Project Report

Student Details:

- Name   : Shamanthak Reddy Mallu
- Student ID : 23f2001942
- Course   : Modern App Development 1

Project Details:

➤ **Question Statement:** Develop an Influencer Engagement and Sponsorship Coordination Platform to connect Sponsors and Influencers. Sponsors can advertise their product/service through influencers, while influencers can monetize their reach.

My Approach:

Phase 1: Initial Setup

- Planning: Documented thoughts on paper and created a structured checklist. Included core features such as user registration, login, role-based dashboards, and CRUD operations for campaigns and ad requests.
- Homepage Development: Started coding the homepage for a simple and intuitive navigation experience.
- Authentication: Developed secure login and registration functionalities using Flask's session management.
- Database Design: Designed and implemented the database schema using SQLAlchemy ORM for users, campaigns, and ad requests.

Phase 2: HTML Templates and Dashboards

- Template Creation: Designed responsive HTML templates for home, login, register, and dashboard pages.
- Admin Dashboard: Implemented functionalities for managing users, campaigns, and flagging content.
- Sponsor Dashboard: Developed features for creating campaigns, managing them, and sending ad requests.
- Influencer Dashboard: Set up functionalities for managing ad requests, including acceptance, rejection, and negotiation.

Phase 3: Advanced Features and Security

- Ad Request Management: Implemented complex workflows for negotiating ad requests and managing statuses.
- Security Features: Implemented basic login security measures and role-based access control.

Phase 4: Final Touches

- Verification: Thoroughly tested all functionalities to ensure error-free performance.
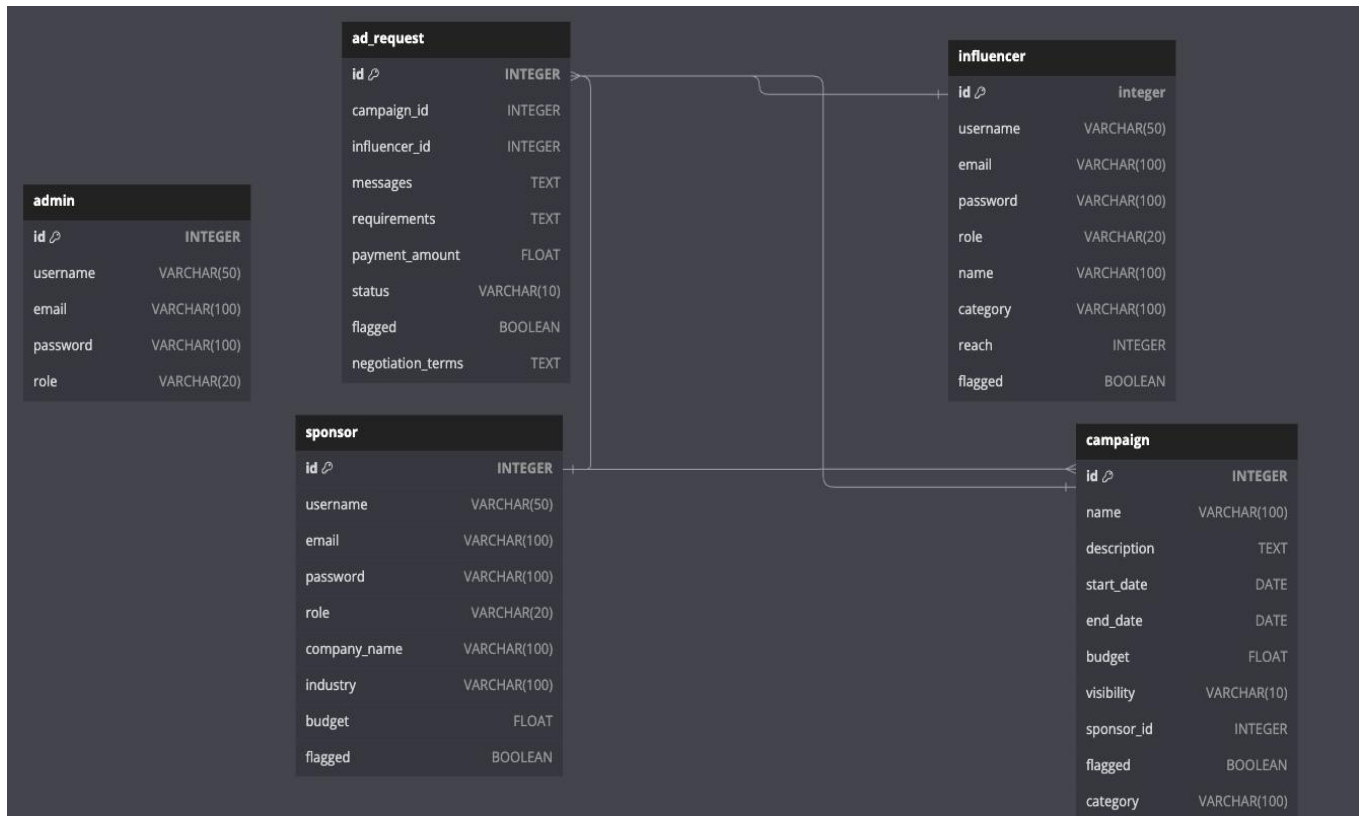- Styling: Applied CSS3 styling to enhance user experience and visual appeal.

Frameworks and Libraries Used:

- Flask
- SQLAlchemy
- HTML5
- CSS3
- JavaScript

Presentation Video Link:

https://drive.google.com/file/d/1h2IRycdj6vANv9R-9_zE6eMRpsFIL2ee/view

ER Diagram of the Database:

API Resource Endpoints:

POST /register
POST /admin-register
POST /sponsor-register
POST /influencer-register
GET /login
POST /admin-login
POST /sponsor-login
POST /influencer-login
GET /admin-dashboard
GET /admin-users
POST /flag-user/<role>/int:user_id
GET /admin-campaigns
POST /flag-campaign/int:campaign_id
GET /admin-ad-requests
POST /flag-ad-request/int:ad_request_id
GET /sponsor-dashboard
POST /create_campaign
POST /edit_campaign/int:campaign_id
POST /delete_campaign/int:campaign_id
POST /create-ad-request/int:campaign_id
POST /edit_ad_request/int:ad_request_id
POST /delete-ad-request/int:ad_request_id
GET /sponsor-profile
POST /edit-sponsor-profile
POST /handle_negotiation/int:ad_request_id
GET /influencer-dashboard
GET /influencer/campaigns
POST /ad-request-action/int:ad_request_id
GET /influencer-profile
POST /edit-influencer-profile
POST /negotiate_ad_request/int:ad_request_id
GET /index