Project design phase - I
Proposed solution

Date	19 September 2023
Team ID	Team-591988
Project Name	Project: AI Body Language Detector Using MediaPipe
Maximum marks	2 Marks

S.no	Parameter	Description
1	Problem statement/ Problem to be solved	Businesses struggle with traditional methods to understand diverse consumer reactions. Developing a real-time, nuanced analysis solution for data-driven decisions, refining strategies, and enhancing product and advertising effectiveness amid dynamic market trends is very much needed.
2	Idea/ Solution Description	Analyzing consumer reactions to products and advertisements in focus group settings. This product addresses variations in individual, cultural, and environmental factors, ensuring reliable insights into consumer sentiments during these interactions. Using the mediapipe library and opencv, we can increase accuracy, improve consumer satisfaction and boost sales.
3	Novelty/ Uniqueness	The most unique feature of this product is a real-time feedback mechanism that allows businesses to receive instant insights during product launches or marketing campaigns, enabling quick adjustments based on live consumer reactions. Additionally, we're also committed to providing personalization capabilities which analyze consumers over time and understand unique features, tailoring recommendations.
4	Social Impact/ Customer Satisfaction	The development and implementation of this product has several positive social impacts.

		Starting off with improved user experiences. Utilizing the business insights provided by the model, one can enhance the user experience by tailoring advertisements and products for them. By doing so, the company can now reach a broader range of individuals which leads to innovation and economic growth.
5	Business Model	The business model for this product makes revenue through subscriptions. The product offers a subscription-based model that provides access to the consumer reaction analysis platform. For businesses which cannot afford the subscription price, a Pay-per-use or pay-per-analysis is available, where businesses pay based on the number of customers analyzed or the frequency of analysis.
6	Scalability of the Model	The model's scalability plays a pivotal role in accommodating diverse workloads, meeting user demands, and extending its applicability. We intend to leverage cloud-based infrastructure services, i.e AWS, as our customer base expands. By employing principles like auto-scaling mechanisms and load balancing, the model can proficiently manage expanding datasets and rising user demands. This approach ensures the model's adaptability and responsiveness to evolving requirements.