University Institute of Information Technology
PMAS-Arid Agriculture University, Rawalpindi

Project Proposal For
Influencer Hub

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| Project ID: _____ |
| (ID will be assigned by coordinator) |

• **Please select the appropriate category of your project** *(Select multiple if required)*

A-Desktop Application/Information System	☐	B-Problem Solving and AI	☐
C-Web Application/Web Application based Information System.	☐	D-Simulation & Modeling	☐
E- Smartphone Application	☑	F-Smartphone Game	☐

G-Image Processing ☐   H-Networks ☐

I- Other: _____ ☐

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1. Introduction:

The proposed project aims to develop a mobile application and website dedicated to connecting users with influencers tailored to their specific needs. Whether users are looking for influencers in niches such as soap, furniture, marketing, or any other industry, this platform will provide a comprehensive solution. The app and website will include influencer ratings, related videos, and detailed profiles, offering users a personalized and efficient way to find and collaborate with influencers. This project addresses the growing need for a centralized platform that simplifies the process of influencer selection and enhances the visibility and impact of marketing campaigns.

2. Literature Review:

Influence.co: A platform that connects brands with influencers. It allows users to search for influencers based on niche, location, and engagement metrics, but lacks comprehensive rating systems and related video content.

Upfluence: An influencer marketing software that helps brands find influencers by analyzing their social media content and engagement. It offers advanced filtering options but doesn't provide an integrated rating system or video content.

Hype-Auditor: A tool for finding and analyzing influencers, focusing on authenticity and engagement. It offers some ratings and metrics but lacks the integration of related video content and a user-friendly mobile interface.

3. Bench marking:

Features	Influence.co	Upfluence	HypeAuditor	Proposed App & Website
User Authentication	Yes	Yes	Yes	Yes
User Profiles	Yes	Yes	Yes	Yes
Influencer Ratings	No	No	Yes	Yes
Search and Filtering	Yes	Yes	Yes	Yes
Related Videos	No	No	No	Yes
Real-time Updates	Yes	Yes	Yes	Yes
Bookmarking	No	No	No	Yes
Notifications	Yes	Yes	Yes	Yes

User Feedback	**No**	**Yes**	**No**	**Yes**
Agile Methodology	**No**	**No**	**No**	**Yes**

4. Problem Statement:

The app and website aim to solve the problem of users struggling to find the right influencers for their marketing needs. Existing solutions often lack comprehensive features such as influencer ratings, related video content, and user-friendly interfaces. By developing a centralized platform, we aim to provide a more personalized, accessible, and efficient solution for users and brands to find and collaborate with influencers.

5. Problem Solution :

The proposed project will develop a mobile app and website that offer a comprehensive database of influencers across various niches. Users will be able to search and filter influencers based on their specific needs, view detailed profiles, ratings, and related videos, and receive real-time updates and notifications. The platform will integrate advanced algorithms for personalized recommendations and utilize user feedback to continuously improve the service.

6. Advantages/Benefits of proposed system :

- Personalized influencer recommendations tailored to users' specific needs.
- Increased efficiency in finding and collaborating with relevant influencers.
- Improved transparency through influencer ratings and feedback systems.
- Access to related video content that helps users better understand an influencer's style and reach.
- User-friendly interface with seamless integration across mobile and web platforms.
- Real-time updates and notifications on influencer activities and trends.

7. Scope:

The project's scope includes the design and development of both the app and website, implementing key features such as user authentication, profile management, influencer search and filtering, ratings, related videos, and notifications. A robust database will be created to store influencer data, and advanced algorithms will be developed to provide personalized recommendations. The platform will be rigorously tested and iteratively refined based on user feedback to ensure a high-quality user experience.

Modules of the project:

User Authentication: Implementing secure registration and login functionalities**.**
User Profile Management: Allowing users to create and manage profiles, including preferences and saved searches.

Influencer Ratings : Implementing a rating system where users can rate and review influencers.

Influencer Search and Filter : Developing algorithms to enable users to search and filter influencers based on various criteria such as niche, engagement, and location.

Related Videos: Integrating video content related to influencers, helping users make informed decisions.

Favorites and Bookmarks: Allowing users to save favorite influencers and bookmark profiles for future reference**.**

Notifications: Sending updates to users about new influencers, trends, and activities.

User Feedback and Ratings: Implementing a feedback system to continuously improve the platform.

Explanation of a Module:

The Influencer Ratings module is designed to provide users with transparent and valuable insights into the performance and reliability of influencers. Users can view ratings given by other users based on past collaborations, which include metrics such as professionalism, engagement, and overall impact. Each influencer profile will display a comprehensive breakdown of ratings across these key metrics, allowing users to make informed decisions based on specific areas of interest. Additionally, users can leave detailed reviews alongside their ratings, offering qualitative feedback that highlights strengths and areas for improvement. This module not only aids in the selection process for users but also encourages influencers to maintain high standards and continuously improve their services. By fostering a community-driven rating system, the platform ensures that the information remains current and reflective of real user experiences, thereby enhancing the credibility and usefulness of the platform for all users involved. The integration of visual elements such as star ratings and review summaries further enriches the user experience, making it easy to quickly assess an influencer's suitability for various marketing campaigns.

8. Software Methodology

For the project development, we will adopt the Agile software development methodology. Agile's iterative and collaborative approach is ideal for this project due to its dynamic nature and the need for continuous user feedback. By breaking development into incremental phases, we can ensure flexibility, adaptability, and efficient response to changing requirements, resulting in a more user centric and effective platform.

9. Tools and Technologies

	Tools	Version
Tools And Technologies	**Visual Studio Code**	**1.91**
	Express js	**4.18.2**
	Canva	**2.162**
	WPS Office	**16.9.0**

Technology	Version
React Native	0.72.2
MongoDB	6.0.4
Node.js	18.16.0
React.js	18.2.0
YouTube API	-
Instagram API	-

10. Concepts:

Collaborative Filtering: Utilizing user behavior and preferences to recommend influencers.
Mobile App Development: Creating cross-platform applications to ensure accessibility.
User Authentication: Implementing secure methods to protect user data.
Real-time Updates: Synchronizing data to provide users with the latest information on influencers and trends.
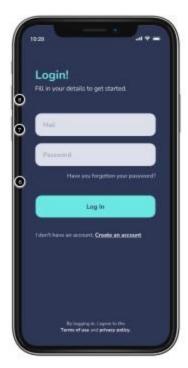
11. Intended Users:

The proposed platform targets businesses, marketers, and individuals across various industries who require assistance in finding relevant influencers for their marketing campaigns. The app and website will cater to users seeking personalized recommendations, ratings, and a seamless influencer selection process, enhancing their marketing efficiency and campaign success.
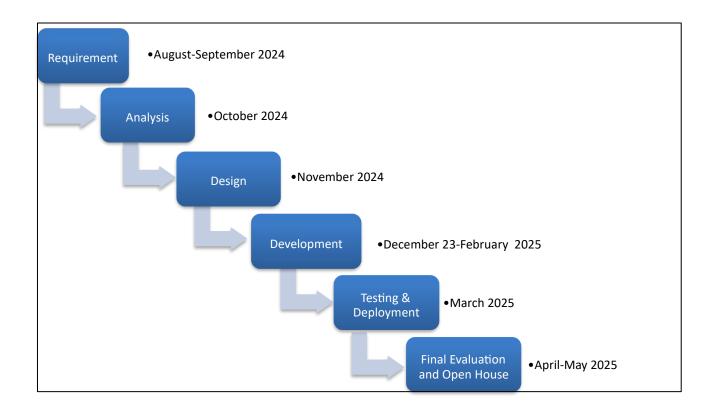
12. Mockups

13. Timeline:

Requirement — •August-September 2024

Analysis — •October 2024

Design — •November 2024

Development — •December 23-February 2025

Testing & Deployment — •March 2025

Final Evaluation and Open House — •April-May 2025

14. Conclusion:

The proposed project will create a robust platform that significantly simplifies the process of finding and collaborating with influencers. By offering personalized recommendations, comprehensive ratings, and related video content, the platform addresses existing gaps in the market. Adopting an Agile methodology ensures continuous improvement and responsiveness to user needs, ultimately resulting in a user-friendly, effective solution for both brands and influencers. This project not only aims to streamline influencer marketing but also to enhance the transparency and effectiveness of marketing campaigns, benefiting the entire ecosystem.

15. References

Influence.co. (n.d.). A platform that connects brands with influencers based on niche, location, and engagement metrics.

Upfluence. (n.d.). An influencer marketing software offering advanced filtering options to find influencers by analyzing social media content and engagement.

HypeAuditor. (n.d.). A tool focused on influencer authenticity and engagement, providing ratings and metrics.