INFLUWEB

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OUR IDEA AND THE BASIS OF OUR PROJECT

In these times, it is commonplace to encounter people online trying to sell us a product. In order to do this, these individuals bombard us with content, pretending to sell us something. That something, as we all know, comes from the multitude of brands behind them. That's why we came up with the idea of centralizing the way these "influencers" deliver their message to us, but in a more individual, simple, and appealing way.

WHAT IS INFLUWEB

Influweb is a product that we associate with these individuals or brands we call influencers as our sales target. This product aims to be the link between influencers (or individuals), companies, and followers (or those interested in the content).

How does this happen? After selling Influweb to an influencer, they will have a fully customizable website where they can keep their followers up to date with their latest news, upcoming events, discounted products, and the companies that supply these products.

OBJECTIVE

Influweb is a website that we offer as an individual and personalized product, and we will try to sell it to individuals with backing companies who would be interested in having greater visibility and appearing consistently on a fixed site (while the influencer-company agreement is in place), which also benefits the influencer.

Therefore, our main objective is to fulfill the companies' need to sell while satisfying the influencers' need to gain greater benefits from the companies. This, in turn, would also meet the users' need to purchase products endorsed by these influencers.

APPROACH

In this section, we will explain the initial steps we have taken to achieve our previously stated objective. The main steps were as follows:

- Identification of the types of users that can be found on the website.
- Design of Mock-up (Hand-drawn on paper) for easy and quick content layout on the Front-end.
- Entity-Relationship Diagram (E/R Diagram) of the database for clearer data structuring and organization on the Back-end.
- Task organization for improved team productivity.

USER TYPES

In Influweb, three types of users can be identified, and depending on the user type, the website will be in a different state. This means that the content displayed will vary based on whether no user is logged in, a regular user is logged in, or the web administrator is logged in. The following user types are observed:

- Guest User: Upon accessing the website (index.php) for the first time, all content will be visible, but there will be no access to product purchases. The influencer's event calendar, sponsors, user login, and user registration will also be displayed.
- Logged-in User: After registration, all content will be accessible, including product purchases. The influencer's event calendar, sponsors, shopping cart, and profile configuration associated with the logged-in user will be displayed.
- Administrator User: The purchaser of Influweb will be given an administrator user account with a password. The default administrator user credentials, along with the rest of the database, are set up in the bd-script.sql script as follows: Email → admin@influweb.com / Password → 111. When logging in as an administrator, the website will redirect to the admin-panel, where the influencer or website administrator can have control over the website and its customization.

If it is the first time the website administrator logs in, they will need to follow some initial steps (admin/admin-firsttime.php) for the basic configuration of the website.