

MAD 1 Project Report

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In my recent project on Influencer Engagement and Sponsorship Coordination Platform, I applied theoretical knowledge gained from the previous term. The amount I have learnt from doing and practically applying everything I've learnt has been an amazing experience.

Description:

I understand that I need to make a multi-user application. The company can make the campaign, which can either be public or private. The public campaign can be seen by every influencer and the private campaigns can be only seen by those to whom they are sent to by the company. On the influencer side, he can accept the campaign request, negotiate on the budget and even reject the campaign. The admin can flag and unflag the campaigns.

Technology Used:

Flask: application code

Jinja2 templates and Bootstrap: for HTML generation and styling

SQLite: data storage

Flask-SQLAlchemy: defining models as classes, querying, filtering, relationship handling

Flask extensions: render template, flash (to show messages to user), request (to handle HTTP requests and file uploads), redirect, url for, session (store user-specific data across multiple requests)

Datetime: Use for company to set the duration of the campaign (means starting and ending date of campaign).

Architecture:

I have implemented the MVC architecture. My app is defined and initialized in `__init__.py`.

The models are in `models.py`.

Controller code is divided into `app.py` and `view.py`.

My templates are in the `templates` folder of the app. I have made a base template which loads Bootstrap requirements, stylesheets. All the other templates extend the base template.

Features:

Login/Signup:

A single login page for Sponsor, Influencer, Admin with backend validation to take them to their respective home pages after the login.

New Sponsor and new influencer can sign up

Sponsor:

Can start a new campaign for the brand, fill the important information about the campaign, also set the budget and ending and starting date of campaign.

Can see previous created campaigns and if needed then can also edit, delete and request the influencers

On creating ad request, the company can write message, requirement, amount and can select and search influencers.

Company can negotiate with the influencers for the amount to be pay and for public ads company can charge any amount to the influencer without negotiation.

Even if influencer rejects the request for the ad, sponsor can update the budget and write message.

Influencer:

The influencer can see the public campaign on his front page and from that he can request the company directly for the ads.

Influencer can also see the requests of the company for the ads and can negotiate on the amount.

Influencer can search the any specific ads of an industry.

Can edit his profile where everything can be change except email.

On receiving request from the company, influencer can accept, reject the request but even after rejecting, he can accept the ad request if sponsor updates the budget.

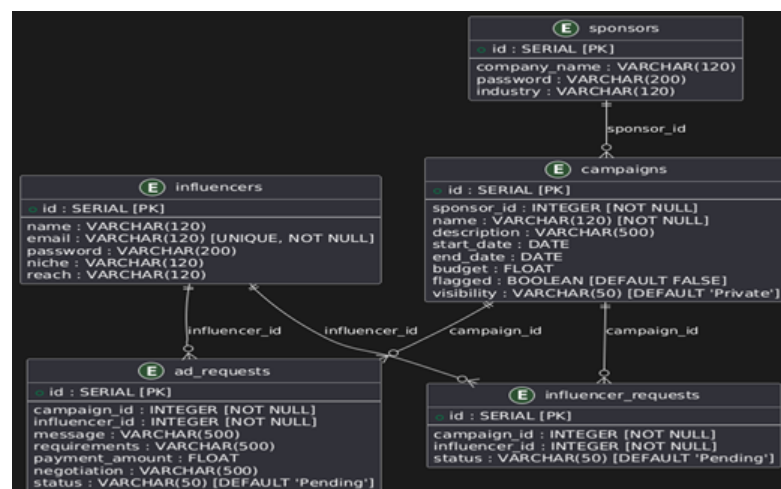
Admin:

The admin can see total number of influencer and sponsor register on the website.

He can also see total number of campaigns live on the website at present moment along with number of Ad request by sponsors.

He can also flag and unflag the campaign if he thinks the campaign is not trusted and influencer along with the sponsor can see the flag campaign.

DB Schema:



Video Link:

https://drive.google.com/file/d/1h60YxPRUF7mbDCzS-WHfZv7JiRNo2v7U/view?usp=drive_link