

Dear Internship Reviewer,

I am excited to submit the design for our referral-based business platform. The design is split into two primary sections: the **Business Side** and the **Referrer Side**. This modular approach ensures clarity in both administrative tasks and user engagement, streamlining the workflow for businesses and referrers alike.

Design Rationale:

- **Modular Structure:**

The design divides the platform into two distinct sides. The Business Side handles functions such as user registration, AI assistance, customer relationship management (CRM), analytics, campaign management, and automated reward verification. The Referrer Side is optimized for ease of use with a simple landing page, AI chat for guidance, one-click sharing options, and referral tracking.

- **User-Centric Flow:**

The Business Side's flow is designed to help administrators quickly access the tools they need, while the Referrer Side focuses on an intuitive experience that encourages quick engagement and easy sharing. This ensures a smooth user journey and reduces the learning curve.

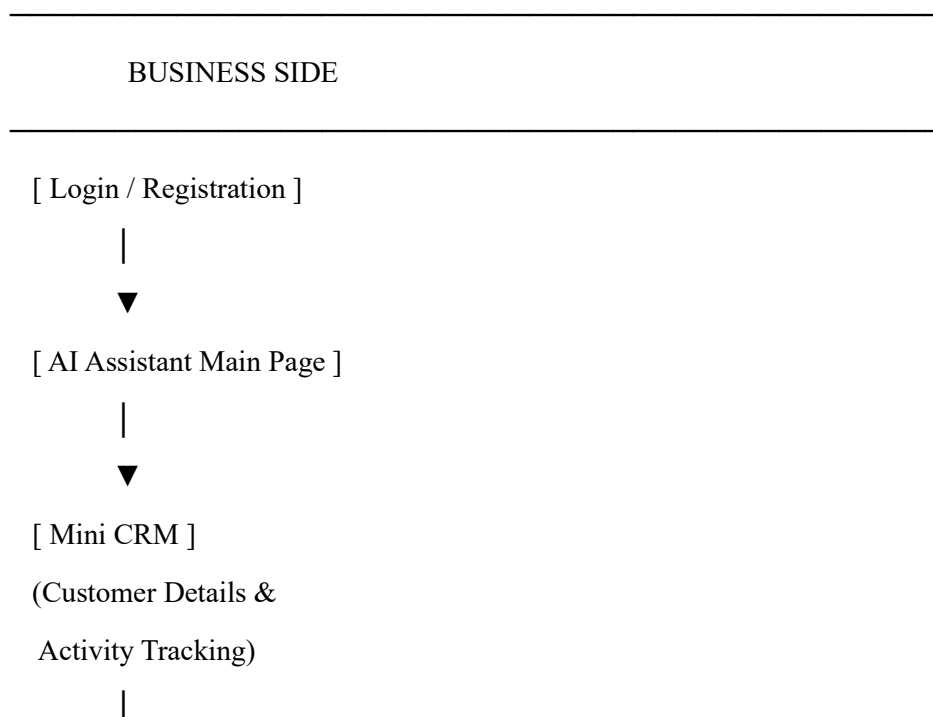
- **Scalability & Integration:**

With built-in features like Zapier integration and automated reward verification, the design supports scalability and the seamless integration of third-party systems. This flexibility allows the platform to adapt to various business requirements and growth.

- **AI-Enhanced Interactions:**

The AI assistant on the Business Side and the AI-powered sharing suggestions on the Referrer Side help optimize interactions, improve efficiency, and drive better engagement and conversions.

Below is the ASCII design diagram representing the flow of the platform:





[Analytics / Data]



[Referral Campaigns]



[Bulk Text/Email Module]



[Zapier Integration]



[Automated Reward Verification]



[Referral Tracking & Follow-Up]



REFERRER SIDE



[Landing Page]

(Personalized Referral Link)



[AI Chat Interface]



[One-Click Sharing]

(SMS | Email | Facebook)





[Referral Tracking]

(Clicks, Submissions,

Reward Statuses)



[Instant Reward Notifications]

(Claimable Discount Codes &

Rewards)

I look forward to discussing this design further. Thank you for considering my submission.

Sincerely,

Abhigna.