

Ideation Phase

Define the Problem Statements

Date	06 oct 2023
Project name	Field Visiting Business For Interviewing About
	Digital Marketing

Customer Problem Statement Template:

Define your objectives: Determine what specific information you want to gather from customers regarding their digital marketing problems.

Identify the target audience: Decide which type of customers or businesses you want to interview.

Create a list of questions: Prepare a set of open-ended questions to elicit detailed responses.

Schedule visits: Contact the selected customers and set up appointments for the interviews.



Project Design Phase-II
Solution Requirements (Functional & Non-functional)

Date	13/10/ 2023
Project Name	Project :Field Visiting Business For Interviewing
	About Digital Marketing

Functional Requirements:

Following are the functional requirements of the proposed solution.

FRNo.	FunctionalRequirement(Epic) SubRequirement(Story/Sub-Task)	
FR-1	Research and Planning	Begin by researching your target audience and the types of businesses or individuals you want to interview. Create a plan outlining your goals, methodology, and the questions you'll ask.
FR-2	Legal Considerations	Register your business and ensure compliance with local laws and regulations, including data privacy and consent requirements
FR-3	Marketing and Promotion	Promote your services and content to a wider audience to attract more interviewees and customers.
FR-4	Continuous Learning	Stay updated on the latest digital marketing trends to provide valuable and relevant insights in your interviews and content.

Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.

FRNo.	Non-FunctionalRequirement	Description
NFR-1	Usability.	Explore ways to monetize your research and content, such as selling reports, offering consulting services generating ad revenue from your content.

NFR-2	Security	<p>The security of Drowsiness detection and alerting system is an important consideration to ensure it is effectiveness and reliability.some key aspects related to the security of such a system</p> <ol style="list-style-type: none"> 1) DataPrivacy 2) AuthenticationandAccesscontrol. 3) Securecommunication 4) Systemintegrity 5) Physicalsecurity. 6) MonitoringandAuditing.
NFR-3	Reliability	<p>The reliability of drowsiness detection and alerting system is crucial to ensure its effectiveness in preventing Accidents and Promating safety.</p> <ol style="list-style-type: none"> 1) AccuracyofDetection. 2) Real-timemonitoring. 3) FalsepositiveandFalsenegative. 4) Robustnesstoenvironmentalfactors. 5) Calibrationandpersonalization. 6) Continuousperformanceandmonitoring.
NFR-4	Performance	<p>The performance of a Drowsiness detection system can be evaluated based on several factors , including:</p>
NFR-5	Availability	<ol style="list-style-type: none"> 1) Sensitivity. 2) Specificity. 3) Responsetime. 4) Falsepositiverate. 5) Usercomfort. <p>It can be influenced by various factors including Qulity of sensors, lighting conditions, System calibration .</p>
NFR-6	Scalability	<p>Scalability in terms of the number of individuals being monitored:</p> <p>Drowsiness detection systems can be designed to scale from monitoring a single individual to monitoring a large .</p>