with communicating about sensitive data.

**References**

National Safety Council. "Prevalence of Drowsy Driving Crashes." National Safety Council, n.d., <https://www.nsc.org/road/safety-topics/fatigued-driver?#:~:text=Prevalence%20of%20Drowsy%20Driving%20Crashes&text=A%20study%20by%20the%20AAA,and%20about%206%2C400%20were%20fatal>.

Stewart, T. "Overview of Motor Vehicle Traffic Crashes in 2021." Report No. DOT HS 813 435, National Highway Traffic Safety Administration, April 2023.

Sleep Foundation. "Drowsy Driving Is a Factor in 21 Percent of Fatal Crashes." Sleep Foundation, [Publication Date if available], <https://www.sleepfoundation.org/sleep-news/drowsy-driving-is-a-factor-in-21-percent-of-fatal-crashes>.

National Highway Traffic Safety Administration. "Drowsy Driving." NHTSA, [Publication Date if available], <https://one.nhtsa.gov/people/injury/drowsy_driving1/drowsy.html#:~:text=These%20rumble%20strips%20placed%20on,by%2030%20to%2050%20percent>.