Smarter Phone

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Objectives

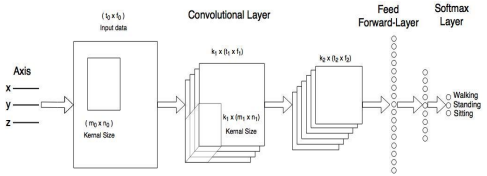
Here is the list of current issues in the market, first is less relevance of ads

- It can work as your smart personal health assistant providing you health tips by analysing your activity.
- There are 350 million smart phone users in India out of which only 5 million enjoy the benefits of smart band. Rest either can't afford it, or don't find it comfortable.
- We are providing is smart health assistant to tackle these issues. An assistant can provide you health tips by analysing your activity.
- Our objective is to categorize ads in different activities and show it to the right person at the right time.

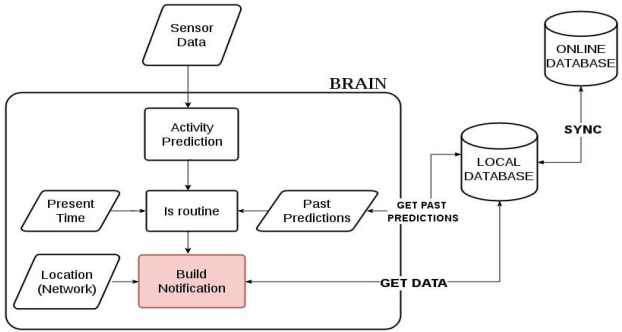
Approach

Step 1 - Data generation
Step 2 - Training our activity prediction model
Step 3 - Using prediction model on smartphones (offline)

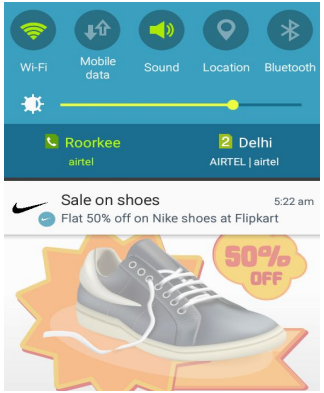
Technical Architecture

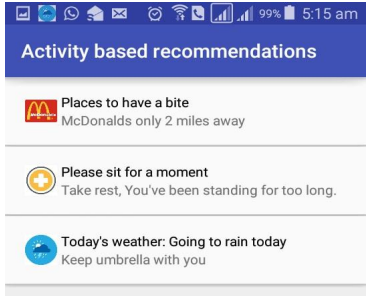


Data Flow Diagram



Prototype Demo





Revenue Model

1. Direct ads from the companies.
   a) Product ads from companies
   b) Recommendation of articles, music etc.
2. Providing SDK to the developers
   a) To use the activity predicted in their applications
3. Purchasing pro version of Smart Assistant

Fact: *35 % (avg) spending on digital marketing by companies and close to 100% for e-commerce companies*

References

- M. Zeng, et al., *Convolutional Neural Networks for Human Activity Recognition using Mobile Sensors*, In MobiCASE '14.
- Bayat A., Pomplun M., Tran D.A., *A Study on Human Activity Recognition Using Accelerometer Data from Smartphones*, Proced. Comput. Sci. 2014, 34, 450–457.

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