

# STREET SIGHT

Project 2025



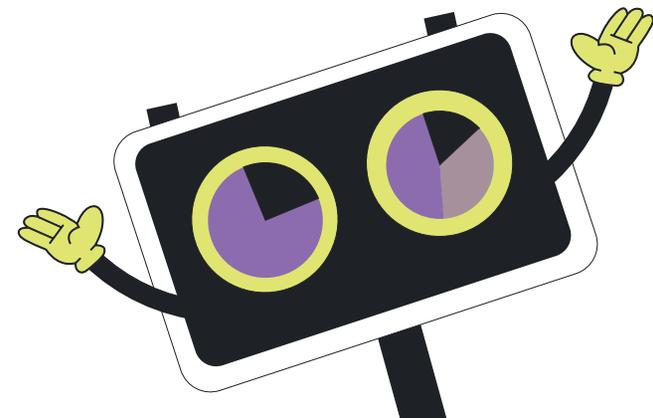
A person wearing a light-colored hoodie is seen from behind, looking out onto a vibrant city street at night. The street is filled with numerous illuminated billboards and advertisements, including one for 'JEANS' and another for 'Coca-Cola'. The scene is lit with a mix of warm and cool colors, creating a dynamic and energetic atmosphere. The text 'YES YOU CAN MANAGE IT ALL' is overlaid on the image in a bold, sans-serif font. 'YES YOU' is in white, while 'CAN MANAGE IT ALL' is in a bright yellow-green color.

YES YOU  
**CAN MANAGE  
IT ALL**



# Index

- 1 About Us
- 2 Project overview
- 3 User persona
- 4 Features
- 5 Competitor analysis
- 6 Project Milestones
- 7 UI Components
- 8 Wireframes
- 9 Userflow
- 10 Mockup
- 11 Business strategy
- 12 Our Creative Team



# The Street Sight Story

At Street Sight, we created a platform to simplify outdoor advertising management. Our tools allow you to easily add and manage billboards, send proposals and quotations, generate invoices and lease agreements, manage ad campaigns, and track performance with detailed analytics.

## Our Mission

StreetSight lets users manage billboard locations, track ads, monitor performance, and generate reports—all in one intuitive platform with real-time data, interactive maps, and automated scheduling.

## Our Vision

By streamlining billboard management and providing key insights, StreetSight helps agencies refine strategies, boost ROI, and stay competitive in outdoor advertising.





# Project Overview



## Problem

Small Advertising agencies struggle with inefficient billboard management, relying on manual processes for proposal creation, invoicing, lease tracking, campaign coordination, and performance evaluation. This results in delays, errors, and missed revenue opportunities, making it difficult to scale operations and maximize ROI.

## Pain Points

Time-consuming and inconsistent proposal generation slows down client acquisition.

Manual invoice processing leads to billing errors and delayed payments.

Lease agreement mismanagement causes booking conflicts and missed renewals.

No performance tracking makes it hard to measure ad effectiveness and justify pricing.



# Solution

Streetsight is an AI-powered web application CRM designed to automate and optimize billboard management. It enables advertising agencies to perform several following tasks.

Instantly generate AI-driven proposals to speed up sales and improve client onboarding.

Automate invoicing and lease agreement management, reducing errors and ensuring timely payments.

Streamline campaign planning and scheduling with a centralized dashboard for tracking.

Monitor billboard performance analytics, helping agencies optimize ad placements and pricing strategies.

# Persona 1



## Lisa Romano

Founder of an Advertising Agency

Female  
Toronto, Canada  
40 years

---

Lisa is a visionary business owner who built a leading ooh advertising agency. she focuses on profitability, digital transformation, and client acquisition, overseeing finance, strategy, and technology adoption.

### Personality

- Strategic thinker, focused on long-term growth.
- Data-driven decision-maker, relies on financial KPIs.
- Open to automation, values efficiency over manual work.

### Behavior

- Uses business intelligence and analytics tools.
- Delegates operational tasks to marketing & sales.
- Reviews industry trends & market insights.
- Prefers executive dashboards with financial overviews.

### Goals

- Optimize revenue tracking and business insights.
- Automate invoicing, leasing, contract management.
- Leverage AI-driven forecasting for future .
- Enhance client relationships with better service.

### Pain Points

- Delays in lease and invoice approvals slow operations.
- Lack of consolidated performance insights.
- Data fragmentation makes strategic decisions hard.

# Persona 2



## Jason Carter

Sales Executive/Account Manager

Male  
Vancouver, Canada  
35 years

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Jason is a billboard advertising sales specialist, responsible for pitching ad spaces, negotiating contracts, and closing deals. His success depends on quick access to available billboards and proposals.

### Personality

- Persuasive & outgoing, thrives in sales.
- Competitive & fast-paced, focuses on closing deals quickly.
- Tech-friendly, prefers mobile solutions.

### Behavior

- Frequently interacts with clients & marketing teams.
- Prefers real-time inventory browsing.
- Regularly sends proposals & negotiates contracts.

### Goals

- Instant access to available billboard inventory.
- Generate proposals quickly.
- Streamline lease agreement & contract approvals.
- Use real-time data to upsell ad spaces.

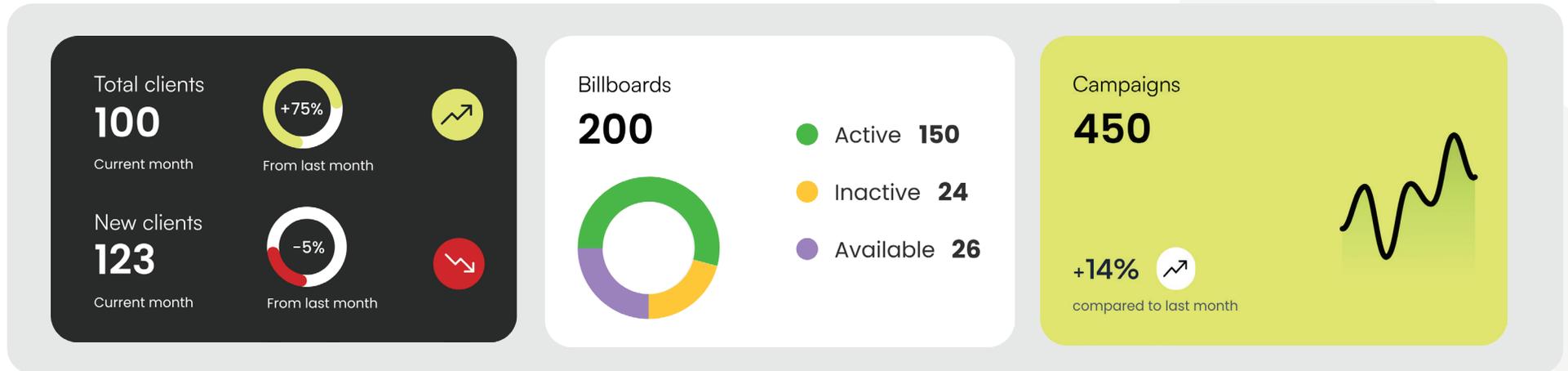
### Pain Points

- Delayed access to inventory slows sales.
- Time-consuming proposal & contract processing.
- Lack of billboard performance data for clients.
- Frequent back-and-forth with operations teams.

# FEATURES



# Data Driven Feature



## Performance Analytics

Track the effectiveness of billboard campaigns with live data, including impressions, engagement rates, and conversion estimates.

## Interactive Mapping

Use a dynamic map to locate and manage billboard assets with ease.

## Interactive Data Visualization

Generate charts, heatmaps, and trend graphs to analyze campaign success over time and identify high-performing locations.

# Main Features

## **AI Powered Proposal**

Street Sight's AI automates proposal and quotation generation, delivering accurate, data-driven quotes in seconds—saving time and ensuring precision

## **Real Time Analytics**

Apply traffic and price filters to optimize ad placements. Tailor campaigns based on real time traffic data and budget constraints, ensuring maximum exposure and cost-efficiency

## **Client Management**

Send personalized proposals and quotations to clients, while tracking interactions and managing relationships in one place. Stay organized and ensure timely follow-ups for better client engagement

## **Invoicing & Agreements**

Easily generate accurate invoices and lease agreements with streamlined automation. Save time, reduce errors, and ensure smooth transactions for your clients

# Competitors Analysis

Features				
AI Powered Proposal	✓	✗	✗	✗
Real Time Traffic Analytics	✓	✗	✗	✗
Multiple Campaign	✓	✓	✗	✗





LG Life's Good 1

I'M A BALLER

ROADWAY

Where are the energy solutions of tomorrow a reality today?

INVEST IN GREAT

Previously on **Brave, Bold & Fearless**

21

Barbie x FOREVER 21

NEED A DRONE PILOT?

SCHEDULE A MISSION AT ZEKEDRONE.COM

sunglass hut

Happy #GALENTINESDAY!!

PROJECT MILESTONES

RIGHT LANE MUST TURN RIGHT

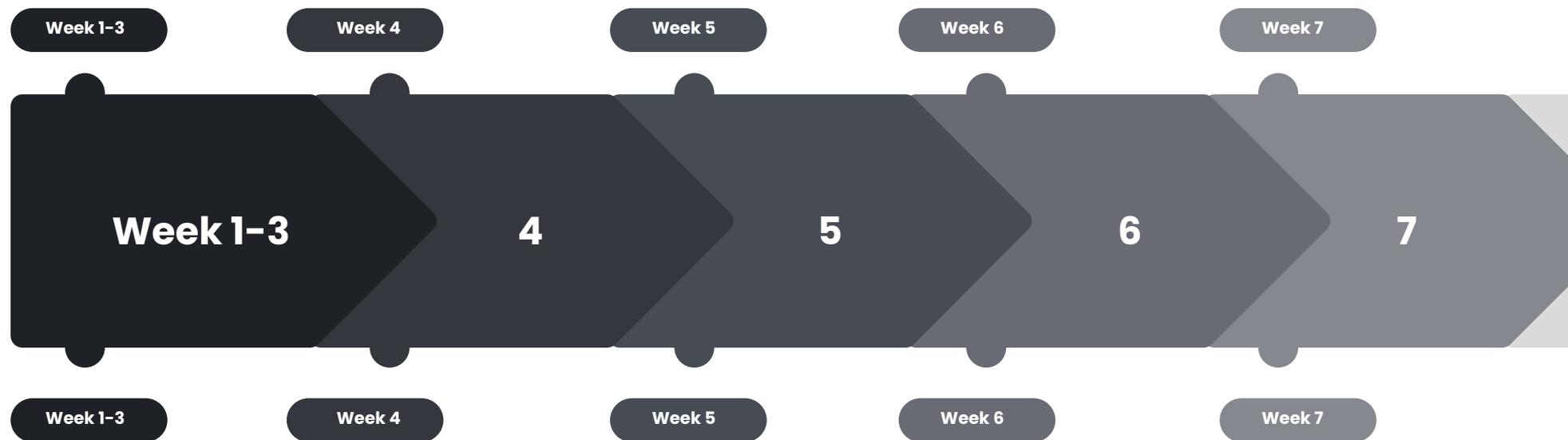
Broadway  
George Abbott

ONE WAY

ev... gets fed! "tacos" to 2-6ZTACOS

# Designers

- Research & Brainstorm
  - Analyzing solutions
  - Conduct user research
  - Identifying features
  - User personas
  - Competitor analysis
  - Rough userflow
- Refined User Flow
  - Wireframes
  - Branding
  - Research on UI components
  - Style tile
- Start UI kit
  - Planning for Mockups
  - Icons
- Mockup screens for all features.
  - Prototype
- User Testing
  - Refine Mockup screens



# Developers

- Research & Brainstorm
  - Analyzing solutions
  - Conduct user research
  - Identifying features
  - User personas
  - Competitor analysis
  - Rough userflow
- Poc of main features, billboard management, campaign and client management
- project and github and sign up
- user authentication
- Home page with sidebar and routing to all pages
  - System Architecture

- Functional Prototype.
- Mock ups for all screen

- Mockups Locked
- Proposal documents
- Landing page Planning

- Landing page design
- Refine Proposal and Promotional materials
- Presentation plan

- Proposal Finalization
- Presentation Finalization

- Final Presentation Day

Week 8

Week 9

Week 10

Week 11

Week 12

8

9

10

11

12

Week 8

Week 9

Week 10

Week 11

Week 12

- Alpha Demo

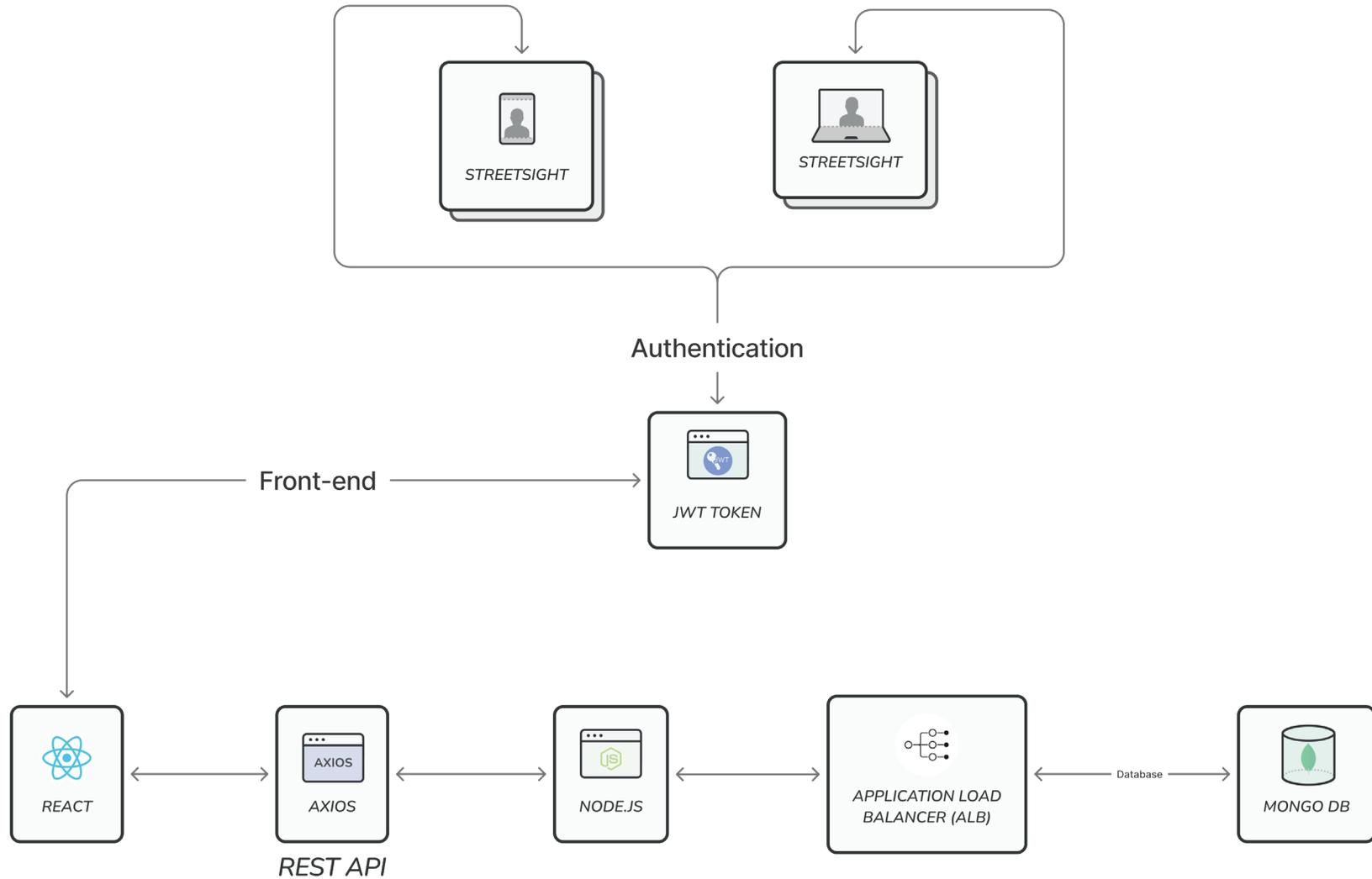
- Styling

- Beta Demo

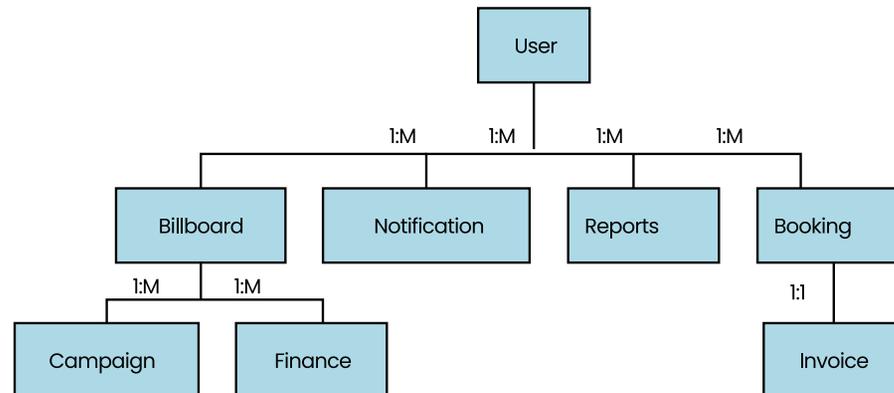
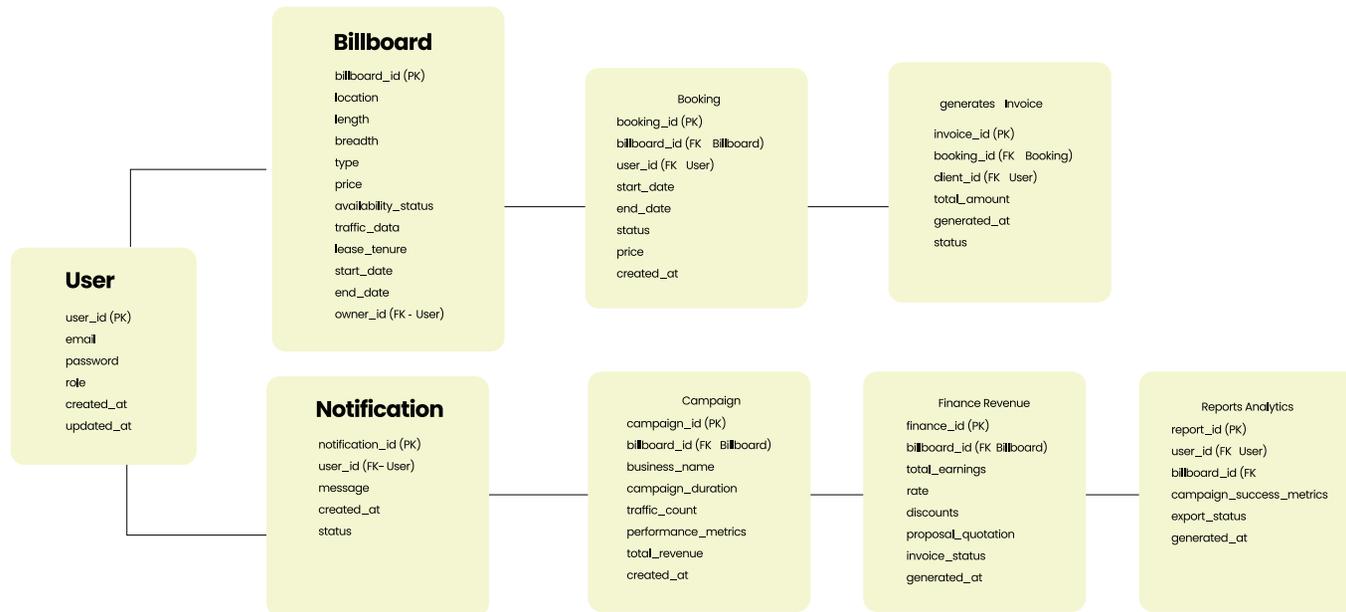
- Presentation plan

- Final Presentation Day

# System Architecture



# Data Model





# User Flow

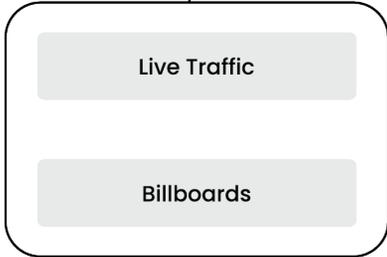
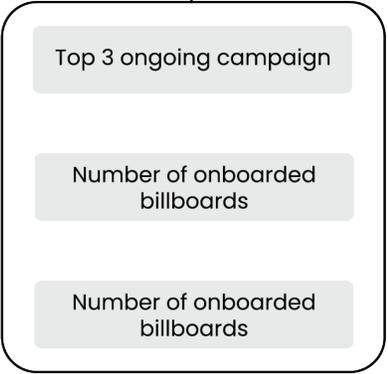
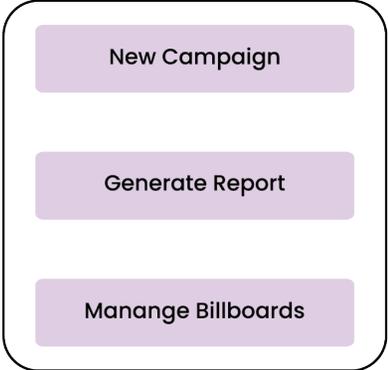
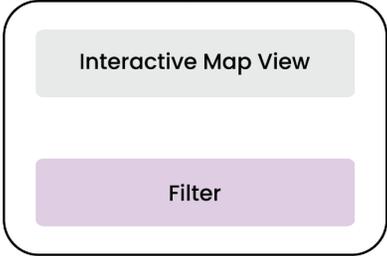
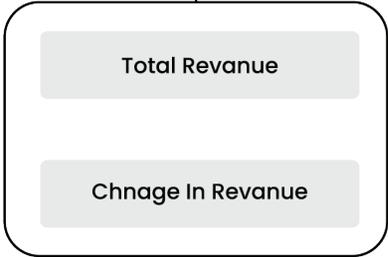
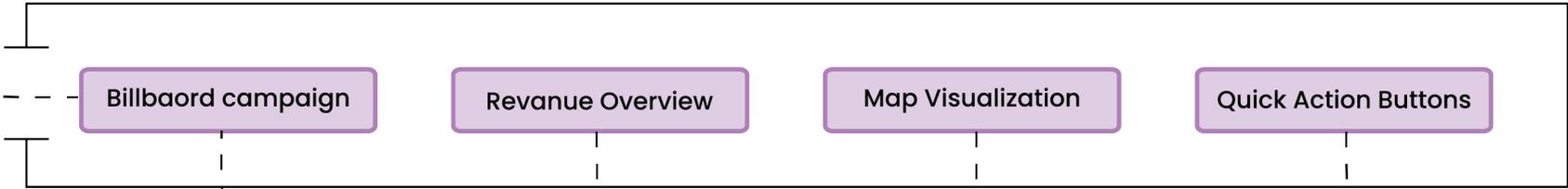


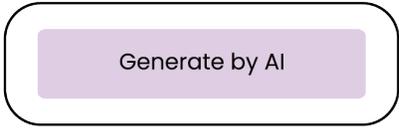
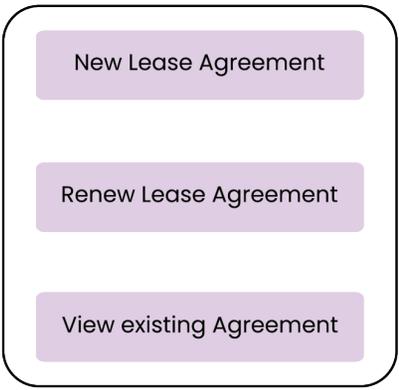
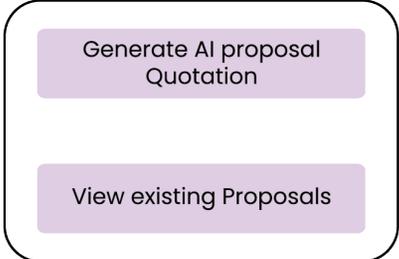
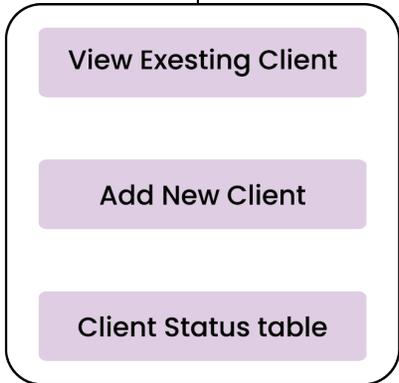
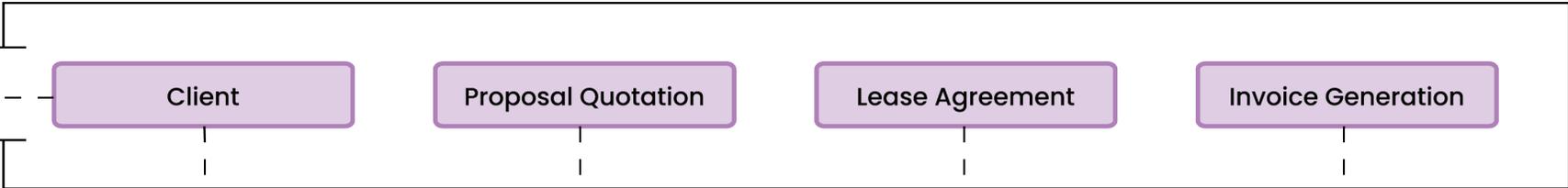
Login

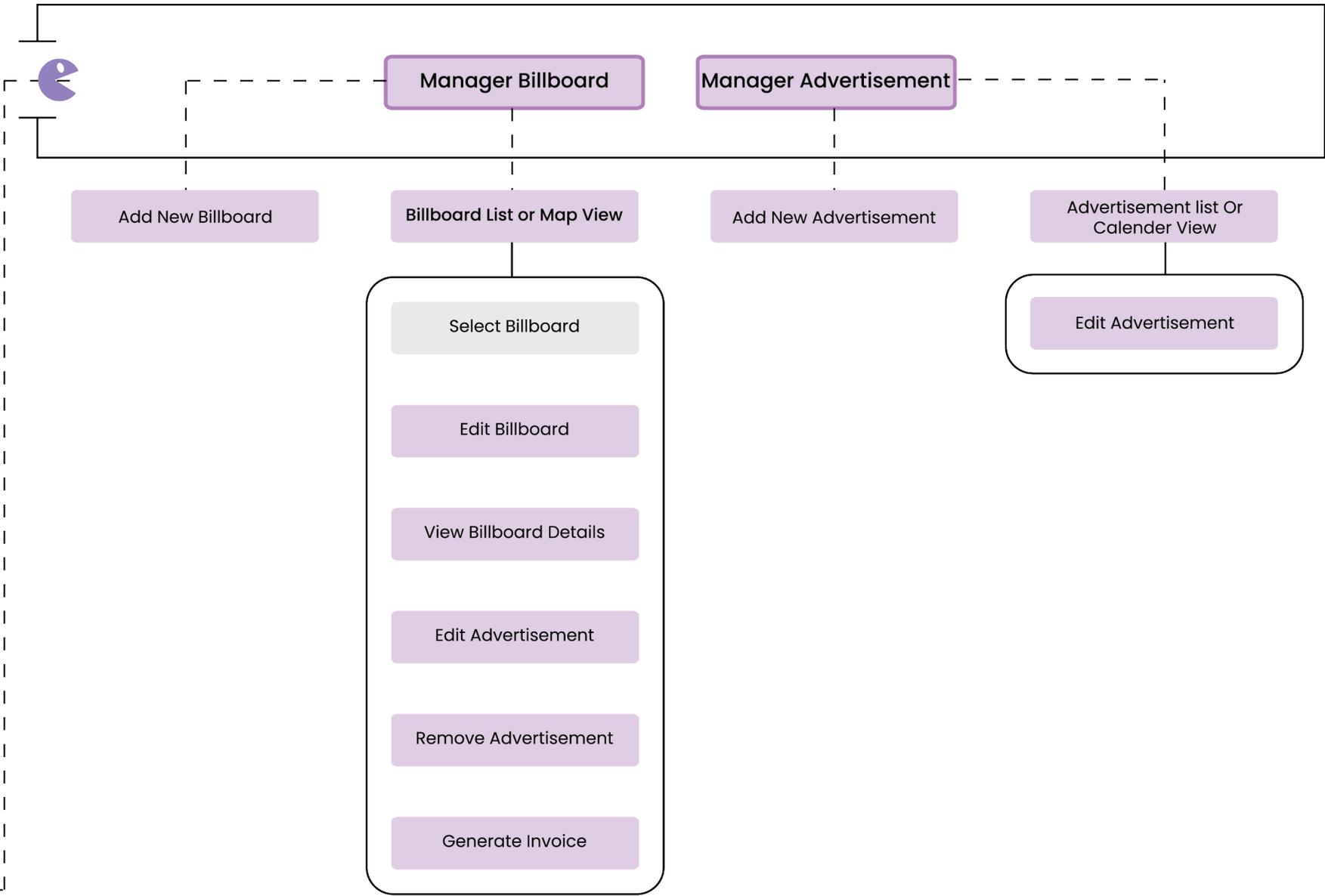
Dashboard

Billboards

client management







Manager Billboard

Manager Advertisement

Add New Billboard

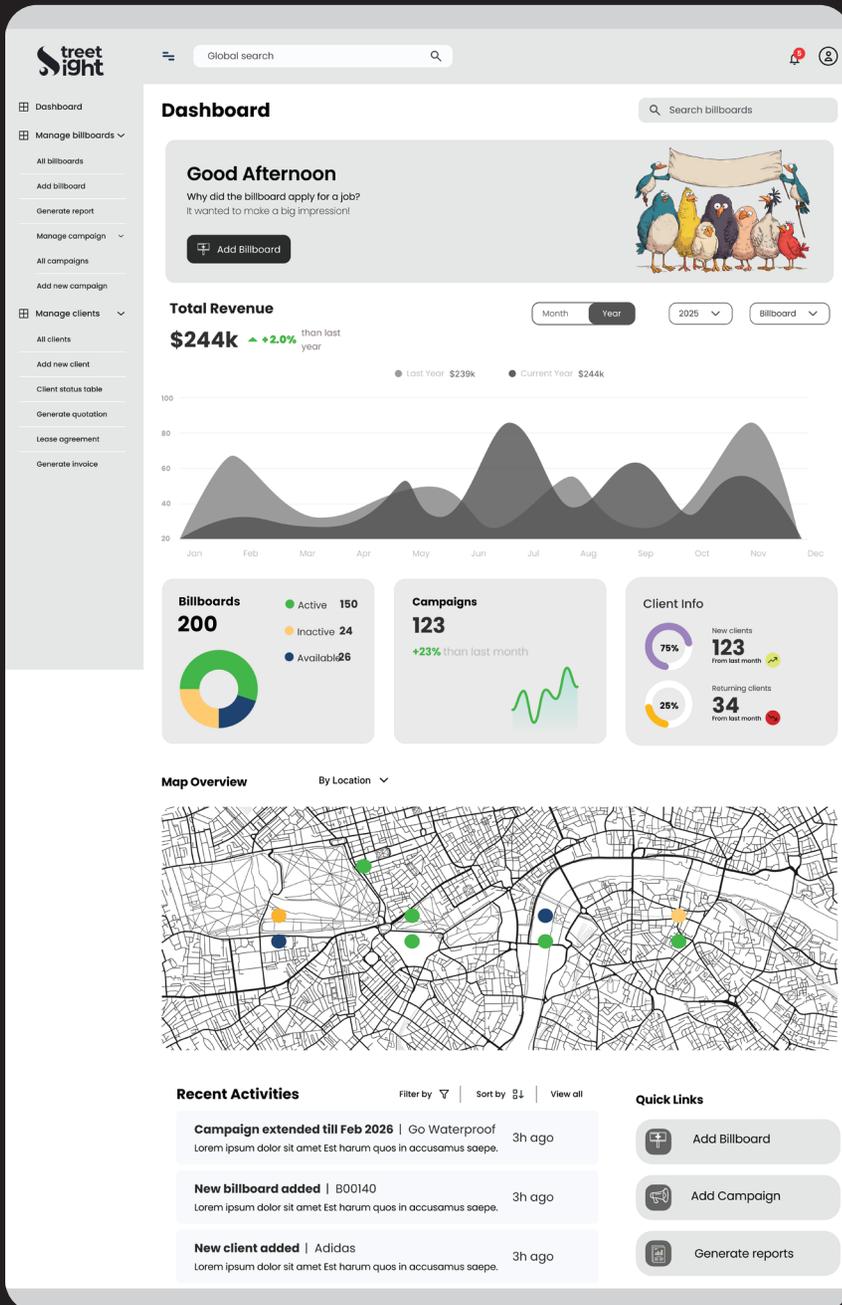
Billboard List or Map View

Add New Advertisement

Advertisement list Or Calender View

- Select Billboard
- Edit Billboard
- View Billboard Details
- Edit Advertisement
- Remove Advertisement
- Generate Invoice

Edit Advertisement



# Wireframes

Wireframes serve as the foundational blueprint for the StreetSight web application, illustrating the layout, structure, and functionality of key user interfaces. These visual guides ensure a seamless and intuitive user experience while aligning with the strategic goals of the platform.

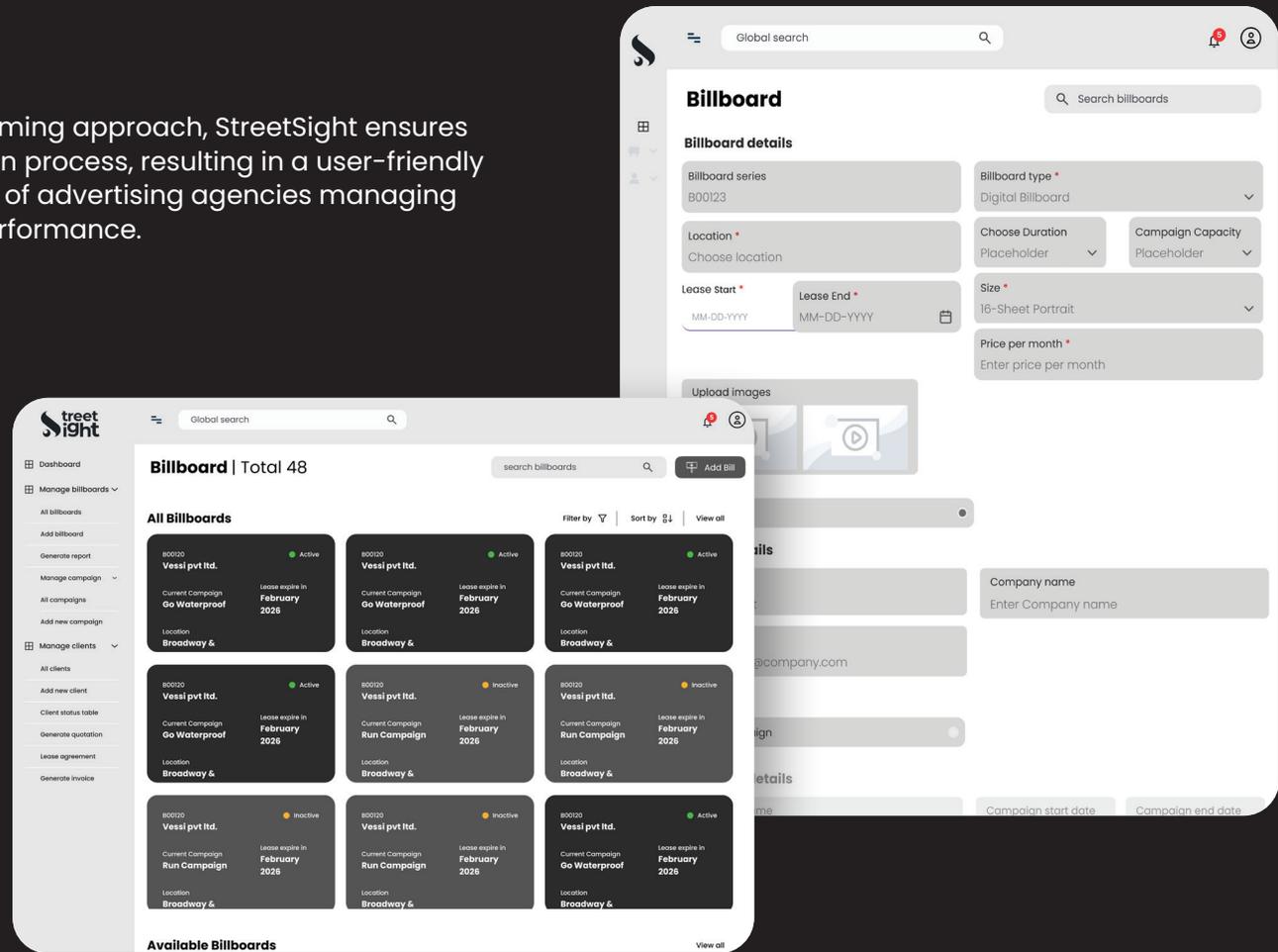
## Wireframing Tools and Process

Initial wireframes created using Figma for rapid prototyping

Iterative feedback process involving stakeholders and potential users.

Refinements based on usability testing and business objectives.

By utilizing a structured wireframing approach, StreetSight ensures an efficient and effective design process, resulting in a user-friendly platform that meets the needs of advertising agencies managing billboard data and tracking performance.



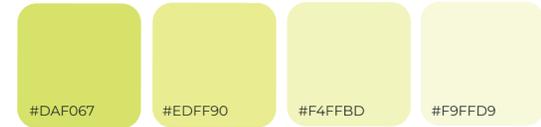
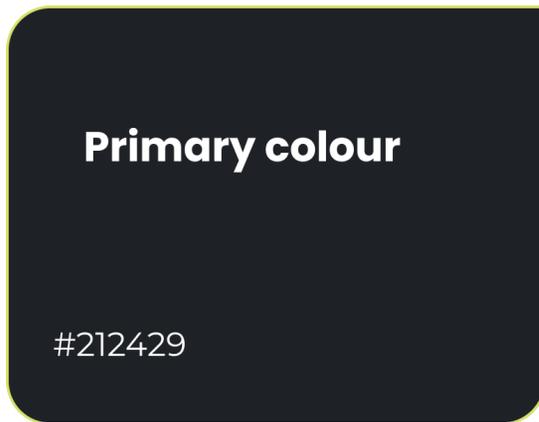
# UI Kit

## Colour Palette

Primary Color – (Deep Charcoal): A sleek, modern base for backgrounds and text, ensuring readability and professionalism.

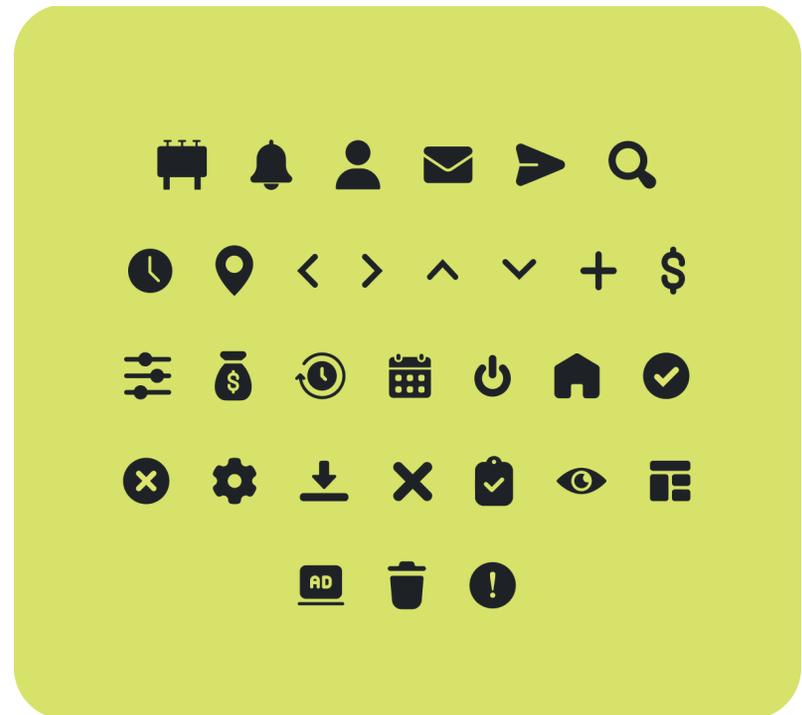
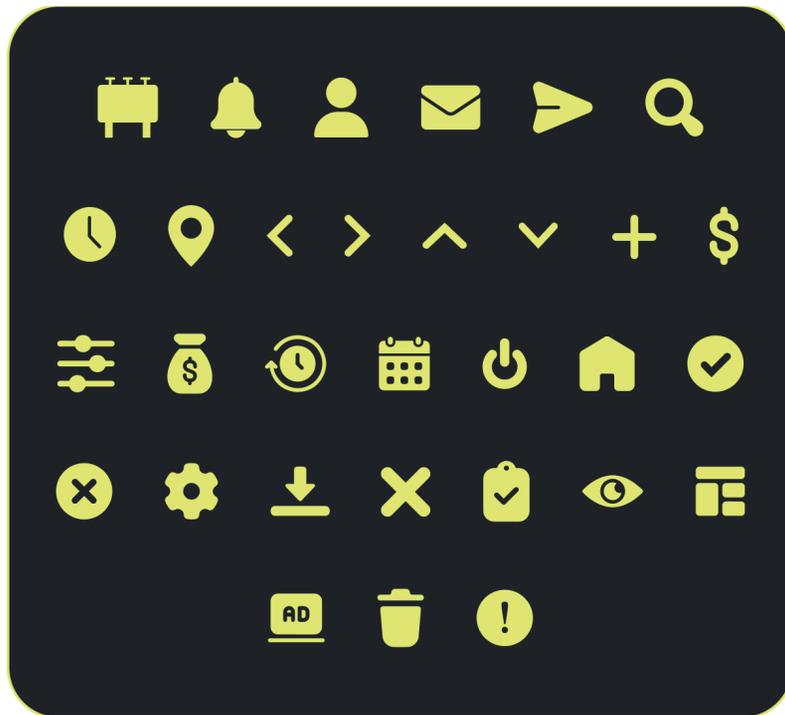
Sub-Dominant Color – (Vibrant Purple): Used for CTAs and highlights, adding a bold, innovative touch.

Secondary Color – (Fresh Lime Green): Accent color for success messages and key highlights, bringing energy and balance.



# Iconography

The Street Sight UI Kit uses a rounded, filled iconography style for a modern and approachable feel. Smooth edges and consistent design enhance usability, ensuring clear navigation and intuitive interactions for a seamless user experience.



# Typography

The Street Sight UI Kit features Poppins and Satoshi for a clean, modern, and professional look. Poppins adds a bold, geometric touch for headings, while Satoshi ensures readability with a sleek, minimalist style for body text. Together, they create a balanced and visually engaging interface.

## DESKTOP - HEADING

**H1 heading** → POPPINS - bold - 36px

**H2 heading** → POPPINS - semibold - 30px

**H3 heading** → POPPINS - medium - 24px

**H4 heading** → POPPINS - medium - 18px

## DESKTOP - BODY

Body Text → SATOSHI - regular - 20px

Body Text → SATOSHI - regular - 16px

MOBILE - HEADING

<b>H1 heading</b>	→	POPPINS - bold - 28px
<b>H2 heading</b>	→	POPPINS - semibold - 22px
<b>H3 heading</b>	→	POPPINS - medium - 18px
<b>H4 heading</b>	→	POPPINS - medium - 14px

MOBILE - BODY

Body Text	→	SATOSHI - regular - 16px
Body Text	→	SATOSHI - regular - 14px

# Buttons

## Primary button

	Default - Contained	Outlined	With icon - Contained	Outlined
Enabled				
Disabled				
Hover				
Selected				

## Secondary button

	Default - Contained	Outlined	With icon - Contained	Outlined
Enabled				
Disabled				
Hover				
Selected				

# Text fields

	Default	Focused	Disabled
No icon	<p>Input label</p> <input type="text" value="Input Placeholder"/>	<p>Input label</p> <input type="text" value="Input Placeholder"/>	<p>Input label</p> <input type="text" value="Input Placeholder"/>
Icon left	<p>Input label</p> <input type="text" value="🔍 Input Placeholder"/>	<p>Input label</p> <input type="text" value="🔍 Input Placeholder"/>	<p>Input label</p> <input type="text" value="🔍 Input Placeholder"/>
Icon right	<p>Input label</p> <input data-bbox="352 808 808 868" type="text" value="Input Placeholder"/>	<p>Input label</p> <input data-bbox="940 808 1396 868" type="text" value="Input Placeholder"/>	<p>Input label</p> <input data-bbox="1528 808 1984 868" type="text" value="Input Placeholder"/>
Double Icon	<p>Input label</p> <input data-bbox="352 954 808 1015" type="text" value="🔍 Input Placeholder"/>	<p>Input label</p> <input data-bbox="940 954 1396 1015" type="text" value="🔍 Input Placeholder"/>	<p>Input label</p> <input data-bbox="1528 954 1984 1015" type="text" value="🔍 Input Placeholder"/>
Drop Down	<p>Input label</p> <input data-bbox="352 1101 808 1161" type="text" value="Input Placeholder"/>	<p>Input label</p> <input data-bbox="940 1101 1396 1161" type="text" value="Input Placeholder"/>	<p>Input label</p> <input data-bbox="1528 1101 1984 1161" type="text" value="Input Placeholder"/>

# Components



## Cards

adidas **Adidas AG**  
✉ corporate.press@adidas-group.com  
📅 February 2026 📅 120 Days

[Renew](#) [View](#)

Campaigns  
**450**

+14% compared to last month

adidas **Adidas AG**  
📄 Go Waterproof 📅 120 Days  
📍 Broadway & Downtown

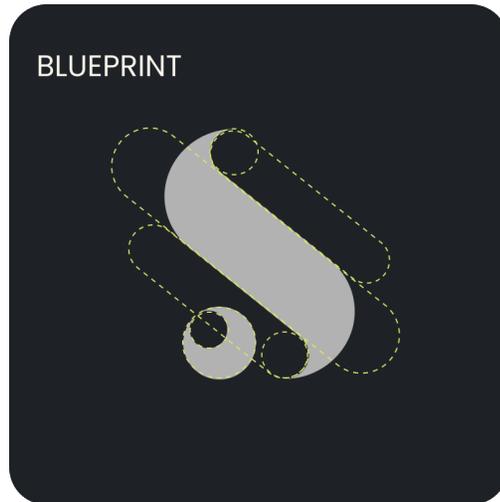
📱 B0123 Active

Billboards  
**200**

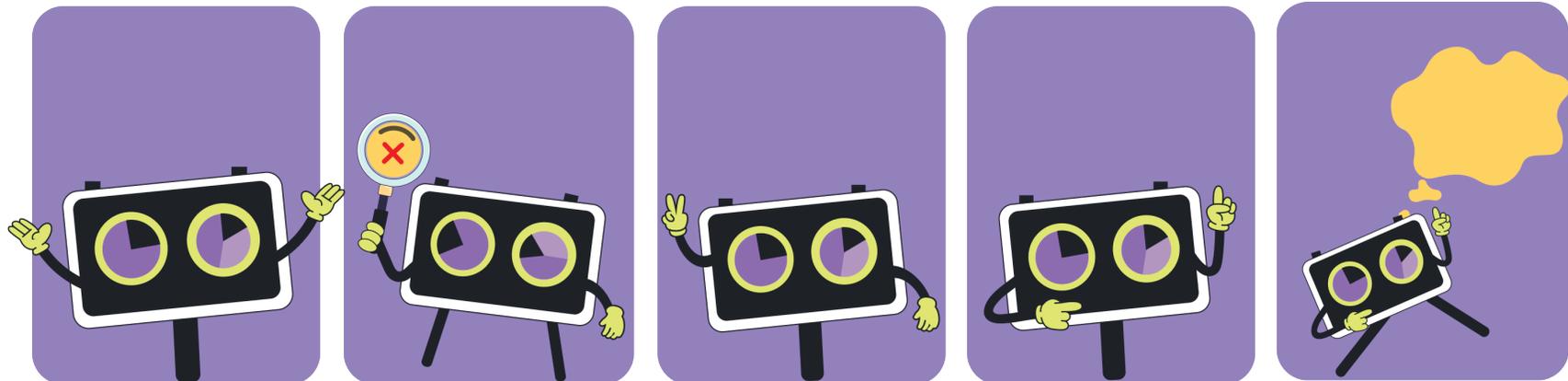
- Active **150**
- Inactive **24**
- Available **26**

# Logo

The typeface used is Montserrat, a modern, geometric sans-serif font that conveys professionalism, clarity. "S" in the logo is a key visual element symbolising the routes and locations. Circular element within the "S" is like an eye hinting at observation.



# Illustrations



-PORTER



Follow us on the remarkable journey.

# MOCKUP



**treet ight**

Welcome, user

Why did the billboard apply for a job?  
It wanted to make a big impression!

[Add Billboard](#)

**Total Revenue**  
\$244k +2.0% ▲ than last year

Month: Year 2025 Billboard

Billboards: 200 (Active 150, Inactive 24, Available 26)

Campaigns: 450 (+14% compared to last month)

Total clients: 100 (+75% from last month), 123 (-5% from last month)

[Settings](#)

**Billboards Map**

**Recent Activities**

- Campaign extended till Feb 2026 | Go Waterproof | 3h ago
- Campaign extended till Feb 2026 | Go Waterproof | 3h ago
- Campaign extended till Feb 2026 | Go Waterproof | 3h ago

**Quick Links**

- [Add Billboard](#)
- [Add Campaign](#)
- [Generate report](#)

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Returning clients: 34 (25% from last month)

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- Campaign extended till Feb 2026 | Go Waterproof | 3h ago

**Quick Links**

- [Add Billboard](#)
- [Add Campaign](#)
- [Generate report](#)

# Business Strategy

**Basic** Free

**\$0** /MO

- ✓ 20 Free Billboard
- ✓ 10 AI Invoice Generation
- ✓ Single Device Access
- 2 Factor Authentication
- Dedicated Support

[TRY NOW](#)

**Advanced** +Basic

**\$125** /MO

- ✓ Unlimited Billboard
- ✓ ∞ AI Invoice Generation
- ✓ Multiple Device Access
- ✓ 2 Factor Authentication
- ✓ Dedicated Support

[START TRIAL](#)

# Meet The Team



**Surbhi Nayar**  
UI/UX Designer  
[in surbhi-nayar](#)



**Adila Nazar**  
UI/UX Designer  
[in adila-nazar](#)



**Mashiur Rahaman**  
UI/UX Designer  
[in mashiur-rahaman](#)



**Kartik Bhanderi**  
UI/UX Designer  
[in kartik-bhanderi](#)



**Arjun Manoj**  
UI/UX Designer  
[in arjun-manoj](#)



**Khushwant Singh**  
UI/UX Designer  
[in khushwantvsingh](#)



**Abdul Raheem**  
Full Stack Developer  
[in maraheemkhan](#)



**Sourav Shetty**  
Full Stack Developer  
[in sourav-s-shetty](#)



**Tejvir Kaur**  
Full Stack Developer  
[in tejvir-kaur](#)



**Venkatesh**  
Full Stack Developer  
[in venkatesh-pothamshetty](#)



**Street Sight** – The  
Ultimate Billboard  
Management Solution

# Streetsight.ca

Designed & Developed By  
**Team Codecrafters**

**Project 2**

Project Instructor  
**Tomoko Okochi**

**Langara.**  
THE COLLEGE OF HIGHER LEARNING.

**snəwəyət leləm.**  
THE COLLEGE OF HIGHER LEARNING.

**THANK  
YOU**