FIND INFLUENCER SYSTEM

A Project Report

Submitted in partial fulfilment of the
Requirements for the award of the
Degree of

BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)

By

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CERTIFICATE

This is to certify that the project entitled, **"Find influencer system"**, is bonafied work of **HINGU HARSH HASMUKH** bearing Seat. No: **Roll No 09 (1520190675)** submitted in partial fulfilment of the requirements for the award of degree of BACHELOR OF SCIENCE in INFORMATIONTECHNOLOGY from University of Mumbai.

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   FIND INFLUENCER SYSTEM

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4. Is this your first submission?   Yes ☐   No ☐

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Abstract

Every business and brand wants to grow and also there is the new economy which has been rising from few years that is creator economy.This project aims to solve problem where the brands and business who wants to promote themselves can find and contact the influencers and content creators in their field or even in another field.

As content creators have followers and businesses want sales and there brand to grow and content creators can earn money from the businesses who want to grow.

As this is win-win for both the parties involved business will get sales and brand awareness and content creators will be able to earn money by promoting products of the businesses.

This website will be a platform which will connect businesses to content creators.Businesses who want there products to be promoted by influencer then they can come on our platform and find creator details.

ACKNOWLEDGEMENT

DECLARATION

I hereby declare that the project entitled, **"Find influencer system"** done at **S.K. Somaiya College Of Arts, Science and Commerce**, has not been in any case duplicated to submit to any other university for the award of any degree. To the best of my knowledge other than me, no one has submitted to any other university.

The project is done in partial fulfilment of the requirements for the award of degree of **BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)** to be submitted as final semester project as part of our curriculum.

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Name of the Student

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Chapter 1

Introduction

As we all know that COVID-19 pandemic has accelerated digitalization as most of the people were in their homes and there was lockdown in most parts of the world.Every business is trying to make digital presence in some way as it opens more opportunities for them.

As humans we always strive for growth so with the aim of the businesses and the more businesses will sell the more tax they will pay and the more profit they will be earning and more innovation will happen and more people will get jobs and a lot more impact is created.

That is why it is important to support businesses.As the more the more they will grow the nation and the society will prosper more.One way to support businesses is to increase their sales.

By this platform we aim to increase the sales and brand awareness of businesses so that it benefits everyone.

1.1 BACKGROUND

The main challenge to increase the sales of the businesses is reach.Especially startups who don't have huge amount of money to do television promotion as it costs in crores and also world is shifting more towards digital so for businesses to promote their brand.

As in this digital world people around world on an average spends around 2 hours per day on social media.As people spending time on social media can be opportunity for the startups and small business owners.Also customers will be able to get good products directly from the companies rather than middlemen shops or malls in affordable price.

As the companies especially small companies and startups wants their brand and products reach to people so the best way to do is to partner with the content creators.

Content creators have audience and many people follow them and there is more chances that people trust to the creators that's why they follow them.So it's a great way for small companies and startups to become a big brand and increase their sales.

This project will become helpful to many people involved into the stakeholder as it will open up new opportunities for both the businesses as well as for content creators.

1.2 OBJECTIVES

Main aim of this project is to open up more opportunities for businesses and content creators.As content creators have followers and audiences as they have built audiences by hard work and by adding value to their followers life so it's important for them as well to find some way to monetize and earn some side income which can help them survive as well to increase the quality of the content they make.

For businesses and startups it will help them find new customers and brand promoters which can help them grow.

The main objectives are:

- An platform which can help to find new opportunities for both business and content creators.
- To help content creators earn passive income.
- To help businesses to reach to new audiences.
- To help businesses increase their sales.

1.3 PURPOSE,SCOPE AND APPLICABILITY

The main purpose of this project is to help people to do something different as for now some content creators used to do promotion of some brands with this project they can get more companies approaching them for promotion.

For companies this project will help them to reach new audiences and help them market their products.As every company wants their sales to increase so it will be most effective way to increase their sales.

Also this project will encourage normal people to become content creator at least part time as they can earn side income as they will reach more followers.

1.3.2 SCOPE

In this digital world where everyone owns a smartphone and as internet is becoming more and more accessible more and more people are using social media and people are spending more time on it.With time the number of hours spent and number of active users of social media will increase.

So this will help content creators have more followers and as they will have more followers more business and companies will come forward for promotion as every company wants to beat their competition and bring sales and become market leader in their field.

In the future with this project we can see content creators earning thousanda and lakhs of rupees as people will aspire to become content creator.It will be looked as career option for some people.

1.3.3 APPLICABILITY

This project will be used to find more and new opportunities for collaborating to make a company successful by bringing new customers for them.

Even a small business owner with few thousand rupees can make a deal with content creator to create a sponsored post or video or in a form which both parties agree can help businesses reach new potential.

For creators this will become a way to earn income especially side income which can help them a lot and for the customers they can buy products directly from the companies.

CHAPTER 2

SURVEY OF TECHNOLOGIES

2.1 Methodology

2.1.1 Architecture
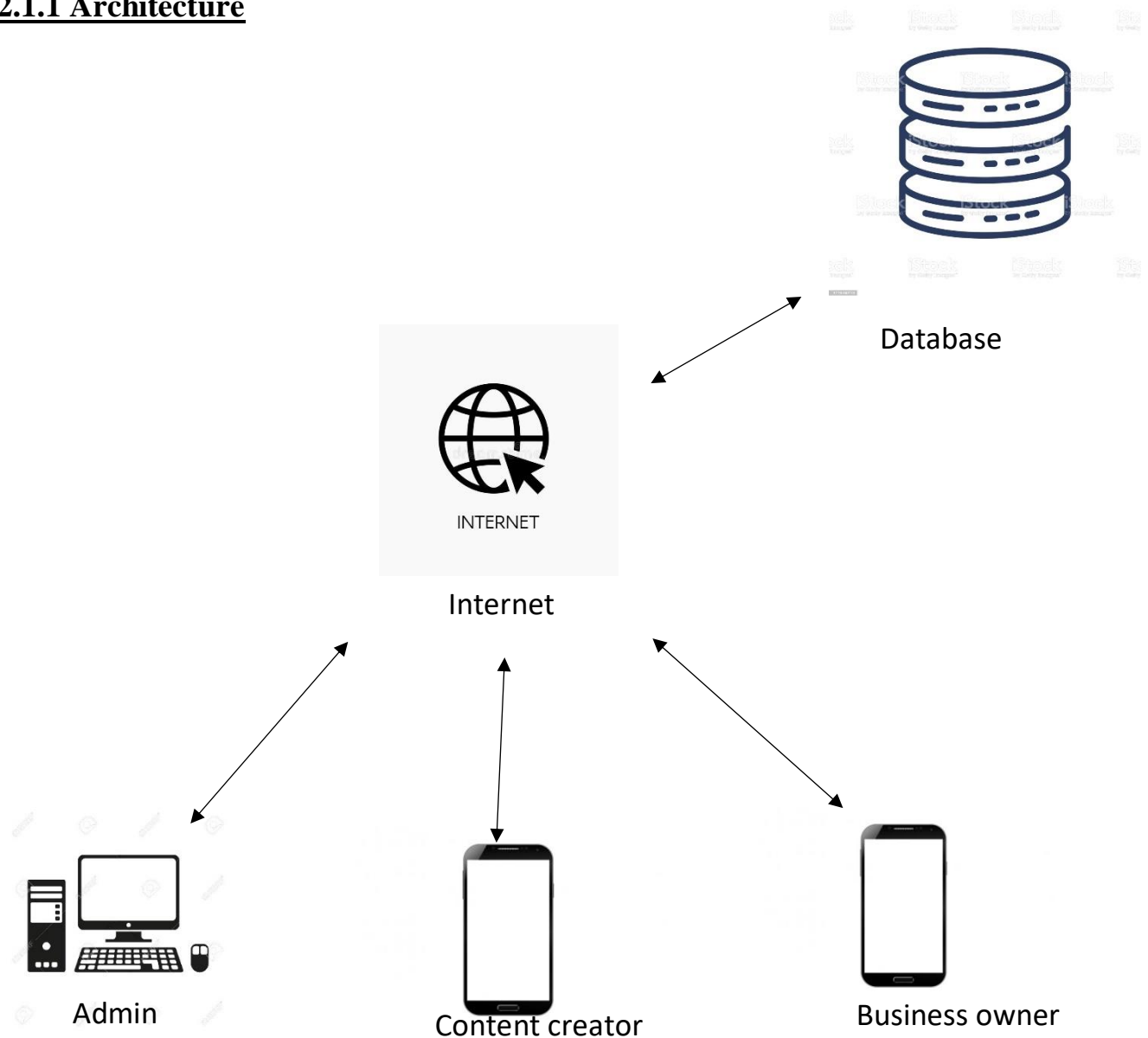
The architectural design of this project includes Admin,content creator and Business owner.Business owner will be main user and business owner will come on website and then the database will authenticate user profile.The user will create username and password and then it will be stored in database.Content creators will directly see an option and they will see one form where they will directly fill their details and then Admin will review and the details of

the content creator will be shown after review and verification by Admin.Admin will maintain and handle all work related to database.

2.1.2 Working of the system

User(Both Business owner and content creator):

Business owner(user) will come on website and then user will login with their credentials as there will be login section if the user is first time user then there will be signup option as well.The user can login by filling details like email id,name and password.

After doing login then the user can see and find content creators and also there will be contact us page and About us page where there will be information regarding the platform.

Content creators can directly fill form for registering themselves in the platform and then after reviewing and verifying their details they will be registered and business owners can find them.

Admin:

Admin will manage the database and then Admin will review and verify the information sent by content creator by filling form.After verification done then Admin will add content creator into the website and then business owners can find content creators.So the admin will be able to handle whole system.

2.1.3. Flow of the system

- Content Creators can fill the form.
- After form filled by content creators then Admin will review and verify the details.
- After successful verification content creator will be listed and registered into the platform by Admin.
- Business owner can visit and will login to the website.
- Then business owner can find the creators.
- Also business owner can find details and can contact them and make a deal.
- Admin will manage all the details regarding details of content creators and business owners.

2.2 Selection of Technology:

2.2.1 HTML:

HTML stands for Hyper Text Markup Language, which is the most widely used language on Web to develop web pages. HyperText Markup Language is the computer language that facilitates website creation. The language, which has code words and syntax just like any other language, is relatively easy to comprehend and, as time goes on, increasingly powerful in what it allows someone to create.

2.2.2 CSS:

Cascading Style Sheets (CSS) is a style sheet language used for describing the presentation of a document written in a markup language such as HTML. CSS is designed to enable the separation of presentation and content, including layout, colors, and fonts.CSS describes how HTML elements are to be displayed on screen.CSS saves a lot of work. It can control the layout of multiple web pages all at once.External stylesheets are stored in CSS files.

2.2.3 Javascript:

Javascript is a high-level programming language. JavaScript is used to program the behavior of web pages.Over 97% of websites use it client-side for web page behavior. Most web browsers have a dedicated JavaScript engine to execute the code on the user's device. It allows us to add dynamic behavior to the webpage and add special effects to the webpage. On websites, it is mainly used for validation purposes. JavaScript helps us to execute complex actions and also enables the interaction of websites with visitors.

2.2.4 PHP:

PHP is an acronym for "PHP: Hypertext Preprocessor".PHP is a widely-used, open source scripting language.PHP scripts are executed on the server. PHP runs on various platforms (Windows, Linux, Unix, Mac OS X, etc.). PHP supports a wide range of databases. PHP is easy to learn and runs efficiently on the server side.For best results combination of MySQL is preferred.

2.2.5 MySQL:

MySQL is a relational database management system (RDBMS) developed by Oracle that is based on structured query language (SQL). A database is a structured collection of data. MySQL is free and open-source software.

2.2.6 Bootstrap:

Bootstrap is a free and open-source CSS framework directed at responsive, mobile-first front-end web development. It contains CSS- and (optionally) JavaScript-based design templates for typography, forms, buttons, navigation, and other interface components.

CHAPTER 3
SYSTEM ANALYSIS

3.1 EXISTING SYSTEM

Currently businesses have one option to do digital marketing they have to run advertisements on social media platforms which is very expensive as only they can reach to few people and the platforms have their own rules of creating ads and day by day they are becoming more expensive.

Big brands can use paid ads as they have deep pockets but small businesses and startups are not able to reach large number of audiences.

Also currently some small businesses directly contact some influencers directly for promotion.But the problem is they know just few content creators and this world is very big.

3.2 PROPOSED SYSTEM

In proposed system rather than going to expensive advertisements which may not be able to help companies target large number of audiences it's better for businesses to hire an influencer.

As the content creator can promote the product via their posts or content.As they have their own followers or the network which can help the businesses reach to large number of audiences and help them get sales.

This system will become a platform for businesses and content creators where businesses can find content creators who can help them promote their products.

3.3 SOFTWARE DEVELOPMENT LIFE CYCLE

For developing a software there are various models which one can follow. To make the development process or we can say development life cycle much more efficient and easier to manage.

The software development life cycle (SDLC) is a framework defining tasks performed at every step in the software development process. SDLC could be a structure followed by a development team within the software organization.

It consists of a detailed set-up plan describing a way to develop, maintain and replace specific software. The life cycle defines a strategy for improving the quality of software and therefore the overall development process.

The various models involved in the software development process are as follows.

3.3.1 Waterfall Model

The waterfall model is a linear, sequential approach to the software development life cycle (SDLC) that is popular in software engineering and product development. The waterfall model emphasizes a logical progression of steps. Similar to the direction water flows over the edge of a cliff, distinct endpoints or goals are set for each phase of development and cannot be revisited after completion.
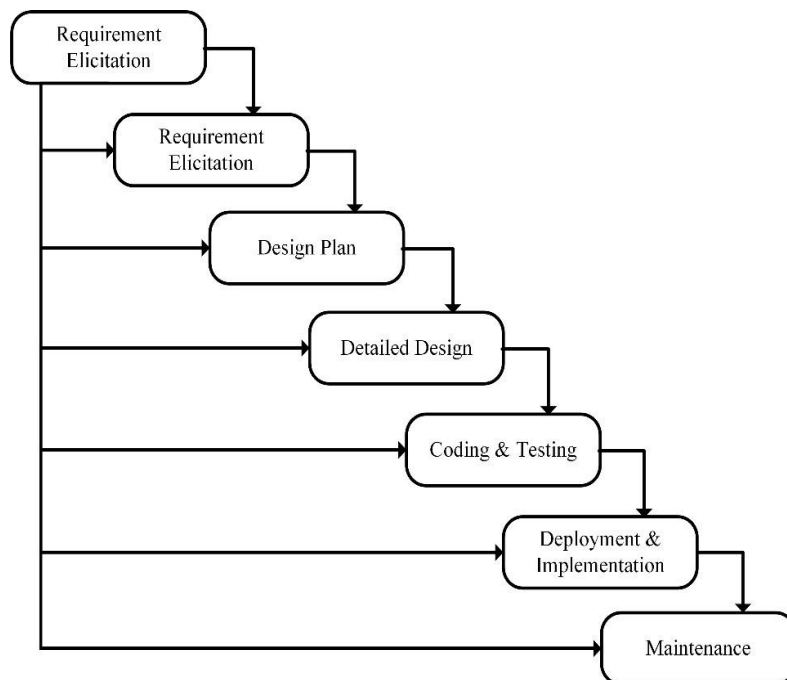
Fig 3.1 Waterfall Model

> ➢ **Requirement Gathering and analysis** − All possible requirements of the system to be developed are captured in this phase and documented in a requirement specification document.

> ➢ **System Design** − The requirement specifications from first phase are studied in this phase and the system design is prepared. This system design helps in specifying hardware and system requirements and helps in defining the overall system architecture.

> **Implementation** − With inputs from the system design, the system is first developed in small programs called units, which are integrated in the next phase. Each unit is developed and tested for its functionality, which is referred to as Unit Testing.

> **Integration and Testing** − All the units developed in the implementation phase are integrated into a system after testing of each unit. Post integration the entire system is tested for any faults and failures.

> **Deployment of system** − Once the functional and non-functional testing is done; the product is deployed in the customer environment or released into the market.

> **Maintenance** − There are some issues which come up in the client environment. To fix those issues, patches are released. Also to enhance the product some better versions are released. Maintenance is done to deliver these changes in the customer environment.

3.4 UML DIAGRAMS
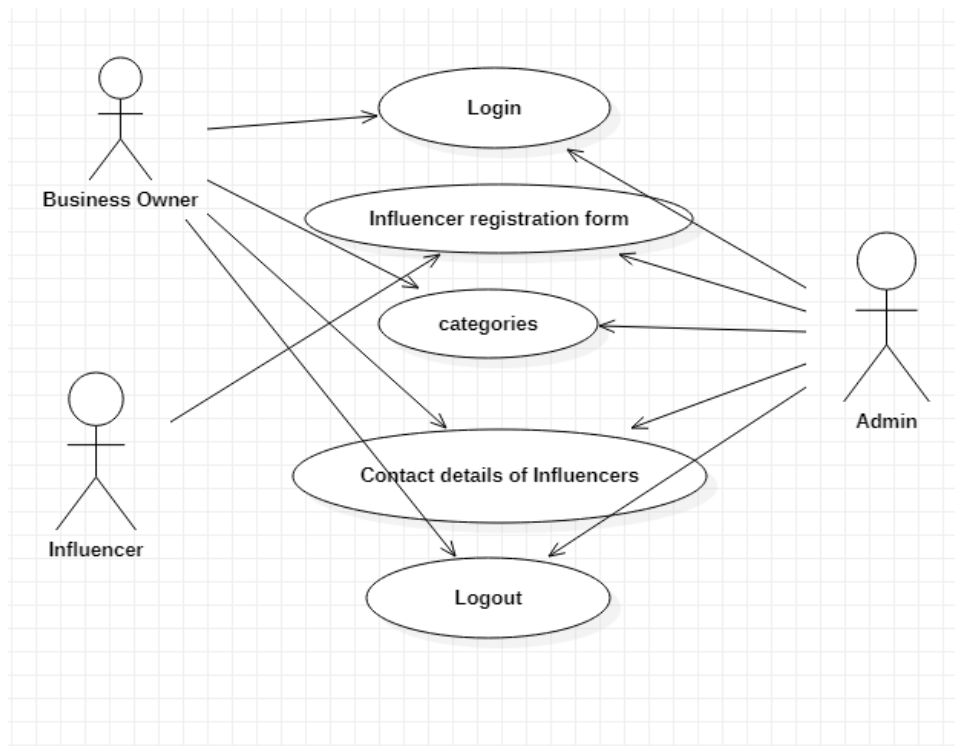
3.4.1 Use case Diagram:

A use case diagram is a dynamic or behavior diagram in UML. Use Case Diagrams model the functionality of a system using actor and use cases.

Use Case: Horizontally Shaped ovals that represents the different uses that a user's might have.

Actor: Stick figure that represent the people actually employing the use cases.

Associations: A line between actors and use cases. In complex diagrams, it is important to know which actors are associated with which use cases.

System boundary boxes: A box that sets a system scope to use cases. All use cases outside the box would be considered outside the scope of that system

The use case diagram is graphic depiction of the interaction among the elements of find influencer system. The main actors of the find influencer system are Business owner,Influencer and Admin. These actors performs the use cases like login,influencer registration,category,contact details of influencers and logout.
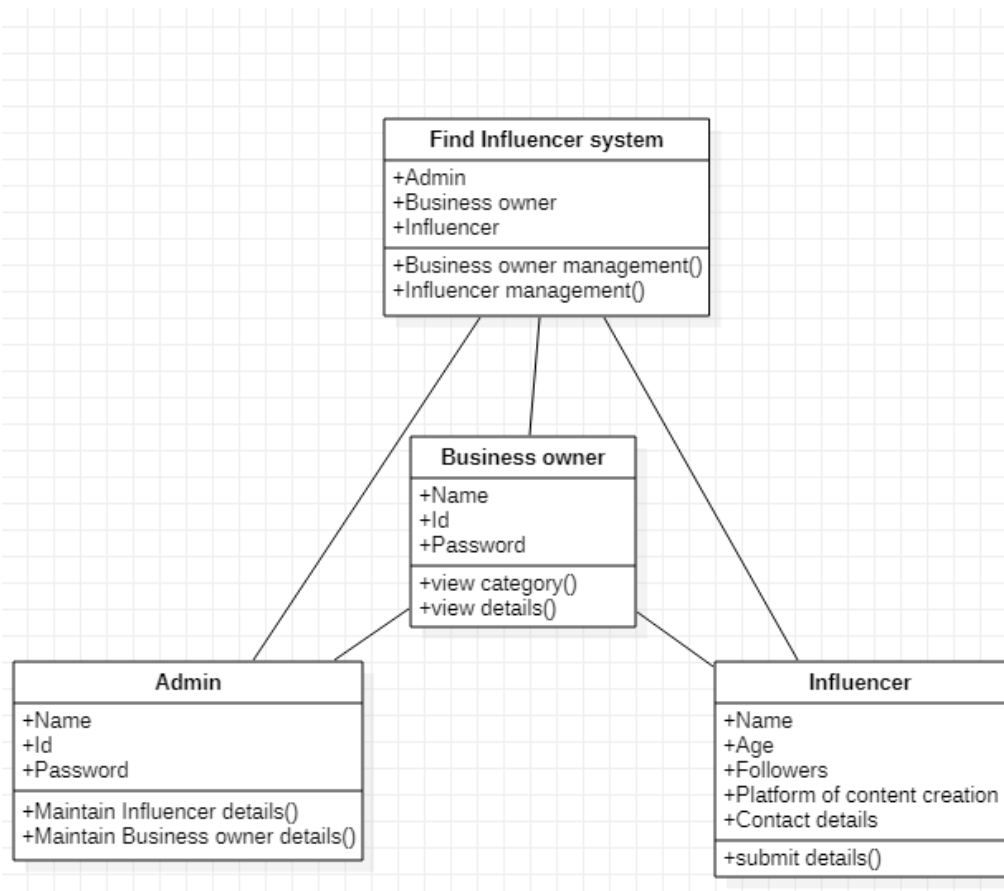
3.4.2 Class diagram:

The UML Class diagram is a graphical notation used to construct and visualize object oriented systems. A class diagram in the Unified Modeling Language (UML) is a type of static structure diagram that describes the structure of a system.

Classes: classes represents abstraction of entities with common characteristics. Associations represents the relationships between classes.

Visibility: visibility marks to signify who can access the information contained within a class. Private visibility denoted with –sign, public visibility denoted with +sign, protected visibility denoted with # sign.

Association: Associations represents relationship between classes. Place association names above, on, or below.

Multiplicity: These symbol indicate the number of instances of one class linked to one instance of the other class.

Find influencer system class diagram describes the structure of Find influencer System classes, their attributes, operations and relationship among the object. The main classes of find influencer system are Business owners,influencers, and admin.

3.4.3 State chart diagram:

State chart diagram is one of the UML diagrams used to model the dynamic nature of a system. They define different states of an object during its lifetime and these states are changed by events. State chart diagrams are useful to model the reactive system.

Symbols used in State chart Diagram:

States: states represents situations during the life of an object.

Transition: A solid arrow represents the path between different states of an object.

Initial state: A filled circle follow by an arrow represents the objects initial state.

Final state: An arrow pointing to a filled circle nested inside another circle represents the objects final state.
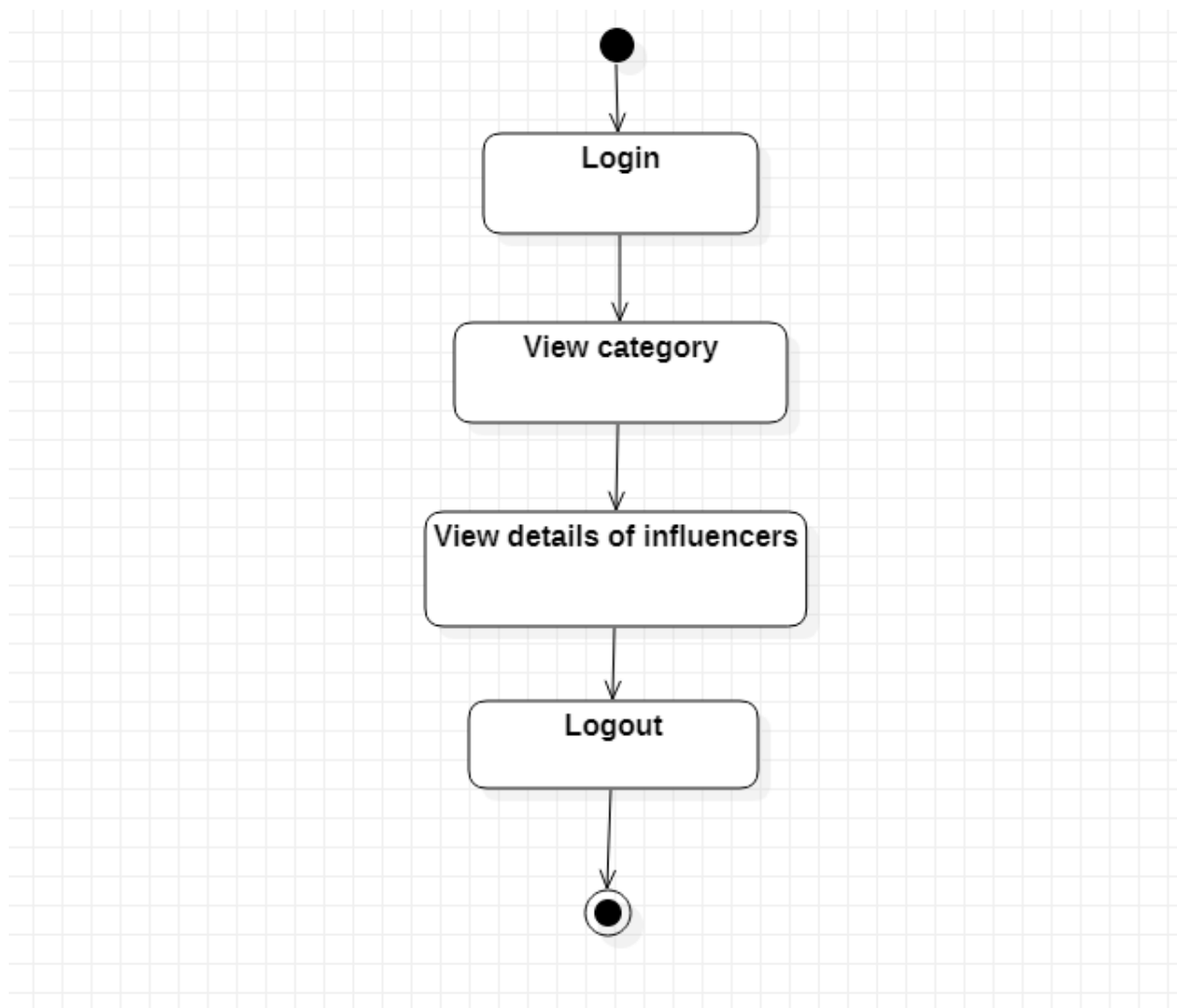
The state chart diagram for find influencer system involves the states like login, view category, view details of influencers and logout. A filled circle followed by an arrow represents the initial state. A filled circle nested in another circle represents final state of system.

3.4.4 Activity Diagram:

Activity Diagram is basically a flowchart to represent the flow from one activity to another activity. The activity can be described as an operation of the system. The control flow is drawn from one operation to another.

Initial state: The starting stage before an activity takes placed is depicted as the initial state.

Final State: The state which the system reaches when a specific process end is known as a Final state.
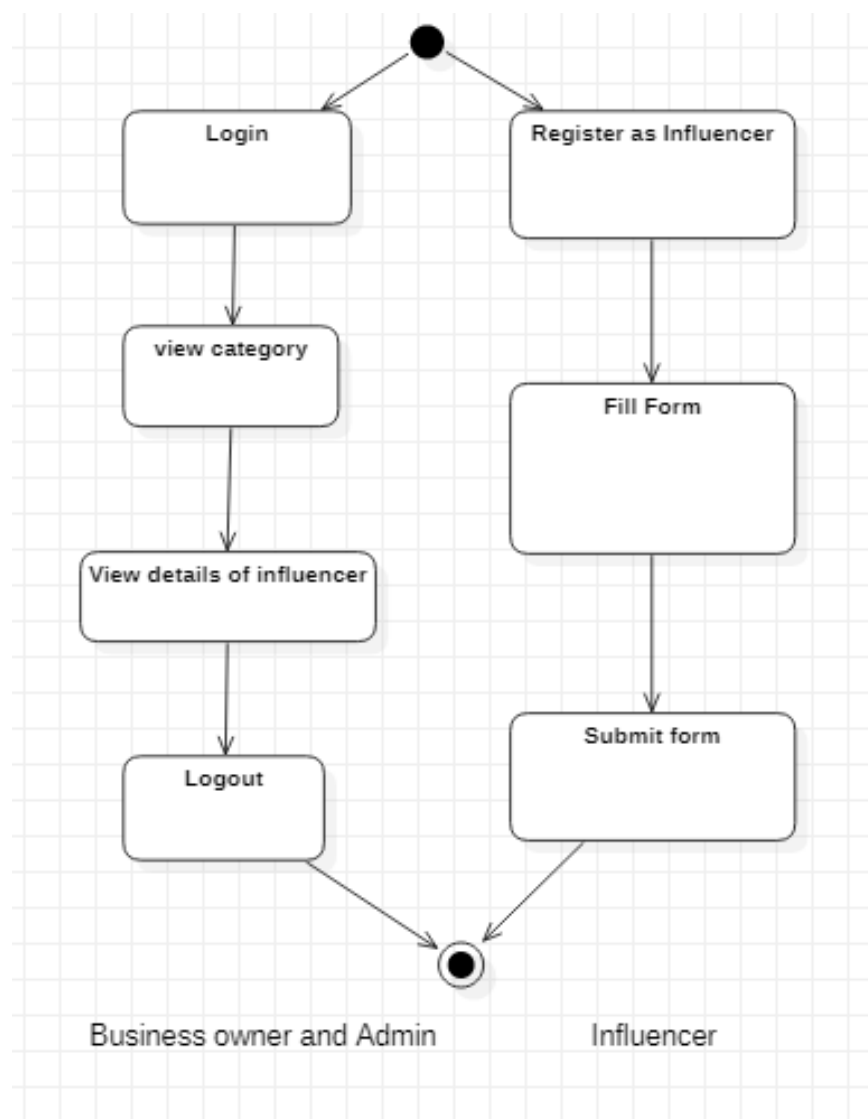
Decision box: It is diamond shape box which represents a decision with alternate paths. It represents the flow of control.

Ellipses: Attributes

Double Ellipses: Multivalued attributes

Dashed Ellipses: Derived attributes

Double Rectangle: Weak entity set.

The above activity diagram shows the flows between the activity of Influencer,Business owner and admin.

3.4.5 Data Flow Diagram:

A data flow diagram (DFD) is a graphical representation of the "flow" of data through an information system, modeling its process aspects. DFD level 0 is also called a Context Diagram. It's a basic overview of the whole system or process being analyzed or modeled. It's designed to be an at-a-glance view, showing the system as a single high-level process, with its relationship to external entities.
Process: process transforms incoming data flow into out coming data flow.

Data store Notation: Data store are repositories of data in the system. They are something also referred to as a file.

Dataflow Notation: Dataflow are pipelines through which packet of information flow.

External entity: external entities are the object outside the system, with which the system communicates. External entity are the source and destination of the system's inputs and outputs.

 Circle: A circle (bubble) shows a process that transforms data inputs into data outputs.

Data Flow: A curved line shows the flow of data into or out of a process or data store.

Data Store: A set of parallel lines shows a place for the collection of data items. A data store indicates that the data is stored which can be used at a later stage or by the other processes in a different order. The data store can have an element or group of elements.

Source or Sink: Source or Sink is an external entity and acts as a source of system inputs or sink of system outputs.

Level 0 DFD:
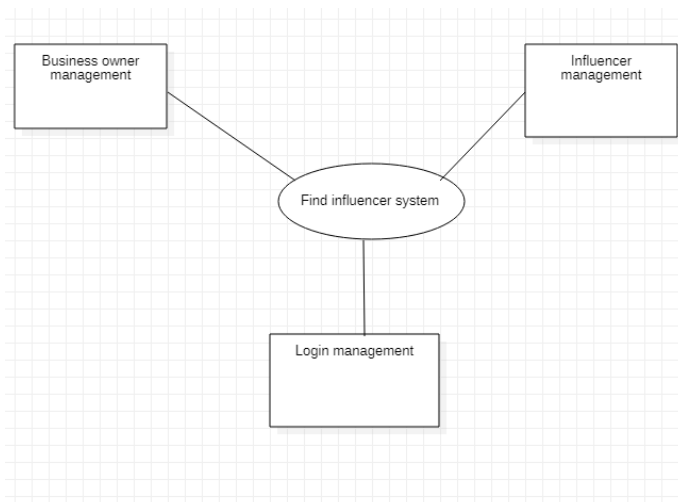
Level 1 DFD:
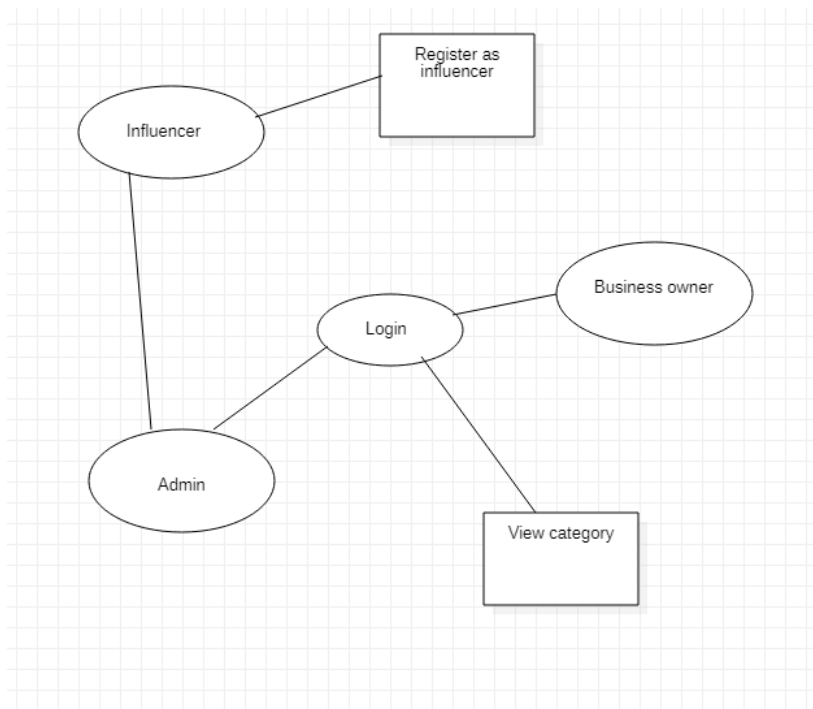
Level 2 DFD:
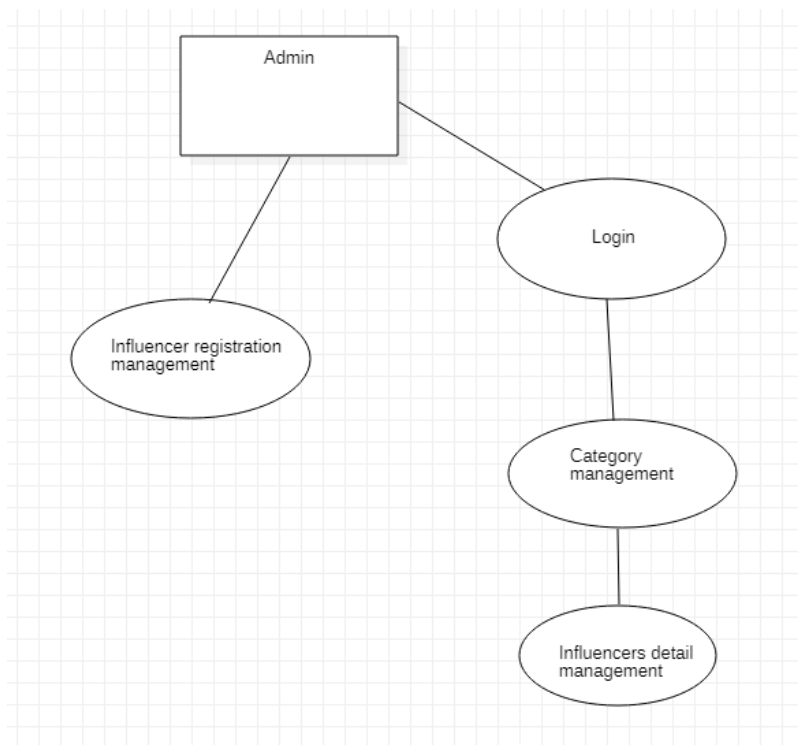
3.4.6 Sequence Diagram:

A sequence Diagram is a type of interaction diagram because it describes how and in what order a group of object works together. These diagrams are used by software developers and business professionals to understand requirement for a new system or to document an existing process.

Lifelines: A lifeline is a named element which depicts an individual participants in a sequence diagrams. Lifeline elements are located at the top in a sequence diagram. Lifelines are used to represent each instances in interaction.

Activity: Activity is a shape that is used to show a major task that must be completed to fulfill an operation contract.

Object flow: object flow shows the path along which the data passes.

Bars: these are used to show the start per end of concurrent activities in the diagram.

Objects: Depicted with a rectangle shape, object represent an instance of a class.

Create message: This message is used when we create a new object in the sequence diagram. This is represented with the created word on the top a dotted arrow.

The Sequence diagram for hospital management system which shows the interaction between patients, doctors and admin. In the above diagram all the activities are shown in sequence.
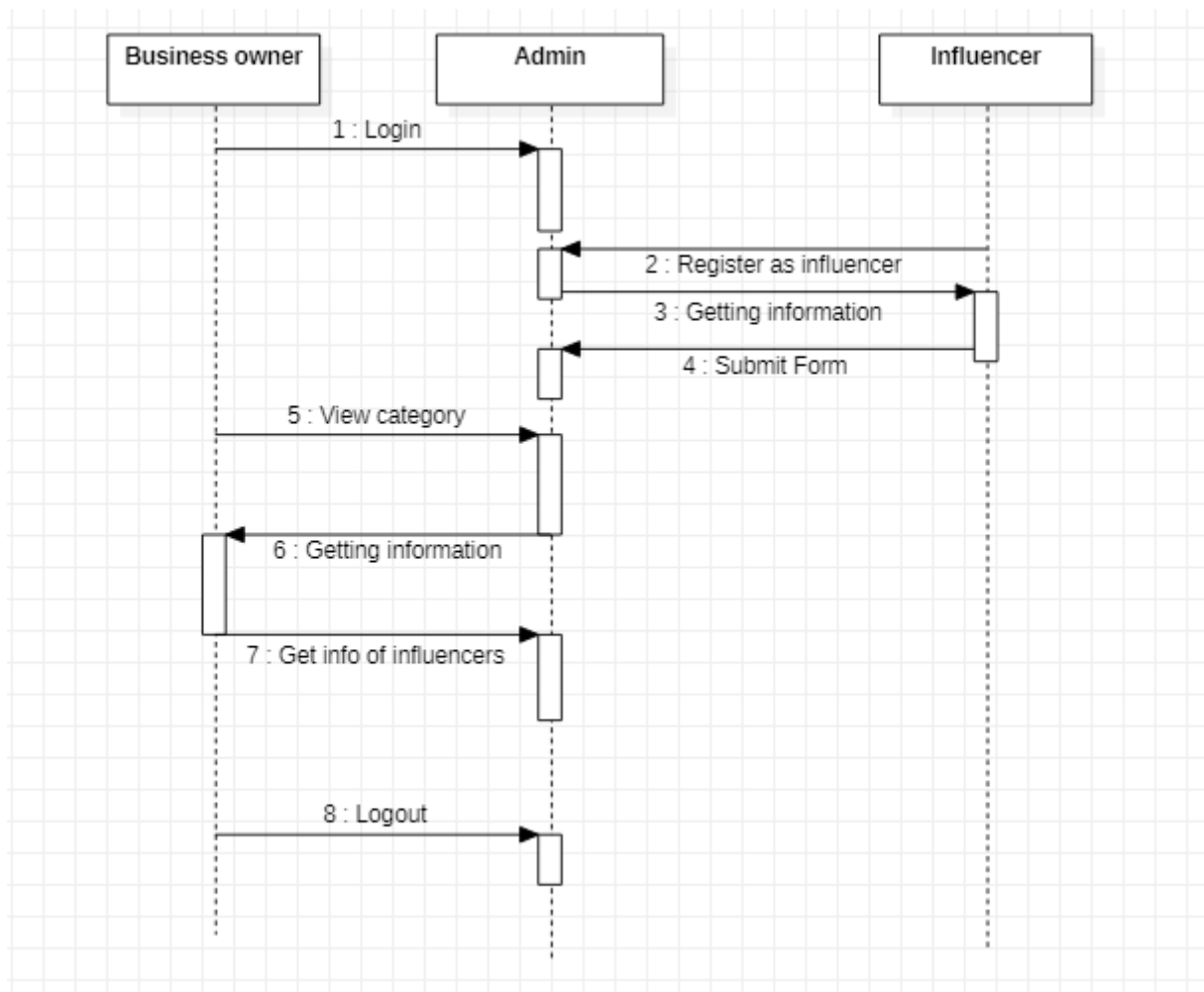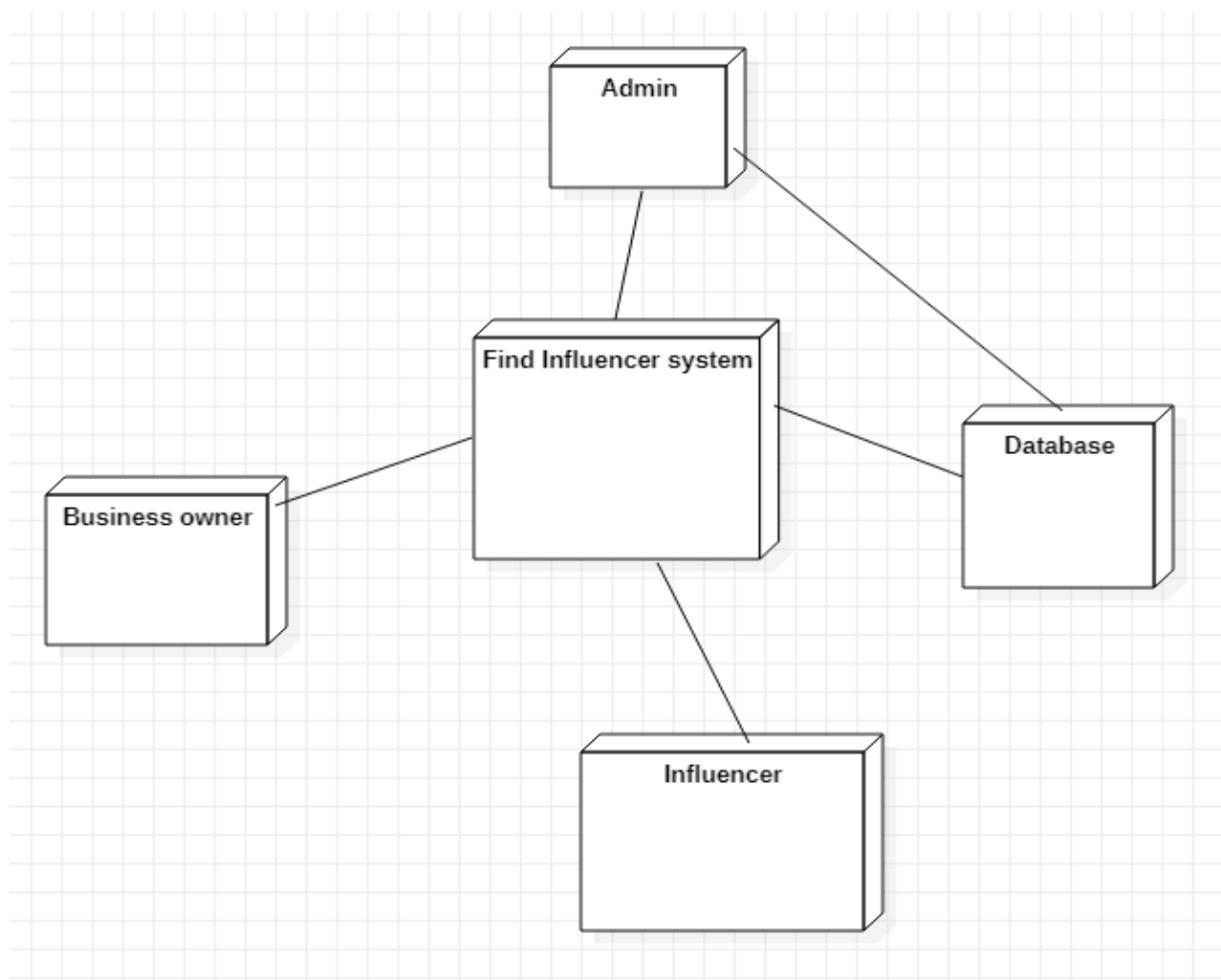
The Sequence diagram for find influencer system which shows the interaction between business owner, influencer and admin. In the above diagram all the activities are shown in sequence.

3.4.7 Deployment Diagram:

The deployment diagram visualizes the physical hardware on which the software will be deployed. It portrays the static deployment view of a system. It involves the nodes and their relationships. It ascertains how software is deployed on the hardware.

Symbols used in Deployment Diagram:

- **Artifact:** A product developed by the software, symbolized by a rectangle with the name and the word "artifact" enclosed by double arrows.

- **Association**: A line that indicates a message or other type of communication between nodes.

- **Component:** A rectangle with two tabs that indicates a software element.

- **Dependency:** A dashed line that ends in an arrow, which indicates that one node or component is dependent on another.

- **Interface:** A circle that indicates a contractual relationship. Those objects that realize the interface must complete some sort of obligation.

- **Node:** A hardware or software object, shown by a three-dimensional box.

Deployment diagram for find influencer system describes the hardware components used in system. The business owner, influencer and admin will be the user of the components.

3.6 Hardware Requirements:

Processor	Intel i3
RAM	2GB
HDD	20 GB or above
GPU	2 GB or above
Monitor	1024 *768 Resolution or above.

3.7 Software Requirements:

Operating system	Windows 8.1 or above
Code editor(IDE)	Visual studio code
Front End	HTML, CSS, JavaScript
Back End	PHP, MYSQL

CHAPTER 4

SYSTEM DESIGN

Basic Model:

Business owner and Admin:

Login :

The Business owner and Admin can login with their credentials.The user will have to fill username and password to proceed.The username will be registered email id and user can put password.Also there will be option for forget password if user forgets the password then the user can click on the forget password and user will get email on registered email id then user can reset password.

Sign up :

If the user is new then the user can signup by filling the details like Name,email id,phone number,age and password.After user has filled the details then user can submit and after that the details will be successfully stored into the database.Then the user can login with the username and password.

Register as Influencer:

As influencers who want to be part of the platform they will be getting the option that "Register as Influencer".After clicking Register as Influencer button they can fill the form where they can give the details like Name, Gender, Followers, Email id,Phone number, Platform of content creation,Name of creator on platform, Description.

About us:

There will be about us section where everyone can find details regarding the platform so that they can better know about the platform before using it.

Contact us:

There will be contact us page where everyone be it business owner or influencer can contact us for the query they have via email or via calling us on our contact number.

View category:

Users can view the category as there will be category of Influencers with 1000 - 5000 followers; 5001 - 10,000 followers; 10,001 - 20,000 followers; 20,001 -50,000 followers; 50,000+ followers.

View Influencers:

After user will select category then user can view the influencers in the category selected by user. There will be details mentioned of influencers so the user can see and contact the influencers after seeing their profile.Also the contact details will be mentioned of the influencers so that user can contact them.

Data Design:

Schema Design:

ER Diagram:

ER model stands for an Entity-Relationship model. It is a high-level data model. This model is used to define the data elements and relationship for a specified system. It develops a conceptual design for the database. It also develops a very simple and easy to design view of data.

An Entity Relationship (ER) Diagram is a type of flowchart that illustrates how "entities"such as people, objects or concepts relate to each other within a system. ER Diagrams aremost often used to design or debug relational databases in the fields of software engineering, business information systems, education and research. Also known as ERDsor ER Models, they use a defined set of symbols such as rectangles, diamonds, ovals and connecting lines to depict the interconnectedness of entities, relationships and their attributes. They mirror grammatical structure, with entities as nouns and relationships as verbs. ER diagrams are related to data structure diagrams (DSDs), which focus on the relationships of elements within entities instead of relationships between entities themselves. ER diagrams also are often used in conjunction with data flow diagrams.
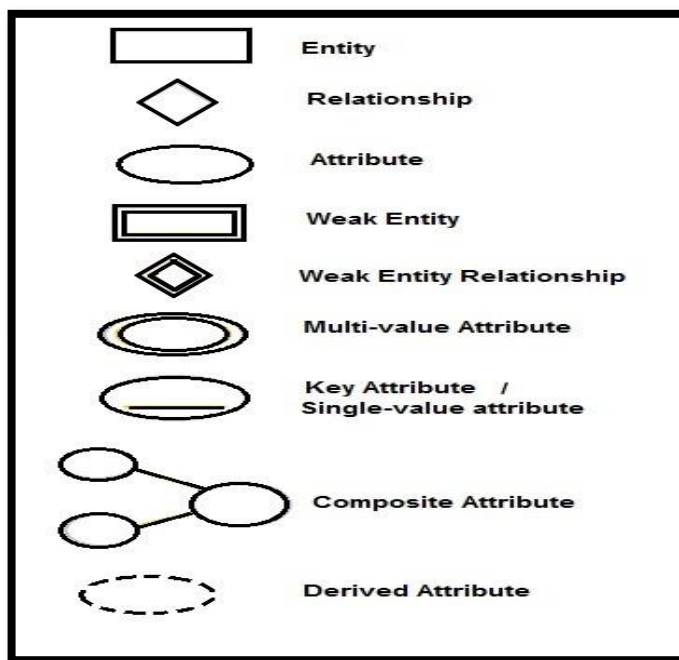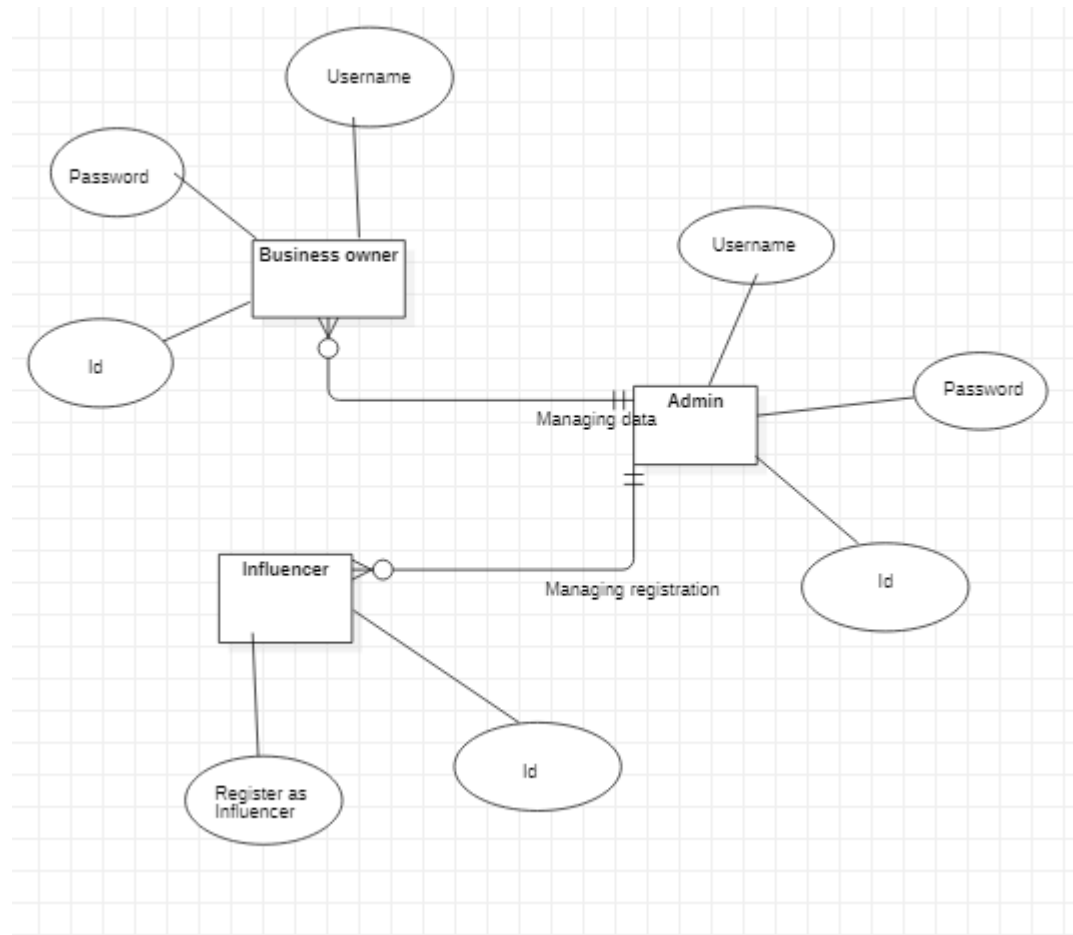
Entities:

Entities are represented using a rectangle. Entity is any noun. An entity is anything that can be defined such as a person, object, concept, or event that can have properties. Examples: Customer, Student, Car etc.

Attributes:

Attributes are represented using a circle. Attributes are all the properties of an entity.

Relationship:

Relationships are used to show how two entities are related to each other.

The above diagram is ER diagram for find influencer system. The ER diagram is used to show database relation between the entities. Business owner, Influencer & admin are the entities and username, name, id, password are the attributes of these entities. The Business owners find influencers via this platform to promote their products. Admin handles business owners and influencers.

Data Integrity and Constraints:

Data Integrity:

Login section:

#	Name	type	collation	null	Default	comments	extra
1	Id						
2	Username						
3	Password						

Create database A;

Create table login_details (   );

Primary key = id

Foreign key = username

Admin login:

#	Name	type	collation	null	Default	comments	extra
1	Id						
2	Username						
3	Password						

Create database B;

Create table admin_login (   );

Primary key = id;

Foreign key = username;

Sign up/ Register:

#	Name	type	collation	null	Default	comments	Extra
1	Id						
2	Name						
3	Mobile no						
4	Email id						
5	Age						
6	Gender						

7	password						

Create database c;

Create table signup (   );

Primary key = id, email id;

Foreign key = name;

Influencer registration:

#	Name	type	collation	null	Default	comments	Extra
1	Id						
2	Name						
3	Mobile no						
4	Email id						
5	Followers count						
6	Gender						
7	Platform of content creation						

Create database D;

Create table userdetail (   );

Primary key = id,email id;

Foreign key = name;

Logical Design:

Flow Chart Diagram:

A flowchart is a picture of the separate steps of a process in sequential order. The system flow diagram is a visual representation of all processed in sequential order. The System flow chart diagram is a graphical representation of the relation between all the major parts or step of the system. Flow chart diagram cannot include minor parts of the system.

Flow chart diagram symbols:

Symbol	Description
	Start / End: Represents the start or end point of a flowchart.
	Data Flow: Data flow are pipelines through the packets of information flow.
	Process: A Process or task performed by the system.
	Decision: Decision decides the next step will be proceed or not. Yes/No, True/False
	Input / Output: Represents input and output data.
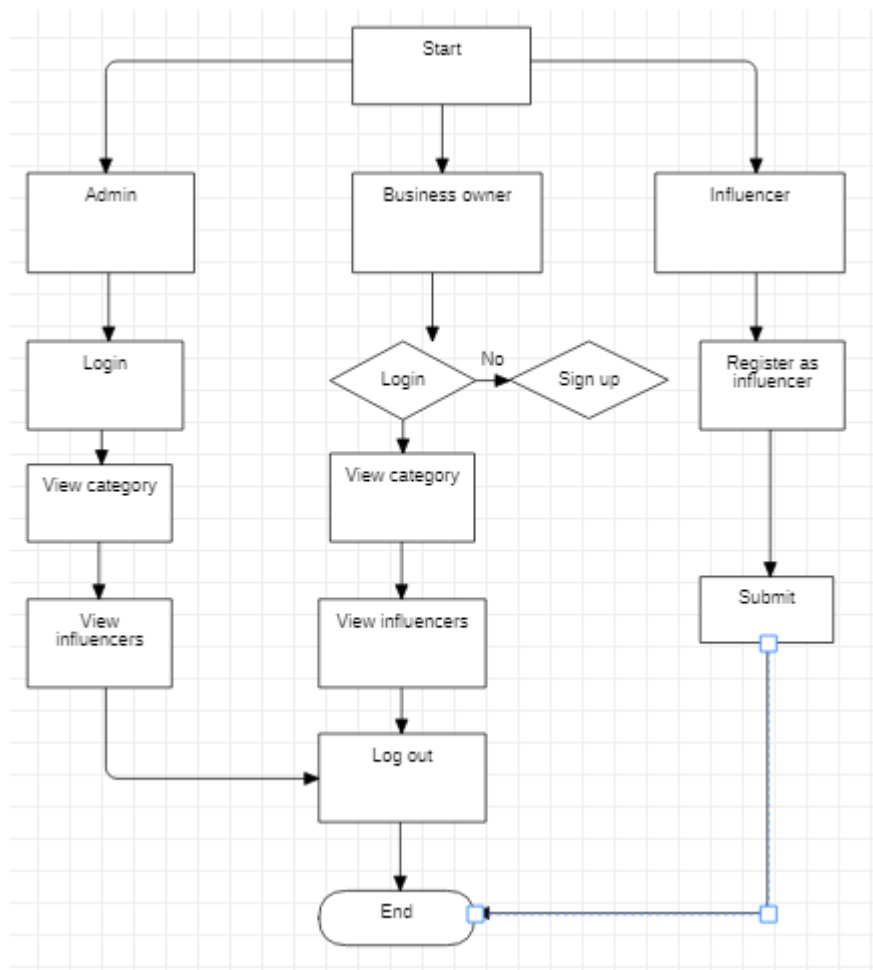
Procedural Design:

Site Map:

A sitemap is a file where you provide information about the pages, videos, and other files on your site, and the relationships between them.
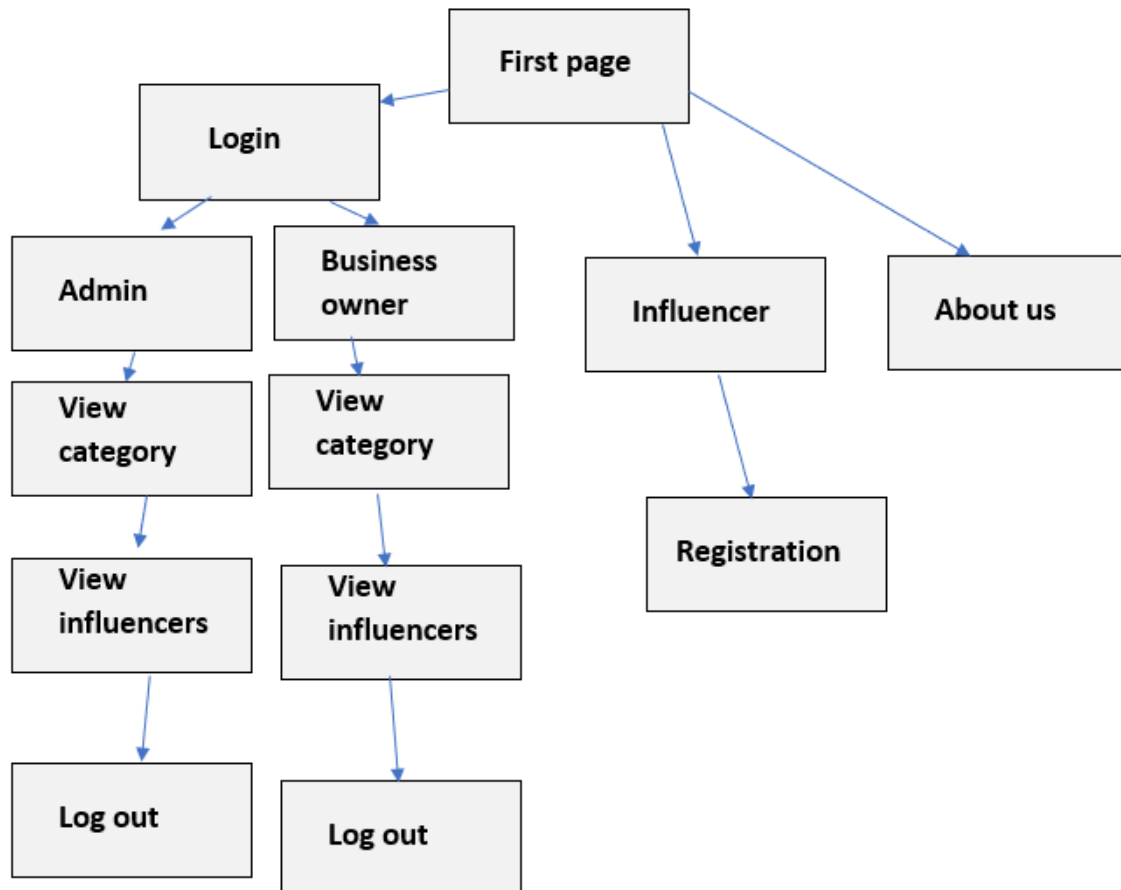
Data Directory:

Login section:

#	Name	type	collation	null	Default	comments	extra
1	Id						
2	Username						
3	Password						

Admin login:

#	Name	type	collation	null	Default	comments	extra
1	Id						
2	Username						
3	Password						

Sign up/ Register:

#	Name	type	collation	null	Default	comments	Extra
1	Id						
2	Name						
3	Email id						
4	Gender						
5	password						

Influencer registration:

#	Name	type	collation	null	Default	comments	Extra
1	Id						
2	Name						
3	Mobile no						
4	Email id						
5	Followers count						
6	Gender						
7	Platform of content creation						
8	About						
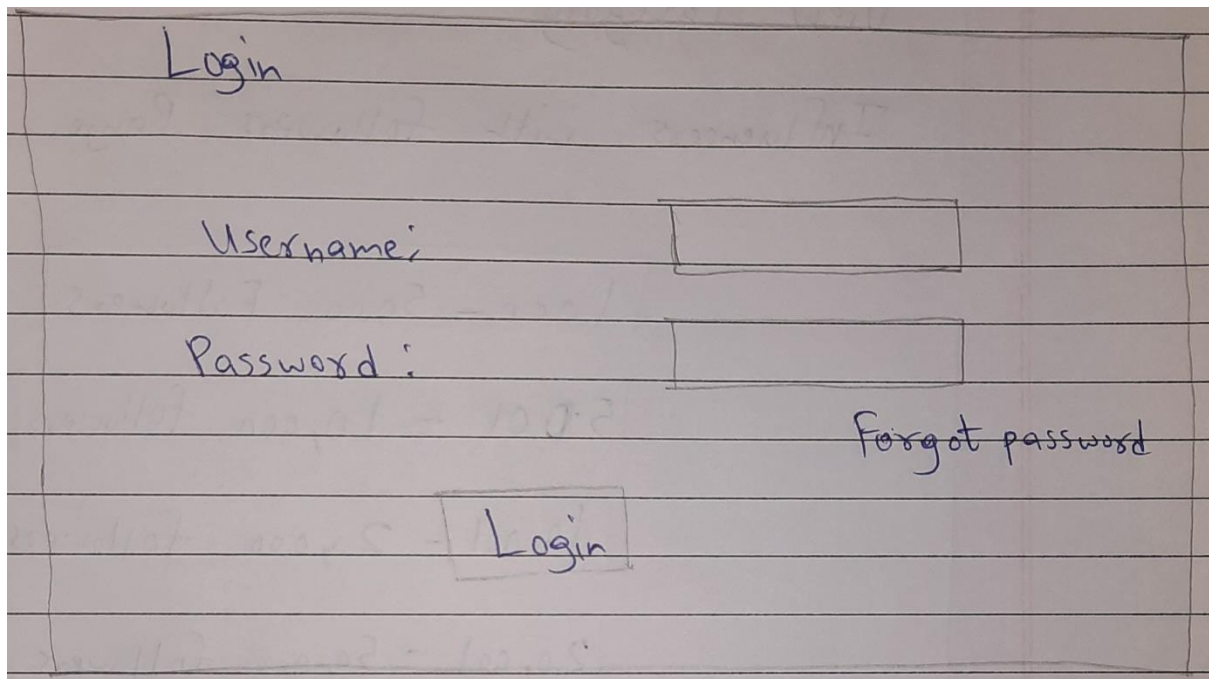
User Interface Design:

Admin Side/User Side:
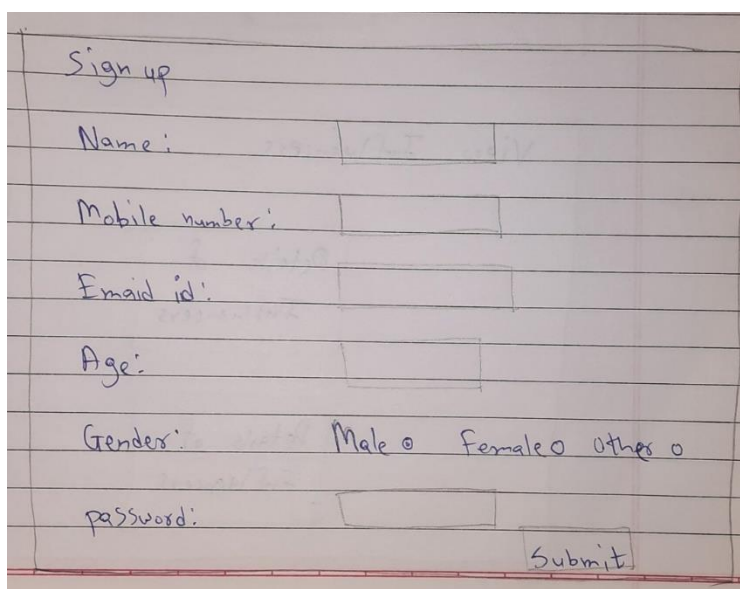
First Page:
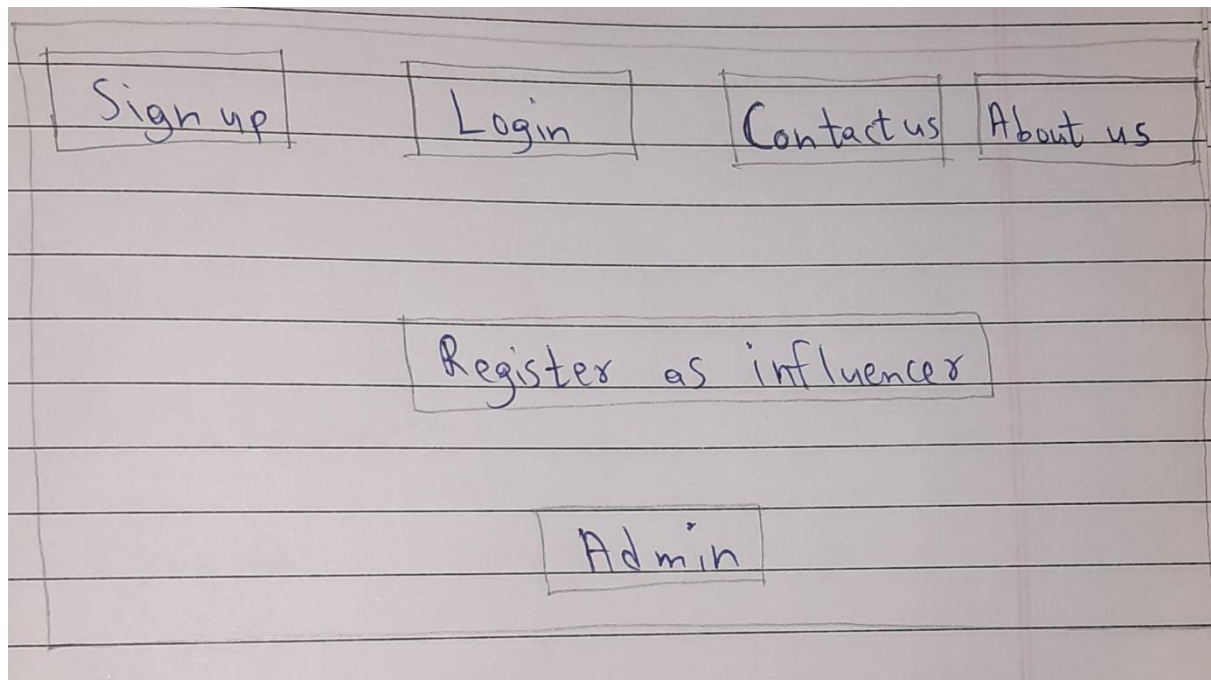
The above diagram represents the first page of the website.Login button is given by using it user can go to login page. About us is also provided in that all the necessary information about platform. And also contact us option is also there to contact us in that all the contact details of platform will be provided in it.

Login page:

In the login page user has to enter his username and password by entering correct details user can login successfully in the system. Forgot password option will also there if user forget his password so user will able to recover it

Sign up:

The above image represents the sign in form which user has to fill if he/she new in the system
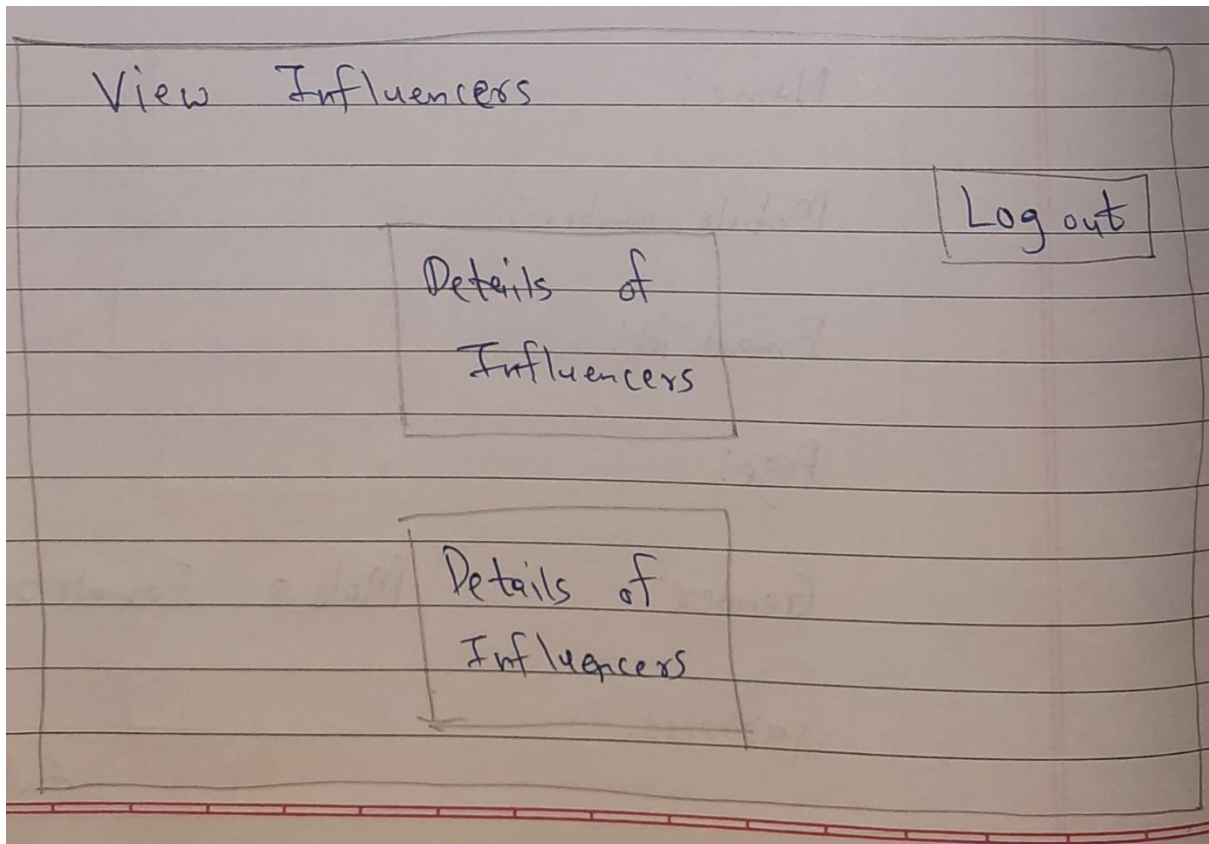
and wants to login in the system. In this user has to fill required details to create his credentials for login. In that name, mobile no, email, age, gender,password this all details needs to fill.

View category:
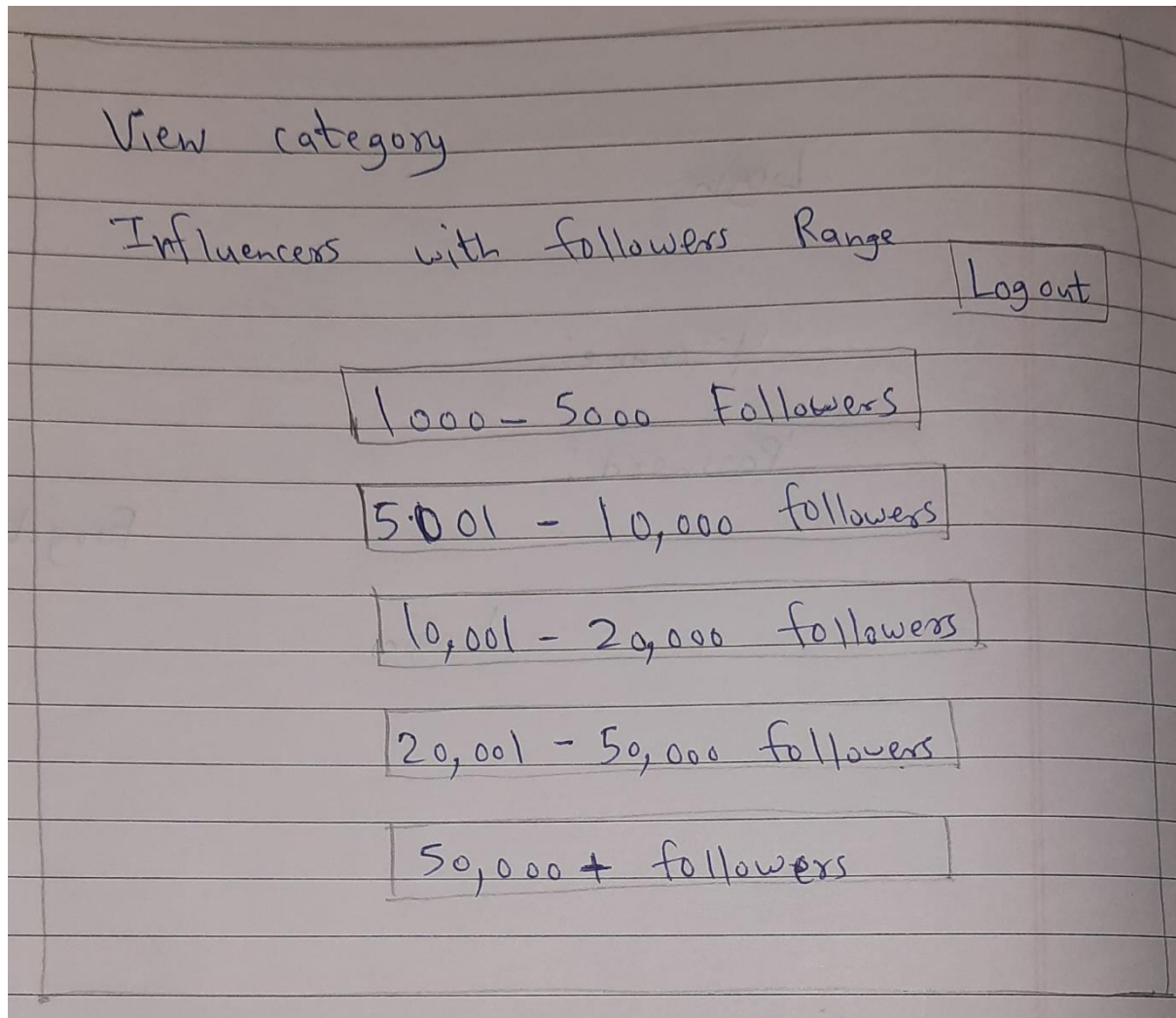
In this users can vie category and the category of Influencers with 1000 - 5000 followers; 5001 - 10,000 followers; 10,001 - 20,000 followers; 20,001 -50,000 followers; 50,000+ followers.
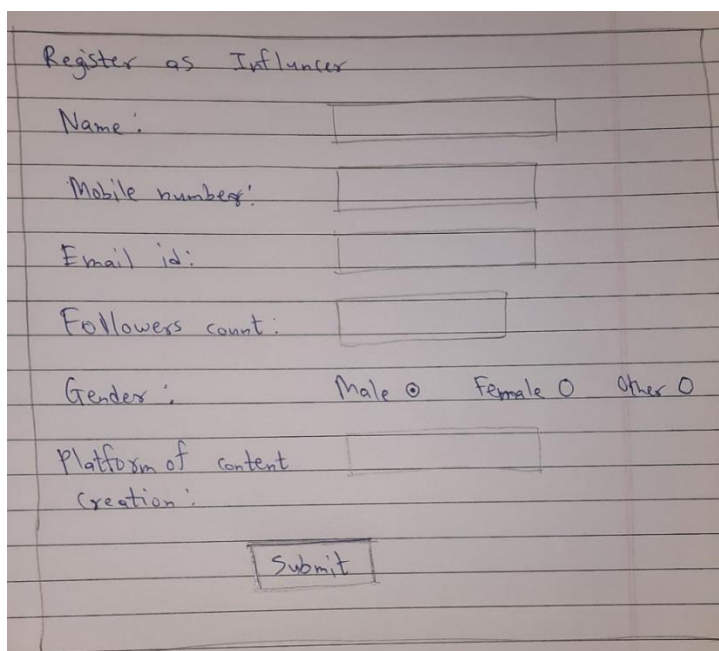
View Influencers:

In this users can view influencers.They can find all the details regarding influencers.

Registration as Influencer:

In this influencers can register themselves for their appearance on the platform.They can fill all the details after reviewing their information they will be appeared into the platform.

Security issues:

The **CIA (Confidentiality, Integrity, and Availability) triad** is a well-known model for security policy development. The model consists of these three concepts:

- **Confidentiality** – ensures that sensitive information are accessed only by an authorized person and kept away from those not authorized to possess them. It is implemented using security mechanisms such as usernames, passwords, access control lists (ACLs), and encryption. It is also common for information to be categorized according to the extent of damage that could be done should it fall into unintended hands. Security measures can then be implemented accordingly.

- **Integrity** – ensures that information are in a format that is true and correct to its original purposes. The receiver of the information must have the information the creator intended him to have. The information can be edited by authorized persons only and remains in its original state when at rest. Integrity is implemented using security mechanism such as data encryption and hashing. Note that the changes in data might also occur as a result of non-human-caused events such as an electromagnetic pulse (EMP) or server crash, so it's important to have the backup procedure and redundant systems in place to ensure data integrity.

- **Availability** – ensures that information and resources are available to those who need them. It is implemented using methods such as hardware maintenance, software patching and network optimization. Processes such as redundancy, failover, RAID and high-availability clusters are used to mitigate serious consequences when hardware issues do occur. Dedicated hardware devices can be used to guard against downtime and unreachable data due to malicious actions such as distributed denial-of-service (DDoS) attacks.

Test cases design:

User login:

Sr. No.	Test Case ID	Test Case Name	Test Case Description	Steps	Expected Result	Actual Result	Test Case Status
1	TC001	Validate User	Correct id, correct password	Enter the id and password and click login button	Successful login	Successful login	Pass
2	TC002	Validate User	Correct id, incorrect password	Enter the id and password and click login button	Error message	Message: Invalid id or Password.	Pass
3	TC003	Validate User	Incorrect id, correct password	Enter the id and password and click login button	Error message	Message: Invalid id or Password.	Pass
4	TC004	Validate User	Incorrect id, incorrect password	Enter the id and password and click login button	Error message	Message: Invalid id or Password.	Pass

Admin login:

Sr. No.	Test Case ID	Test Case Name	Test Case Description	Steps	Expected Result	Actual Result	Test Case Status
1	TC005	Validate Admin	Correct id, correct password	Enter theid and passwor dand click login button	Successfu llogin	Successfu llogin	Pass
2	TC006	Validate Admin	Correct id, incorrect password	Enter theid and passwor dand click login button	Error message	Message: Invalid id or Password.	Pass
3	TC007	Validate Admin	Incorrect id,correct password	Enter theid and passwor dand click login button	Error messag e	Message : Invalid id or Passwor d.	Pass
4	TC008	Validate Admin	Incorrect id, incorrect password	Enter theid and passwor dand click login button	Error messag e	Message : Invalid id or Passwor d.	Pass

Sign up:

Sr. No.	Test Case ID	Test Case Name	Test Case Description	Steps	Expected Result	Actual Result	Test Case Status
1	TC009	Sign in	Correct details	Enter mobile no &other details in the form	No error message	Get id from message	Pass
2	TC010	Sign in	Incorrect details	Enter mobile no &other details in the form	Error Message	Please enter correct details	Pass

Forgot password:

Sr. No.	Test Case ID	Test Case Name	Test Case Description	Steps	Expected Result	Actual Result	Test Case Status
1	TC011	Recover Password	Correct Mobile no & details	Enter the mobile no and click submit button	Successful login	PasswordSent to your mobile no & email Address	Pass
2	TC012	Recover Password	Correct mobile no & details	Enter the mobile no and click submit button	Error message	User not registered or please check your mobile no & mail and try again.	Pass

Chapter 5

IMPLEMENTATION AND TESTING

5.1   Implementation Approaches

An implementation plan is a document that outlines the steps your team should take to accomplish a shared goal or initiative. Implementation planning is the counterpart to a strategic plan. If the strategic plan details what strategies you will useto hit a specific goal, the implementation plan is the step-by-step guide for how those goals will be achieved.

The purpose of an implementation plan is to ensure that your team can answer the who, what, when, how, and why of a project before moving into the execution phase. In simple terms, it's the action plan that turns your strategy into specific tasks.

TABLE 14: IMPLEMENTATION APPROACHES

5.1.1 Define Goals

The first step in the implementation process is defining my goals. Determine what I hope to accomplish when your project is complete, like whether I hope to win over a new marketing client or revamp my internal

content strategy. Starting with my project objectives in mind can help flesh out my project plan.

5.1.1 <u>Conduct research</u>

Once I have a broad idea of the project goals I want to achieve, I can hone in on these goals by conducting research such as interviews, surveys, focus groups, or observations. My research should come from key experts in my field. These expertsmay be team members or external stakeholders. My research outcomes should includea list of what my project timeline, budget, and personnel may look like.

5.1.2 <u>Map out risks</u>

I brainstormed risk scenarios in step one of your implementation strategies, and in step three, you'll map out all the potential risks you may face in your project. Risks can include anything from paid time off and holidays to budget constraints and loss of personnel.

A great way to map out your risks is by using a risk register. This tool will help you prioritize project risks and prepare for them accordingly. You can also conducta SWOT analysis, which will identify any weaknesses or threats affecting your project.

5.1.3 <u>Schedule milestones</u>

Scheduling your project milestones is an important step in the planning process because these checkpoints help you track your progress during execution. Milestones serve as metrics—they are a way to measure how far you've come in your project and how far you have left to go.

To visualize project milestones and keep your entire team on track, use a Gantt chart. With a Gantt chart, you can visually lay out your implementation schedule and show how long you think each task will take.

5.1.4 <u>Assign responsibilities and tasks</u>

Every action plan must include a list of responsibilities with team members assigned to each one. By assigning responsibilities, you can assess the performance of each team member and monitor progress more closely. Using a RACI chart can be an effective project management tool for clarifying roles and responsibilities.

Assigning responsibilities is different from assigning individual tasks. One

team member may be responsible for overseeing the project review, while you may assign three other team members to handle the delivery and communication of the project to various teams for review. When you assign responsibilities and tasks, be sure to make your expectations clear.

5.1.6 Allocate resources

Resource allocation is one of the best ways to reduce risk. If you can plan out what resources you need for your project and ensure those resources will be available, you'll avoid the risk of running out of resources mid-project. If you notice that you don't have enough resources in this step of the implementation process, you can adjust your project accordingly before it kicks off.

Resources may include money, personnel, software, equipment, and other physical or technical materials. Time can also be a resource because the team members you need to complete the project may be working on other projects.

5.2 Coding Details and Code Efficiency

5.2.1.1 Code Efficiency

5.2.1.2 User Login Register Form

```html
<!—user register form>

<!doctype html>
<html lang="en">
 <head>
  <!-- Required meta tags -->
  <meta charset="utf-8">
  <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">
  <link rel="icon" type="" href="influencer favicon.jfif">
  <!-- Bootstrap CSS -->
  <link rel="stylesheet"
href="https://cdn.jsdelivr.net/npm/bootstrap@4.0.0/dist/css/bootstrap.min.css"
integrity="sha384-
Gn5384xqQ1aoWXA+058RXPxPg6fy4IWvTNh0E263XmFcJlSAwiGgFAW/dAiS6JX
m" crossorigin="anonymous">

  <title>Signup</title>
  <style>
   * {
  font-family: "Segoe UI", Tahoma, Geneva, Verdana, sans-serif;
  outline: none;
}
body {
  display: flex;
  background-color: #2b3137;
  justify-content: center;
  align-items: center;
  min-height: 100vh;
  overflow: hidden;
}
.container {
  display: flex;
  background: white;
  box-sizing: border-box;
  padding: 10px 20px;
  justify-content: center;
  flex-direction: column;
  min-height: 60vh;
  border-radius: 10px;
}
```

```css
.header {
 padding: 10px 0 30px 0;
 text-align: center;
}
.header h1 {
 font-size: 21px;
}
.input_area {
 display: flex;
 flex-direction: column;
 justify-content: stretch;
 align-content: center;
 text-align: center;
}
.input_area input {
 margin: 10px 0;
 border: 1px grey solid;
 border-radius: 20px;
 padding: 5px 10px;
 font-size: 12px;
 outline: none;
 color: grey;
 font-family: "Segoe UI", Tahoma, Geneva, Verdana, sans-serif;
}
.actions {
 text-align: center;
 padding: 30px 0 10px 0;
}
.actions button {
 background-color: #1aebb6;
 border: none;
 border-radius: 20px;
 padding: 5px 25px;
 cursor: pointer;
}
.actions p {
 font-size: 13px;
}
.login_link, .influencer_link {
 font-weight: 500;
 color: #14b397;
 text-decoration: none;
}
   </style>
   </head>
```

```php
<body>
 <?php
  if(isset($_GET['signupsuccess']) && $_GET['signupsuccess'] == 'true'){
    echo'<div class="alert alert-success alert-dismissible fade show" role="alert">
    <strong>Success!</strong> You are registered on our website
    <button type="button" class="close" data-dismiss="alert" aria-label="Close">
    <span aria-hidden="true">&times;</span>
    </button>
    </div>';
  }
  if(isset($_GET['error']) && $_GET['signupsuccess'] == 'false'){
   $error = $_GET['error'];
   echo'<div class="alert alert-warning alert-dismissible fade show" role="alert">
   <strong>Failed!</strong> '.$error.'
   <button type="button" class="close" data-dismiss="alert" aria-label="Close">
   <span aria-hidden="true">&times;</span>
   </button>
   </div>';
  }
?>
<div class="container">
 <div class="header">
  <h1>Welcome</h1>
 </div>
 <div class="input_area">

 <form action="signuphandle.php" method="POST" >

<br>
<label for="useremail">Email:  </label>
 <input type="text" id="useremail" name="useremail"> <br> <br>

  <label for="username">Name:  </label>
 <input type="text" id="username" name="username" placeholder="Full Name">
<br> <br>

 <label for="password">    password:  </label>
 <input type="password" id="password" name="password"> <br> <br>

 <label for="cpassword">              
   Confirm password:  </label>
 <input type="cpassword" id="cpassword" name="cpassword"> <br> <br>
```

```html
<label>        Gender:    </label>

 <input type="radio" id="male" name="usergender" value="male">
 <label for="male">Male</label>  

 <input type="radio" id="female" name="usergender" value="female">
 <label for="female">Female</label>   

 <input type="radio" id="other" name="usergender" value="other">
 <label for="other">other</label> <br>
 </div>
<div class="actions">
 <button type="submit" value="submit">Register</button> <br><br>
  <p>
    Have an account Signin
    <a href="userlogin.php" class="login_link">Log in</a>
  </p>


  <p>
    For influencer registration
    <a href="register_as_influencer.php" class="influencer_link">Register</a>
  </p>
 </div>
</div>

  <!-- Optional JavaScript -->
  <!-- jQuery first, then Popper.js, then Bootstrap JS -->
  <script src="https://code.jquery.com/jquery-3.2.1.slim.min.js" integrity="sha384-KJ3o2DKtIkvYIK3UENzmM7KCkRr/rE9/Qpg6aAZGJwFDMVNA/GpGFF93hXpG5KkN" crossorigin="anonymous"></script>
  <script src="https://cdn.jsdelivr.net/npm/popper.js@1.12.9/dist/umd/popper.min.js" integrity="sha384-ApNbgh9B+Y1QKtv3Rn7W3mgPxhU9K/ScQsAP7hUibX39j7fakFPskvXusvfa0b4Q" crossorigin="anonymous"></script>
  <script src="https://cdn.jsdelivr.net/npm/bootstrap@4.0.0/dist/js/bootstrap.min.js" integrity="sha384-JZR6Spejh4U02d8jOt6vLEHfe/JQGiRRSQQxSfFWpi1MquVdAyjUar5+76PVCmYl" crossorigin="anonymous"></script>
 </body>
</html>
```

```html
<!- - Userlogin - - >
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <link rel="icon" type="" href="influencer favicon.jfif">
    <title>Login</title>
    <style>
        * {
    font-family: "Segoe UI", Tahoma, Geneva, Verdana, sans-serif;
    outline: none;
}
body {
    display: flex;
    background-color: #2b3137;
    justify-content: center;
    align-items: center;
    min-height: 100vh;
    overflow: hidden;
}
.container {
    display: flex;
    background: white;
    box-sizing: border-box;
    padding: 80px 400px;
    justify-content: center;
    flex-direction: column;
    min-height: 60vh;
    border-radius: 10px;
}
.header {
    padding: 30px 0 30px 0;
    text-align: center;
}
.header h1 {
    font-size: 21px;
}
.input_area {
    display: flex;
    flex-direction: column;
    justify-content: stretch;
    align-content: center;
    text-align: center;
}
```

```css
.input_area input {
 /* width: 100%; */
 margin: 10px 0;
 border: 1px grey solid;
 border-radius: 20px;
 padding: 5px 10px;
 font-size: 12px;
 outline: none;
 color: grey;
 font-family: "Segoe UI", Tahoma, Geneva, Verdana, sans-serif;
}
.actions {
 text-align: center;
 padding: 30px 0 10px 0;
}
.actions button {
 background-color: #1aebb6;
 border: none;
 border-radius: 20px;
 padding: 5px 25px;
 cursor: pointer;
}
.actions p {
 font-size: 13px;
}
.Sign_up_link {
 font-weight: 500;
 color: #14b397;
 text-decoration: none;
}

  </style>
</head>
<body>
<div class="container">
 <div class="header">
  <h1>Welcome</h1>
 </div>
 <div class="input_area">
<form action="loginhandle.php" method="POST" >

    <br><br>
    <label for="useremail">Email:  </label>
     <input type="text" id="useremail" name="useremail"> <br> <br>

    <label for="password">password:  </label>
    <input type="password" id="password" name="password"> <br> <br>
```

```
</div>
 <div class="actions">
 <button type="submit" value="submit">Login</button>
  <p>
    Don't have a account ?
    <a href="userregister.php" class="Sign_up_link">Sign Up</a>

  </p>
  <a href="adminlogin.php" class="Sign_up_link">Admin Login</a>

  </form>
 </div>
</div>
</body>
</html>
```

5.2.1.2 Admin Login Form

```html
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <link rel="icon" type="" href="influencer favicon.jfif">
    <title>Admin Login</title>
    <style>
    * {
  font-family: "Segoe UI", Tahoma, Geneva, Verdana, sans-serif;
  outline: none;
}
body {
  display: flex;
  background-color: #2b3137;
  justify-content: center;
  align-items: center;
  min-height: 100vh;
  overflow: hidden;
}
.container {
  display: flex;
  background: white;
  box-sizing: border-box;
  padding: 80px 400px;
  justify-content: center;
  flex-direction: column;
  min-height: 60vh;
  border-radius: 10px;
}
.header {
  padding: 30px 0 30px 0;
  text-align: center;
}
.header h1 {
  font-size: 21px;
}
.input_area {
  display: flex;
  flex-direction: column;
  justify-content: stretch;
  align-content: center;
  text-align: center;
}
```

```css
.input_area input {
  margin: 10px 0;
  border: 1px grey solid;
  border-radius: 20px;
  padding: 5px 10px;
  font-size: 12px;
  outline: none;
  color: grey;
  font-family: "Segoe UI", Tahoma, Geneva, Verdana, sans-serif;
}
.actions {
  text-align: center;
  padding: 30px 0 10px 0;
}
.actions button {
  background-color: #1aebb6;
  border: none;
  border-radius: 20px;
  padding: 5px 25px;
  cursor: pointer;
}
.actions p {
  font-size: 13px;
}
.Sign_up_link {
  font-weight: 500;
  color: #14b397;
  text-decoration: none;
}
</style>
</head>
<body>
<div class="container">
 <div class="header">
   <h1>Admin Login</h1>
 </div>
 <div class="input_area">
   <form action="adminlogin.php" method="POST" >
   <br><br>

     <label for="adminemail">Email:  </label>
     <input type="text" id="adminemail" name="adminemail"> <br> <br>

     <label for="adminpassword">password:  </label>
     <input type="password" id="adminpassword" name="adminpassword">
     <br> <br>
 </div>
```

```php
<div class="actions">
 <button type="submit" value="submit">Login</button>
  <p> For user
   <a href="userlogin.php" class="Sign_up_link">User Login</a>
  </p>
  </form>
 </div>
</div>
<?php
require 'dbconnect.php';

if($_SERVER['REQUEST_METHOD'] == 'POST'){
   $adminemail = $_POST['adminemail'];
   $adminpassword = $_POST['adminpassword'];
` WHERE `adminemail` LIKE '$adminemail'";
   $result = mysqli_query($conn,$sql);
   $num= mysqli_num_rows($result);
   if($num == 1){
      while ($row = mysqli_fetch_assoc($result)) {
         if($adminpassword = $row['adminpassword']){
            session_start();
            $_SESSION['loggedin'] = true;
            header("location: adminpanel.php?loginsucess=true");
            exit();
         }
         else{
            $showerror= "Invalid Credentials";
         }
      }
   }
 else{
    $showerror="User not found";
 }
 header("location:adminlogin.php?sloginsucess=false&error=$showerror");
}
?>

</body>
</html>
```

```
</div>
 <div class="actions">
 <button type="submit" value="submit">Login</button>
  <p>
    Don't have a account ?
    <a href="userregister.php" class="Sign_up_link">Sign Up</a>

  </p>
  <a href="adminlogin.php" class="Sign_up_link">Admin Login</a>

  </form>
 </div>
</div>
</body>
</html>
```

5.2.1.3 Register influencer form:

```
<!doctype html>
<html lang="en">
 <head>
   <!-- Required meta tags -->
   <meta charset="utf-8">
   <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">
   <link rel="icon" type="" href="influencer favicon.jfif">
   <!-- Bootstrap CSS -->
   <link rel="stylesheet" href="https://cdn.jsdelivr.net/npm/bootstrap@4.6.1/dist/css/bootstrap.min.css" integrity="sha384-zCbKRCUGaJDkqS1kPbPd7TveP5iyJE0EjAuZQTgFLD2ylzuqKfdKlfG/eSrtxUkn" crossorigin="anonymous">

   <title>Register as influencer</title>
   <style>
    body{
      background-color: #E1D9D1;
     }
   h2{
      background-color: #ff4a4a;
      border-color: black;
      border-style: ridge;
      padding: 0px 0px 0px 490px;
     }
   form{
      font-size: 18px;
      font-weight: 500;
      padding: 0px 0px 0px 450px;
     }

   .mybtnclass{
     padding: 0px 0px 0px 330px;
    }
button{
     color: #000000;
     background-color: #ff4a4a;
     border: 1px solid lightblue;
     font-weight: 500;
    }
input {
     font-weight: 500;
    }
   </style>
 </head>
```

```php
<h2>Register as influencer</h2>
    <?php
   if(isset($_GET['register']) && $_GET['register'] == 'success'){
      echo'<div class="alert alert-success alert-dismissible fade show" role="alert">
      <strong>Success!</strong> You are registered on our website as influencer
      <button type="button" class="close" data-dismiss="alert" aria-label="Close">
      <span aria-hidden="true">&times;</span>
      </button>
      </div>';
   }
?>


 <form action="handleregister.php" method="POST" enctype="multipart/form-data">

 <br>
   <label for="influencername">Name:  </label>
  <input type="text" id="influencername" name="influencername"> <br> <br>

   <label for="influencermobile">Mobile number:    </label>
   <input type = "tel" id="influencermobile" name="influencermobile"
onkeypress="if(this.value.length==10) return false;"> <br> <br>

   <label for="influenceremail">email id:    </label>
   <input type="email" id="influenceremail" name="influenceremail"> <br> <br>

   <label for="followers">Followers count:    </label>
   <input type="tel" id="followers" name="followers"> <br> <br>
 <label>Gender:    </label>

   <input type="radio" id="male" name="influencergender" value="male">
   <label for="male">Male</label>

   <input type="radio" id="female" name="influencergender" value="female">
   <label for="female">Female</label>

   <input type="radio" id="other" name="influencergender" value="other">
   <label for="other">other</label> <br> <br>

   <label for="platform">Platform of content creation:</    label>
   <input type="text" id="platform" name="platform"> <br> <br>
```

```html
<label for="aboutinfluencer">About: </label> <br>

<textarea rows="5" cols="50" type="text" id="aboutinfluencer" name="aboutinfluencer"
placeholder="Max 300 characters" onkeypress="if(this.value.length==300) return
false;"></textarea> <br> <br>

<label for="image">Upload Image:    </label>
<input type="file" name="image" id="image"> <br> <br>


<label for="followercategory">Category of followers:</label>
    <select name="followercategory" id="followercategory">
        <option value="onetofivethousand">1,000-5,000 Followers</option>
        <option value="fivetotenthousand">5,001-10,000 Followers</option>
        <option value="tentotwentythousand">10,001-20,000 Followers</option>
        <option value="twentytofiftythousand">20,001-50,000 Followers</option>
        <option value="fiftythousandplus">50,000+ Followers</option>
    </select> <br> <br>

    <div class="mybtnclass"> <button type="submit" value="submit">Submit</button>
</div> <br><br>
</form>

<!-- Optional JavaScript; choose one of the two! -->

<!-- Option 1: jQuery and Bootstrap Bundle (includes Popper) -->
<script src="https://cdn.jsdelivr.net/npm/jquery@3.5.1/dist/jquery.slim.min.js"
integrity="sha384-
DfXdz2htPH0lsSSs5nCTpuj/zy4C+OGpamoFVy38MVBnE+IbbVYUew+OrCXaRkfj"
crossorigin="anonymous"></script>
    <script src="https://cdn.jsdelivr.net/npm/bootstrap@4.6.1/dist/js/bootstrap.bundle.min.js"
integrity="sha384-
fQybjgWLrvvRgtW6bFlB7jaZrFsaBXjsOMm/tB9LTS58ONXgqbR9W8oWht/amnpF"
crossorigin="anonymous"></script>

<!-- Option 2: Separate Popper and Bootstrap JS -->
<!--
<script src="https://cdn.jsdelivr.net/npm/jquery@3.5.1/dist/jquery.slim.min.js"
integrity="sha384-
DfXdz2htPH0lsSSs5nCTpuj/zy4C+OGpamoFVy38MVBnE+IbbVYUew+OrCXaRkfj"
crossorigin="anonymous"></script>

<script src="https://cdn.jsdelivr.net/npm/popper.js@1.16.1/dist/umd/popper.min.js"
integrity="sha384-
9/reFTGAW83EW2RDu2S0VKaIzap3H66lZH81PoYlFhbGU+6BZp6G7niu735Sk7lN"
crossorigin="anonymous"></script>
    <script src="https://cdn.jsdelivr.net/npm/bootstrap@4.6.1/dist/js/bootstrap.min.js"
integrity="sha384-
```
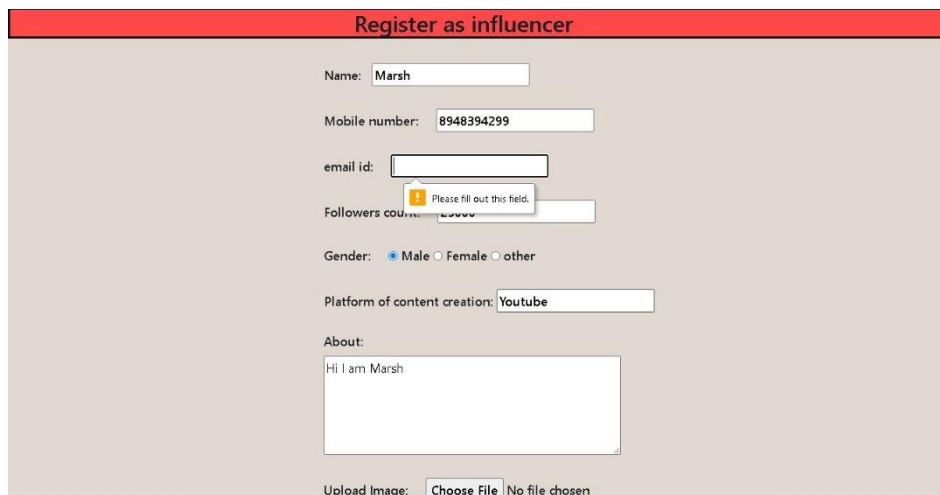
```
VHvPCCyXqtD5DqJeNxl2dtTyhF78xXNXdkwX1CZeRusQfRKp+tA7hAShOK/B/fQ2"
crossorigin="anonymous"></script>
  -->


  </body>
</html>
```

5.3 Testing Approach

Software testing is a process which is used to check the standard of software developed. It is also a process of uncovering errors in a program and makes it a feasible task. It is useful process of running the program with the intention of finding errors.

Testing is a process of executing a program with the intent of finding a mistake. Testing is a crucial element of quality assurance of the software application and presents full review of specification, design and coding. System Testing is an important phase. Testing represents an interesting anomaly for the software. Thus, a series of testing are performed for the proposed system before the system is prepared for user acceptance testing. A good test suit is one that features a high probability of finding an undiscovered error. A successful test is one that discovers the hidden errors or bugs.

The primary objective for test suit design is to derive a group of tests that has the very best livelihood for uncovering defects in software.

In order to prove that a bit of software works, the software must be tested to work out if the needs of the user are met. There are several differing types of tests used throughout the testing process. The two main sorts of testing are white box and recorder testing

5.3.1 Unit Testing

Unit Testing is also called as module testing. Unit testing is performed by developers. In unit testing the developer will test each module individually in the environment the code was developed in. The main goal of unit testing is to make sure that all the modules present are working as expected.

5.3.1.1 User Registration:

From the above figures we checking form validation i.e., whenever any user tries to register him/her to our website. In figure we are checking that if the user clicks on register button without entering any details, he/she will be shown the field inputerror "Please enter name/email/password".

5.3.1.2 User Login
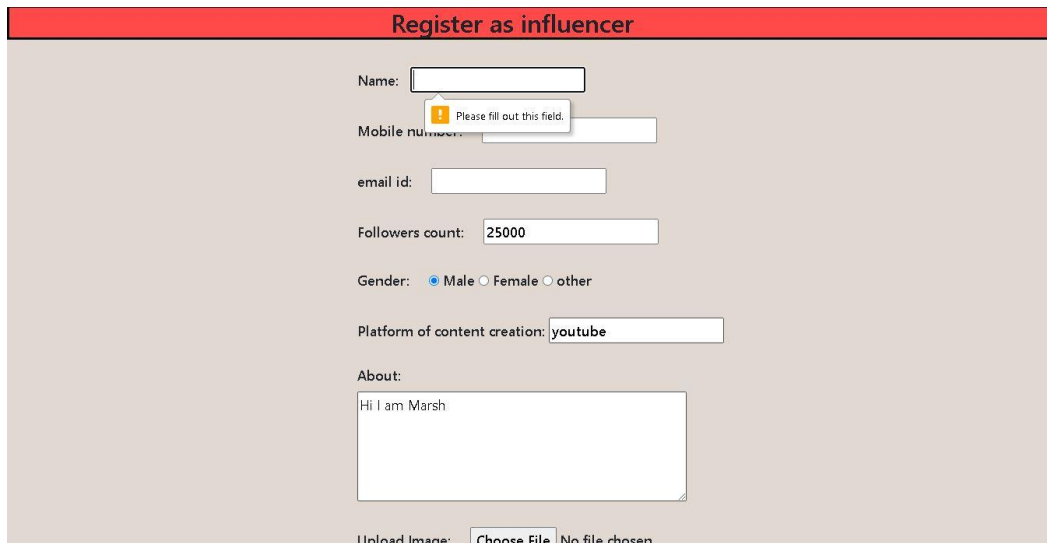
From the above figures we checking form validation i.e., whenever any user tries to login him/her to our website, we are checking that if the user clicks on register button without entering any details, he/she will be shown the field input error "Please enter email/password".

5.3.1.3 Admin Login

From the above figures we checking form validation i.e., whenever admin triesto register him/her to our website. In figure we are checking that if the admin clicks on register button without entering any details, he/she will be shown the field input error "Please enter username/password".

5.3.1.4 Register influencer

From the above figures we checking form validation i.e., whenever influencer tries to register him/her to our website. In figure we are checking that if the influencer clicks on register button without entering any details, he/she will be shown the field input error "Please enter name/email/mobile number/password".

5.3.3 Beta testing

Beta testing is done just before the final application can be delivered to the end user or clients. A small number of end users test the final application. The users provide feedback to the developers of the application. Changes will be made based on feedback and request of the users involved in beta testing.

5.4 Test cases

5.4.1 Admin Login

Sr. No.	Test Case ID	Test Case Name	Test Case Description	Steps	Expected Result	Actual Result	Test Case Status
1	TC001	Validate Admin	Correct username, correct password	Enter the username and password and click login button	Successful login	Successful login	Pass
2	TC002	Validate Admin	Correct username, incorrect password	Enter the username and password and click login button	Error message	Message: Invalid Username or Password.	Pass
3	TC003	Validate Admin	Incorrect username, correct password	Enter the username and password and click login button	Error message	Message: Invalid Username or Password.	Pass
4	TC004	Validate Admin	Incorrect username, incorrect password	Enter the username and password and click login button	Error message	Message: Invalid Username or Password.	Pass

5.4.2 User Login

Sr. No.	Test CaseID	Test Case Name	Test Case Description	Steps	Expected Result	Actual Result	Test Case Status
1	TC031	Validate User	Correct email, correct password	Enter the email and password and click login button	Successful login	Successful login	Pass
2	TC032	Validate User	Correct email, incorrect password	Enter the email and password and click login button	Error message	Message: Invalid Username or Password.	Pass
3	TC033	Validate User	Incorrect email, correct password	Enter the email and password and click login button	Error message	Message: Invalid Username or Password.	Pass
4	TC034	Validate User	Incorrect email, incorrect password	Enter the email and password and click login button	Error message	Message: Invalid Username or Password.	Pass

Chapter: 6

RESULTS AND DISCUSSIONS

6.1 Test Reports

6.1.1 Customer Test Reports

TEST REPORT					
Functions	**Description**	**% TCs Executed**	**% TCs Passed**	**TCs Pending**	**Priority**
New Customer Register	Check if new customer can register	100 %	100 %	0	High
Enter Name Field	Check if entered field isnot empty	100 %	100 %	0	High
Enter Email Field	Check if entered field isvalid & not empty	100 %	100 %	0	High
Enter Contact Field	Check if entered field isnot empty	100 %	100 %	0	High
Enter Password Field	Check if entered field isnot empty	100 %	100 %	0	High
Duplicate Customer Register	Check if customer already exist	100 %	100 %	0	High
New Customer Login	Check if new customer can Login	100 %	100 %	0	High
Enter Username Field	Check if entered field isvalid & not empty	100 %	100 %	0	High
Enter Password Field	Check if entered field isvalid & not empty	100 %	100 %	0	High
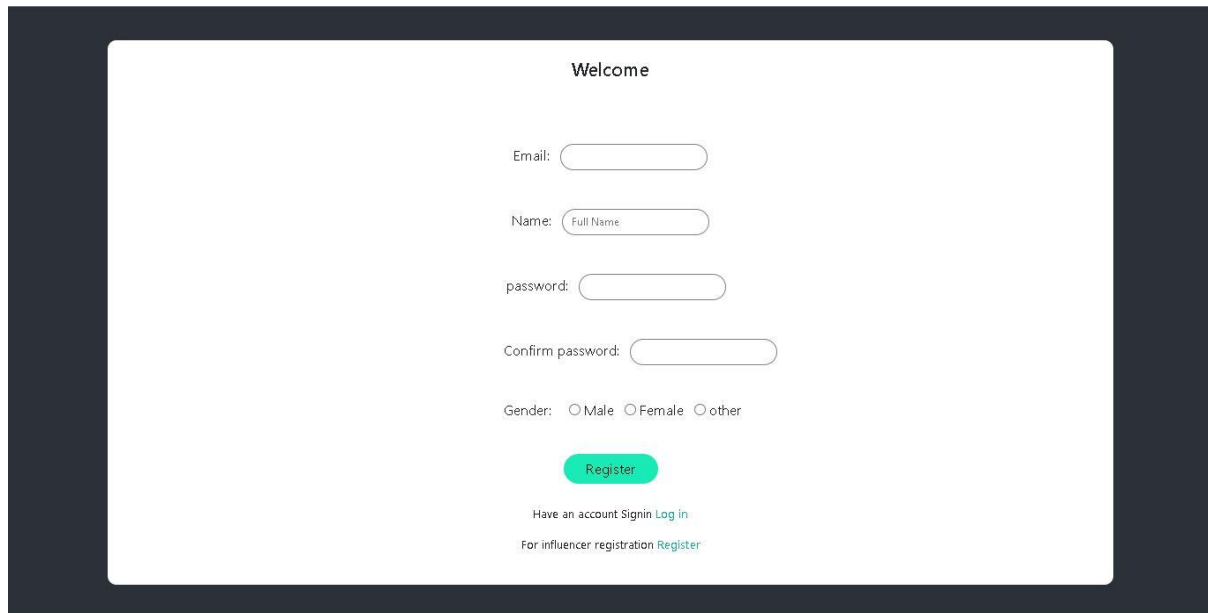
6.1.2 Admin Test reports

		TEST REPORT			
Functions	**Description**	**% TCs Executed**	**% TCs Passed**	**TCs Pending**	**Priority**
Admin Login	Check if admin can login	100 %	100 %	0	High
Enter Username eField	Check if entered field is valid & not empty	100 %	100 %	0	High
Enter Password dField	Check if entered field is valid & not empty	100 %	100 %	0	High
Update Name Field	Check if entered field is valid & not empty	100 %	100 %	0	High
Update About Field	Check if entered field is valid & not empty	100 %	100 %	0	High
Update Platform Field	Check if entered field is valid & not empty	100 %	100 %	0	High
Update image Field	Check if entered field is valid & not empty	100 %	100 %	0	High
Update category followers	Check if entered field is valid & not empty	100 %	100 %	0	High
Update email field	Check if entered field is Valid & not empty	100 %	100 %	0	High
Update mobile number field	Check if entered field is Valid & not empty	100 %	100 %	0	High

6.2 USER DOCUMENTATION

6.2 Step for Customer Registration

Step 1: Registration form for user.

Step 2: Filling registration form.

Step 3: Registration success.

6.2.2 Customer Login.

Step 1: Login.

Step 2: Doing Login.

Step 3: Logged in successfully:

6.2.3: Influencer registration:

Step 1: Registration form.

Register as influencer

Name:

Mobile number:

email id:

Followers count:

Gender: ○ Male ○ Female ○ other

Platform of content creation:

About:

Max 300 characters

Upload Image: Choose File | No file chosen

---

email id:

Followers count:

Gender: ○ Male ○ Female ○ other

Platform of content creation:

About:

Max 300 characters

Upload Image: Choose File | No file chosen

Category of followers: 1,000-5,000 Followers

Submit

Step 2: Filling registration form.

Step 3: Registered successfully.

Step 4: Validating registration:

Mobile no:7483574858

Email:training@ujjwalpatni.com

Followers count:4500

Gender:male

Platform of content
creation:Youtube

About:

Hi I am Ujjwal Patni.I make content on youtube for entreprenders and businessman.Ujjwal
is also founder of Businessjeeto.com

Name:Nick Arora

Mobile no:7484343843

Email:nick@ecomtornado.com

Followers count:4700

Gender:male

Platform of content
creation:Youtube

About:

Hi I am Nick Arora and I make content on youtube of Ecommerce and business.I also invest
in crypto and NFTs.

Name:Harsh Hingu

Mobile no:8779595503

Email:harshhingu@gmail.com

Followers count:1600

Gender:male

Platform of content creation:Linkedin

About:

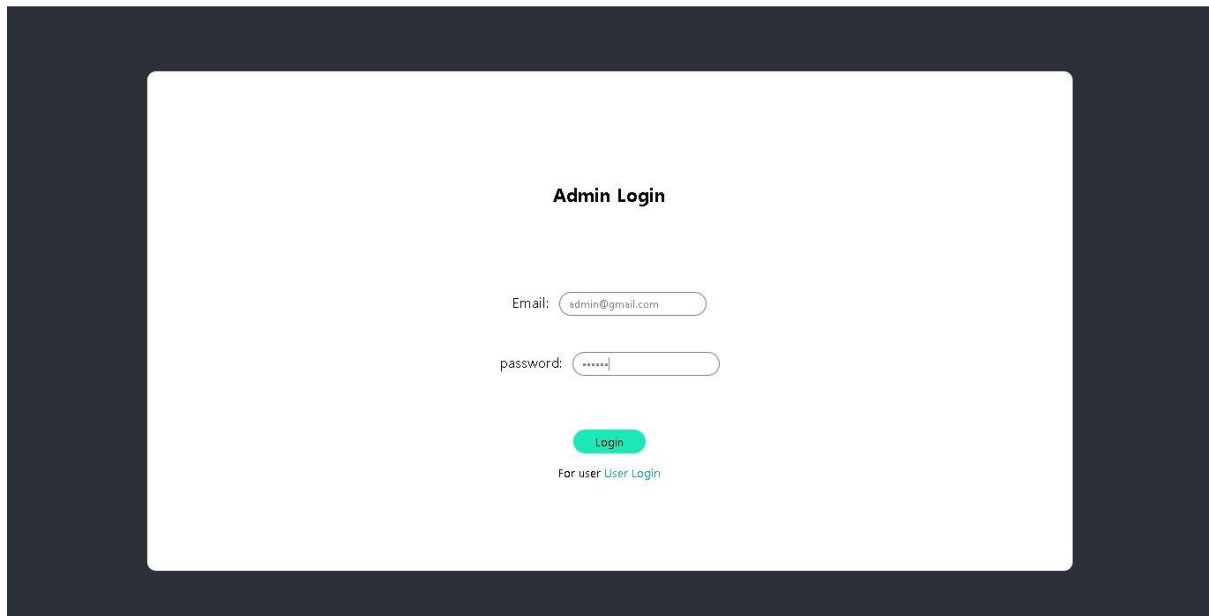Hi I am Harsh Hingu and I share my ideas on Linkedin every week.

6.2.4: Steps for Admin Login:

Step 1: Admin Login.

Step 2: Doing Admin Login.

Step 3: Loggedin successfully.

Log out

Show 10 ∨ entries   Search:

Sr no. ▲	Name	Email	Gender	Followers	Action
1	Kshitij Thorat	iamkshitijthorat@gmail.com	male	9850	Edit Delete
2	Vivek Bindra	vivekbindra1982@gmail.com	male	18700000	Edit Delete
3	Ujjwal Patni	training@ujjwalpatni.com	male	4500	Edit Delete
4	Nick Arora	nick@ecomtornado.com	male	4700	Edit Delete
5	Anshika Gupta	anshikagpt97@gmail.com	female	13000	Edit Delete
6	Akshay Saini	akshaysaini.in@gmail.com	male	35000	Edit Delete
7	Harsh Hingu	harshhingu@gmail.com	male	1600	Edit Delete

Showing 1 to 7 of 7 entries   Previous 1 Next

6.2.5: Steps for Updating and Deleting:

Step 1: Updating details:

Admin should be logged in

After clicking Edit option

Edit details

Name: Harsh Hingu

Mobile number: 8779595503

email id: harshhingu@gmail.com

Followers count: 2500

Gender: ● Male ○ Female ○ other

Platform of content creation: Linkedin

About: Hi I am Harsh Hingu and

Upload Image: Choose File No file chosen

After clicking on update

Log out

Show 10 ∨ entries   Search:

Sr no.	Name	Email	Gender	Followers	Action
1	Kshitij Thorat	iamkshitijthorat@gmail.com	male	9850	Edit Delete
2	Vivek Bindra	vivekbindra1982@gmail.com	male	18700000	Edit Delete
3	Ujjwal Patni	training@ujjwalpatni.com	male	4500	Edit Delete
4	Nick Arora	nick@ecomtornado.com	male	4700	Edit Delete
5	Anshika Gupta	anshikagpt97@gmail.com	female	13000	Edit Delete
6	Akshay Saini	akshaysaini.in@gmail.com	male	35000	Edit Delete
7	Harsh Hingu	harshhingu@gmail.com	male	2500	Edit Delete

Showing 1 to 7 of 7 entries   Previous 1 Next

Step 2: Deleting influencer details.

Show 10 entries   Search:

Sr no.	Name	Email	Gender	Followers	Action
1	Kshitij Thorat	iamkshitijthorat@gmail.com	male	9850	Edit Delete
2	Vivek Bindra	vivekbindra1982@gmail.com	male	18700000	Edit Delete
3	Ujjwal Patni	training@ujjwalpatni.com	male	4500	Edit Delete
4	Nick Arora	nick@ecomtornado.com	male	4700	Edit Delete
5	Anshika Gupta	anshikagpt97@gmail.com	female	13000	Edit Delete
6	Akshay Saini	akshaysaini.in@gmail.com	male	35000	Edit Delete
7	Harsh Hingu	harshhingu@gmail.com	male	2500	Edit Delete

Showing 1 to 7 of 7 entries   Previous 1 Next

User has been deleted. ✕

Show 10 entries   Search:

Sr no.	Name	Email	Gender	Followers	Action
1	Kshitij Thorat	iamkshitijthorat@gmail.com	male	9850	Edit Delete
2	Vivek Bindra	vivekbindra1982@gmail.com	male	18700000	Edit Delete
3	Ujjwal Patni	training@ujjwalpatni.com	male	4500	Edit Delete
4	Nick Arora	nick@ecomtornado.com	male	4700	Edit Delete
5	Anshika Gupta	anshikagpt97@gmail.com	female	13000	Edit Delete
6	Akshay Saini	akshaysaini.in@gmail.com	male	35000	Edit Delete

Showing 1 to 6 of 6 entries   Previous 1 Next

Influencer details deleted.

1000-5000 followers

Name:Ujjwal Patni

Mobile no:7488374838

Email:training@ujjwalpatni.com

Followers count:4500

Gender:male

Platform of content
creation:Youtube

About:

Hi I am Ujjwal Patni.I make content on youtube for entreprenuers and businessman.Ujjwal is also founder of Businessjeeto.com

Name:Nick Arora

Mobile no:7484343843

Email:nick@ecomtornado.com

Followers count:4700

Gender:male

Platform of content
creation:Youtube

About:

Hi I am Nick Arora and I make content on youtube of Ecommerce and business.I also invest in crypto and NFTs.

CHAPTER 7
CONCLUSIONS

7.1 Conclusion

7.1.1 Significance of the system

In this digital world people are spending their time on mobile phones and social media.There's a lot of scope for businesses to market their brand digitally.So we came up with "FIND INFLUENCER SYSTEM".

It will help businesses to grow their brand and business by finding the influencers who can promote their brands and products.As paid digital advertisements has auction type based system means the person who bids highest can get the customers so big brands have money so they can use paid advertisements but for small businesses it is very hard to pay for advertisements.

So here in our website business owners can find the influencers who can help them do marketing as they have their own audience as well.Also many of the times the people don't just trust easily to a brand doing direct advertisement but they trust the people they follow so they trust the influencers and chances of buying the products increase as their favourite content creators are promoting the products and brand.

Earlier no big company used to focus on helping small businesses grow but now with this platform small business owners can find influencers which will helo them become the next big brands in coming years.

As the businesses grow they pay more taxes and generate employment and they have great contribution in the GDP of any nation.Businesses are the engine of any growing economy.So with this platform they will get a support to bring growth and also the influencers will be able to earn some money by promoting the products of businesses.

7.2 Limitations of the system.

Although I have put my best efforts to make the software flexible, easy to operate but limitations cannot be ruled out even by me. Though the software presents a broad range of options to its users some intricate options could not be covered into it; partly because of logistic and partly due to lack of sophistication. Lack of time was also major constraint.

Some of the Limitation which could not be include are:

1. Generating deals done Report of business owners and influencers on daily/monthly/quarterly/annually basis.

2. Making interface of active user count and new customer reports.

3. A chat interface so that the business owners can directly chat with the influencers.

4. Rating and review system where the business owners who have worked with the influencers can share reviews.

5. A system which verifies the influencer details registered on our website.

7.3 Future Scope of the Project:

It can be summarized that the future scope of the project circles around maintaining information regarding:

- Admin can view the report based on the date as a parameter.
- Deals done record can be kept.
- A chat system can be made for communication.
- A payment system can be made for doing payment to influencers.
- Records of Daily Active users can be kept.

The above-mentioned points are the enhancements which can be done to increase the applicability and usage of this project. Here we can maintain the records of Daily active users,deals record, etc. Also, as it can be seen that now-a-days the technology is advancing, that this problem can be solved using the more user-friendly based on the devices used by customers on feature. Enhancements can be done to maintain all the Deals Records.

We have left all the options open so that if there is any other future requirement in the system by the user for the enhancement of the system then it is possible to implement them. In the last we would like to thanks all the persons involved in the development of the system directly or indirectly. We hope that the project will serve its purpose for which it is develop there by underlining success of process.

<u>REFERENCES</u>

References		
Sr. No.	**Title**	**URL**
1	**HTML Tutorial**	**HTML Tutorial (tutorialspoint.com)**
2	**CSS Tutorial**	**CSS Tutorial (tutorialspoint.com)**
3	**Javascript Tutorial**	**Javascript Tutorial (tutorialspoint.com)**
4	**MySQL**	**MySQL Tutorial (tutorialspoint.com)**
5	**PHP**	**PHP Tutorial (tutorialspoint.com)**
6	**Xampp**	**XAMPP Tutorial - javatpoint**
7	**Waterfall SDLC**	**SDLC - Waterfall Model (tutorialspoint.com)**