**Name:** Delhi Police

**Date** – (01/07/2016)

**Teaching Notes**

# Delhi Traffic Police Mobile Application

## 1. OVERVIEW

There has been continuous increase in vehicular density on Delhi roads with the increasing population. Due to the absence of real time communication system, commuters often got stuck in traffic jams and this had become one of the most irritating problems that one would face on a nearly daily basis. Response mechanism to emergencies by Delhi Police was also not very effective and often delayed. The daily commuting on roads was becoming longer and more annoying day by day and it reflected very low on the technology and infrastructure development in one of the fastest growing and developed cities of the world. According to a report made by IBM's global Commuter Pain study in 2013, New Delhi was among the top 10 cities in the world having the worst traffic jams.

To improve the quality of public transport and improve the response time to emergencies, Delhi Police launched an in-house developed mobile application through which residents can keep a tab on traffic situations and traffic violators. This application could be used to obtain traffic alerts, traffic advisories, fare charges to be paid to taxis, calculation of distance travelled and showing the shortest route on map, lodging complaints against taxi drivers, sharing information about traffic signal faults, accessing information about pits where towed away vehicles are kept and making direct calls to emergency numbers in Delhi.

The application is developed on android platform and soon it will be launched for Windows and iPhone. Delhi Police aims at increasing the public engagements in government initiatives and the feedback system built in the application helps citizens suggest police with constructive ideas on how to improve quality of transport system on Delhi roads. A happy commuter is the sign of safety on roads and Delhi Police aims at bringing down the accident and crime rates from the state by making its citizens a co-stakeholder in their initiative.

It showcases the positive impacts of using innovative ways by means of technology to manage city traffic. The initiative has been spearheaded by the Commissioner of Police, Delhi and is aimed at providing an efficient and real time status of Delhi roads.

## 2. TEACHING OBJECTIVES

> **Learning Objective**

- o As-Is situation analysis and understanding of Traffic System on Delhi roads
- o Importance of innovation and technology to reduce the chaos prevailing on Delhi roads
- o Advantages of including citizens as co-stakeholder in the Government initiatives

> ➢ **Challenged/Issues faced**

  o Mode of information accessibility like SMS, Website, email etc. had limited information

  o There was no real time delivery of services, response to emergencies was often delayed

  o No privacy and security policy for maintaining confidentiality of information and the individual

  o Modes of advertisement used like Newspaper, Radio Channels, etc. were very expensive

> ➢ **Ways to Improve the situation**

  o Cost effective android based solution developed, soon to be made available for windows and IoS

  o Involvement of Delhi residents in improving the existing features and adding new ones in the application

  o Quick and hassle free reporting of accidents/traffic violations on roads through application

  o Data analytics to understand trends, patterns to have a more calculated approach to emergencies

## 3. SUGGESTED QUESTIONS AND ANALYSIS

### a. What are the data points that must be taken into consideration for the development of the application?

1. Population of the city and its growth rate to estimate the usage of application
2. Type of incidents being reported to build in all such features in the application for hassle free reporting. For eg: High taxi rates is one of the normal phenomenon observed, hence there should be a feature to calculate fare in the application so that residents do not end up paying more
3. Expectation of citizens to understand what all facilities they would want while moving on roads like traffic alerts, route map, emergency numbers etc.

### b. What features are important to make the application a user friendly solution?

1. Cost Effective: Citizens should not be asked to pay for this service, or if asked it should be minimal.
2. Availability: Application should be easily available and downloadable on the mobile phone and hence it should be supported by Android, Windows and IoS to cover nearly a majority of the city.
3. Size: Size of application should be not more so that there is smooth navigation of the features and minimal data is required for downloading.
4. Feedback Feature: There should be feedback/suggestions feature built in the application so that citizens feel free to pour in their inputs for improving the solution.
5. Security: Application should be secure enough to protect the personal details shared by citizens.
6. Sustainability: Feature to add on new features as and when required without changing the application version number.

**c. How to increase the reach of the application?**

1. Launch of application should be done in a big bang fashion.
2. Advertisement on all important check points of the road, and it should explain the installation process very clearly highlighting cost and security feature.
3. Motivating citizens to come forward and contribute to make the initiative a great success.
4. Application should be made on all different types of platform like Android, Windows, IoS, etc.
5. Award schemes to increase the involvement of citizens.

**d. What are the innovative features of Delhi Traffic police Mobile Application?**

1. Traffic Advisory: This feature enables users to have advices from Delhi Traffic Police. Advises can be like certain route is under construction, etc.
2. Traffic Alerts: This feature sends update on unplanned events like blockages, breakdowns etc.
3. Fare Calculator: This helps users calculate the fare for public transport systems between origin and destination.
4. Route Map: This helps users find out the various routes with traffic condition on them.
5. Complaint System: Application enables lodging of complains and generation of complaint report.
6. Lost Report: Application allows user to lodge report of articles/documents lost.
7. Signal Fault: Application allows users to report signal faults with all the relevant details like fault type, traffic signal pole number, fault description, etc.
8. Towed Vehicles: Application provides information about designated pit for each traffic circle, location details of traffic pit and traffic circle office details - phone number and traffic inspector details.
9. Emergency Contacts:Application displays list of numbers that can be dialed instantly.
10. FAQs: FAQs are provided to help users understand the application and its features.

**e. What are the key risks in managing projects like "Delhi Traffic Police Mobile Application"?**

"Delhi Traffic Police Mobile Application" has all the elements of a large e-Governance project which is vulnerable to failure if not managed properly. Management of such project needs to address multiple risks across different project activities. Some of the risks may include:

1. Poor involvement of residents/citizens i.e. complicated application processes.
2. Inability to reach to a larger section of the city i.e. poor marketing.
3. Lack of prior risk analysis to minimize obstacles in project management.
4. Concentrating too much on technology and little on organizational and people issues.
5. Capacity building not adequate to cope with the increasing usage.

## 4. CLASSROOM MANAGEMENT

### ➢ Group Discussion

Divide the participants in groups of 4 -5 and discuss the case on following aspects. Each group should take one aspect:

1. Discuss Change management and communication as some of the key factors to project success
2. Challenges, issues and risks if the project is to be rolled out across other states.
3. What is next for the project? Please have an open brainstorming session regarding how this project can be evolved to ensure that there is real time update on all issues being faced on roads and their immediate resolution.

Each group should present their findings in a short 5 minutes presentation afterwards.

### ➢ Group Activity (30 -40 minutes)

Make two groups of participants. One group to act as Citizens and other to act as Government.

Citizen: The task of the citizens' group is to come up with novel and different (but realistic) service requirements that they want from a project like Delhi Traffic Police Mobile Application. They should consider all the problems they face on roads or they can face in future and build up a suggestion around them. They should also build a justifiable timeframe against each service they want to build in the system.

Delhi Police: The task of the Government group is to see how they can provide such services within shortest possible time. They should hold discussion with citizens to devise roadmap andimplementation plan.

The objective of this exercise is to highlight expectations of citizens and the readiness of Government in meeting them. It is a role play type of exercise which offers plenty of flexibility in the way Delhi Traffic Police Mobile Application services can be further augmented.

### ➢ Summary- Key lessons learnt (10 minutes)

Each participant shall write down a summary in no more than 500 words highlighting key learnings from the case