**Prototype Requirements**

**<05>:<INSTASHOP>**

**<team member names & ids>**

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**Table of Contents**

[1.](#_heading=h.gjdgxs) Introduction 3

[2.](#_heading=h.30j0zll) Instructions 4

[3.](#_heading=h.1fob9te) List of Requirements 5

[4.](#_heading=h.3znysh7) Where to Access the Prototype 6

[5.](#_heading=h.2et92p0) Review checklist 6

# Introduction

<Give an overview of the project here. The overview must highlight the overall objectives of the project and its potential users. Do not exceed one page for description of this section.>

InstaShop will be a web-based portal which aims to revolutionize influencer marketing. For those who may be unaware, influencer marketing is a recent development in the digital world which involves a brand collaborating with an online influencer to market one of its products or services. These influencers are usually found on social media platforms (Instagram and Snapchat) and have a decent number of followers to whom they market a particular brand’s products or services.

There are two main parties involved in this process, the client and the influencer. For better understanding of the motivation behind this project, we must first walk through the process that is generally followed in influencer marketing from the perspective of both the client and the influencer.

For the client, the first step is perhaps the most tedious which is related to finding the right influencer for your brand. This is usually achieved by manually searching social media platforms or relying on word of mouth from friends/family regarding a particular influencer. The second step is contacting the shortlisted profiles. This is either done through direct messages or emails, both of which are again tedious tasks with no guarantees of a timely response. The final step (assuming the contract has been fulfilled) is the issue of payment. This is perhaps the most troublesome aspect because there is no guarantee that the influencer will produce content that is upto the mark and not run off with any advance payments made.

For the influencer (unless they have a huge following) it is usually hard to find clients for collaborations or for sponsored content. Since these influencers are very active on social media, their inbox and comment sections are almost always flooded which means they tend to miss out on potential business opportunities just because they weren’t able to see the direct message. Some profiles do have designated emails for business inquiries but their response times are in most cases not ideal because they just don’t check their email that often. Finally, the issue of payment also exists. There is no guarantee that the client will pay the influencer the full amount in a timely manner even if the work has been done upto the client’s standards and deadline.

As visible, both of these parties are in dire need of a platform that could automate most of these tasks for them as well as provide payment guarantees. This is where **InstaShop** comes in. It aims to streamline all the steps involved in this process by providing an easy to use web application thus saving time and effort for both parties involved. For the client, it makes it easier to search relevant influencers courtesy of our database and filtering method, connect with shortlisted influencers (via email or live chat) and have your payment secured (via escrow).

For the influencer, you essentially get access to a marketplace where you can find potential clients, not miss out on potential business opportunities just because your inbox was too cluttered and have a guarantee that the client will pay you for your work.

# Instructions

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* Select a subset of system requirements and implement them. The end result of the prototype phase must be a working system with the selected set of requirements implemented completely. No mock-up screens will be accepted.
* While you may choose to implement Login/Logout functionality for prototype phase, you must also implement some core/business use cases of the system.
* Select the set of requirements keeping in mind that you have a total of three weeks for prototype development. I would ask you to add more requirements if I think that you can do more in the given duration.
* The prototype must be built using the tools and technologies which you have selected for your system development.
* By the end of the prototype development phase,
  1. You should have learnt development tools and technologies.
  2. You should have a clear idea of detailed technical architecture of your system. After the prototype phase, you will be required to define detailed technical architecture of your system.
* **Prototype Submission**
  1. Properly tested **working prototype** deployed on an online hosting platform.
  2. **Code** with proper comments uploaded in “prototype” folder of your project’s Github repository.
  3. **3-4 minutes video** that explains the functionality of your prototype—to be uploaded in “prototype” folder of your project’s Github repository.

# List of Requirements for Prototype

<List down the requirements selected for prototype development.>

| **Requirements** | |
| --- | --- |
| **Sr#** | **Requirement** |
| 1 | Signup (All 3 actors) |
| 2 | Login/Logout (All 3 actors) |
| 3 | Search influencer by name (Client) |
| 4 | View Profiles (All 3 actors) |
| 5 | Edit details (change password, name etc) |
| 6 | Send Announcements (Admin) |

# Where to Access the Prototype

<Mention here how to access the prototype that you have deployed on an online hosting platform. You don’t need to give this information at this stage; you can update this section after you have deployed the prototype.>

# Review checklist

Before submission of this deliverable, the team must perform an internal review. Each team member will review one or more sections of the deliverable.

| **Section** **Title** | **Reviewer Name(s)** |
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