



CASE STUDY

Case Studies- Traffic Guru traffic
awareness simulator



TILT LABS

A PRODUCT REALIZATION COMPANY



EXECUTIVE SUMMARY

Traffic Guru is an innovative traffic awareness simulator TILTLABS has developed explicitly for the Kerala Police. The app has been designed to educate and promote road safety, and it does this by using realistic physics and engaging gameplay. The app has been an enormous success, with thousands of downloads, and it has been praised for its ability to bridge the gap between virtual learning and real-world road situations. Traffic Guru is an excellent tool for anyone who wants to learn more about road safety and improve their driving skills.

 [Watch Video](#)



TRAFFIC GURU

A TRAFFIC AWARENESS PROGRAMME BY KERALA POLICE DEPARTMENT



PROJECT CHALLENGES



Accurately simulating real-world driving dynamics in a virtual environment.



Creating realistic 3D environments mirroring Indian road conditions.



Ensuring broad user acceptance and engagement across diverse demographics.



Integrating complex traffic rules and scenarios into gameplay.



Overcoming technical hurdles to deploy the game across multiple platforms.



GOALS AND OBJECTIVES

- Educate drivers on traffic rules and safe driving practices
- Reduce accidents and promote traffic discipline nationwide
- Reach a wide audience of drivers across various age groups and backgrounds
- Foster habit formation by encouraging regular gameplay and practice
- Analyze gameplay data to refine instruction and improve user experience





SOLUTIONS AND METHODOLOGY

- Leveraged digital twin technology to create hyperrealistic driving environments
- Incorporated situational tutorials covering various traffic rules and scenarios
- Implemented intelligent scoring algorithms to incentivize safe driving behavior
- Deployed the game across multiple platforms for maximum accessibility
- Conducted extensive user testing and feedback iterations to optimize gameplay

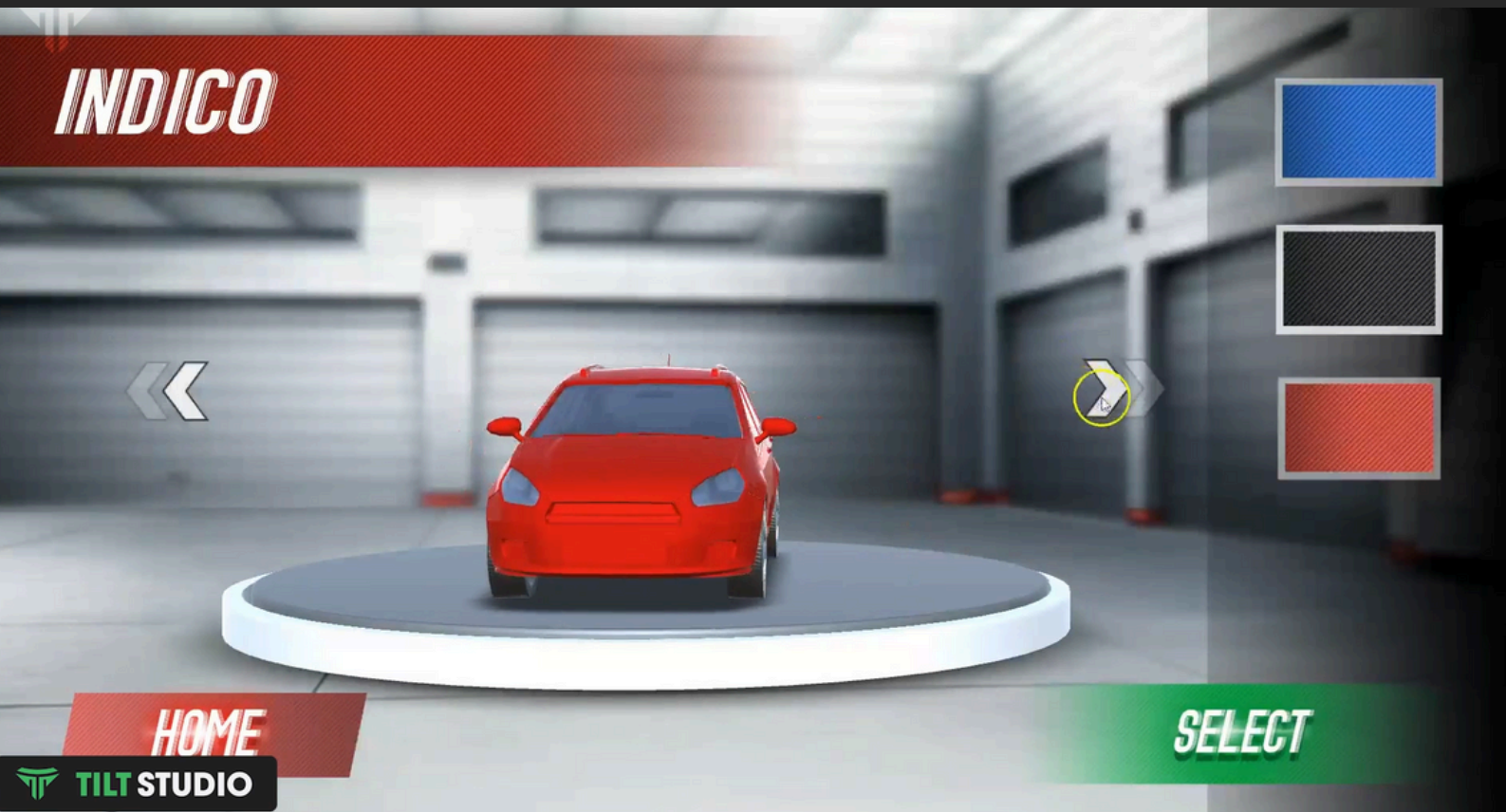
OUTCOME AND RESULTS

- Exceeded 800,000 downloads and achieved a 4.5-star rating within 12 months of launch
- Average playtime of 57 minutes per user per week, indicating high user engagement
- Significantly improved traffic rule awareness and adoption of safe driving practices
- Received positive feedback from users and law enforcement agencies for its effectiveness
- Demonstrated the potential of gamified education in promoting road safety and reducing accidents



BENEFITS

- Enhances road safety by empowering individuals to develop safe driving skills
- Promotes traffic discipline as a social norm, leading to a decrease in road accidents
- Provides an efficient and effective means of achieving awareness goals compared to traditional methods
- Empower government agencies to implement more effective road safety governance measures.
- Fosters a culture of responsible driving and reduces the economic and social costs associated with accidents





TESTIMONIAL

"The impact of Traffic Guru on road safety education has been remarkable. Its innovative approach has reached an unprecedented number of drivers, making it an indispensable tool in our efforts to promote traffic discipline and reduce accidents."

- DIRECTOR GENERAL OF POLICE, KERALA POLICE

CONCLUSION

Traffic Guru stands as a beacon of innovation and effectiveness in the realm of road safety. Its success in reaching and engaging a wide audience underscores the transformative power of gamified learning. By leveraging cutting-edge technology and collaborating with Kerala Police, Traffic Guru has educated drivers and instilled a culture of responsible driving nationwide. As we look to the future, Traffic Guru is a shining example of how immersive gameplay can drive significant behavioral change and pave the way for safer roads and communities.

THANK YOU!



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