



Google Developer Groups On Campus  
MGM College of Engineering and Technology

# TECH RUSH

HACK LIKE THE TECHNOGORGON IS CHASING YOU.

14th Jan - 29th Jan

## Team Details

- a. Team name: Presence IQ
- b. Team leader name: Shubhaan Banerjee
- c. Problem Statement: Unified Student Welfare & Support System

## ❑ Problem: The Productivity Paradox

- **Busy vs. Effective:** Most people track *time*, but not the *impact* of their work.
- **Data Overload:** Traditional apps provide raw logs without explaining how to improve.
- **Manual Friction:** Users struggle to maintain consistency with manual trackers.

## ❑ Solution: PresencelQ

- **AI Insights:** Analyzes daily activities to separate high-value work from "shallow" tasks.
- **Effectiveness Score:** A unique "IQ Score" that measures focus depth and goal alignment.
- **Smart Feedback:** Uses AI to identify your peak performance hours and suggest schedule optimizations.

## ❑ Value Proposition & Differentiation

### A. Competitive Differentiation

*How is it different?*

| Feature    | Standard Trackers (Toggl, ScreenTime) | PresenceIQ                     |
|------------|---------------------------------------|--------------------------------|
| Data Focus | Raw Quantity (Hours/Minutes)          | Quality & Intent (Alignment)   |
| Analysis   | Descriptive (What happened?)          | Prescriptive (How to fix it?)  |
| AI Role    | Minimal / Data entry only             | Core Cognitive Analysis Engine |
| Metric     | Time Spent                            | Effectiveness IQ Score         |







## B. Problem-Solving Mechanism

### ***How will it solve the problem?***

PresenceIQ solves the "Passive Productivity" trap through a three-step loop:

1. **Contextual Capture:** Instead of just logging an app name, it uses AI to understand the *purpose* of your activity
2. **Cognitive Scoring:** It applies an algorithm to weigh your tasks. Deep work (coding/writing) scores higher than shallow work (scrolling/sorting).
3. **The "Correction" Loop:** It provides a daily summary that highlights where your "Presence" leaked away, giving you a specific blueprint for the next day.

## Elevating Daily Focus: Key Features

-  **AI-Driven Effectiveness Scoring** Goes beyond "time spent" to calculate a daily IQ score based on focus depth and task priority.
-  **Intelligent Task Categorization** Automatically distinguishes between "Deep Work" (high-value) and "Shallow Work" (administrative/noise) using AI.
-  **Peak Performance Discovery** Identifies your personal "high-focus windows" and suggests the best times for your most difficult tasks.
-  **Real-Time Firebase Sync** Seamless, secure data persistence across sessions, ensuring your productivity insights are always up to date.
-  **Trend & Growth Analytics** Visualizes focus patterns over weeks and months to track your cognitive endurance and growth.
-  **Actionable Morning Briefs** Provides an AI-generated strategy every morning based on yesterday's effectiveness data.

## ❑ Powered by Google Ecosystem

- **Google Gemini AI (The Brain)** Acts as the core cognitive analysis engine, transforming raw user activity into "Effectiveness IQ" scores and generating personalized focus strategies.
- **Firebase Firestore (The Memory)** A NoSQL cloud database that provides real-time data synchronization and persistent storage for user focus logs and analytics.
- **Firebase Authentication (The Security)** Provides a secure, seamless sign-in experience, ensuring user productivity data remains private and protected.
- **Firebase Hosting (The Gateway)** Delivers the PresencelQ platform with high speed and reliability to users globally.
- **Google Analytics (The Insights)** Tracks user engagement patterns to help us refine the UI/UX and improve the effectiveness of our AI prompts.

## Process flow diagram or Use-case diagram

## **Wireframes/Mock diagrams of the proposed solution (optional)**



## Architecture diagram of the proposed solution



## Snapshots of the MVP

## **Provide links to your:**

- 1. GitHub Public Repository**
- 2. Demo Video Link (3 Minutes)**
- 3. MVP Link**

## Additional Details/Future Development (if any)

