# Project proposal

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| --- | --- | --- | --- | --- | --- | --- |
| **Name of Candidates** | **Chethan GC** | **Girish K V** | **Bindu K R** | **Ankitha H** | **Sudarshana S S** | **Thrinath Sirna** |
| **PS Numbers** | **99002457** | **99002584** | **99002454** | **99002618** | **99002501** | **99002484** |
| **Name of Mentor – Delivery** | **RAGHAVENDRA CS** | | **PS No 10605054** | |  |  |
| **Name of Mentor- GEA** | **YYYY** | | **PS No** | |  |  |
| **Project Period** | **From: November 2020 To: December 2020** | | | |  |  |
| **Date of Completion** |  | | | |  |  |

### **Project Title**

* Develop Social Influencer platform (Web+ Mobile application)

### **Project DETAILS:**

1. **aim**:

* Social market is regarded as the most effective way to reach the target audience these days and it’s made possible through rise of influencers on social media. The aim of this project is to create a platform where Advertisers can connect with influencers for product promotion.

1. **Problem statement:**

* Web Login & Registration for Advertisers, Influencers
* Google Login for mobile app
* Advertisers can create promotion campaigns for the products using Web App
* Advertisers can filter and search influencers based on broader category e.g. sports, fashion, music, art, automobiles.
* Advertisers can send promo request to selected influencers.
* Advertisers will have a dashboard to see all past and running campaigns.
* Influencers can create profiles on Android app and provide social media urls for Advertisers to see their profiles on Instagram, Facebook and YouTube.
* Influencers can see list of running promotion campaigns in mobile.
* Influencers can select and apply for a promo.
* Influencers will have a dashboard to see details of campaigns.

1. **Objectives & Learning outcomes of the project**

* Learning various Android UI Widgets and event handling.
* Google Firebase Server less architecture
* Web application development
* End to end application development experience.
* Collaboration & team work.

1. **Key Deliverables:**

Application with following features,

* Android application with features as mentioned above
* Web application with features as mentioned above

1. **Hardware & Software Recommendations**

* Android Mobile
* Laptop/Desktop with Windows 10. RAM – 8 GB min (16 GB recommended)
* Android Studio 4.1

1. **Weekly Progress (gantt chart)**



### **REVIEW**

* Weekly reviews to be conducted over the entire tenure of Project
* Each review comprises of a progress presentation from the candidates
* Mentor may demand daily / Weekly deliverables
* behavioral Traits would be evaluated along with project deliverables

### **Final Review and Recommendation:**

* Rating and Score against each parameter

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| --- | --- | --- | --- | --- |
| **Sr.No** | **Parameter** | **Rating** | | **Score/5** |
| **1** | **Approach towards the problem** |  | |  |
| **2** | **Analytical Ability and Results discussion** |  | |  |
| **3** | **Independent Work +Team Work** |  | |  |
| **4** | **Presentation Skills** |  | |  |
| **5** | **Project Deliverables** |  | |  |
| **6** | **Quality of Project Thesis** |  | |  |
| **7** | **Communication Skills** |  | |  |
| **8** | **Attitude** |  | |  |
| **9** | **Confidence** |  | |  |
| **10** | **Innovation** |  | |  |
|  | **Total** |  | | **/50** |
|  |  |  |  | |

A= Exceeds Expectations B= Meets Expectations C=Does not meet expectations

**Recommendation:**

**Progression: Yes No**