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Reg. No. & Name with Initials

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# Executive Summary

A summary of the document

# Product Description

## Problem we solve

A description of the problem that you wish to solve with your project/product

## About the product

A brief description about the proposed solution(project/product)

## Unique Features

Unique features in your solution comparing to the existing products/solutions.

## SWOT Analysis

|  |  |
| --- | --- |
| **Strength**  **E.g.**   * Human resource * Increase of smart phone penetration * Innovative ideas * Multiple revenue models | **Weaknesses**  **E.g.**   * Lack of business knowledge expertise * Lack of skilled marketing employees * Less stable research results on activity recognition and location positioning. * No brand power |
| **Opportunities**  **E.g.**   * Funding * Collaborations * Exposure to expertise on the industry | **Threats**  **E.g.**   * Lack of cost effective location awareness technologies to increase accuracy * Lack of larger malls such as shopping complexes etc in Sri Lanka * Being a startup company and no previous success stories |

# Market Analysis or **Current Problem analysis with a DFD**

## Competitor Analysis

A sample is given below.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Meridian** | **Wifared** | **Infsoft** | **Shopcloud** | **Google Indoor Maps** | **Navizon** | **NAVVIS** |
|  |  |  |  |  |  |  |  |
| **Features** |  |  |  |  |  |  |  |
| Commercial version | Yes | Yes | Yes | No | Yes | Yes | No |
| Floor plans to mobile app | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Indicate directions / Indoor navigation | Yes | Yes | Yes | Yes | No | Yes | Yes |
| Indoor positioning | Yes | Yes | Yes | Yes | No | Yes | Yes |
| Embed with website / API / Plugin for third party apps | No | Yes | Yes | No | Yes | No | No |
| Embed with Mobile app | Yes | Yes | No | No | Yes | No | No |
| 2 D view | Yes | Yes | Yes | Yes | Yes | Yes | No |
| 3 D view | No | No | No | No | No | No | Yes |
| Send timely notifications with indoor zone-based triggers. | Yes | No | No | No | No | No | No |
| Deploy customer app as a location inside / white color | Yes | No | No | No | Yes | No | No |
| Analytics | Yes | Yes | Yes | No | No | Yes | No |
| Push notifications | Yes | No | No | No | No | No | No |
| Draw zones on the map | Yes | No | No | No | No | No | No |
| Accurate up to distance 1 m | Yes | X | Yes | X | X | X | X |
| Capability to use offline | No | No | Yes | Yes | No | No | No |
| Drag Map / Zoom in and out | X | Yes | X | X | Yes | Yes | Yes |
| Research stage only | No | No | No | Yes | No | No | Yes |
| Shortest path | No | No | Yes | No | No | No | No |
| Framework to create map | Yes | No | No | No | No | No | No |
| Optimum path / Mark places to visit | X | No | X | X | X | No | No |
| Suggest places | No | No | No | No | No | No | No |
| Direction by voice / visual impaired support | No | No | No | No | No | No | No |
| Integrate with personal directory / room no , name etc | No | No | No | No | No | No | No |
|  |  |  |  |  |  |  |  |
| **Technology & Infrastructure** |  |  |  |  |  |  |  |
| Wireless network access, Existing and new – location awareness using trilateration | Yes | Yes | Yes | No | Yes | Yes | Yes |
| iOS compatible | Yes | Yes | Yes | iPhone models 4S and up | Yes | Yes | No |
| Android compatible | Yes | Yes | Yes | minimum specs similar to those of the Samsung Galaxy S3 | Yes | Yes | No |
| Windows compatible | No | No | No | Yes | Yes | No | No |
| Blue tooth required | No | Yes | No | No | No | No | No |
| Installation of hardware inside the premises required | Yes | Yes | Yes | No | No | No | Yes |
| Uses Camera / Use of image processing | No | No | No | Yes | No | No | Yes |
| Smart phone sensors required(User activity recognition using accelerometer, gyroscope and magnetometer) | No | No | No | Yes | No | No | Yes |
| Location awareness using satellite image mapping / GPS | No | No | No | No | Yes | Yes | No |
| Rapidly Building LEDs required | No | No | No | No | No | No | No |
| Country |  | Canada |  | Israel |  | Brazil |  |
| URL | http://www.meridianapps.com/ | http://www.wifarer.com/ | http://www.infsoft.com/ | http://www.gizmag.com/inside-app-indoor-navigation/30702/ | https://www.google.com/maps/about/partners/indoormaps/ | https://www.navizon.com/ | http://www.navvis.lmt.ei.tum.de/ |

|  |  |  |  |
| --- | --- | --- | --- |
| **Value Element** | **Competitor 1** | **Competitor 2** | **Competitor 3** |
|  |  |  |  |
| E.g. |  |  |  |
| Map Creator | 9 | 10 | 0 |
| Shortest Path | 10 | 0 | 8 |
| Optimum Path | 10 | 5 | 0 |

Blue Ocean Strategy Canvas

A sample is given below.



A sample is given below



Value Elements to be included in <<your product>>

* ………………..
* …………………….
* ……………………….

## Customer Analysis

### Target Market

|  |  |  |
| --- | --- | --- |
| **Potential Customer Segments** | **Potential Customers** | **Potential Deployment** |
|  |  |  |
|  |  |  |
|  |  |  |

# Marketing/Sales Strategy

* A plan of action designed to promote and sell a product or service.

# Product Development

## Minimum Viable Product(MVP)

Date of release : << Fill>>

A brief description of the features included in the MVP

## Beta Version

Date of release : << Fill>>  
  
A brief description of the features included in the Beta Version of the product

## Alpha Version

Date of release : << Fill>>  
  
A brief description of the features included in the Alpha Version of the product

## Future Releases

Date of release : << Fill>>

Details of any future relases

# Staffing and Operation

## Management Organization Chart/ Work distribution among team members

## Operation Plan

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Year |  |  |  |  |  |  |  |  |  | | | |  | | |  | |  | |
| **Activity** | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | April | May | June | July | Aug | Sept | | | Oct | | Nov | | Dec | |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  | | |  | |  | |
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# Milestones and Reporting

|  |  |  |  |
| --- | --- | --- | --- |
| **Milestone** | **Responsibility** | **Milestone Deliverables** | **Deliverable Date** |
| **Milestone 1 : Project Proposal Submission** |  |  | 11-09-2022 |
| **Milestone 2 : Software Requirement Specification(SRS)** |  |  | TMA 1 deadline |
| **Milestone 3 : Design Document submission** |  |  |  |
| **Final Report Submission** | MP report submission as a hardcopy or softcopy | Report  Requirement Analysis  Design – diagrams (UML)  Database design  UI design  Test Results  Conclusion | MP report deadline |
| **Demonstration Day** | Demonstration of the prototype | Software Installation Package with instructions to install the software (Readme file) | Mini-Project viva voce day |