

**Project Design Phase-I**  
**Proposed Solution Template**

Date	25/10/2023
Project Name	Field Visiting Business For Interviewing About Digital Marketing

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	In an ever-evolving digital landscape, businesses face numerous challenges and uncertainties when it comes to their digital marketing strategies
1.	Idea / Solution description	Begin by researching your target audience. Who are the individuals or businesses interested in digital marketing solutions? What are their pain points and needs a detailed business plan outlining your objectives, target audience, services, and financial projections. This plan will serve as your roadmap.
1.	Novelty / Uniqueness	Research the market and identify potential clients who are interested in showcasing their digital marketing uniqueness. This could be a mix of startups, small businesses, and larger corporations.
1.	Social Impact / Customer Satisfaction	Understand your target audience and the industries you want to focus on. Identify potential clients who might need your services
1.	Business Model (Revenue Model)	Identify Your Target Businesses: Determine which businesses you want to interview. It could be startups, small businesses, or established companies.
1.	Scalability of the Solution	Decide on your business structure (e.g., sole proprietorship, LLC) and register your business as required by local regulations.

**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	<b>Security</b>	<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"> <li>1) DataPrivacy</li> <li>2) AuthenticationandAccesscontrol.</li> <li>3) Securecommunication</li> <li>4) Systemintegrity</li> <li>5) Physicalsecurity.</li> <li>6) MonitoringandAuditing.</li> </ol>
NFR-3	<b>Reliability</b>	<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"> <li>1) AccuracyofDetection.</li> <li>2) Real-timemonitoring.</li> <li>3) FalsepositiveandFalsenegative.</li> <li>4) Robustnesstoenvironmentalfactors.</li> <li>5) Calibrationandpersonalization.</li> <li>6) Continuousperformanceandmonitoring.</li> </ol>
NFR-4	<b>Performance</b>	<p>The performance of a Drowsiness detection system can be evaluated based on several factors , including:</p>
NFR-5	<b>Availability</b>	<ol style="list-style-type: none"> <li>1) Sensitivity.</li> <li>2) Specificity.</li> <li>3) Responsetime.</li> <li>4) Falsepositiverate.</li> <li>5) Usercomfort.</li> </ol> <p>It can be influenced by various factors including Qulity of sensors, lighting conditions, System calibration .</p>
NFR-6	<b>Scalability</b>	<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>

## 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.

