

**Market Research**

**Project: DNSS**

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Phase 1: Research and Conceptualization - Conduct extensive market research to identify emerging trends and user needs. Define a set of artificial features, such as image recognition, augmented reality, and intelligent scene analysis, that align with consumer demands.

Phase 2: Design and Prototyping - Develop a detailed design incorporating the chosen artificial features. Create a functional prototype to test the integration of these features, ensuring seamless performance and user-friendly interfaces.

Phase 3: Testing and Optimization - Rigorous testing to evaluate the prototype's reliability, accuracy, and overall performance. Collect user feedback to identify areas for improvement, and optimize the camera's algorithms and software for enhanced functionality and responsiveness.

Phase 4: Manufacturing and Assembly - Scale up production based on successful prototype testing. Collaborate with manufacturing partners to ensure mass production meets quality standards while maintaining cost-effectiveness.

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| **PHASE 1** | **A.I features on pc** |
| **PHASE 2** | **Camera + platform** |
| **PHASE 3** | **Gimbal addition** |
| **PHASE 4** | **Multicamera addition** |

**Presented to: Dr. Aamir Irshad**