

Project Synopsis/Project Concept Document (Due: 25th January)

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| Project number | 36 |
| Project Title | Personalized Offline Ads – Box Ads |
| Document | DASS Project Concept Document |
| Creation date | 23 rd January |
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| Client | Praveen Reddy, Box Ads |

Description

This project introduces personalized advertising in real-world (offline). The aim is to deliver the targeted promotions to the customers through their e-commerce delivery boxes, through integrating with e-commerce websites, partnering with logistics services. This project provides a platform for advertisers to target relevant customers, track their engagement with their ads. This project helps businesses by driving brand engagement and boosting sales in real-world / offline.

Profile of Users

There will be separate dashboards for each user-role. Each dashboard serves the following purposes.

Admin:

- Overview of system analytics (total ads served, engagement rates, etc.).
- Ad approval queue for the admin to review and approve/reject.
- User management tools for handling advertisers and logistic partners.

Advertiser:

- Ad performance analytics (click-through rates, conversion rates, etc.).
- Ad creation and management tools.
- Billing and invoicing information.

Logistics partner:

- Delivery tracking information.
- Tools for managing delivery schedules and logistics.

Usage Model and Diagrams (if any)

Admin panel shows all the statistics related to the advertisers on the platform. This provides admin the ability to approve / reject ads proposed by advertisers. Admin has the highest authority / access to modify settings of the system / platform. This

provides advertisers an interface to propose their ads, and once approved, can track their engagement / interaction through user visits, etc. This panel also shows the analytics of respective ads, which makes easier for them to act and reach target customers.

As of now, the design diagrams of this are scheduled to be done in the following week.

[Link to Status Tracker](#)

https://iitaphd-my.sharepoint.com/:x:/g/personal/kavuri_hruday_research_iit_ac_in/EdMa2GwMoflNhB452UXD9RABfOBnh-MHxW3bhtKqPij4-g?e=da45xe