

Dashboard / Reward system for creators

User Profile

Job Title:	Content Creator
Age:	18 - 24 years
Highest level of education:	Graduate
Goals and Objectives:	1. Wants to increase their subscriber base 2. Wants to earn more money from their content
Social Networks:	YouTube, Instagram, Moj, Josh, MX Takatak, etc.

User Pain Points

- User finds it hard to keep track of frequently changing trends.
- Different platforms have different trends, it requires a lot of back and forth to get information on all trends and finalize a trend for user.
- Platform algorithm determines likes and views which impacts monetization for the user. This means for the same video, viewer metrics and hence monetization can vary depending on the platform.
- Not every platform gives an opportunity for monetization.

Solution Objectives

- Create a one-stop trend dashboard for user, encompassing all the metrics required to successfully complete a trend, for top 10 platforms in India.
- User is required to link their content if they opt-in to a trend.
- User is required to validate their social media handle to earn rewards.
- Create wireframes for the same, for better visualization.

Solution:

- I've tried to design an end-to-end solution for creators keeping in mind the end to end objectives.
- The main idea is to create a mini social media and daily post tracker in the app with **reward system** to **hook** the user to the app.
- I've mainly used **four tabs** for the solution:
 1. **Home**
 - In this tab users can post their trends and view other user's trends. We can also utilise these screens to also post ads while the user scrolls through it (It would also be better to **autoplay** to the next screen as it will remove the hassle for the user to even touch the screen).
 - Also, users can directly create their post from this screen itself based on the trend that's showing on the page.
 2. **Add/View trends**
 - Users can add trends from this tab. The user can post text, photo or video based on the trend available. The user can choose their preferred trend from the list of social media accounts they have linked. We can view the trending topics related to each social media.
 - Once the post has been created, the user can post it to their respective social media profiles. The user will be redirected to their account, post there and come back to the app. We can then show that they have successfully uploaded and then move on to another trend/ social media.
 3. **Rewards**
 - Here, we can incentivise the users by providing them virtual currency. Here we can call it as "myycoins". Using these coins they can take coupons, offers and other feasible things that can provided digitally. We incentivise them for posting content, logging in daily, etc.
 - We can provide them great offers for linking every social media account as this data is gold for us and we can use it for monetization.
 4. **Profile**
 - Here we can allow users to link their account and look at basic user metrics such as myycoins earned, total coupons/offers redeemed, total views on the app, total posts to other apps through this app, etc.
- **We can extract these trends from:**
 1. **Public APIs** – Applications like Google, twitter and reddit provide APIs to extract these trends.
 2. **Web scrapping** – we can perform web scraping on certain social media websites/applications every day to get trending topics from them.
 3. **Third party tools** – There are third party applications which provide trends for people to utilise them. They have a team who curate these trends and provide it on a subscription basis.
Ex: Hootsuite.

- **Sources of revenue:**

1. **Targeted advertisements** while user traverses the homepage.
2. **Partnering with companies** for the **voucher system** to be on the system. This will lead to their advertisement as well as more revenue due to more buying.
3. Tons of **user data**. 😊
4. We could also charge a **small subscription fee** from the users for trends management.

- Do note that, I've only focused on the **user flow with mockups**, and not the backend design.
- The problem statement asks to focus on top 10 platforms, but I've only focused on a few in the userflow. This can easily be extended to many more platforms.

User Flow:

