

1. Team Number

04

2. Team Name

BrandSense

3. Team Members

Tyler Faragallah

Ian Jorquera

Jeremy Smolens

Kevin Sullivan

Robert Meikle

Yu Li

4. Application Name

BrandSense

5. Application Description

BrandSense will provide a unique platform for organizations to increase both brand and campaign awareness. BrandSense will act as a more aesthetically pleasing and versatile replacement for QR codes. The core of BrandSense will be an image recognition capability which will be used to scan photos for a logo related to a particular organization. Once detected the logo will be queried in a database to identify if that particular logo participated in the BrandSense program. If the scanned logo is participating in BrandSense the user will receive useful information about the logo.

For example Nike might choose to add their “swoosh” logo to the BrandSense database. Once added users will be able to scan for the Nike “swoosh” and receive information about Nike. If Nike was to run a marketing or awareness campaign (breast cancer, Olympics, holidays, etc...) with a unique stylized logo this could be added to the database. When users scan the new stylized logo they will now receive information not only for Nike, but also for the particular campaign that is tied to the stylized logo. The target market is big recognizable brands that want people to be caught up on what they're doing, and smaller brands who are looking for more recognition.

6. Vision Statement

BrandSense provides modern marketing tools to streamline brand and campaign recognition for companies of all sizes.

7. Version Control

https://github.com/tyfa7215/3308_meetingLogs.git

https://github.com/tyfa7215/3308_milestoneSubmissions.git

https://github.com/tyfa7215/3308_projectFiles.git

8. Development Method

The group will attempt to implement aspects of agile in our development method, focusing on communication and collaboration. The team will also use elements from the

work breakdown structure to divide work and maintain a consistent schedule for deliverables.

9. Communication Plan

Communication will be handled with Slack, one channel for general project issues with speciality channels as needed

10. Proposed Architecture

Prebuilt artificial intelligence networks implemented in python, using keras, clarifai, google cloud vision, ocr.

Image tags will be stored in a postgresSQL service

Python code hosted on the website, Upload image, run python. Built with javascript, html

Mobile app wrapped for website

11. Meeting Plan

Full team meetings will be on Fridays from 1:00p - 2:00p in the EC

Partial team meetings will be on Mondays from 10:00a -11:00a in the Math Library/EC

Other meetings will be scheduled as needed