**Ads Distribution Control**

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| 1. **Name of the challenge** *(short, powerful and inspiring description):*   Kontrola Distribuce Reklamy (Ads Distribution Control) |
| 1. **Context*:*** *(what is the background information behind the challenge, what is the state of the art of the sectors, the role of the organization in this context, the target group to whom the solution need to be addressed, etc.)*     Nowadays, a lot of people are looking for possibilities to make some extra money aside from their job or at least earn some change to survive. Many of us delivered newspapers and leaflets as our first part-time job before we turned 18.   Advertising and the distribution of adverts play a major role in the promotion of products and services today. The times when we used to find one or two leaflets a week in our letterbox are long gone. Today, there is a whole bunch of them, each of them describing the product or service as the best of all.  Target group: Application offers a solution for those who need to have their advertising leaflets effectively distributed as well as those who want to make some money by such effective distribution. |
| 1. **Problem:** (*What i*s *the problem that needs to be solved, why is important to solve, impact of this problem in the close future, impact of the problem on local or international area)*   The users who want to distribute leaflets register their profile and verify it. After that, they are free to choose where and how many leaflets they want to distribute and where they want to collect them. Once they have distributed the leaflets, they receive their pay.   For companies interested in advertising it will be easier and, above all, cheaper to pay for the distribution of their materials. They will bring them to a central place for the distributors to collect them and therefore there will be no need to look for them and to take care of them.   Application will ensure cheaper and carefree leaflet distribution for companies.   1. **Additional info (for internal use):**  *(what is expected to be delivered by the team (idea/concept/prototype), what are the specific tools & instruments that shall be used (eg. Programing language etc), what are the asset (as knowledge, materials) will be given to the team*   - Expectation of the delivery – Project Schedule, Business Model, Business case, Use Cases, Wireframes, Technical description, Test Cases  - Instruments – word, excel, MS Project, analytical tools (EA), graphical tools |
| 1. **Skills of the team (for internal use):** *what specific skills shall the team have in order to address the challenge*   - Analytical skills, basic programming skills, knowledge of project management |
| **5. About the Seeker:**  *- Czech Technical University in Prague*  *- Faculty of Information Technology*  *- Department of Software engineering* |

**Tip**: Good questions to ask the Seeker when defining a challenge:

*- What could be the new strategic areas at your organization?*

*- What are the BIG problems your organization will solve in 5 years?*

*- What would you like to learn more about?*

*- What is interesting for YOU or your team?*

*- Challenges/problems or ideas/concepts you want to test out?*