

Problem Statement: Q-aRt Code

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Problem Case: The following project will focus on redeveloping a python based QR encoder by enhancing and expanding certain features of the program. The plan is to add a user-friendly interface (GUI) as well as update the algorithm to handle jpg, png and gif files with greater ease.

Stakeholders:

Businesses

Marketing Firms

Start-ups

Major Companies

Students

Future Developers.

Use Cases: The QR Code can be utilized as a marketing tool for major companies by attracting users to webpages using artistic and unique Q-aRt generated jpg or gif. It can also be used by lower tier groups for fundraisings and awareness. It's a unique way to promote a business, product or event and unlike the traditional black and white QR Code, this method can increase popularity due to its attractive pattern scheme.