



DIVINE
MARKETPLACE

BUSINESS ANALYST ASSIGNMENT

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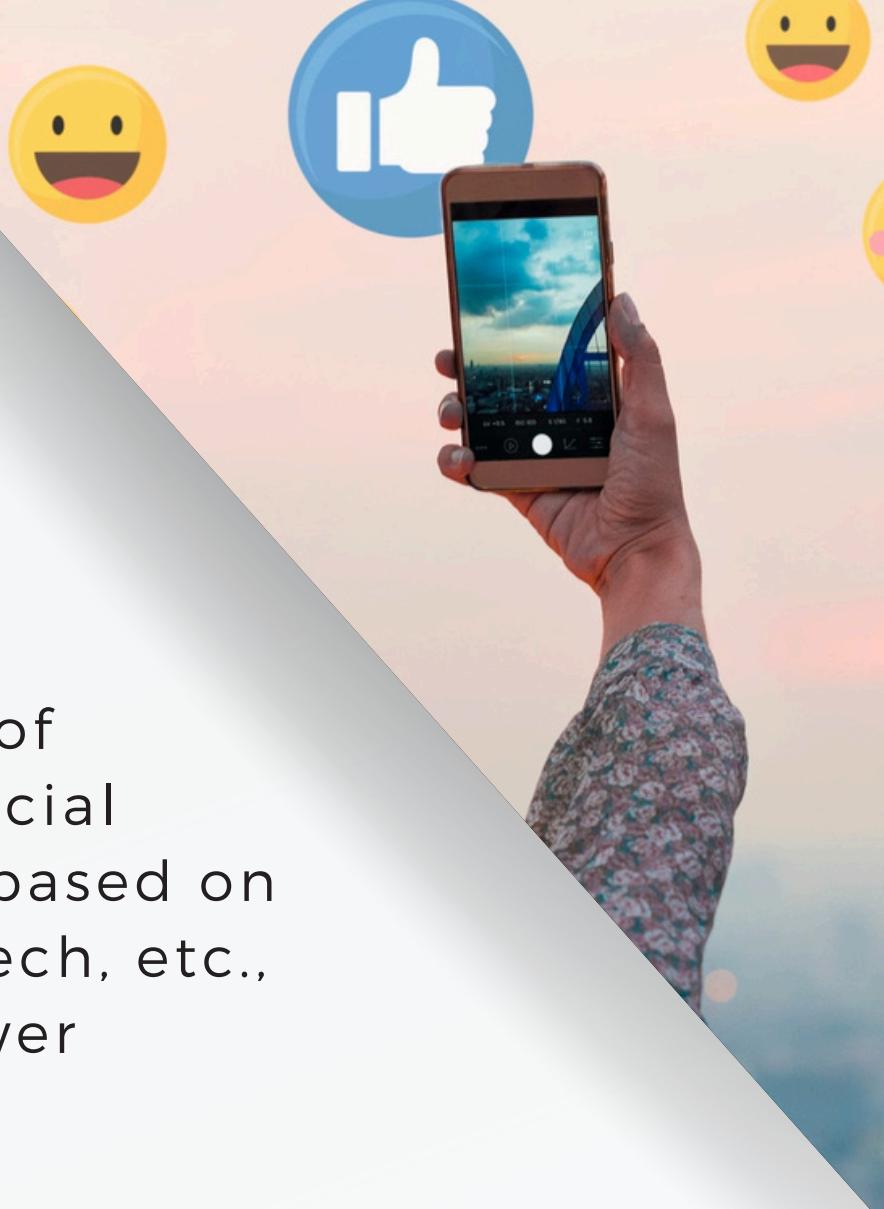


PROJECT BRIEF



A client is looking to develop an online influencer marketplace consisting of influencers and companies. Here, influencers can join and connect their social media profiles. Once connected, the system categorizes these influencers based on their profile types into different categories, like, sports, health, nutrition, tech, etc., and creates leaderboards based on their account activities and their follower engagement in the last 30 days.

A company can come and create a paid job for a selected influencer. This job would mainly consist of posting something provided by the company on their social media account e.g. a shoe brand is looking to promote a new shoe style and trying to find an influencer with good following so that he could post about this new shoe style. Once a job is created, the influencer can either accept it or reject it. Once accepted, the job's money is saved into an escrow and released to the influencer on successful completion of the job (the influencer posts the required posting on social media). Once the job is completed, both, the influencer and the company can post a review for each other. An influencer and the company user can interact with each other using the chat function within the app. Based on your understanding, please answer the following questions below.





QUESTIONS

01

Question

02

Question

03

Question

04

Question

QUESTION 1

01 Share any questions you have associated with this system and you will be asking the customer. For the following questions, you can work with your assumptions associated with data, process, and functions.

To ask some questions to the customer/client for building the marketplace, the questions can be divided into some parts which can be:

1. General Questions
2. Features and Functionality of the platform
3. Technical Considerations
4. Payment related questions
5. Testing Phase
6. Deadline

GENERAL QUESTIONS

- Who is the target audience for this platform? Are there specific types of influencers or companies you want to focus on?
- Are there any specific metrics or KPIs that you want to measure?
- How should influencers be categorized? What criteria will be used (e.g. follower count, engagement rate)?
- Are there any specific design preferences or branding guidelines to follow?

FEATURES AND FUNCTIONALITY OF THE PLATFORM

- What information should influencers and companies provide during registration?
- What details are required for a company to create a job listing?
- Are there any specific requirements for the content that influencers post?
- What features should the chat function include? (e.g., file sharing, media uploads) And can be their in-app voice calls?
- Should there be any restrictions on communication outside the platform?
- What criteria will be used for reviews and ratings?
- Is there a dispute resolution mechanism in case of conflicts between influencers and companies?

TECHNICAL CONSIDERATIONS

- What security measures need to be implemented to protect user data?
- Are there any specific compliance requirements?
- Will the platform integrate with external systems (e.g., social media platforms, payment gateways)?
- Should there be an API for third-party developers?

PAYMENT RELATED QUESTIONS

- What payment methods will be supported for companies and influencers?
- How will the escrow system work? What are the conditions for releasing funds?

TESTING PHASE

- Is there a plan for beta testing or a pilot launch?
- What types of testing (e.g., functional, security, usability) are expected?

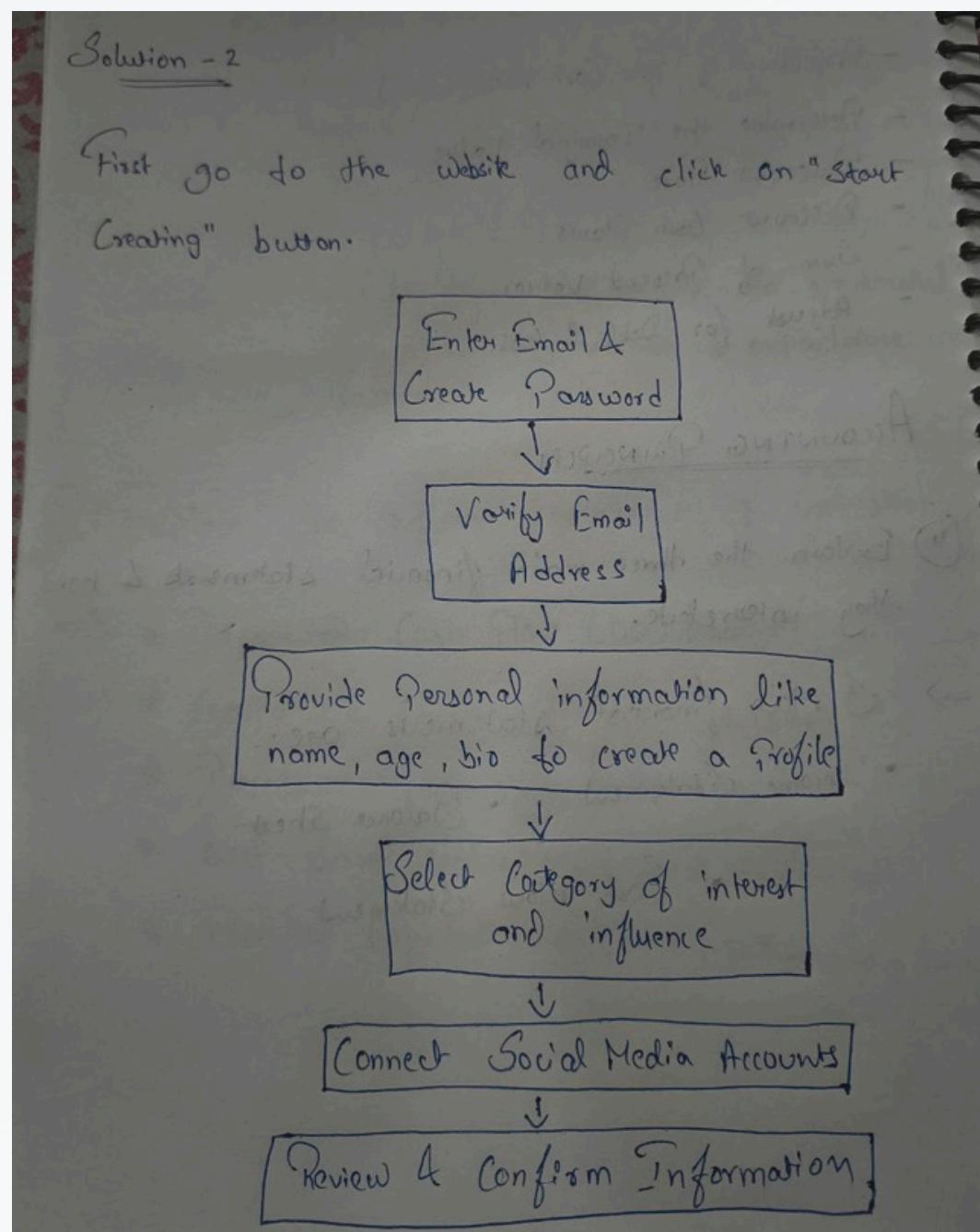
DEADLINE & BUDGET

- What is the expected timeline for the development and launch of the platform?
- Is there a budget range for the project?

QUESTION 2

02 Create a paper based workflow diagram for the influencer user for her signup process and attach a photo of the same as your response.

SOLUTION 2



QUESTION 3

- 03 Create user stories associated with the influencer user from the point onward when a job is sent to her till the job is submitted by her to the company user for review after she completes the task.

SOLUTION 3

1. Job Notification and Details

Receive a notification when a new job is sent to me, so that I can review the details and decide whether to accept or reject it.

2. Job Acceptance or Rejection

As an influencer, she want to view the details of the job, including the content requirements, compensation, and deadlines, so that I can decide whether to accept or reject the offer.

Accept a job offer if she is interested in completing the task, so that she can secure the job. “OR” Reject a job offer if she is not interested or available, so that she can focus on other opportunities.

3. Content Creation and Submission

As an influencer, she wants to have access to the job's detailed requirements and resources (e.g., images, text) provided by the company, so that she can create the required content accurately.

She wants to be able to communicate with the company user through an integrated chat/voice feature, so that she can clarify any doubts or ask for additional information.

She wants to upload and submit the created content for the job directly through the platform, so that the company can review and approve it.

4. Completion Confirmation and Payment

As an influencer, she wants to be notified when the company reviews and approves the submitted content, so that she knows the job is completed successfully.

She wants the payment to be released from escrow to her account once the job is completed and approved, so that she can receive her compensation.

5. Review and Feedback

As an influencer, she wants to be able to provide a review and rating for the company after the job is completed, so that she can share her experience and contribute to the company's reputation.

She wants to view the review and rating provided by the company for her work, so that she can understand their feedback and improve her services for future jobs.

QUESTION 4

04 Create wireframe screens (paper or you may use any tool) for a web application for influencer user's sign up pages.

WIREFRAME



SIGN-IN
Welcome Back!

Username

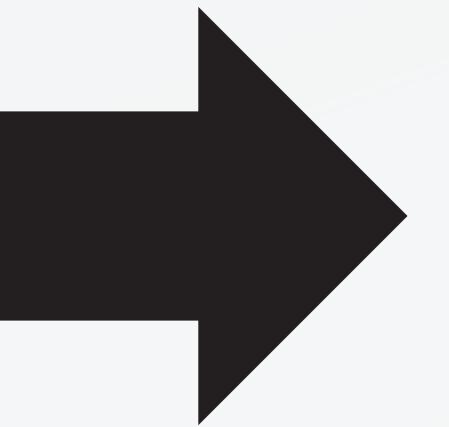
Password
 [Forgot Password?](#)

Sign in

Already have an account?
[Sign-up](#)

Or continue with



PROFILE SETUP

UPLOAD IMAGE

First Name Last Name

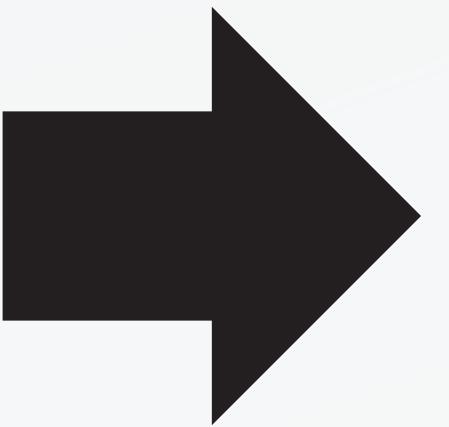
Bio

Category of Interest

Username Password

Mobile No.

Sign up



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Connect