

Project Design Phase-I
ProposedSolutionTemplate

Date	11 NOV 2023
TeamID	NM2023TMID02793
ProjectName	Creating a social media ad campaign in facebook
MaximumMarks	2 Marks

ProposedSolutionTemplate:

Projectteamshallfillthefollowinginformationinproposedsolutiontemplate.

S.No.	Parameter	Description
1.	ProblemStatement(Problemto be solved)	Toreducethebumpyandpotholesofroadby decrease the traffic
2.	Idea/Solutiondescription	Our innovative street quality identification solution combines IoT sensors and AI algorithms to monitor and analyze road conditions in real-time. This enables municipalitiesandtransportationagenciesto detect and address road deterioration promptly, ensuring safer and more efficient travelforallroadusers.
3.	Novelty/ Uniqueness	Our street quality identification system incorporates advanced machine learning algorithms and sensor technology to provide real-time, accurate assessments of road conditions.Thisuniqueapproachsetsusapart, ensuring precise and reliable data for effective decision-making and proactive maintenance, unlikeanyotherexisting solutions.
4.	SocialImpact/CustomerSatisfaction	Our street quality identification solution improves safety and reduces vehicle maintenance costs. By empowering citizens to report issues and enabling municipalities to prioritize repairs, we create a positive social impact while enhancing customer satisfaction throughbetter-maintainedroadsandsmoother travel experiences.
5.	BusinessModel(RevenueModel)	Our business model for street quality identification involves deploying a network of sensorstocollectdataonroadconditions.We generate revenue by providing this data to municipalitiesandtransportationagencies,

		enablingthemtoprioritizeandplanroad maintenance effectively.
6.	ScalabilityoftheSolution	Our street quality identification solution is highly scalable, capable of seamlessly expanding to cover large urban areas. By leveraging cloud computing and distributed sensor networks, we can efficiently process and analyze vast amounts of data, making it adaptable to the needs of growing cities and transportation networks.