

# **Project report for Final Project**

## **Modern Application Development – 1**

(Influencer Engagement & Sponsorship Co-ordination Platform)

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### **Introduction**

Myself Pranav Saini. I am a college student of 2<sup>nd</sup> year and love to do programming. In doing this project, I worked on new strategies to solve problems and approached innovative ideas. It brought me to various problems but in the end made me feel relieved when the problem was solved which further resulted in learning new things.

### **Project Description**

In this project I had to develop a web application using HTML, CSS, Flask, SQLite, and other necessary modules. The application includes different login option along with different work options for them. The Project is on Influencer Engagement & Sponsorship Co-ordination Platform so has many features for them as well as admin to maintain them.

### **Key Features**

1. User authentication, access and control according to the role.
2. Influencer register, login, manage, etc.
3. Sponsor register, login, manage, etc.
4. Campaign create, delete, manage, etc.

### **Technologies Used**

1. Flask : Used for building the web application.
2. Flask-SQLite : Used to manage SQLite database files.
3. Jinja 2 : Template engine for rendering HTML pages.
4. CSS : For design

# Database Schema Design

## Relations

1. ADMIN : Login using admin credentials and access to all admin options.
2. SPONSOR : Save details and login using sponsor credentials & access to sponsor options.
3. INFLUENCER: Save details and login using influencer credentials & access to influencer options
4. CAMPAIGN : Campaigns are created by sponsors.
5. CAMPAIGN\_REQUEST : Requests made by sponsor and influencers.

## Schema

### 1. ADMIN :

- NAME : Admin Name
- ADMIN\_USERNAME : Unique Username
- ADMIN\_PASSWORD : User Password

### 2. SPONSOR :

- COMPANY\_NAME : Company Name
- COMPANY\_USERNAME : Unique Sponsor Username
- EMAIL\_ID : Sponsor Email Id
- PASSWORD : Sponsor Password
- INDUSTRY : Sponsor Industry
- FLAG : Flag Yes/No

### 3. INFLUENCER :

- FIRST\_NAME : Influencer First Name
- LAST\_NAME : Influencer Last Name
- EMAIL\_ID : Influencer Email Id
- USERNAME : Unique Influencer Username
- PASSWORD : Influencer Password
- CATEGORY : Influencer Category
- POSITION : Influencer Position
- REACH : Influencer Reach
- FLAG : Flag Yes/No

### 4. CAMPAIGN :

- SPONSOR\_USERNAME : Sponsor Username (Foreign key from Sponsor)
- CAMPAIGN\_NAME : Unique name of the campaign
- DESCRIPTION : Details about the campaign
- END\_DATE : Last date for the submission of the campaign
- BUDGET : Payout of the campaign
- VISIBILITY : Who can apply for the campaign
- INFLUENCER\_USERNAME : Influencer Username (Foreign key from Influencer)
- FLAG : Flag Yes/No

## 5. CAMPAIGN\_REQUEST :

- CAMPAIGN\_NAME : Name of Campaign (Foreign key from Campaign)
- SPONSOR\_USERNAME : Name of Sponsor
- INFLUENCER\_USERNAME : Name of Influencer
- REQUEST : Request Status
- REQUEST\_PERSON : Person who requested (I-Influencer , S-Sponsor)

## App Design

The project is organized into modules based on their functionality and file type. The directories and main files includes :

1. app.py : The main app file containing the flask definitions and routes.
2. templates : Contains HTML templates to render web pages.
3. static : Contains images and CSS files.
4. sponsor\_influencer\_db : SQLite database file

Routes :

### 1. Admin :

- /admin\_login - Admin login page
- /adashboard – Admin login verify
- /admin\_profile/<string:user> - Admin profile page
- /admin\_influencers/<string:user> - Displays Influencers
- /admin\_save\_influencers/<string:user> - Save influencer changes
- /admin\_campaigns/<string:user> - Displays Campaigns
- /admin\_save\_campaigns/<string:user> - Save campaign changes
- /admin\_sponsors/<string:user> - Displays Sponsors
- /admin\_save\_sponsors/<string:user> - Save sponsor changes

### 2. Influencer :

- /influencer\_register – Influencer registration
- /isuccess – Save influencer registration details
- /influencer\_login – Influencer login page
- /influencer\_dashboard – Influencer login verify
- /influencer\_profile/<string:user> - Influencer profile page
- /update\_influencer/<string:user> - Influencer update page
- /save\_update\_influencer/<string:user> - Save influencer update
- /active\_campaign/<string:user> - Display active public campaigns
- /influencer\_request\_campaign/<string:user> - Requests campaign from sponsor
- /influencer\_requests/<string:user> - Display requests for the influencer
- /influencer\_save\_requests/<string:user> - Save request details (Accept/Decline)

### 3. Sponsor :

- /sponsor\_register – Sponsor registration
- /success – Save sponsor registration details

- `/sponsor_login` – Sponsor login page
- `/sponsor_dashboard` – Sponsor login verify
- `/sponsor_profile/<string:user>` - Sponsor profile page
- `/update_sponsor/<string:user>` - Sponsor update page
- `/save_update_sponsor/<string:user>` - Save sponsor update
- `/sponsor_mycampaign/<string:user>` - Sponsor's campaigns
- `/sponsor_save_mycampaign/<string:user>` - Save changes to sponsor's campaign
- `/sponsor_createcampaign/<string:user>` - Create campaign
- `/sponsor_save_createcampaign /<string:user>` - Save created campaign's details
- `/sponsor_requests/<string:user>` - Displays requests for the sponsor's campaign
- `/sponsor_save_requests/<string:user>` - Save request details (Accept/Decline)

## Conclusion

The project helps to understand the development of the web application using Flask, HTML, CSS, Jinja2 template, SQLite and other various useful tools. The project has various features like register, login authentication, influencer, sponsor, campaign management which helps it to be a good platform to manage campaign marketing.

## Video

Link : [Link To Video](#)

Alternative Link : [Link To Video](#)