



## TATA PROJECT PROTOTYPE

Project Link:

[https://github.com/ardac67/Tata\\_Project](https://github.com/ardac67/Tata_Project)

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## Introduction

The purpose of Project TATA is to develop a web platform that facilitates collaboration between advertisers and influencers. TATA will act as a central hub where advertisers can create, manage campaigns, and engage influencers, provide a streamlined collaboration process.

The goal of Project TATA is to create an online platform that makes it easier for influencers and advertisers to work together. To facilitate a more efficient working relationship, TATA will serve as a single point where advertisers can plan, organize, and interact with influencers for their campaigns.

## System Users

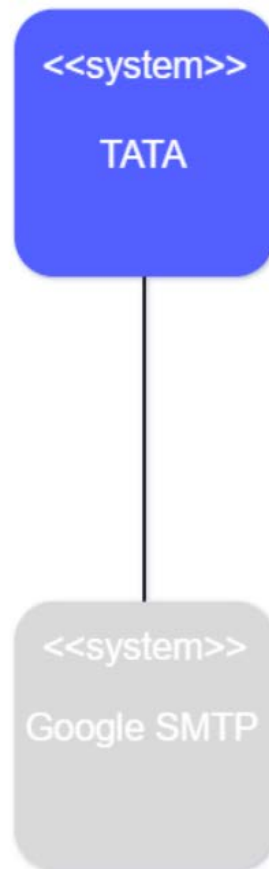
**Influencers:** Influencers are individuals who create and share content on social media platforms. In the context of the TATA project, influencers are essential stakeholders as they actively participate in campaigns, collaborate with advertisers, and provide valuable content for marketing purposes. Their needs include a user-friendly platform to manage proposals, collaborations, and receive feedback.

**Advertisers:** Advertisers are businesses or individuals seeking to promote their products or services through influencer marketing. In the TATA project, advertisers play a central role as they create campaigns, review influencer proposals, and collaborate with influencers. Their requirements involve a platform with robust campaign management tools, the ability to browse influencers, and efficient communication channels.

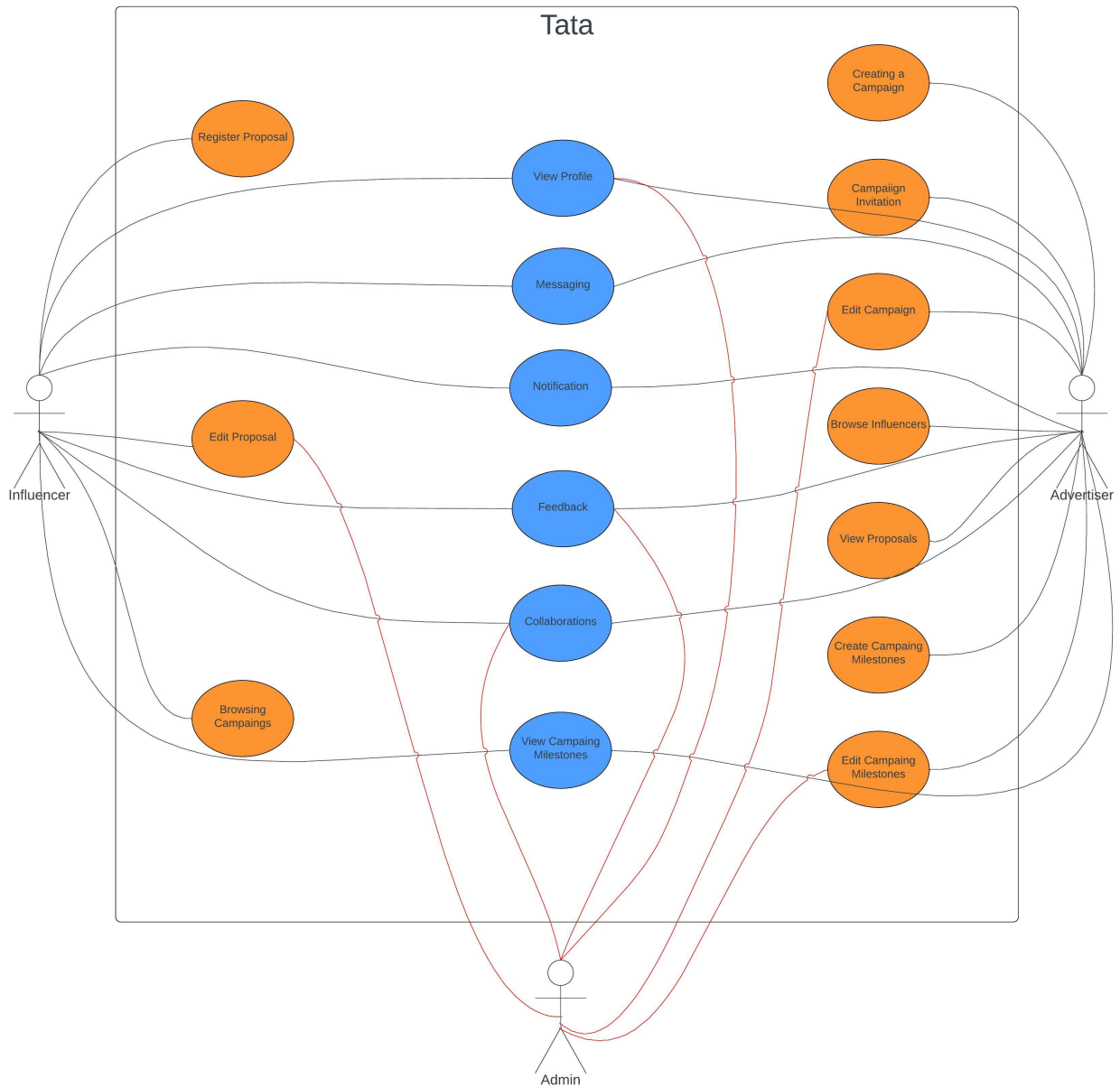
**Admin:** Admin is responsible for overseeing and managing the overall functioning of the TATA platform. They have access to system-wide data, user profiles, and collaboration information. Admin ensure the platform's integrity, handle user-related issues, and have the authority to edit or delete content.

- The system shall allow influencers to provide ratings to campaign owners on a scale of 1 to 5 stars, to help the community identify trustworthy advertisers.
- The system shall allow campaign owners to provide ratings to influencers on a scale of 1 to 5 stars, based on their performance, to help the community identify high-performing influencers for collaborations.
- The system shall display the average rating and the number of ratings for each influencer and campaign owner on their profiles, to showcase their credibility and expertise.
- The system shall provide detailed statistics about influencers' social media channels, such as the number of followers, likes, comments, shares, views, etc., to help campaign owners track the performance and engagement of their content.
- The system shall allow influencers to use tags in their profiles to show categories they are influential in, such as fashion, beauty, travel, etc., to attract relevant advertisers and users to their profile.
- The system shall allow campaign owners to use tags to categorize their campaigns, such as platform, industry, age interval, etc., to target specific influencers and users who are interested in their products or services.
- The system shall allow campaign owners to filter influencers based on specific criteria, such as ratings, tags, followers, etc., to find the ones that match their interests and needs.
- The system shall allow influencers to filter campaigns based on specific criteria, such as tags, platform etc., to find the ones that match their interests and skills.

- The system shall seamlessly integrate the messaging system with influencer and advertiser profiles, so that users can easily communicate with them and access their information without leaving the website.
- The system shall work seamlessly with the website's notification hub, so that users can have a unified user experience and access all their notifications in one place.
- The system shall display the message history with other users, so that users can keep track of their communication and review any details or agreements they made.
- The system shall allow unregistered users to see the home page and login with their credentials or register as an influencer or advertiser, so that they can access the websites's features and join the community.
- The system shall allow advertisers to edit and create their account information, such as name, email, password, profile picture, bio, etc., so that they can update their profile and preferences and provide accurate and relevant information to other users.
- The system shall allow advertisers to deal with their notifications, such as view, so that they can manage and respond to the messages and alerts they receive from the website.
- The system shall allow advertisers to interact with their messages, such as send, receive, reply, forward, etc., so that they can communicate with influencers and exchange information and feedback.
- The system shall provide a button in the navigation bar that should redirect to the create campaign page, so that advertisers can easily start a new campaign and invite influencers to collaborate with them.
- The system shall allow advertisers to manage their campaigns and collaborations, such as view, edit, delete, or complete their campaigns and collaborations and track their progress and results.
- The system shall display all influencers who are open to collaborations on one page and allow advertisers to invite preferred ones to their campaign, so that advertisers can find and select the best influencers for their campaign and send them invitations to join them.
- The system shall allow influencers to edit and create their account information, such as name, email, password, profile picture, bio, etc., so that they can update their profile and preferences and provide accurate and relevant information to other users.
- The system shall allow influencers to deal with their notifications, such as view, so that they can manage and respond to the messages and alerts they receive from the website.
- The system shall allow influencers to interact with their messages, such as send, receive, reply, forward, etc., so that they can communicate with advertisers and other users and exchange information and feedback.
- The system shall provide a button in the navigation bar that should redirect to the browse page, so that influencers can easily find and apply to the campaigns that interest them and match their skills.
- The system shall allow influencers to manage their proposals, collaborations, and such as view, edit, delete, or complete their proposals, collaborations and track their progress and results.
- The system shall display all ongoing campaigns in one page and allow influencers to submit proposals on chosen ones, so that influencers can find and apply to the campaigns that interest them and match their skills.
- The system shall allow admin to see all proposals, campaigns, user profiles, and collaborations, so that they can monitor and manage the website's activities and ensure quality and compliance.
- The system shall allow the admin to edit or delete the things related to the proposals, campaigns, user profiles, and collaborations so that the admin can correct any errors or remove any inappropriate or fake content from the website.



## USE CASE DIAGRAMS AND DETAILED TABLES



System	Tata
Use Case	Register Proposal
Actors	Influencer
Data	Influencer information, proposal message
Stimulus	Influencer decides to join the platform and submit a campaign proposal.
Response	System and stores in the campaign table and proposal table and notifies campaign owner .
Comments	

System	Tata
Use Case	Browsing Campaigns
Actors	Influencer
Data	System sends data that list of available campaigns and campaign details
Stimulus	Influencer wants to explore and find suitable campaigns.
Response	Influencer navigates to the "Browse Campaigns" section and views a list of available campaigns. Then Influencer selects a campaign to view detailed information and system displays campaign details.
Comments	This use may allows influencers to explore and express interest in campaigns that align with their preferences.

System	TATA
Use Case	Creating a Campaign
Actors	Advertiser
Data	Campaign details
Stimulus	Advertiser wants to launch a new campaign on the platform.
Response	Advertiser navigates to the "Create Campaigns" section and enters campaign details, objectives, and requirements.
Comments	This use case involves advertisers initiating the process of creating and launching a new campaign on the platform.

System	TATA
Use	Notification
Actors	Influencer, Advertiser
Data	Notification content, sender and receiver details
Stimulus	Sent notification if influencer made an offer to advertiser campaign or inviting the influencer to the campaign
Response	Advertiser receives a notification that is displayed to the advertiser upon login. Advertiser can click on the notification to view details or the influencer can see the proposal acceptance or rejection of the campaign proposal or the invitation information.
Comments	This use case covers notifications sent to both influencers and advertisers, keeping them informed about relevant activities on the platform.

System	TATA
Use	Collaboration
Actors	Influencer, Advertiser
Data	Collaboration details, campaign informations
Stimulus	Influencer and advertiser decide to collaborate on a campaign.
Response	Influencer and advertiser express interest in collaborating. Campaign owner approves campaign request. System updates collaboration status. Collaborators can access shared campaign information.
Comments	This use case involves the collaboration process between influencers and advertisers, with admin approval to ensure platform integrity.

System	TATA
Use Case	View Proposals
Actors	Advertiser
Data	Proposal details
Stimulus	Advertiser or influencer navigates to the "View Proposals" section, and sees a list of proposal received or send. Advertiser selects a specific proposal to view detailed information. Then advertiser makes a decision to accept or reject the proposal.If influencer looks at it can see the past and current proposals.
Response	System returns list of proposals based on user id
Comments	This use case enables advertisers to efficiently manage and review proposals received from influencers for collaboration.

System	TATA
Use Case	Create Campaign Milestones
Actors	Advertiser
Data	Milestone descriptions and objectives, timeline and deadlines
Stimulus	Advertiser wants to set specific milestones for a campaign.
Response	Milestones inserted to the milestones table with specific campaign_id
Comments	

System	TATA
Use Case	Campaign Invitation
Actors	Advertiser
Data	Selected Influencer details
Stimulus	Advertiser wants to invite specific influencers to participate in a campaign.
Response	Advertiser navigates to the "Invite" section. Selects influencers for the campaign. Sends invitations with campaign details. Influencers receive campaign invitations.
Comments	This use case facilitates advertisers in inviting influencers directly to participate in a specific campaign.

System	TATA
Use Case	Browse Influencers
Actors	Advertiser
Data	List of registered influencers Influencer information and images.
Stimulus	Advertiser wants to see all registered influencers.
Response	Advertiser navigates to the "Browse" section. Selects influencers for the campaign. Sends invitations with selecting the campaign. Influencers receive campaign invitations.
Comments	This use case facilitates advertisers in inviting influencers directly to participate in a specific campaign.

System	TATA
Use Case	View Campaign Milestones
Actors	Influencer, Advertiser
Data	List of campaign milestones Milestone details (description, objectives, completionstatus)
Stimulus	Influencer and advertiser want to view the milestones associated with a specific campaign.
Response	Advertiser and Influencer navigate to the "Manage -> Campaign Milestones" section. Selects a campaign to view associated milestones. Sees a list of milestones with descriptions and objectives if they are on collaboration on that campaign. Views completion status and any relevant updates. Users can provide feedback or mark milestones as completed.
Comments	This use case allows both influencers and advertisers to track the progress of a campaign through its to track the progress of a campaign through its associated milestones.

System	Tata
Use Case	Edit Campaign Milestones
Actors	Advertiser, Admin
Data	Campaign milestones Milestone details (description, objectives, deadlines)
Stimulus	Advertiser or Admin needs to modify or update campaign milestones.
Response	New milestones data updated with existed one.
Comments	Advertiser or Admin needs to modify or update campaign milestones.

System	TATA
Use Case	Edit Campaign
Actors	Advertiser, Admin
Data	Campaign details.
Stimulus	Advertiser or Admin needs to modify or update campaign details.
Response	Navigates to the "Edit Campaign" section. Selects a campaign to edit. Modifies campaign details, such as objectives or budget. Submits the changes for review. New data replaced with existed one.
Comments	This use case allows advertisers and admin to make necessary adjustments to campaign details after the initial setup.

System	TATA
Use Case	View Profile
Actors	Influencer, Advertiser, Admin
Data	User profile information (bio, social media links, statistics) Collaboration history, Feedback and ratings
Stimulus	Users want to view the detailed profile of an influencer, advertiser, or admin.
Response	Selects a specific user (Influencer, Advertiser, Admin) to view. Sees detailed information including bio, social media links, collaboration history, and feedback.
Comments	

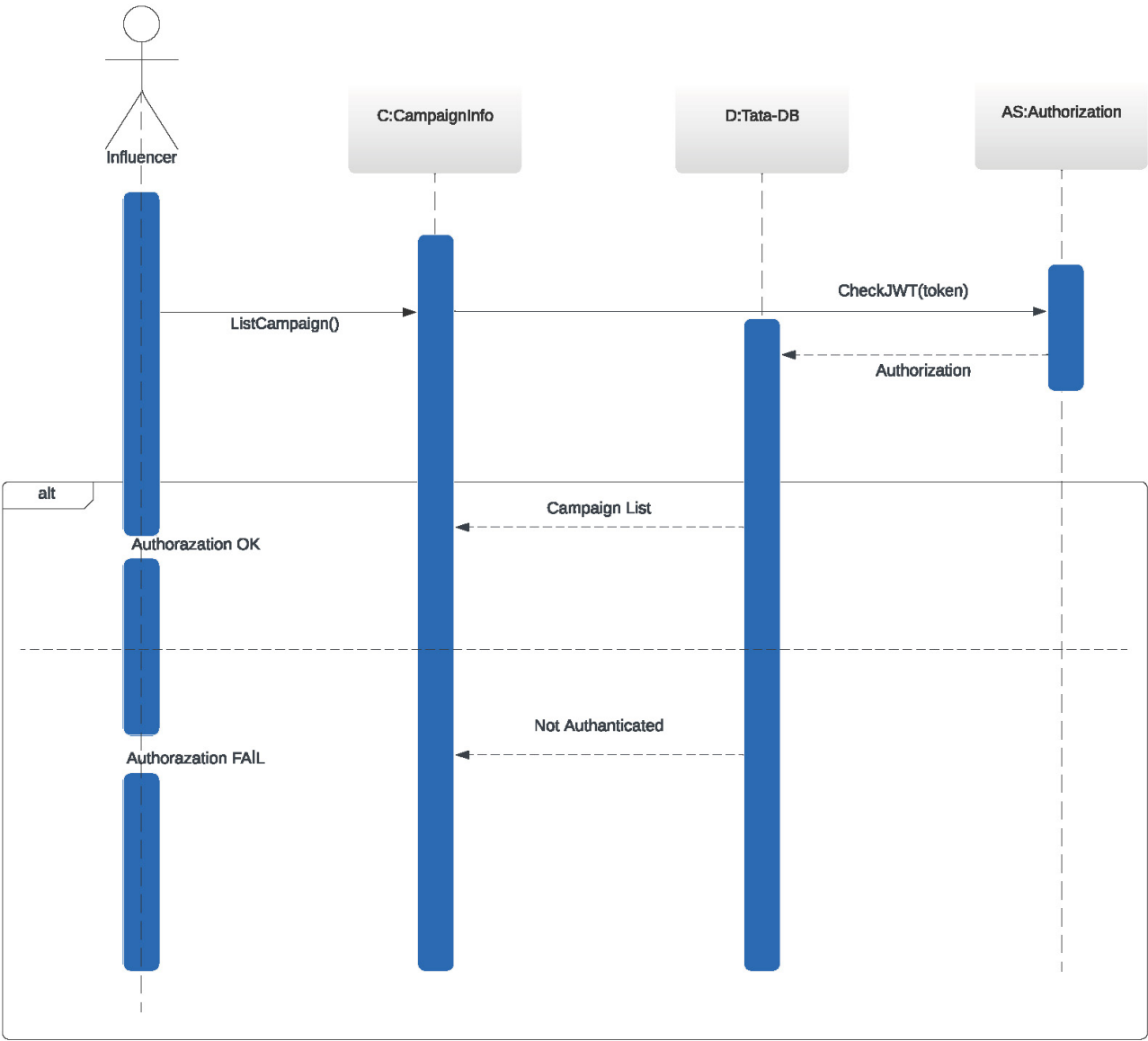
System	TATA
Use Case	Messaging
Actors	Influencer, Advertiser
Data	Message content Sender and receiver details
Stimulus	Users want to communicate with each other within the platform if they are collaborating.
Response	Receives message or sends message.
Comments	



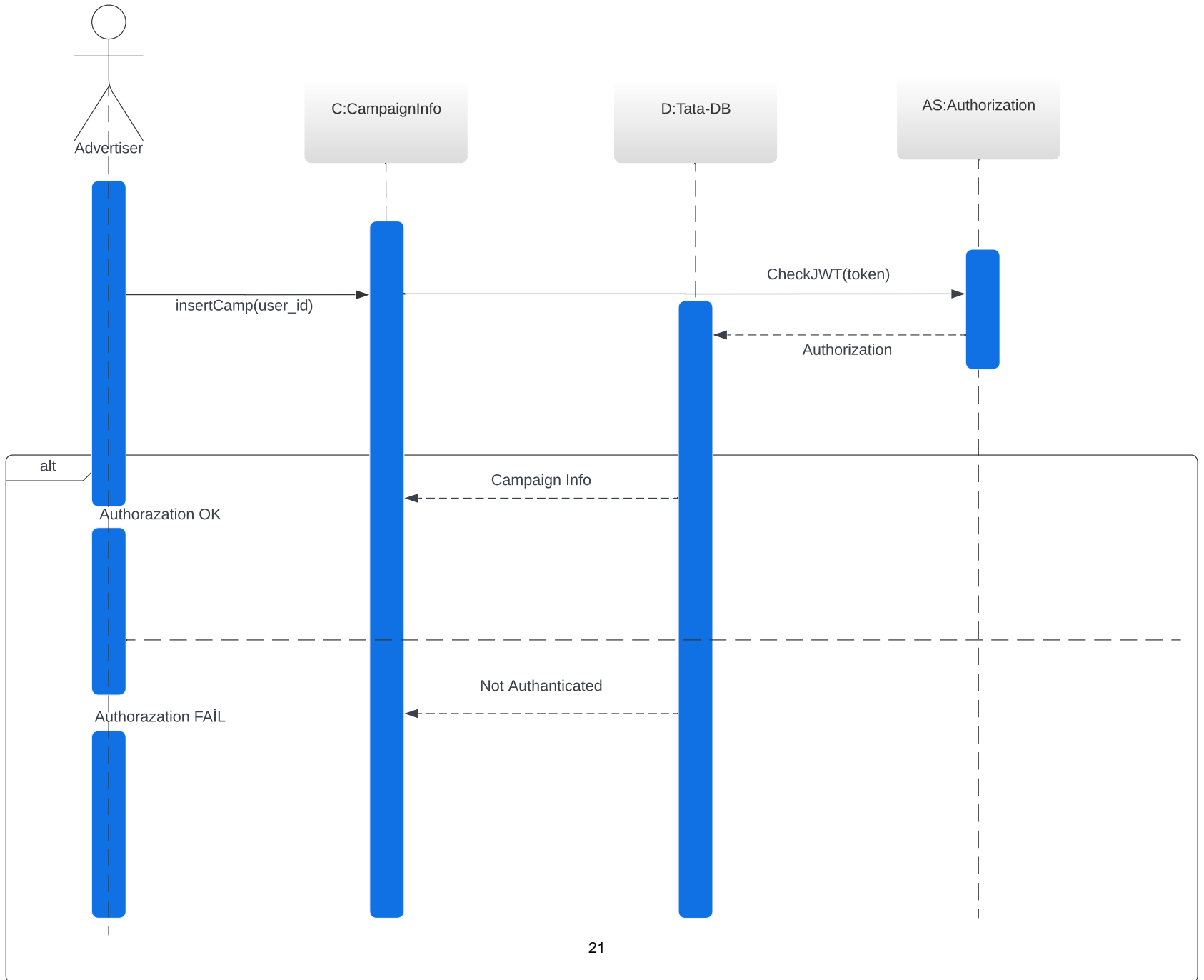
System	TATA
Use Case	Feedback
Actors	Influencer, Advertiser
Data	Feedback content Sender and receiver details and stars
Stimulus	Users want to provide feedback on collaborations if they related campaign in the collaboration are ended.
Response	Selects a user (Influencer, Advertiser) to leave feedback. Writes and submits feedback with comments and ratings. Feedback is recorded and visible on the respective user's profile.
Comments	

System	TATA
Use Case	Edit Proposal
Actors	Influencer
Data	Proposal details and influencer information
Stimulus	Influencer wants to modify or update a submitted proposal.
Response	Navigates to the "Edit Proposal" section. Selects the submitted proposal to edit. Modifies proposal details. Submits the changes for review.
Comments	This use case allows influencers to make necessary adjustments to their submitted proposals even after the initial submission, providing flexibility and ensuring the most-up-to-date information is considered for collaboration.

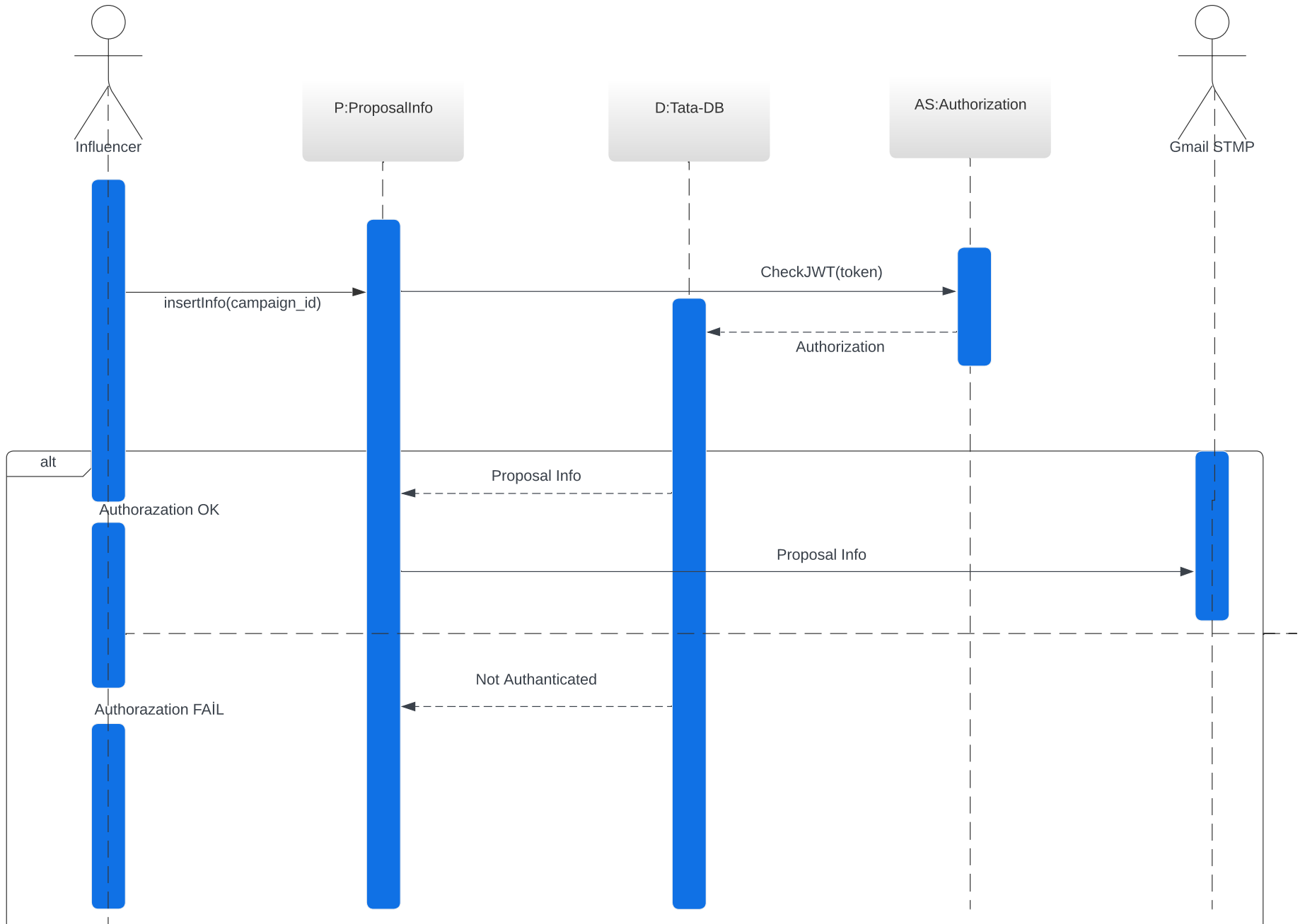
Browse Campaign



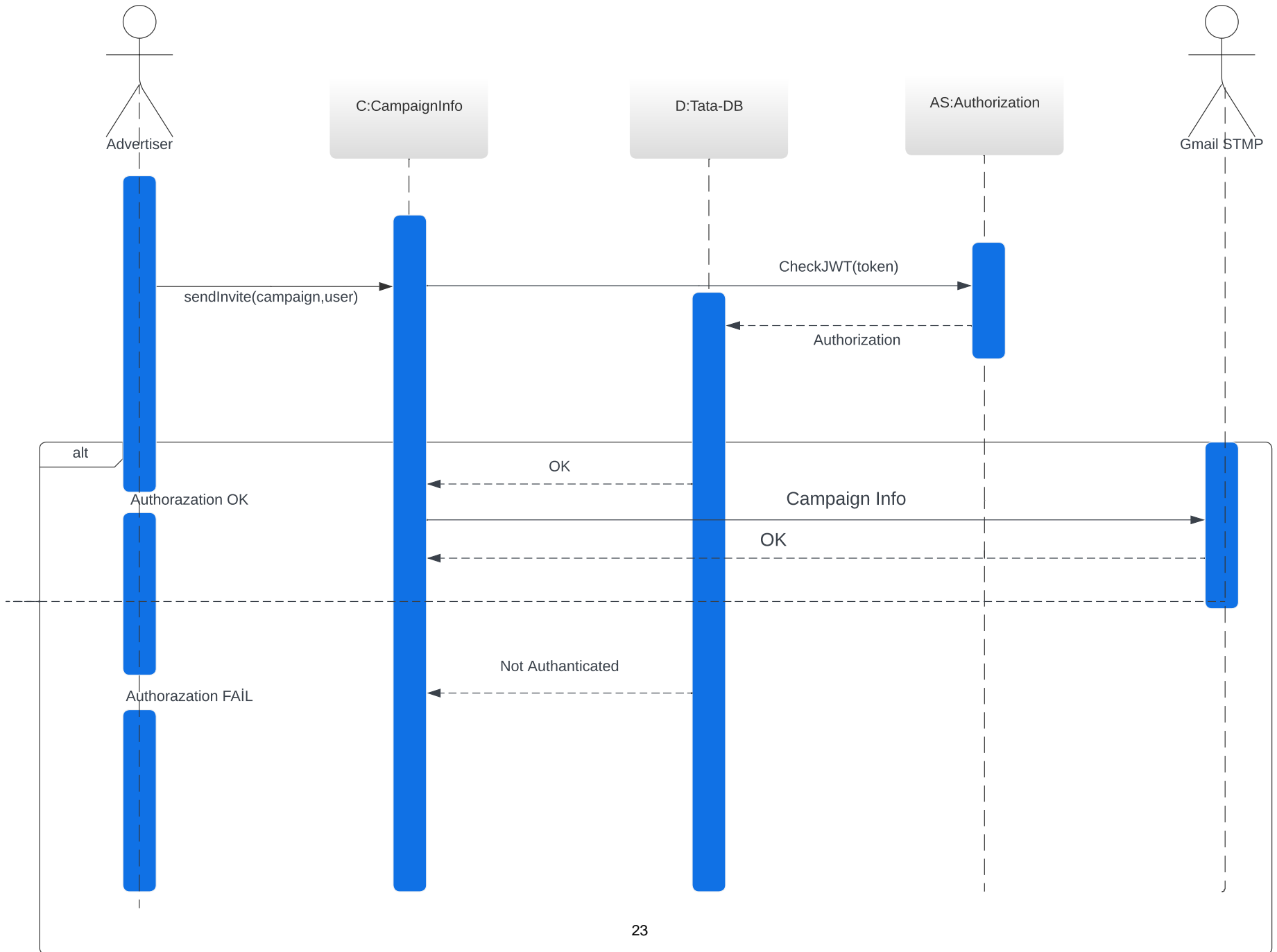
## Create Campaign



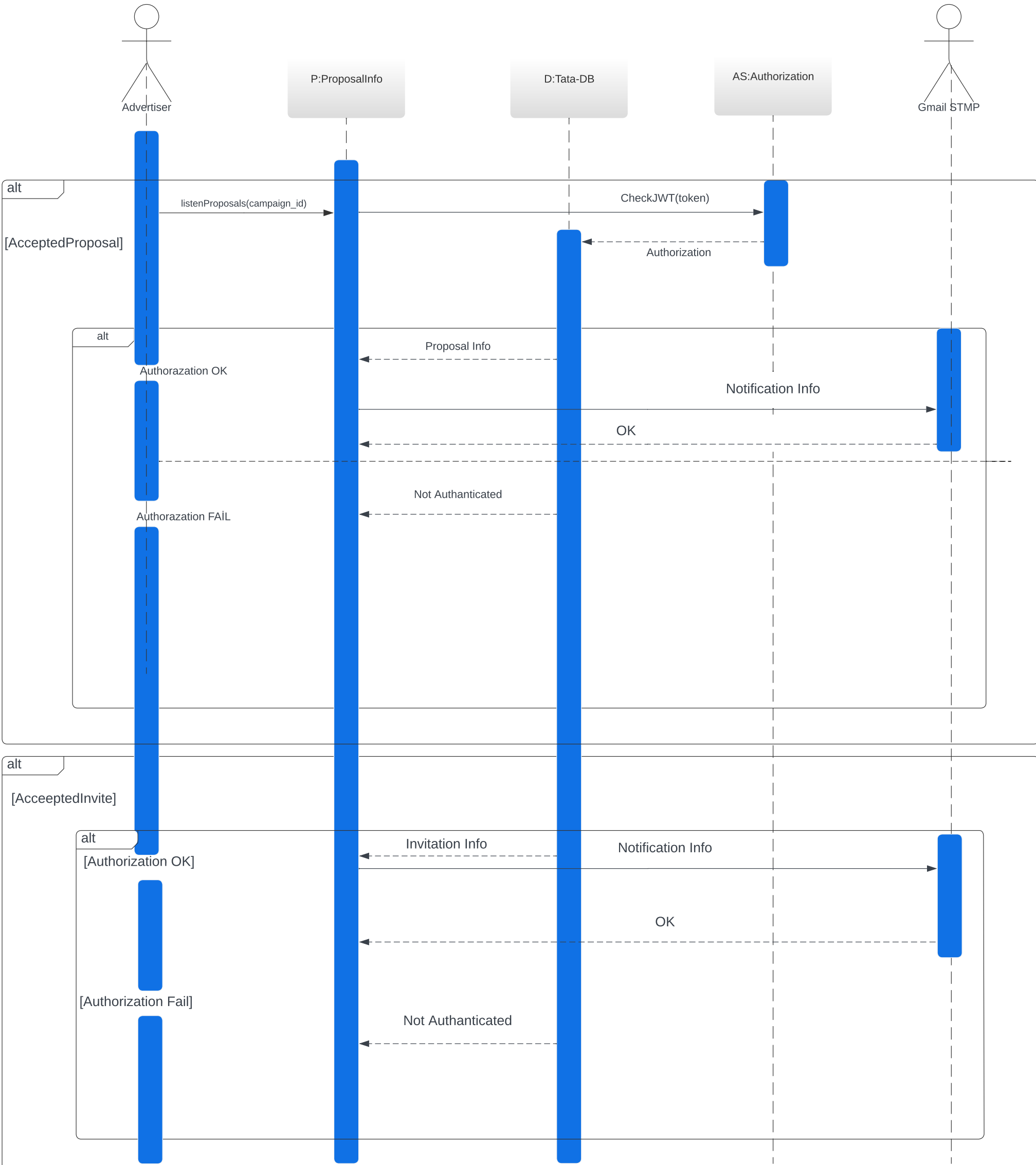
## Create Proposal



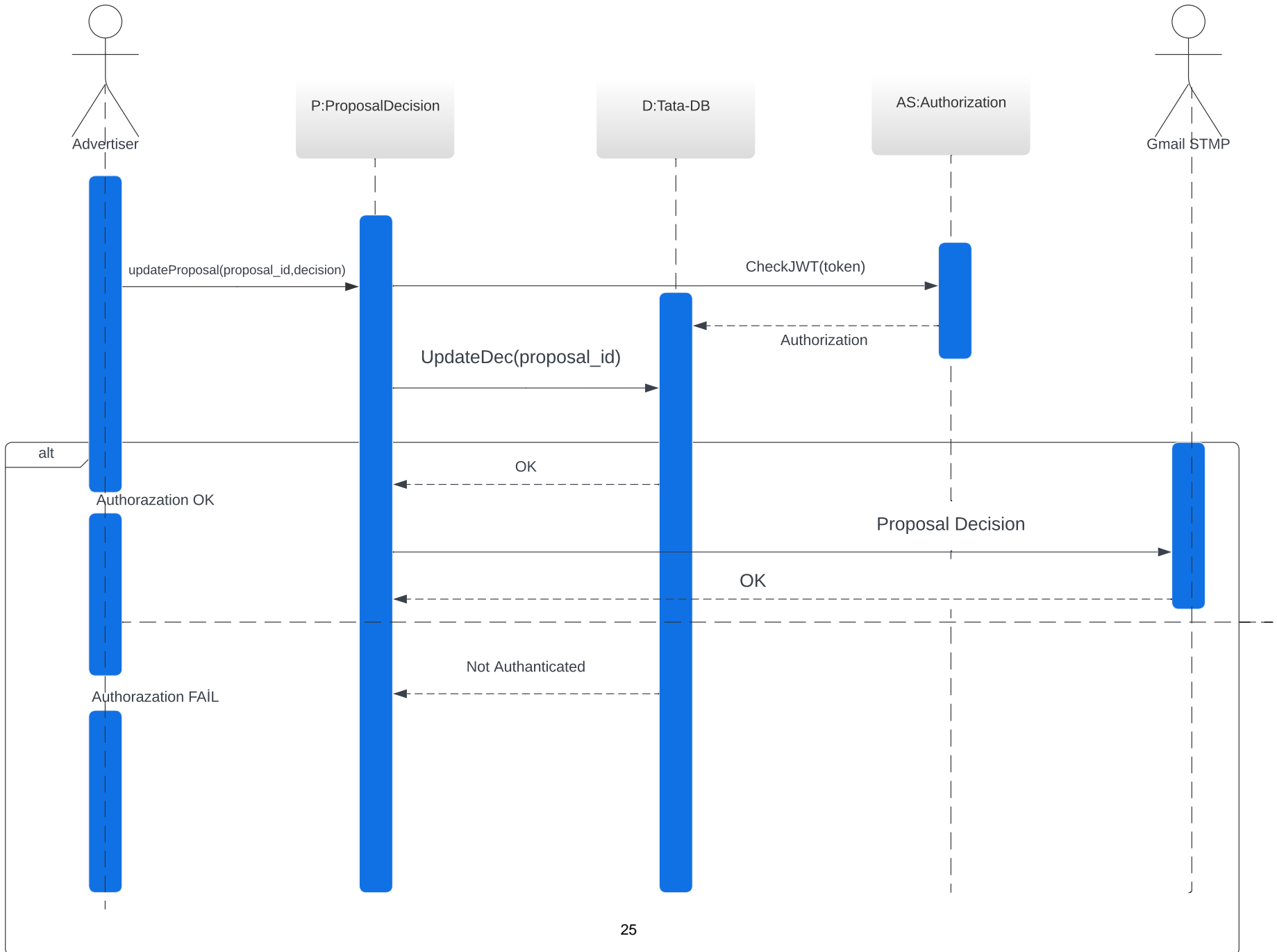
## Invite Influencer



Notification



## Accept or Reject Proposal



EVIDENCE THAT THE PROJECT IS ACCESSIBLE TO POTENTIAL USERS


TATA

BROWSE

MANAGE

CREATE CAMPAIGN

HEROSUPERCARS



HEROSUPERCARS

@herosupercars

Advertiser

Wed Jan 17 2024

(1.0) 2 Reviews

1 Collaboration Completed

2 Campaigns Completed

0 Ongoing Campaign

0 Recommendations

EDIT PROFILE

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