

STREET SIGHT

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Project 2025

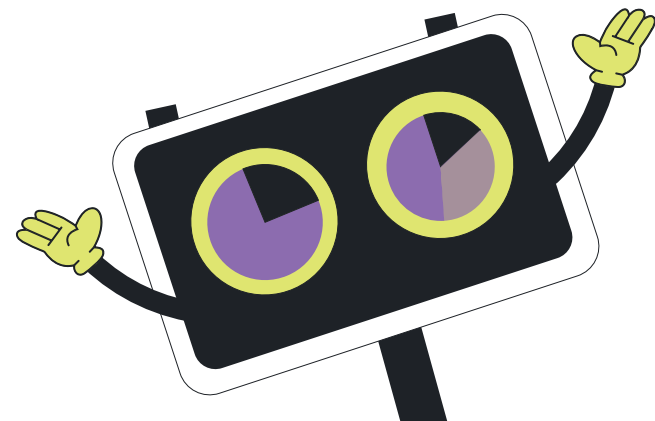




YES YOU
**CAN MANAGE
IT ALL**

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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

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.

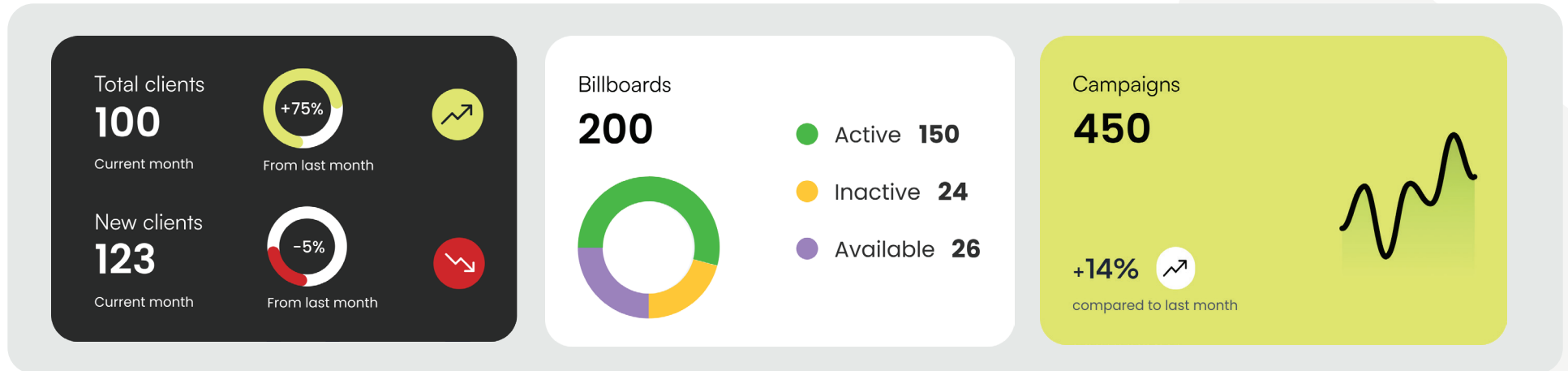
Pain Points

- 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

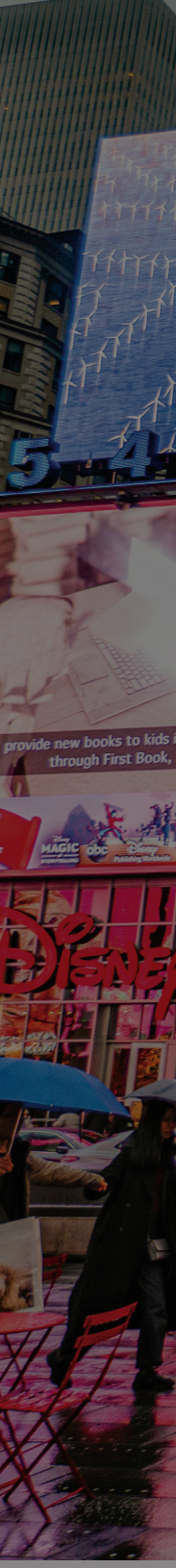
Send personalized proposals and quotations to clients, while tracking interactions and managing relationships in one place. Stay organized and ensure timely follow-ups for better client engagement

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 | ✓ | ✓ | ✗ | ✗ |

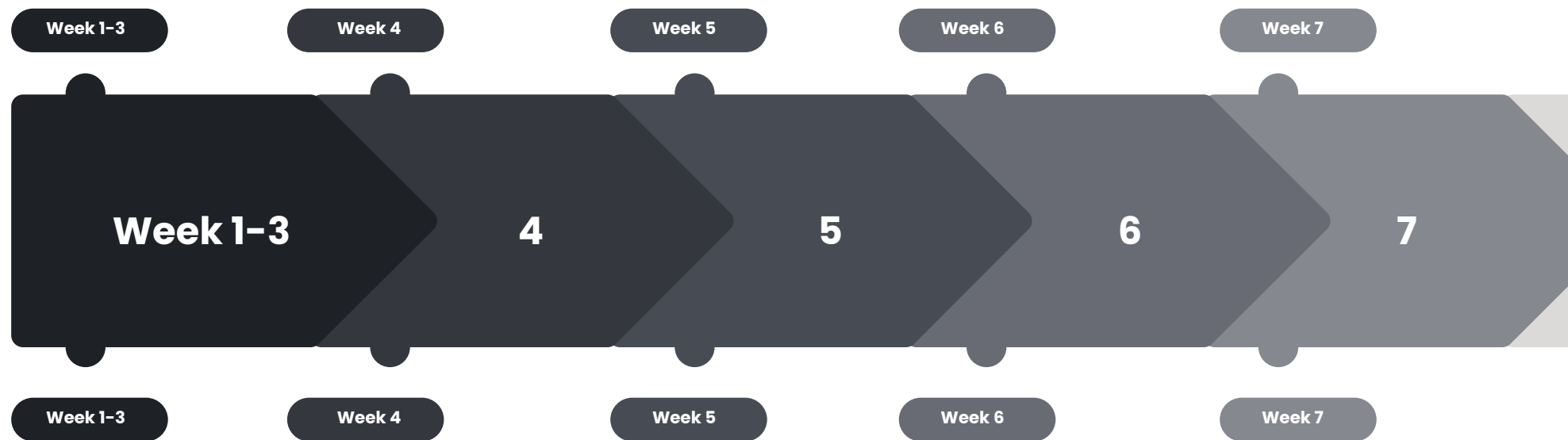




PROJECT MILESTONES

Designers

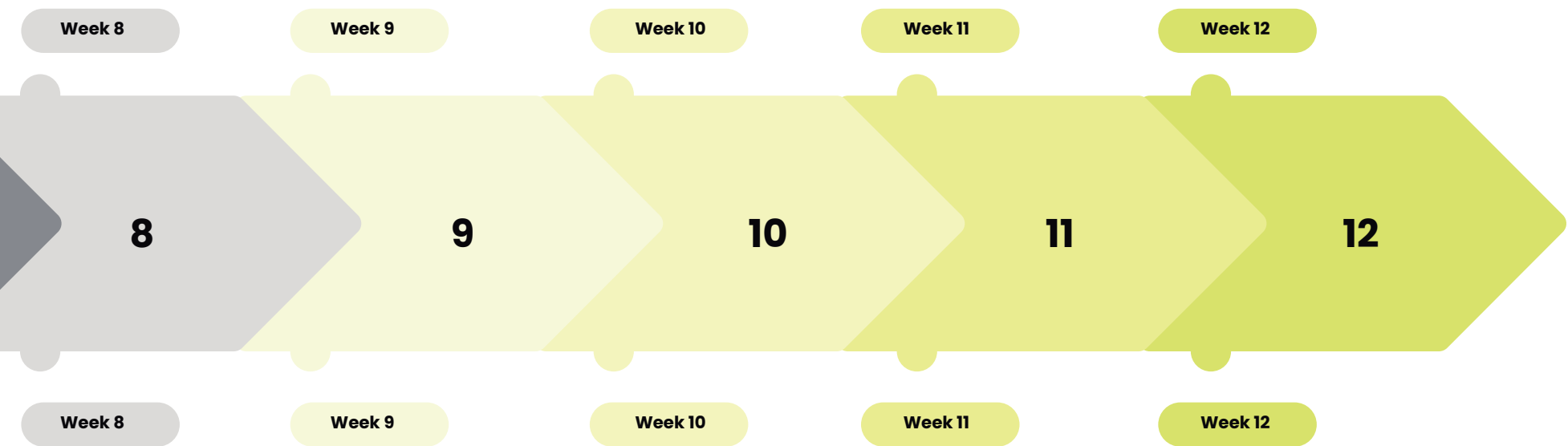
- Research & Brainstorm
 - Analyzing solutions
 - Conduct user research
 - Identifying features
 - User personas
 - Competitor analysis
 - Rough userflow
- Refined User Flow
 - Wireframes
 - Branding
 - Research on UI components
 - Style tile
- Start UI kit
 - Planning for Mockups
 - Icons
- Mockup screens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



Developers

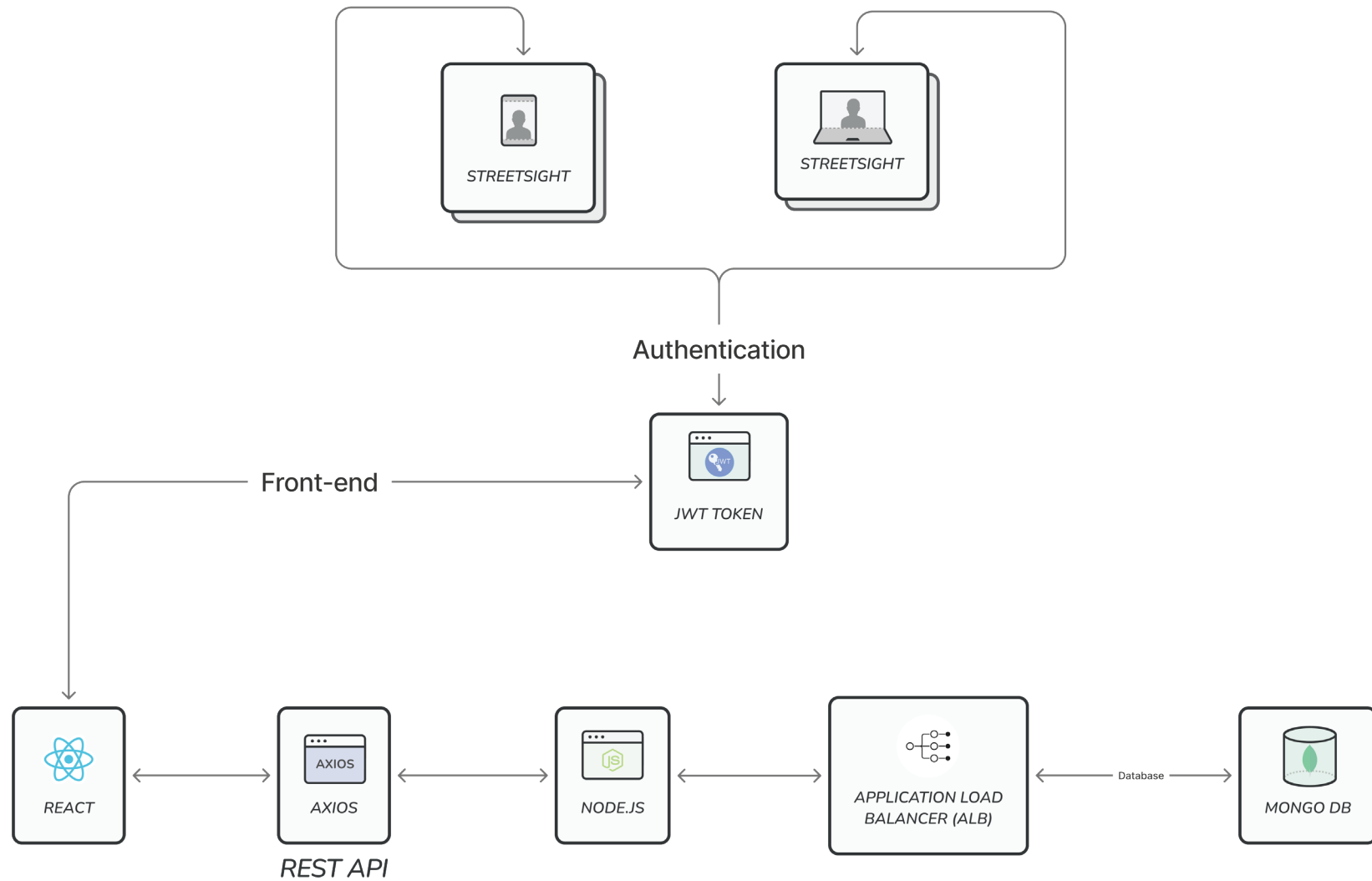
- Research & Brainstorm
 - Analyzing solutions
 - Conduct user research
 - Identifying features
 - User personas
 - Competitor analysis
 - Rough userflow
- Poc of main features, billboard management, campaign and client management
- project and github and sign up
- user authentication
- Home page with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

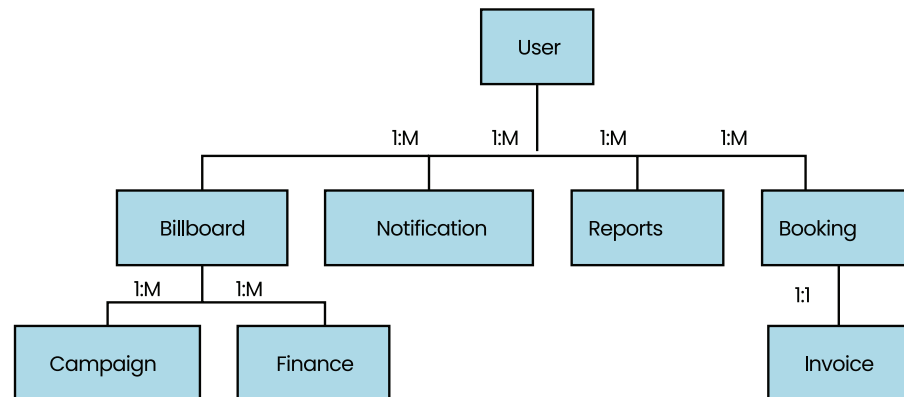
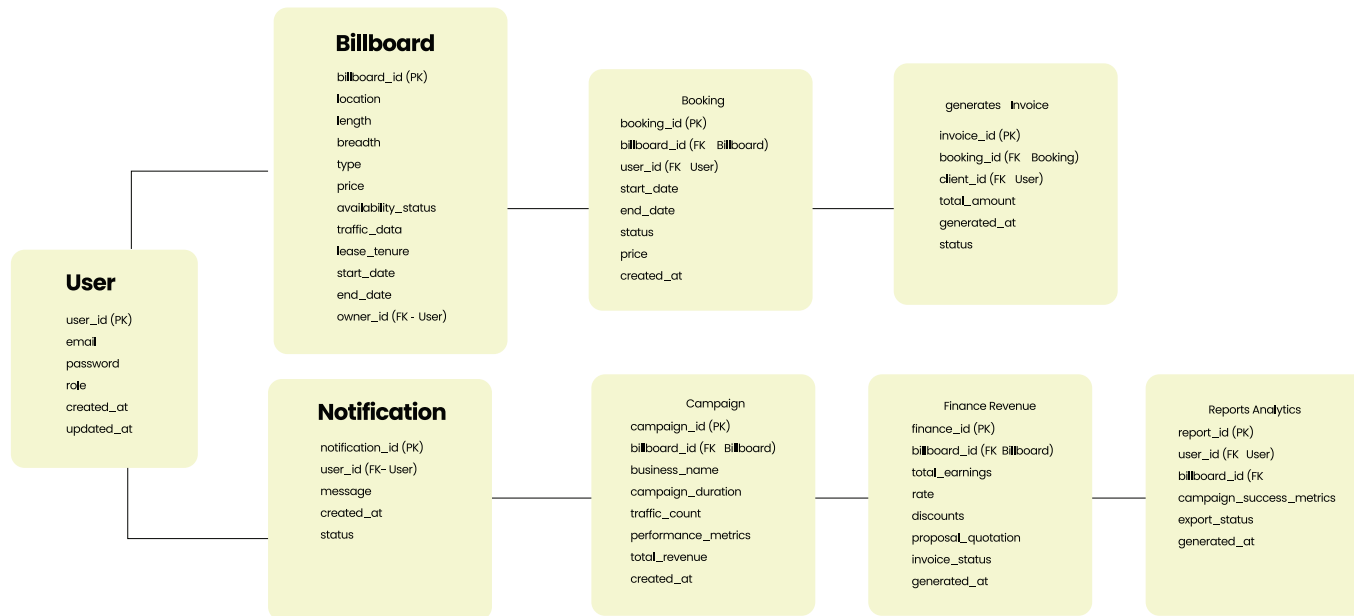


- Alpha Demo
- Styling
- Beta Demo
- Presentation plan
- Final Presentation Day

System Architecture



Data Model





User Flow

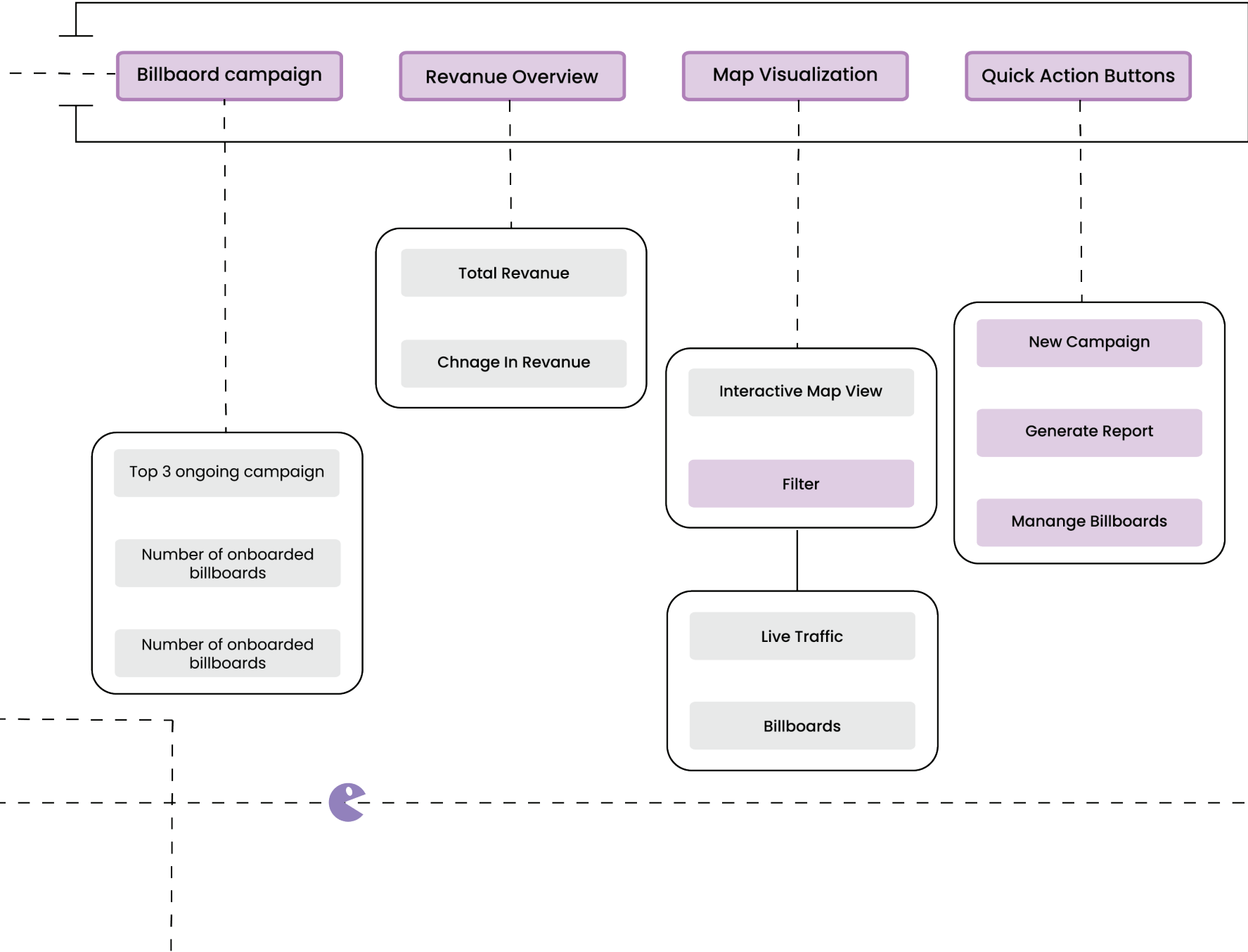


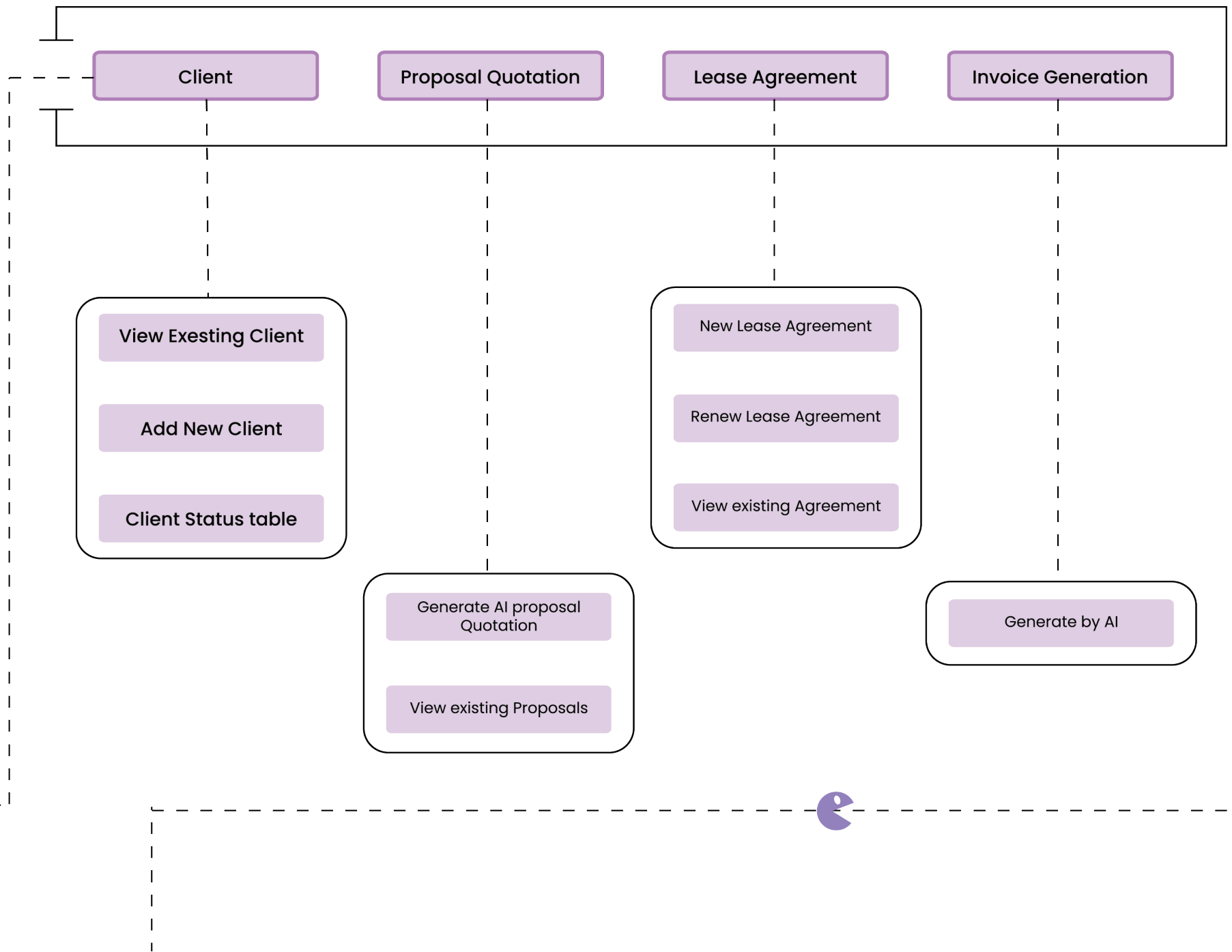
Login

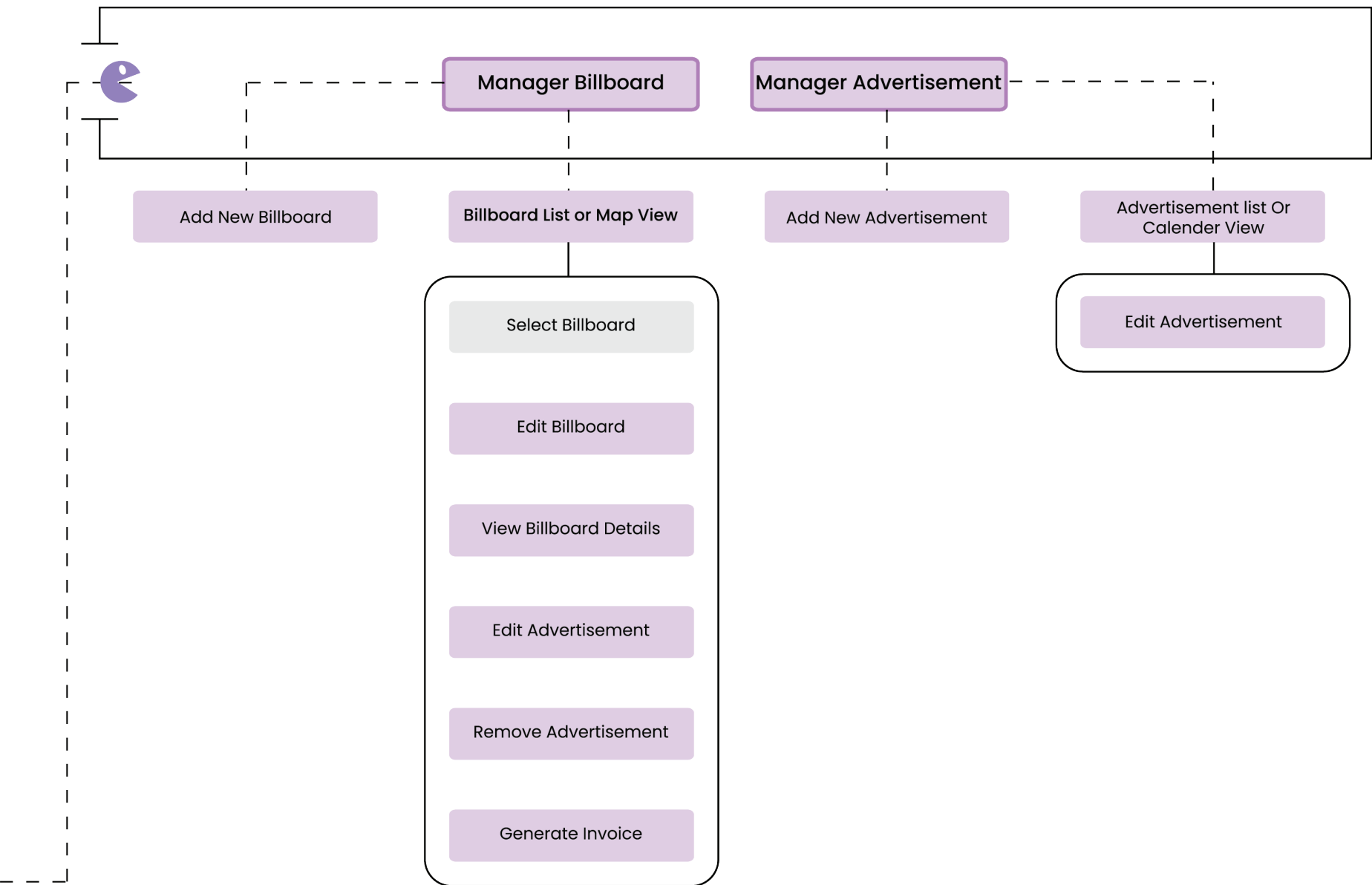
Dashboard

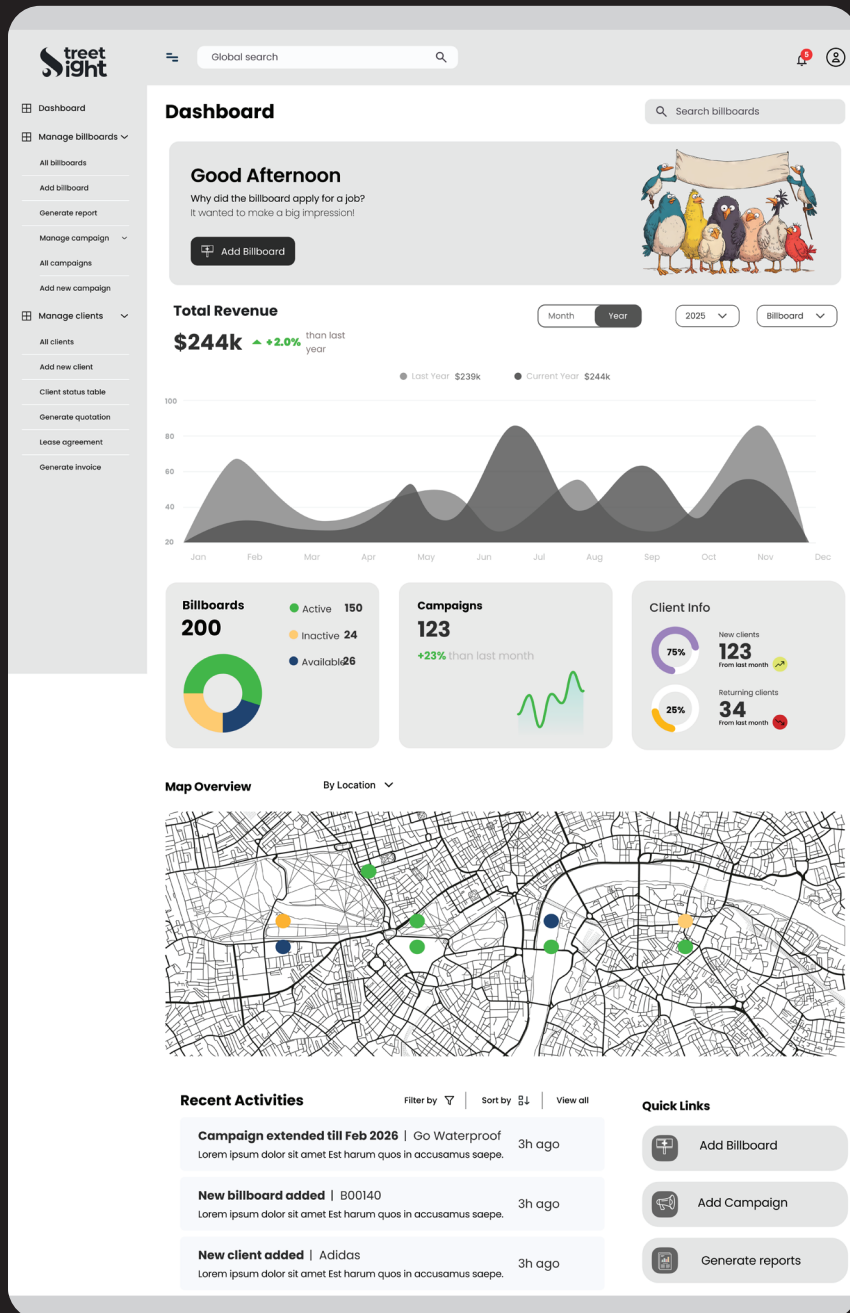
Billboards

client management









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.

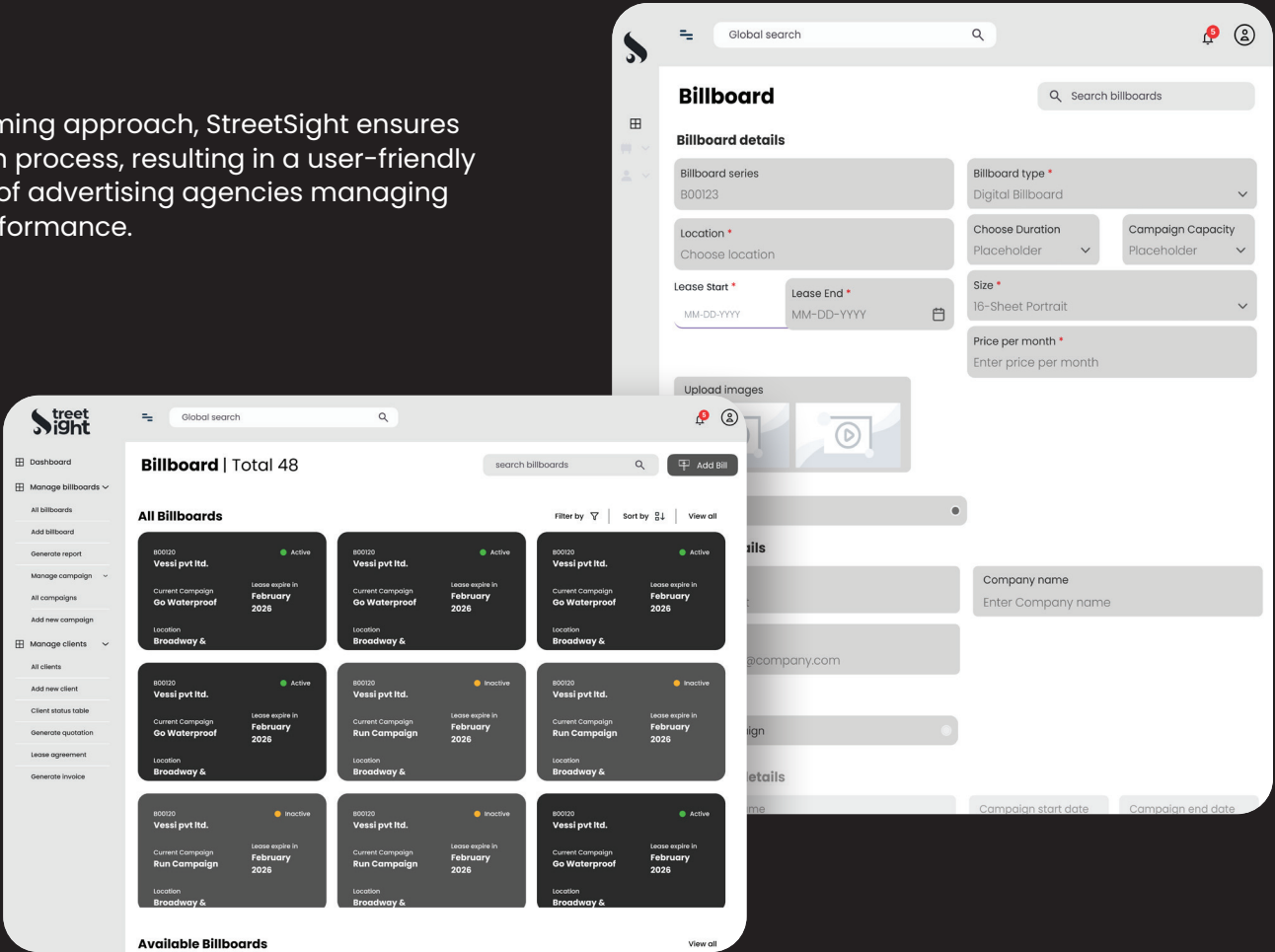
Wireframing Tools and Process

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.



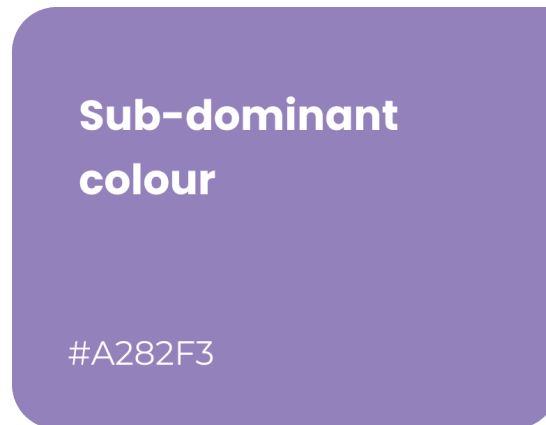
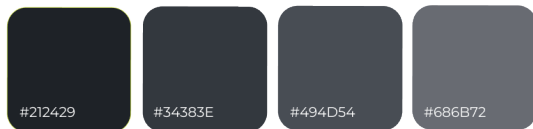
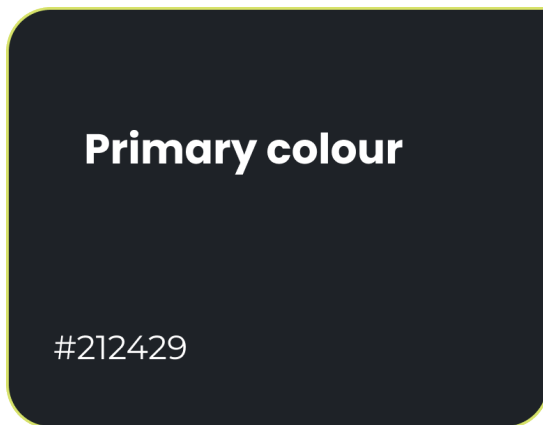
UI Kit

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 |

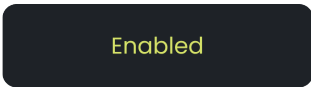
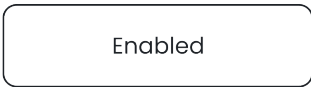
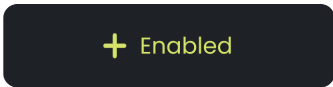
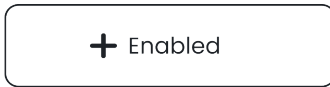


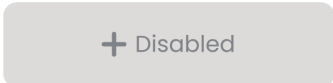


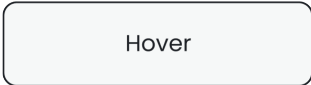


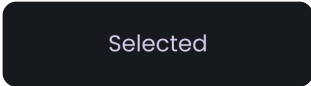
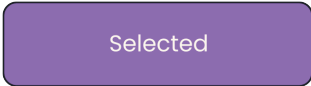
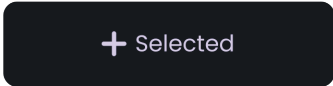
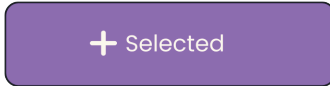
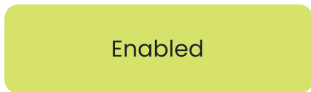
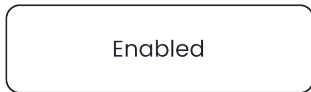
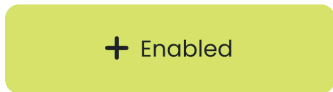
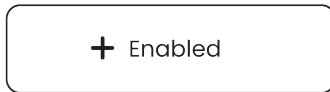
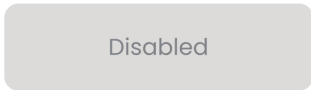



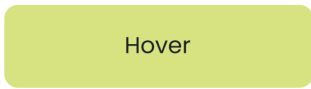







MOBILE - HEADING

| | | |
|-------------------|---|---------------------------|
| H1 heading | → | POPPINS - bold - 28px |
| H2 heading | → | POPPINS - semibold - 22px |
| H3 heading | → | POPPINS - medium - 18px |
| H4 heading | → | POPPINS - medium - 14px |
















MOBILE - BODY

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

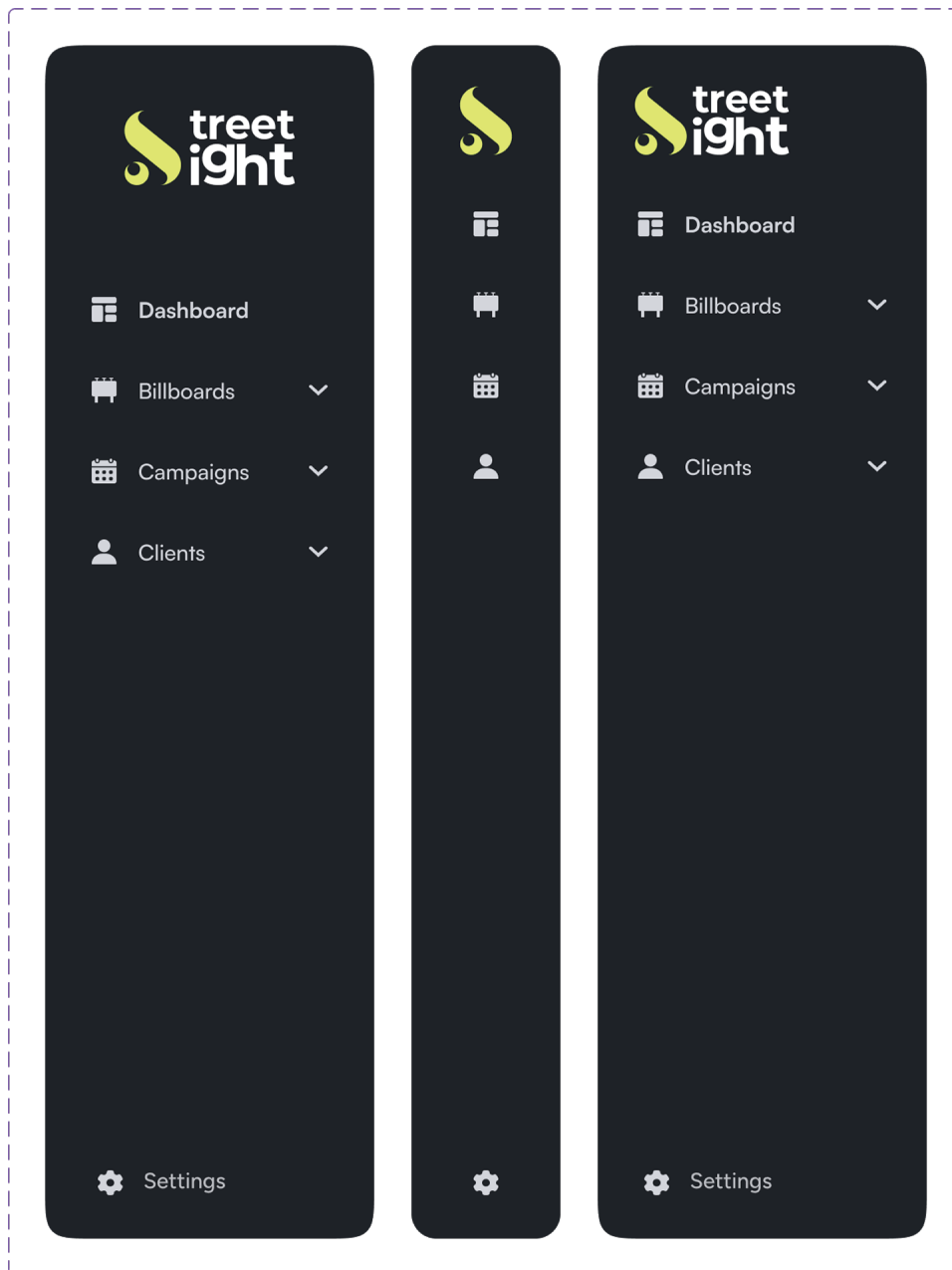
Buttons

| | | Default - Contained | | Outlined | | With icon - Contained | | Outlined | |
|------------------|----------|---|--|--|--|---|--|---|--|
| Primary button | Enabled |  | |  | |  | |  | |
| | Disabled |  | |  | |  | |  | |
| | Hover |  | |  | |  | |  | |
| | Selected |  | |  | |  | |  | |
| | | Default - Contained | | Outlined | | With icon - Contained | | Outlined | |
| Secondary button | Enabled |  | |  | |  | |  | |
| | Disabled |  | |  | |  | |  | |
| | Hover |  | |  | |  | |  | |
| | Selected |  | |  | |  | |  | |

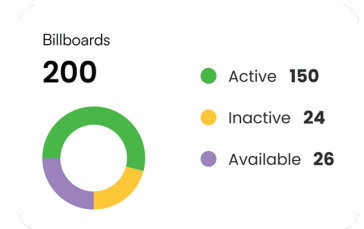
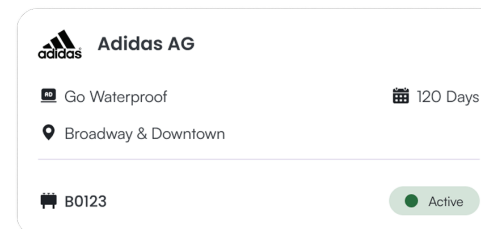
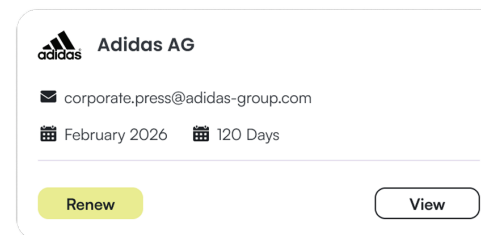
Text fields

| | Default | Focused | Disabled |
|-------------|--|--|--|
| No icon | <div><div>Input label</div><div>Input Placeholder</div></div> | <div><div>Input label</div><div>Input Placeholder</div></div> | <div><div>Input label</div><div>Input Placeholder</div></div> |
| Icon left | <div><div>Input label</div><div> Input Placeholder</div></div> | <div><div>Input label</div><div> Input Placeholder</div></div> | <div><div>Input label</div><div> Input Placeholder</div></div> |
| Icon right | <div><div>Input label</div><div>Input Placeholder</div></div> | <div><div>Input label</div><div>Input Placeholder</div></div> | <div><div>Input label</div><div>Input Placeholder</div></div> |
| Double Icon | <div><div>Input label</div><div> Input Placeholder</div></div> | <div><div>Input label</div><div> Input Placeholder</div></div> | <div><div>Input label</div><div> Input Placeholder</div></div> |
| Drop Down | <div><div>Input label</div><div>Input Placeholder</div></div> | <div><div>Input label</div><div>Input Placeholder</div></div> | <div><div>Input label</div><div>Input Placeholder</div></div> |

Components



Cards

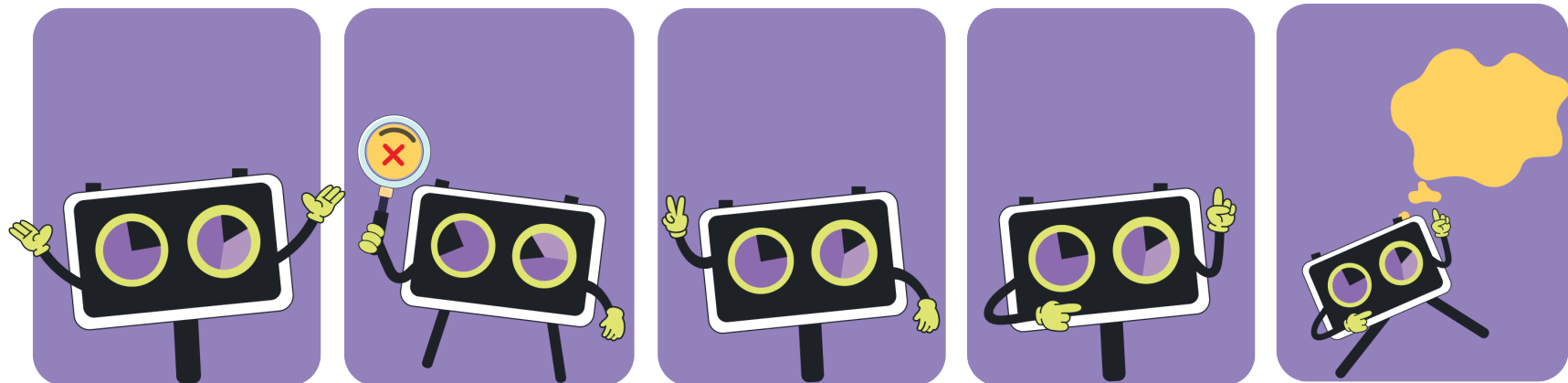


Logo

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



Dashboard

Billboards

Campaigns

Clients

Settings

Welcome, user

Search anything

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

Add Billboard

Total Revenue

MonthYear2025Billboard

\$244k + 2.0% then last year

Last Year \$239k

Current Year \$244k

JanFebMarAprMayJunJulAugSepOctNovDec

Billboards

200

Active 150

Inactive 24

Available 26

Campaigns

450

+14% compared to last month

Total clients

100

+75% From last month

New clients

123

-5% From last month

Billboards Map

Filter billboards

Search Route

MANHATTAN

CARNEGIE

UPPER WEST SIDE

W 9th St

W 8th St

W 7th St

W 6th St

W 5th St

W 4th St

W 3rd St

W 2nd St

W 1st St

E 9th St

E 8th St

E 7th St

E 6th St

E 5th St

E 4th St

E 3rd St

E 2nd St

E 1st St

5th Ave

6th Ave

7th Ave

8th Ave

9th Ave

10th Ave

11th Ave

12th Ave

13th Ave

14th Ave

15th Ave

16th Ave

17th Ave

18th Ave

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87th Ave

88th Ave

89th Ave

90th Ave

91st Ave

92nd Ave

93rd Ave

94th Ave

95th Ave

96th Ave

97th Ave

98th Ave

99th Ave

100th Ave

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

Dashboard

Billboards

Campaigns

Clients

Settings

Welcome, user

Search anything

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

Add Billboard

Total Revenue

MonthYear2025Billboard

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Last Year \$239k

Current Year \$244k

JanFebMarAprMayJunJulAugSepOctNovDec

Billboards

200

Active 150

Inactive 24

Available 26

Campaigns

450

+14% compared to last month

New clients

123

75% From last month

Returning clients

34

25% From last month

Billboards Map

Filter billboards

Search Route

MANHATTAN

CARNEGIE

UPPER WEST SIDE

W 9th St

W 8th St

W 7th St

W 6th St

W 5th St

W 4th St

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W 2nd St

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E 8th St

E 7th St

E 6th St

E 5th St

E 4th St

E 3rd St

E 2nd St

E 1st St

5th Ave

6th Ave

7th Ave

8th Ave

9th Ave

10th Ave

11th Ave

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14th Ave

15th Ave

16th Ave

17th Ave

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86th Ave

87th Ave

88th Ave

89th Ave

90th Ave

91st Ave

92nd Ave

93rd Ave

94th Ave

95th Ave

96th Ave

97th Ave

98th Ave

99th Ave

100th Ave

Recent Activities

Campaign extended till Feb 2026 | Go Waterproof

3h ago

Campaign extended till Feb 2026 | Go Waterproof

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3h ago

Quick Links

Add Billboard

Add Campaign

Generate report

Dashboard

Billboards

Campaigns

Clients

Settings

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Search anything

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It wanted to make a big impression!

Add Billboard

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MonthYear2025Billboard

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W 5th St

W 4th St

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100th Ave

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3h ago

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3h ago

Campaign extended till Feb 2026 | Go Waterproof

3h ago

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Basic

Free

\$0 / MO

- ✓ 20 Free Billboard
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- ✓ Single Device Access
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- Dedicated Support

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- ✓ Multiple Device Access
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Meet The Team



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surbhi-nayyar



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Street Sight – The Ultimate Billboard Management Solution

Streetsight.ca

Designed & Developed By
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Project 2

Project Instructor
Tomoko Okochi

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THE COLLEGE OF HIGHER LEARNING.

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**THANK
YOU**