



Polling Star

We provide end-to-end political consulting by combining data-driven strategy, grassroots surveys, and high-impact campaign execution to connect voters with leadership.

[Get Started](#)



Problem Statement

Challenges in Traditional Election Management

- Manual and fragmented voter data handling
- No real-time voter insights
- Poor coordination between campaign teams
- Absence of centralized monitoring
- Weak booth-level planning
- Outdated manual processes
- No live voter intelligence
- Disconnected campaign operations
- No single control system
- Poor booth execution

✗ Impact: Inefficient campaigns, wasted resources, and lower winning probability



Solution: Polling Star

An Integrated Election Management Ecosystem

Polling Star is a unified digital platform designed to manage, monitor, and optimize the entire election lifecycle. It connects voters, candidates, campaigners, agents, and administrators through purpose-built applications, ensuring transparency, coordination, and strategic decision-making.

Key Solution Components

- **Digitized Election Operations**

Replaces manual and paper-based election processes with secure mobile and admin applications for voter management, booth operations, campaigning, and reporting.

- **Real-Time Analytics & Monitoring**

Captures live data from campaigners and agents to track voter turnout, booth performance, conversion progress, and election status through interactive dashboards.

- **Enhanced Voter Engagement**

Empowers voters with information, communication tools, issue reporting, civic participation (CityPulse), and transparency features like voting status and selfie verification.

- **Data-Driven Campaign Decisions**

Transforms ground-level data into actionable insights, enabling candidates and campaign teams to identify strong and weak areas, allocate resources effectively, and adjust strategies instantly.

Designed to maximize winning chances

Polling Star – Application Ecosystem Overview

Polling Star is a multi-application election management platform where each app serves a specific role in ensuring efficient operations, voter engagement, and data-driven election success.

01

Voter App

Designed for voters to stay informed, engaged, and connected.

- View voting status & polling booth location
- Emergency services & updates
- Report issues and participate in CityPulse

🎯 Improves voter trust and participation

03

Agent App

Focused on polling booth operations.

- Mark voter voting status on polling day
- Track booth-level turnout
- Verify "our" and "other" voters

🎯 Ensures accurate booth-level data

02

Campaigner App

Built for ground-level campaign execution.

- Convert voters using direct communication
- Track voter conversion progress
- Manage booth-wise voter lists

🎯 Strengthens voter outreach & influence

04

Admin App

Acts as the central control system.

- Monitor voters, booths, and reports
- Manage agents, campaigners, and candidates
- Broadcast messages and updates

🎯 Provides complete election oversight

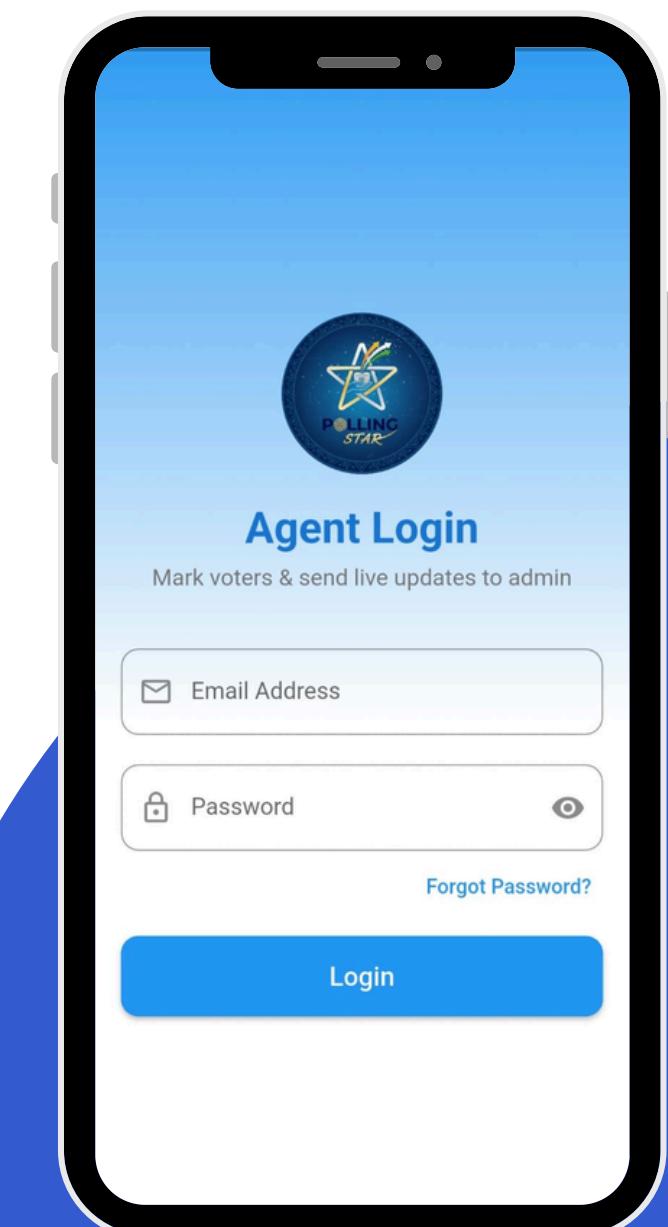
05

Candidate App

Designed for strategic decision-making.

- View performance analytics & graphs
- Monitor winning probability
- Track team and campaign progress

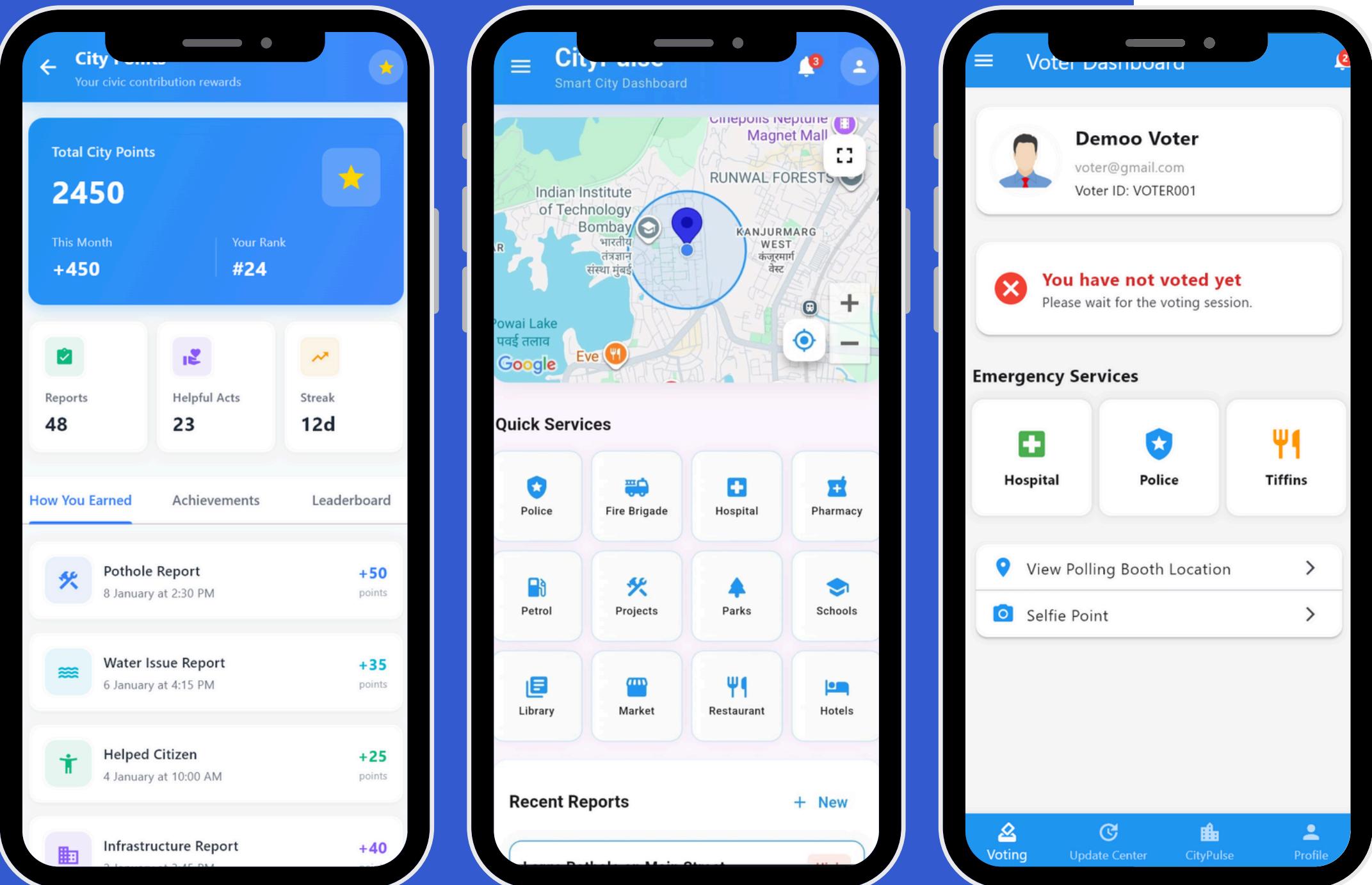
🎯 Enables data-driven winning strategies



Voter App Overview

Voter App – Smart Voter Engagement Platform

Key Features:



01 Secure Login & Profile Access

View and manage voter profile details securely.

02 Voting Status Tracking

Displays whether the vote is marked or not in real time.

03 Emergency Services Access

One-tap access to nearby:

- Hospitals
- Police stations
- Fire brigades
- (Displayed on live map for quick navigation)

04 Polling Booth Locator

View assigned polling booth on map with:

- Booth number
- Address & complete booth information

05 Update Centre

- Daily election-related news
- Live, upcoming, and ongoing election details
- Direct messaging with campaigners
- Reporting voting-related issues

06 Selfie Point (Vote Confirmation)

Upload selfie showing inked finger to confirm successful voting and ensure transparency.



Smart Urban Infrastructure & Citizen Reporting Platform

A unified system to track city
issues, improve transparency, and
empower citizens.



Problem Statement



Frequent road closures, traffic congestion, sewage overflow, power cuts, water supply disruptions

Citizens don't get real-time updates

No single platform to view ongoing projects

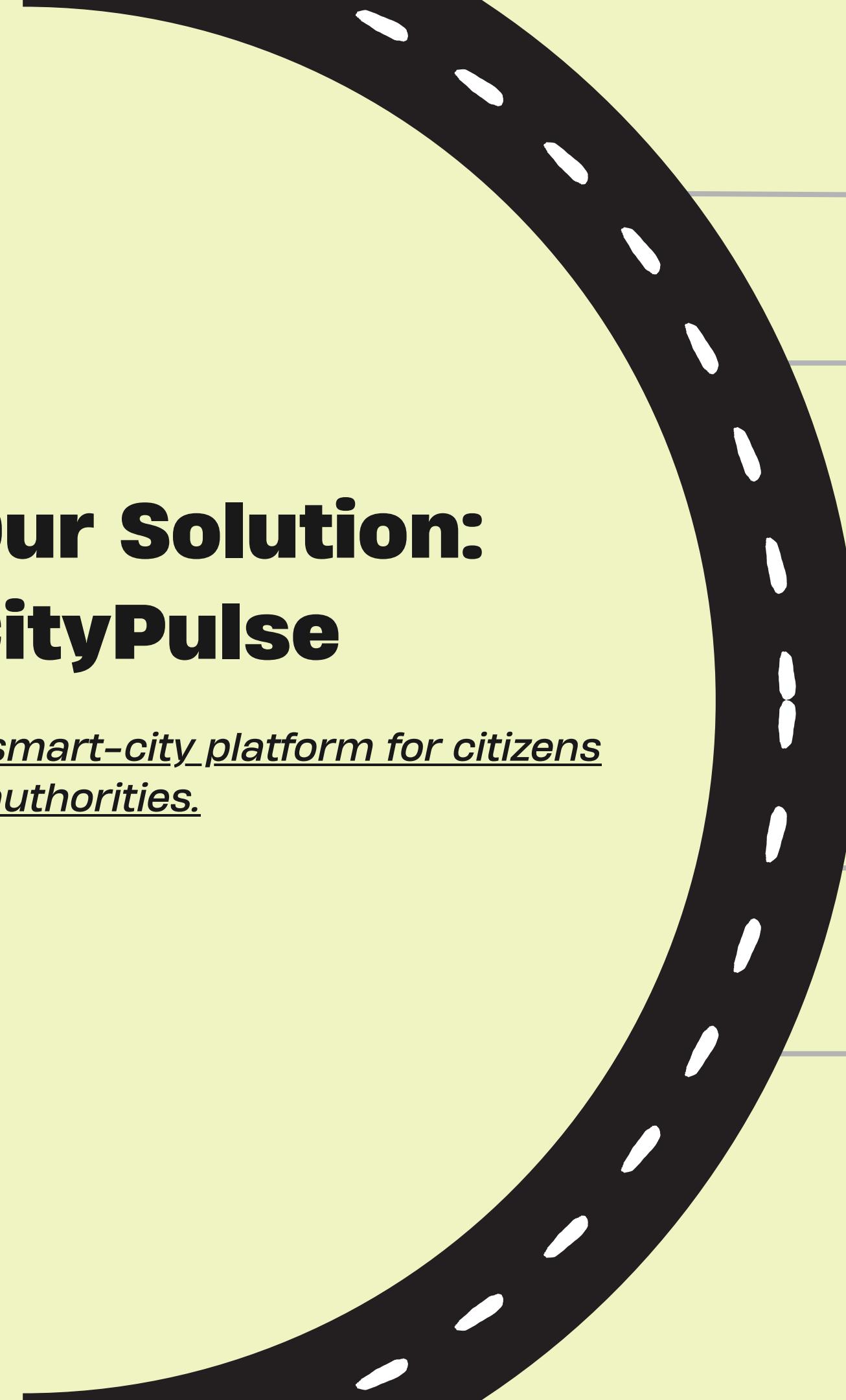
Officials struggle with report management

Duplicate reports & no clear verification process

Lack of analytics to identify repeating issues

Our Solution: CityPulse

A smart-city platform for citizens
+ authorities.

- 
- Live interactive city map (projects, hazards, congestion)
 - Admin dashboard for verification / resolution
 - Citizen reporting system (photo + GPS location)
 - Analytics for identifying bottleneck areas
 - Real-time alerts & notifications
 - AI-powered clustering & predictive alerts

Citizen Flow (User Flow)



Onboarding

- Login via Email / Phone / OTP

Home → Interactive City Map

- Pins for projects, hazards, closures
- Traffic congestion heatmap

Report Issue

- Take/upload photo
- Auto-detected location
- Short description
- Appears as “Awaiting Verification”

Smart Alerts

- Road closure, power outage, water supply failure
- Only alerts citizens within X km radius

Gamification

- Earn CityPoints for verified reports
- Leaderboard & rewards

Officials Flow (Authority Flow)



Admin Dashboard Login

- Traffic department
- Urban Planning
- Power Board
- Water Department

Admin dashboard for verification / resolution

- All city projects + real-time updates
- Citizen reports: green (resolved) / red (pending) / yellow (under review)

Report Management

- Accept / Reject citizen reports
- Update status: ongoing, delayed, completed
- Auto-reminders for unresolved reports

Analytics Dashboard

- Identify repeating issues (e.g., sewage hotspot)
- Monthly trends
- Export reports to PDF/Excel

Real-time alerts & notifications

- Road blocked → auto-send alternate route alert

Core Features (MVP)



Interactive City Map

A live map showing ongoing projects, hazards, traffic congestion, and citizen-reported issues with color-coded pins.



Citizen Reporting System (Photo + GPS)

Citizens can quickly report problems by uploading a photo, entering details, and letting GPS auto-detect the location.



Real-Time Push Alerts

Instant notifications for road closures, power cuts, water supply issues, and other critical alerts based on user location.



Authority Dashboard for Verification

Officials review, verify, or reject citizen reports, update project statuses, and manage announcements from a central dashboard.



Status Tracking (Pending → Verified → Resolved)

Each report follows a clear lifecycle, ensuring transparency and letting citizens track progress until the issue is resolved.

Impact



Faster issue resolution

Increases citizen participation

Improves transparency

Helps officials detect systemic problems

Data-driven urban planning

Builds safer & smarter cities

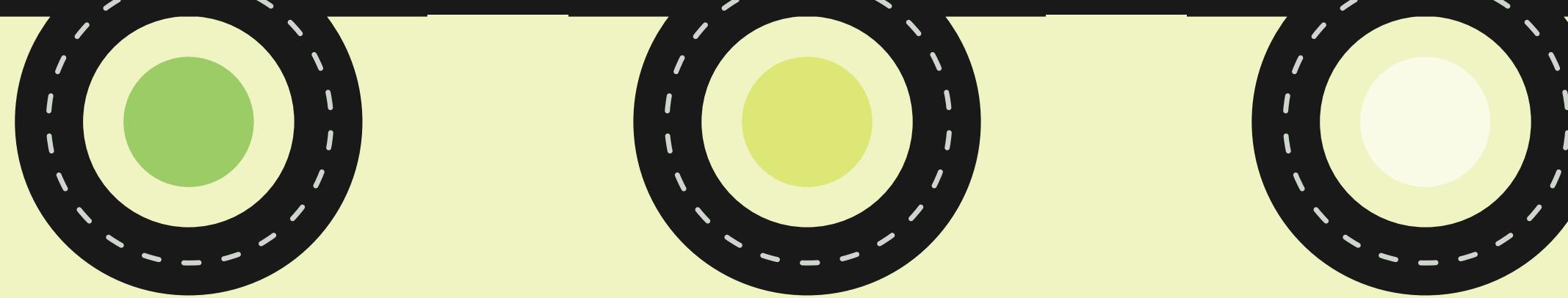
Conclusion

CityPulse transforms:

How citizens
report

How officials
respond

How cities
evolve



A complete smart-city
ecosystem.

Thank You



CityPulse

Smart city.
Smart people.
Smart future.