

Hamdard University
Department of Computing
Final Year Project



Influencer Connect
(FYP-019/F24)

Software Design Specifications

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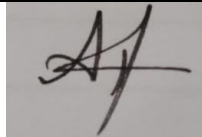
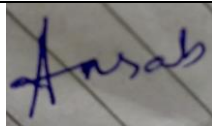
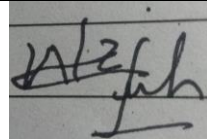


Fall 2024

Document Sign off Sheet

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FYP-019/F24-SDS	

Document Information

Project Title	Influencer Connect
Project Code	FYP-019/F24
Document Name	Software Requirements Specifications
Document Version	<1.0>
Document Identifier	<Project Code>-SRS
Document Status	< Final.>
Author(s)	Ansab Haider, Wajiha Ali Malik, Ayan Ahmed Siddiqui
Approver(s)	Sir Aamir Hussain, Sir Waqas Pasha
Issue Date	<Date of issuance of this document>

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Revision History

Date	Version	Description	Author
<dd/mmm/yyyy>	<x.x>	<details of the changes made>	<name>

Definition of Terms, Acronyms, and Abbreviations

Term	Description
MVC	Model-View-Controller. A software design pattern used for developing user interfaces.
SQL Server	A relational database management system developed by Microsoft for storing and retrieving data.
API	Application Programming Interface. A set of functions allowing applications to access data or services.
ASP.NET	A web framework developed by Microsoft for building web applications and services.
Entity Framework (EF)	An object-relational mapper for .NET that enables developers to work with a database using .NET objects.
DAL	Data Access Layer. Manages communication between the application and the database.
BLL	Business Logic Layer. Handles the core application logic and rules.
SOLID	A set of object-oriented design principles promoting maintainable and scalable software.
SignalR	A library for adding real-time web functionality to applications.
CRUD	Create, Read, Update, Delete. Basic operations for managing data in a database.
PK	Primary Key. A unique identifier for a record in a database table.
FK	Foreign Key. A field in one table that uniquely identifies a row in another table.

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1 Introduction

1.1 Purpose of Document

This document explains the design of the "Influencer Connect" platform. It is intended for project team members, supervisors, developers, and testers. The document uses an object-oriented design approach to plan and guide the development process for the platform.

1.2 Intended Audience

This document is intended for the following stakeholders:

- Development Team
- Supervisors (Mr. Aamir Hussain, Mr. Waqas Pasha)
- Supervisors and evaluators to understand the project's goals and scope.
- Developers for implementation of the platform as per the requirements.
- Future maintainers for reference during updates or enhancements.

1.3 Document Convention

This document uses **Times New Roman 12pt** font for body text and **Times New Roman 14pt bold** for headings, with 1.5 line spacing for paragraphs. Sections are numbered hierarchically (e.g., 1, 1.1) for easy navigation, and figures/tables are labeled and referenced clearly. Acronyms and technical terms are defined in the **Definitions** section, and all updates are tracked in the **Revision History**. Formal language is used to ensure clarity and consistency for all readers.

1.4 Project Overview

Influencer Connect is a platform designed to bridge the gap between marketing agents and influencers, providing a seamless way to create, manage, and execute influencer marketing campaigns. The system allows marketing agents to define campaign details, set target audiences, and invite influencers to collaborate, while influencers can browse campaigns, participate in tasks, and generate invoices for completed work. With role-based dashboards, campaign visibility options, and basic analytics, the platform ensures efficiency, transparency, and streamlined workflows. Built with ASP.NET MVC and SQL Server, Influencer Connect is scalable and aims to transform how brands and influencers connect and work together.

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Functionality:

- **Campaign Management:** Marketing agents can create campaigns, define target audiences, set visibility options (public/private), and invite influencers.
- **Influencer Discovery:** Agents can filter and search for influencers based on categories, followers, and pricing.
- **Role-Based Dashboards:** Marketing agents and influencers will have customized dashboards tailored to their activities.
- **Invoice Generation:** Influencers can generate invoices for payments after completing campaigns.

Design Approach:

The software will adopt a modular, role-based architecture to support distinct functionalities for marketing agents and influencers. The backend will be developed using the ASP.NET MVC framework, ensuring a clear separation of concerns between business logic, data access, and user interface layers. A relational database using Microsoft SQL Server will store user, campaign, and transaction data. The frontend will be responsive and user-friendly, offering intuitive navigation and accessibility. The system's scalable design will allow for future enhancements, including advanced analytics and real-time messaging features.

1.5 Scope

This project involves creating a platform where influencers and agents can:

- Manage direct contacts.
 - Post or respond to public promotional requests.
 - Use a chat system for discussions.
- The platform will focus on usability, reliability, and solving communication inefficiencies in influencer marketing.

1.6 Not in Scope

The platform will not:

- Handle financial transactions or payment processing.
- Include content creation tools for promotions.
- Support influencer performance analytics in the initial version.

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2 Design Considerations

This section outlines key issues and considerations that form the foundation for the design of Influencer Connect. It ensures a clear understanding of constraints, potential risks, and measures to mitigate them before proceeding with the design solution.

2.1 Assumptions and Dependencies

- **Integration with Third-Party APIs:**
The system assumes that third-party APIs for social media authentication (e.g., Google, Facebook, or Instagram) will be available, stable, and well-documented.
- **Hosting and Deployment:**
It is assumed that the hosting environment (e.g., Azure or AWS) will support the chosen technologies (ASP.NET MVC and SQL Server) without compatibility issues.
- **Stable Internet Connection:**
The design presumes that users will have a stable internet connection for optimal performance.
- **Frontend Compatibility:**
It is assumed that the frontend technologies and frameworks (e.g., React or Angular) will seamlessly interact with the ASP.NET MVC backend.
- **User Roles:**
The system is designed with two distinct roles (marketing agents and influencers). Any future addition of roles may require adjustments to access control logic and UI design.

2.2 Risks and Volatile Areas

1. Changing Requirements:

- **Risk:** Stakeholders might introduce new requirements, such as additional features (e.g., real-time messaging or advanced analytics).
- **Mitigation:** The system will adopt a modular design and follow SOLID principles to accommodate changes with minimal disruption. Key modules will be loosely coupled to reduce dependencies.

2. Third-Party API Changes:

- **Risk:** Changes or deprecation of third-party APIs (e.g., for social media login) may impact system functionality.
- **Mitigation:** Design the system to use an abstraction layer for API interactions, enabling easier replacement or updates of APIs without affecting core functionality.

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3. Scalability Challenges:

- **Risk:** An increase in the number of users or campaigns could lead to performance bottlenecks.
- **Mitigation:** The system will be designed with scalability in mind, using caching mechanisms, optimized database queries, and load balancing strategies.

4. Technology Adoption Risks:

- **Risk:** Adopting new frontend frameworks or tools may introduce compatibility issues or a steep learning curve for the team.
- **Mitigation:** Conduct thorough research before adopting new tools and prioritize those with strong community support and documentation.

5. Dependency on Team Collaboration:

- **Risk:** Lack of synchronization between backend and frontend development teams could delay the project.
- **Mitigation:** Establish clear communication protocols, shared documentation, and regular meetings to align on design decisions and development progress.

6. Data Growth:

- **Risk:** A growing volume of campaign data and user records might lead to database performance issues.
- **Mitigation:** Use efficient indexing strategies, partitioning, and periodic data archiving to manage data growth effectively.

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3 System Architecture

The Influencer Connect platform is designed to streamline collaboration between influencers and marketing agents for seamless campaign management. The system follows a modular design approach, ensuring scalability, maintainability, and ease of integration. It is built using an N-tier architecture model, dividing the system into logical components that interact efficiently to provide the desired functionality.

3.1 System Level Architecture

At a high level, the system is decomposed into the following subsystems:

1. **User Management Subsystem:** Handles user registration, authentication, and authorization for marketing agents and influencers.
2. **Campaign Management Subsystem:** Manages campaign creation, updates, invitations, and analytics.
3. **Notification and Messaging Subsystem:** Sends real-time notifications to users and enables communication between agents and influencers.
4. **Content and Influencer Filtering Subsystem:** Provides search and filter functionalities for influencers based on specific criteria (e.g., audience demographics, content type).
5. **Data Storage Subsystem:** Stores all campaign data, user profiles, and system logs in a centralized SQL Server database.
6. **Admin Panel Subsystem:** Enables system administrators to monitor, approve, and manage platform activities.

Relationships between Elements:

- Users interact with the system through the User Interface (UI), accessing features exposed by the Business Logic Layer (BLL).
- The BLL coordinates with the Data Access Layer (DAL) to fetch or update data in the database.
- External systems, such as email or SMS APIs, are integrated via middleware.

Interfaces to External Systems:

- APIs for third-party social media platforms to fetch influencer details.
- Payment gateways for handling transactions.

Global Design Strategies:

- Centralized error handling with logging for traceability.
- Security practices like token-based authentication and input validation for data integrity.

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3.2 Software Architecture

The software architecture for this system is based on the ASP.NET MVC framework. It organizes the application into three main layers:

1. **View Layer (User Interface Layer):**
 - Responsible for presenting data to the user.
 - Handles input and user interactions, which are then forwarded to the Controller.
 - Contains Razor Views and HTML content.
2. **Controller Layer (Middle Tier):**
 - Acts as an intermediary between the View and the Model (Database layer).
 - Processes user requests, handles application logic, and determines the appropriate View to display.
 - Ensures smooth interaction between the View and Data Access layers.
3. **Model Layer (Data Access Layer):**
 - Communicates directly with the database using Entity Framework.
 - Manages data retrieval, storage, and business rules.

Interaction Flow:

- The user interacts with the **View**, triggering a request.
- The **Controller** processes the request, applies logic, and interacts with the **Model** to fetch or update data.
- Data is passed back to the **View** through the **Controller**, ensuring the user sees the latest updates.

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4 Design Strategy

The design strategy for the Influencer Connect system focuses on achieving scalability, maintainability, and user-centric functionality. Key design strategies and decisions impacting the organization of the system and its high-level structures are outlined below:

4.1.1.1 Future System Extension or Enhancement

The system is designed with modularity in mind, using the ASP.NET MVC framework to separate concerns across the application. Each component (Model, View, and Controller) can be extended independently to add new features or improve existing ones without disrupting the overall functionality. For example:

- Adding new user roles or campaign features will require modifications to specific controllers and views.
- Additional data attributes or new tables can be integrated into the database layer with minimal disruption.

4.1.1.2 System Reuse

Reusable components and patterns, such as shared partial views and reusable helper methods, are utilized across the application to reduce development effort and ensure consistency. Dependency Injection (DI) is implemented for services, promoting reusability and testability across various layers of the system.

4.1.1.3 User Interface Paradigms

The system employs a responsive design to provide an intuitive user interface across multiple devices. The View Layer relies on Razor templates, Bootstrap, and JavaScript for dynamic content and enhanced user interaction. Efforts are made to maintain consistency in the UI for both marketing agents and influencers.

4.1.1.4 Data Management

- **Storage:** The database layer uses SQL Server for secure, efficient, and reliable data storage. Entity Framework (EF) handles object-relational mapping (ORM), simplifying interactions between the application and the database.
- **Distribution:** Data access is centralized through the Model layer, ensuring consistent and secure data retrieval and manipulation.
- **Persistence:** Campaign data, messages, and notifications are persisted in the database, ensuring that users can resume their work seamlessly. Soft delete mechanisms are implemented for historical records.

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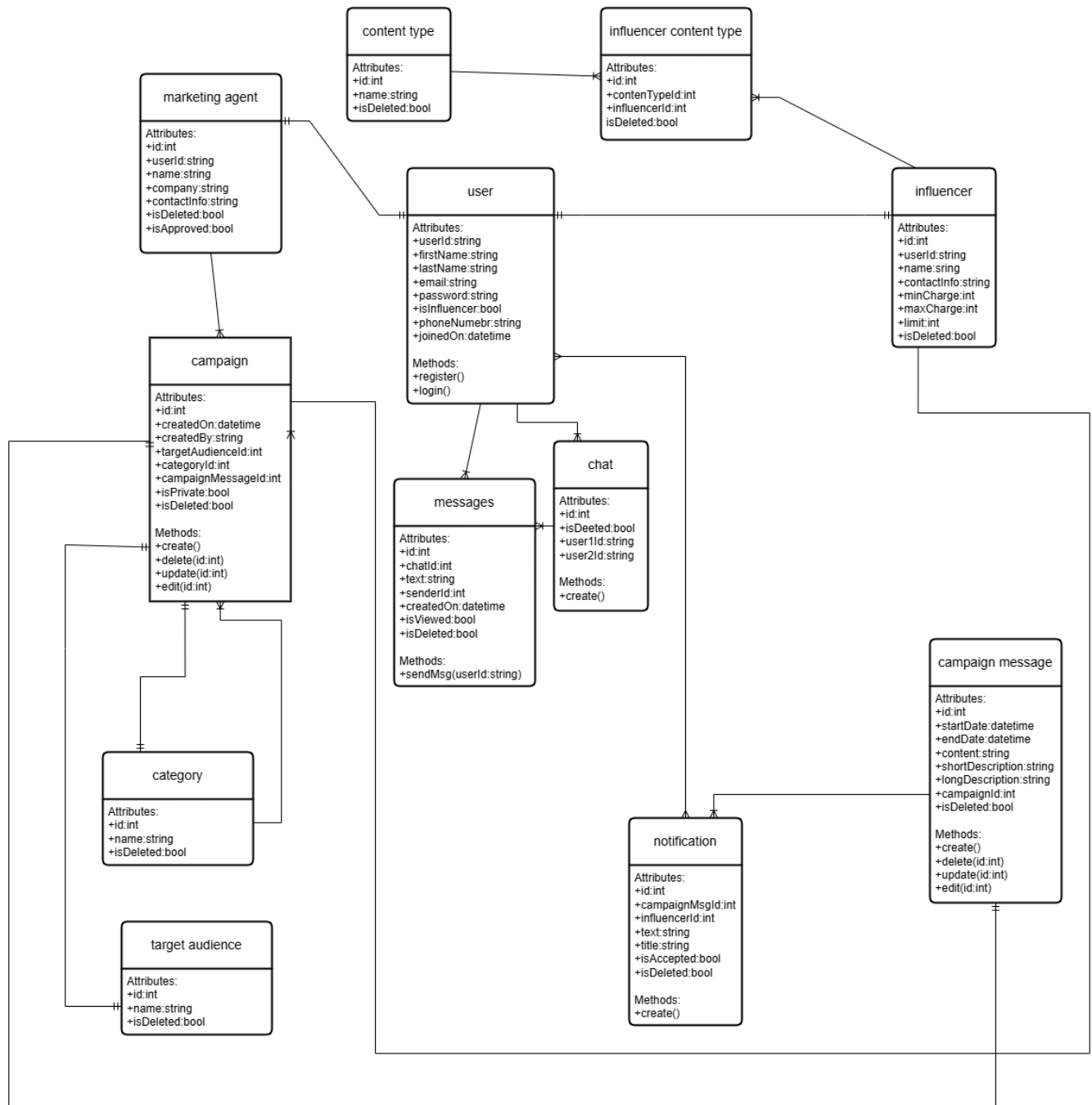
4.1.1.5 Concurrency and Synchronization

The system minimizes concurrency issues by implementing transaction handling in the database layer. Entity Framework ensures that concurrent data modifications do not result in conflicts or data corruption. For real-time messaging or notifications, SignalR can be integrated to manage concurrent updates effectively.

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5 Detailed System Design

5.1 Design Class Diagram



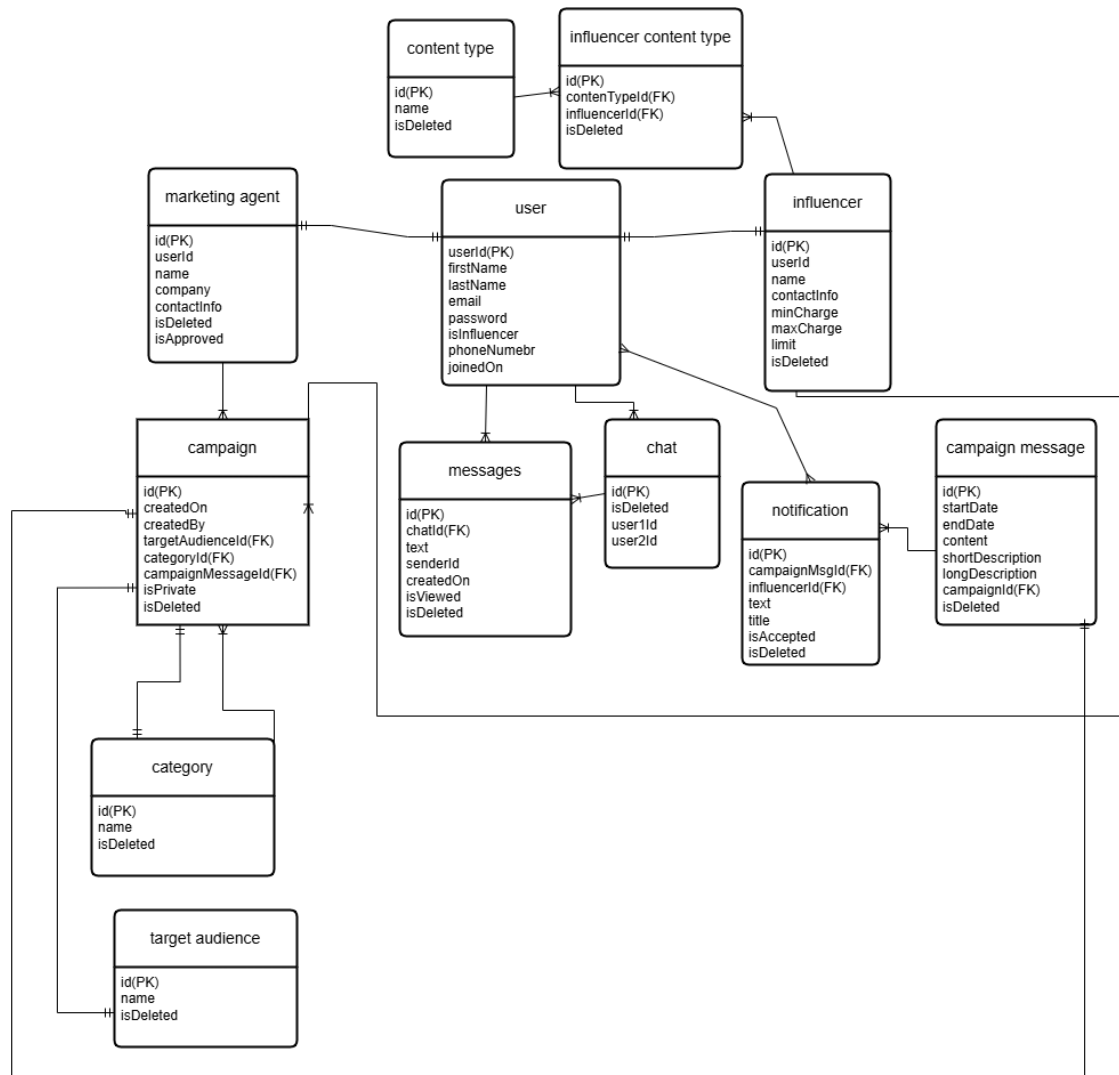
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7.1.1 ER Model Description:

The relationship between entities are as follows:

- **User – Marketing Agent:** many to many
- **User – Influencer:** many to many
- **User – Chat:** many to many
- **Marketing Agent – Campaign:** one to many
- **Influencer – InfluencerContentType:** one to many
- **Campaign – Category:** one to one
- **Campaign – TargetAudience:** one to one
- **Campaign – Campaign Message:** one to one
- **Chat-Messages:** one to many
- **Campaign Message – Notification:** one to many

5.2 ER Diagram



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5.2.1 Data Dictionary

5.2.1.1 Data 1 User

User						
Name	User					
Alias						
Where-used/how-used	Used to store basic information about platform users (influencers and agents). Acts as input for managing campaigns, chats, and notifications.					
Content description	Represents registered users in the system.					
Column Name	Description	Type	Length	Null able	Default Value	Key Type
UserId	Unique identifier for each user	Varchar	255	NO	Auto Increment	PK
FirstName	First name of user	Varchar	255	NO		
LastName	Last name of user	Varchar	255	NO		
Email	Email of user	Varchar	255	NO		
Password	Password of user	Varchar	255	NO		
IsInfluencer		bool	1	NO		

5.2.1.2 Data 2 Influencer

Influencer	
Name	Influencer
Alias	
Where-used/how-used	<ul style="list-style-type: none"> Used in campaign management to assign and track campaigns for influencers. Referenced in search and filtering functionality for agents looking for influencers
Content description	Represents detailed model of Influencer

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Column Name	Description	Type	Length	Null able	Default Value	Key Type
Id	Unique identifier for each user	int		NO	Auto Assigned	PK
UserId	References the associated user in the User table.	Varchar	255	NO		
Name	Full Name of Influencer	Varchar	255	NO		
MinCharge	Min charge for a campaign	Int	255	NO		
MaxCharge	Max charge for a campaign	Int	255	NO		
Limit	Represents No of Invites allowed	int	1	NO		

5.2.1.3 Data 3 Marketing Agent

Marketing Agent	
Name	Marketing Agent
Alias	Agent
Where-used/how-used	<ul style="list-style-type: none"> Used to store and manage detailed profiles of marketing agents on the platform. Acts as a reference in campaigns to assign agents or track their collaborations with influencers. Facilitates influencers in identifying and connecting with marketing agents. Used in approval processes to ensure only verified agents participate on the platform (IsApproved flag). Enables filtering of active agents by excluding those flagged as deleted (IsDeleted flag). Provides contact and company information to influencers during campaign planning and execution.
Content description	Represents detailed model of Marketing Agent

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Column Name	Description	Type	Length	Null able	Default Value	Key Type
Id	Unique identifier for each agent	int	255	NO	Auto Increment	PK
UserId	References the associated user in User	Varchar	255	NO		
Company	Name of Company	Varchar	255	NO		
ContactNo	Contact info of agent	Varchar	255	NO		
IsDeleted	Indicates whether the agent's profile is deleted or inactive.	bool	255	NO		
IsApproved	Indicates whether the agent's account is approved for use (e.g., after admin verification).	bool	1	NO		

5.2.1.4 Data 4 Campaign

Campaign	
Name	Campaign
Alias	
Where-used/how-used	<ul style="list-style-type: none"> • Stores and manages detailed information about promotional campaigns on the platform. • Used to link marketing agents with influencers and specify campaign details like target audience, category, and messaging • Enables marketing agents to create and manage campaigns. • Connects influencers with relevant campaigns based on target audience and category.

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Content description		Represents promotional campaigns created by marketing agents. It includes information about the campaign's target audience, category, and messaging. Campaigns can be public or private and are linked to marketing agents and influencers for collaboration and tracking				
Column Name	Description	Type	Length	Null able	Default Value	Key Type
Id	Unique identifier for each agent	int	255	NO	Auto Increment	PK
CreatedOn	Date and time the campaign was created	DateTime		NO		
CreatedBy	ID of the user who created the campaign.	Varchar	255	NO		
TargetAudience	ID linking to the target audience details.	int	255	NO		FK
CategoryId	ID linking to the campaign category	int	255	NO		FK
ICampaignMessageId	ID linking to the campaign message details.	bool	1	NO		FK
IsPrivate	Indicates if the campaign is private.	bool		NO		
IsDeleted	Indicates if the campaign is deleted.	bool		NO	0	

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5.2.1.5 Data 5 CampaignMessage

CampaignMessage						
Name	CampaignMessage					
Alias						
Where-used/how-used	<ul style="list-style-type: none"> Stores and manages the message content associated with a campaign. Used in campaign creation and display to define the promotional message and campaign descriptions. Acts as input for generating promotional materials and communications. Provides a detailed message (Content, ShortDescription, LongDescription) for campaigns. Tracks the campaign's active period using StartDate and EndDate. Links to campaigns through the CampaignId property. 					
Content description	Represents the message or promotional content for a specific campaign.					
Column Name	Description	Type	Length	Null able	Default Value	Key Type
Id	Unique identifier for each Campaign Message	int	255	NO	Auto Increment	PK
StartDate	Start date of the campaign message's validity.	DateTime		NO		
EndDate	End date of the campaign message's validity..	DateTime		NO		
Content	The main content of the campaign message..	Varchar	255	NO		

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ShortDescription	A brief description of the campaign message.	Varchar	255	NO		
LongDiscription	A detailed description of the campaign message.	Varchar	255	NO		
CampiagnId	ID linking the message to its associated campaign.	bool		NO		FK
IsDeleted	Indicates if the campaign is deleted.	bool		NO	0	

5.2.1.6 Data 6 Category

Category	
Name	Category
Alias	
Where-used/how-used	<ul style="list-style-type: none"> Used to categorize campaigns for better organization and filtering. Provides a classification system for marketing agents and influencers to select or browse relevant campaigns. Enables marketing agents to assign a category to their campaigns during creation. Helps influencers filter campaigns by their category.
Content description	Represents different categories available on the platform to classify campaigns.

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Column Name	Description	Type	Length	Null able	Default Value	Key Type
Id	Unique identifier for each Category	int		NO	Auto Increment	PK
Name	Name of the category...	Varchar	255	NO		
IsDeleted	Indicates if the category is deleted.	bool		NO	0	

5.2.1.7 Data 7 Chat

Chat						
Name	Chat					
Alias						
Where-used/how-used	<ul style="list-style-type: none"> Stores and manages chat sessions between two users (influencers and marketing agents). Acts as a reference to retrieve messages exchanged in a specific chat session. Facilitates direct communication between users (e.g., influencers and agents). Tracks and links messages between the two users through the Messages property. 					
Content description	Represents a chat session between two users (User1 and User2). Each chat session is uniquely identified and contains the messages exchanged between the users.					
Column Name	Description	Type	Length	Null able	Default Value	Key Type
Id	Unique identifier for the chat session.	int		NO	Auto Increment	PK
UserId1	ID of the first user in the chat session.	Varchar	255	NO		FK
UserId2	ID of the second user in the chat session.	Varchat	255	NO		FK

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5.2.1.8 Data 8 Messages

Messages						
Name	Messages					
Alias						
Where-used/how-used	<ul style="list-style-type: none"> Stores individual messages exchanged in a chat session Enables users (influencers and marketing agents) to send and receive messages through the platform. Tracks the sender, timestamp, and read status of each message. Links messages to a specific chat session using the ChatId property. 					
Content description	Represents individual messages exchanged between two users in a chat session.					
Column Name	Description	Type	Length	Null able	Default Value	Key Type
Id	Unique identifier for the message.	int		NO	Auto Increment	PK
ChatId	ID linking the message to a specific chat.	int		NO		FK
SenderId	ID of the user who sent the message.	Varchar	255	NO		FK
CreatedOn	Timestamp indicating when the message was sent.	DateTime				
IsViewed	Indicates if the message has been read.	Bool				

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Text	The content of the message.	varchar	255			
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5.2.1.9 Data 9 TargetAudience

TargetAudience						
Name		TargetAudience				
Alias						
Where-used/how-used		<ul style="list-style-type: none"> Stores and manages information about the intended audience for a campaign. Used in campaigns to identify and define the target demographic or interest group. Enables marketing agents to specify the target audience for their campaigns during creation. Assists influencers in finding campaigns relevant to their audience demographics. 				
Content description		Represents a target audience or demographic group for campaigns.				
Column Name	Description	Type	Length	Null able	Default Value	Key Type
Id	Unique identifier for each TargetAudience	int		NO	Auto Increment	PK
Name	Name of TargetAudience	Varchar	255	NO		
IsDeleted	Indicates if the targetaudience is deleted.	bool		NO	0	

5.2.1.10 Data 10 ContentType

ContentType	
Name	ContentType

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Alias	
Where-used/how-used	<ul style="list-style-type: none"> Used to categorize the type of content that an influencer can create or share. Linked to influencer content preferences and campaign requirements. Allows influencers to select or define the type of content they can create, such as video, blog post, image, etc. Helps marketing agents identify content types needed for campaigns.
Content description	Represents a content type, such as video, image, or article, that influencers can create and share.

Column Name	Description	Type	Length	Null able	Default Value	Key Type
Id	Unique identifier for each ContentType	int		NO	Auto Increment	PK
Name	Name of ContentType	Varchar	255	NO		
IsDeleted	Indicates if the contentType is deleted.	bool		NO	0	

5.2.1.11 Data 11 InfluencerContentType

InfluencerContentType	
Name	InfluencerContentType
Alias	
Where-used/how-used	<ul style="list-style-type: none"> Totes the association between influencers and the content types they can create or specialize in. Links influencers with specific content types (e.g., video, image, blog) for campaign matching. Allows influencers to specify which content types they are capable of creating. Helps marketing agents and campaigns identify the content types associated with influencers.
Content description	Represents the relationship between an influencer and the content types they can produce.

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Column Name	Description	Type	Length	Null able	Default Value	Key Type
Id	Unique identifier for the influencer-content type relationship.	int		NO	Auto Increment	PK
InfluencerId	ID of the influencer associated with the content type.	Varchar	255	NO		FK
IsDeleted	Indicates if the influencer-content type relationship is deleted.	bool		NO	0	
ContentTypeId	ID of the content type associated with the influencer.			NO		FK

5.2.1.12 Data 12 Notification

Notification	
Name	Notification
Alias	
Where-used/how-used	<ul style="list-style-type: none"> • Stores notifications related to campaigns and their messages, specifically for influencers. • Used to alert influencers about campaign updates, messages, and decisions (e.g., acceptance or rejection). • Allows the platform to send notifications to influencers about the status of campaign messages. • Tracks whether the notification was accepted or rejected by the influencer.
Content description	Represents a notification that informs an influencer about a campaign message, providing details such as the message's title,

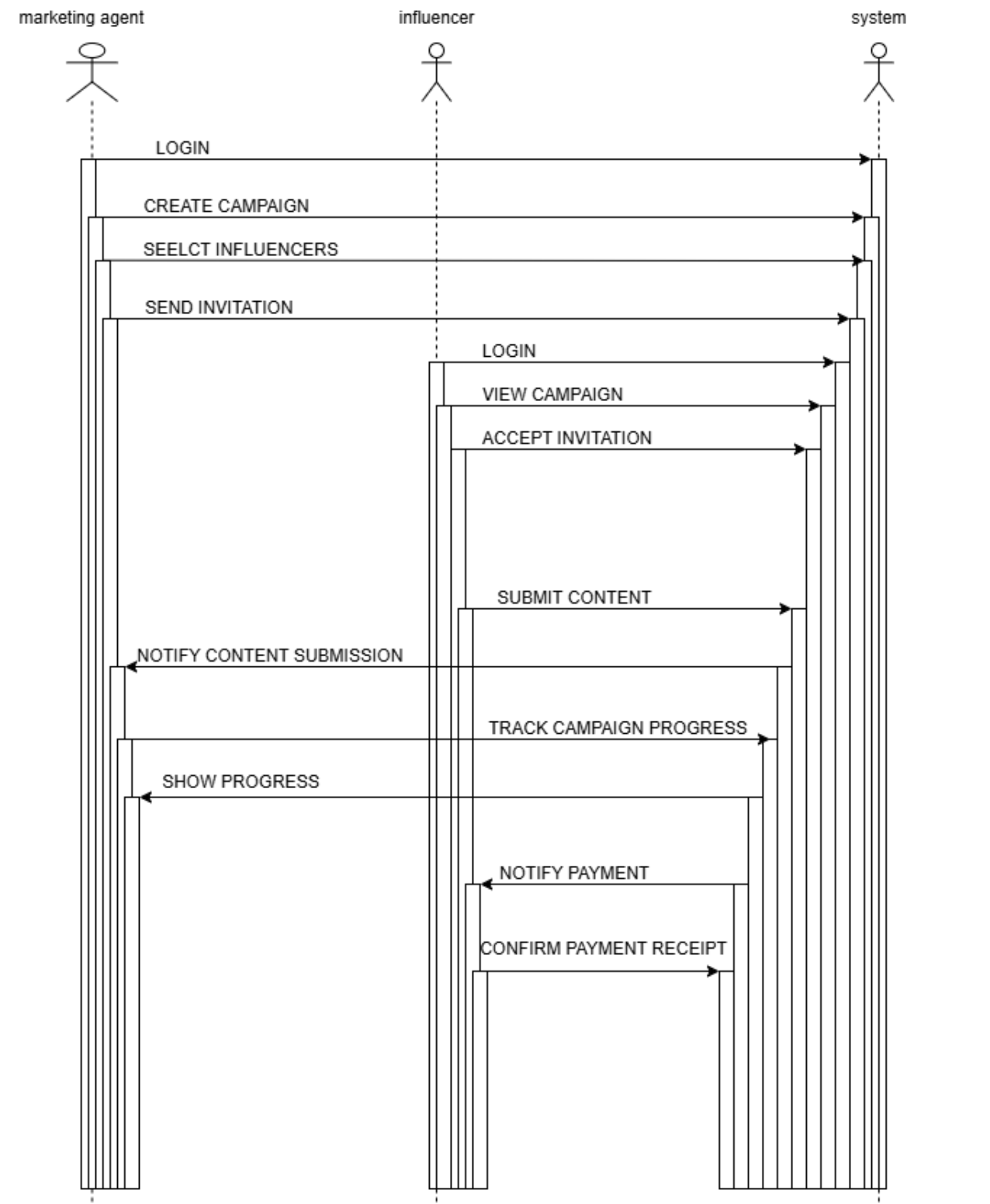
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content, and the influencer's response status (accepted/rejected). Notifications are used to alert users about important updates or actions required for campaigns.						
Column Name	Description	Type	Length	Null able	Default Value	Key Type
Id	Unique identifier for the notification.	int		NO	Auto Increment	PK
CampaignMsgId	ID of the associated campaign message.	int		NO		FK
InfluencerId	ID of the influencer who is receiving the notification.	int		NO	0	FK
Text	Title of the notification..	varchar	255	NO		
IsAccepted	Indicates if the influencer has accepted the campaign message.	bool		YES		

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Application Design

5.2.2 Sequence Diagram



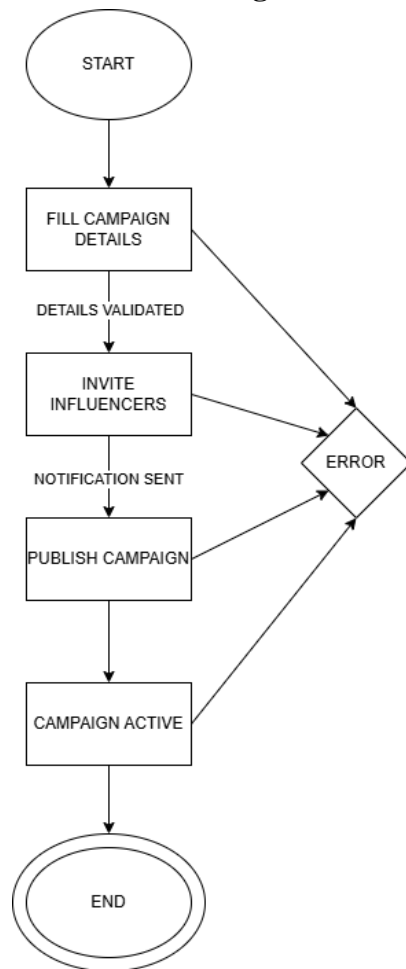
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Explanation:

- **Campaign Management:** Marketing agents log in, create campaigns, select influencers, and send invitations.
- **Influencer Marketplace:** Influencers log in, view campaigns, and accept invitations.
- **Content Submission:** Influencers submit content, and the system notifies the agent.
- **Progress Tracking:** Agents track campaign progress, and the system shows updates.

5.2.3 State Diagram

5.2.3.1 State Diagram 1

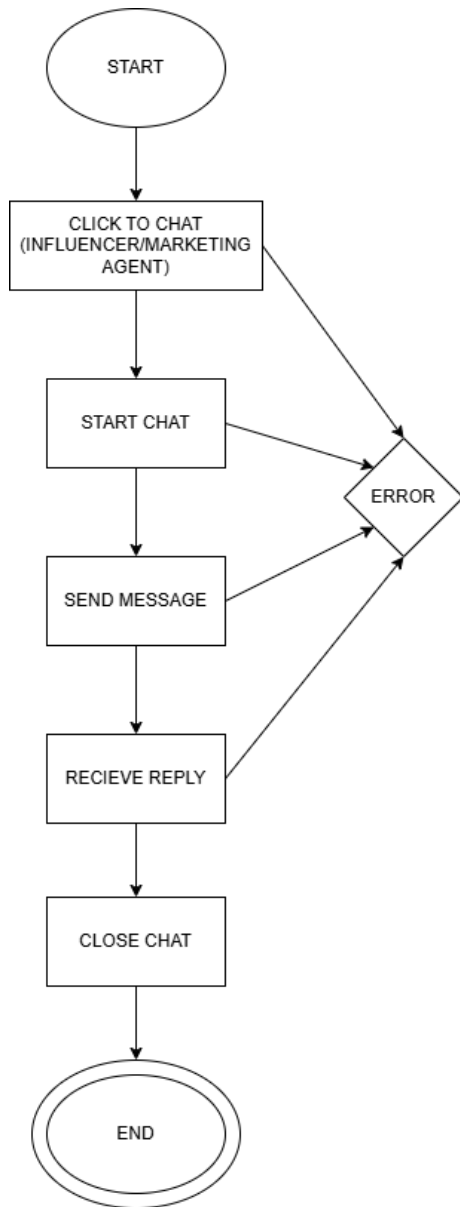


Explanation:

When a marketing agent starts filling in the campaign details. Once the details are submitted, the system validates them to ensure accuracy. If the details are invalid, the process halts with an error. After successful validation, the agent can proceed to invite influencers to participate in the campaign. Notifications are sent to the selected influencers, and the campaign is published. At this point, the campaign becomes active, marking its readiness for execution, and the process concludes.

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State Diagram 2

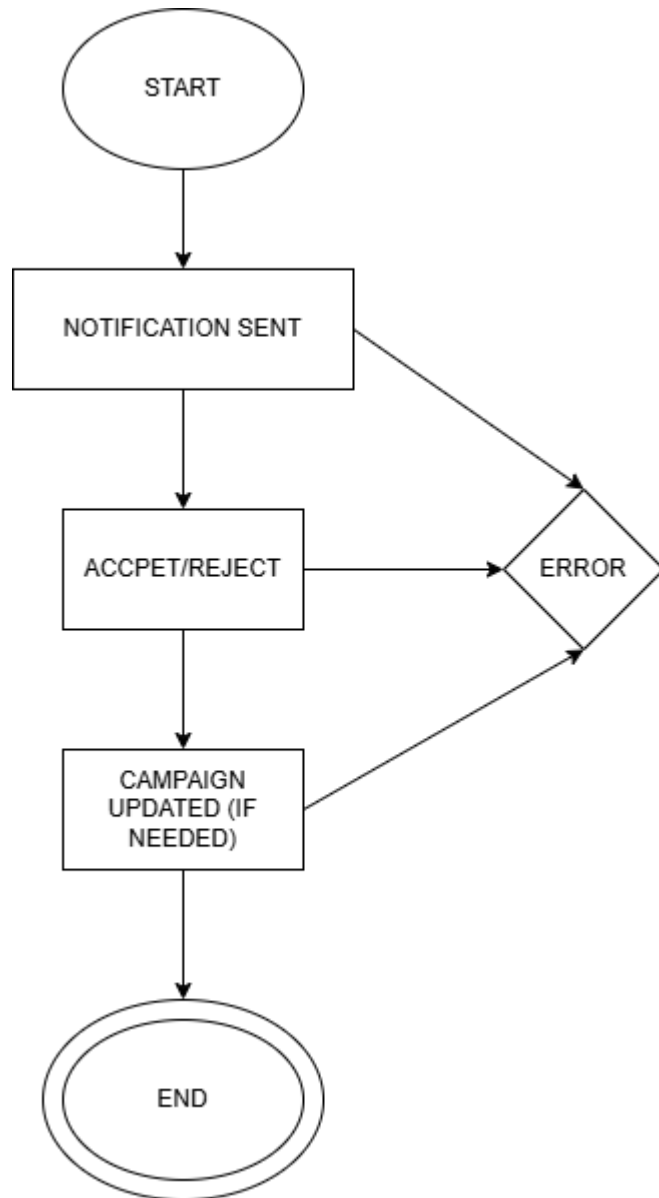


Explanation:

This process starts when either an influencer or a marketing agent initiates a chat session by clicking the "Chat" option. The chat session begins, allowing both parties to exchange messages. Each message sent triggers a corresponding reply. If an error occurs during the session, the chat may terminate. Once the discussion is complete, the chat session is closed, and the process ends.

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5.2.3.2 State Diagram 3

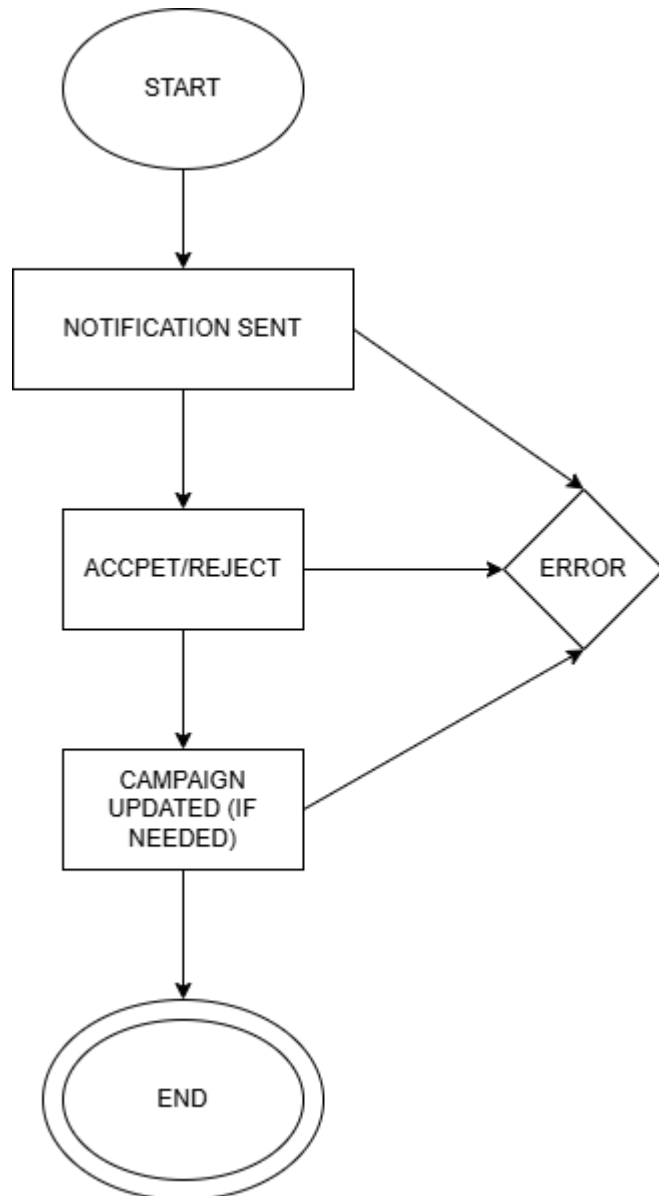


Explanation:

It starts with the system sending a notification to influencers about a campaign invitation. Influencers then decide whether to accept or reject the invitation. If any error arises, the process may stop or retry. If the invitation is accepted, the campaign details may be updated based on the influencer's input. After any necessary updates, the process concludes, completing the workflow for managing campaign invitations.

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5.2.3.3 State Diagram 4



Explanation:

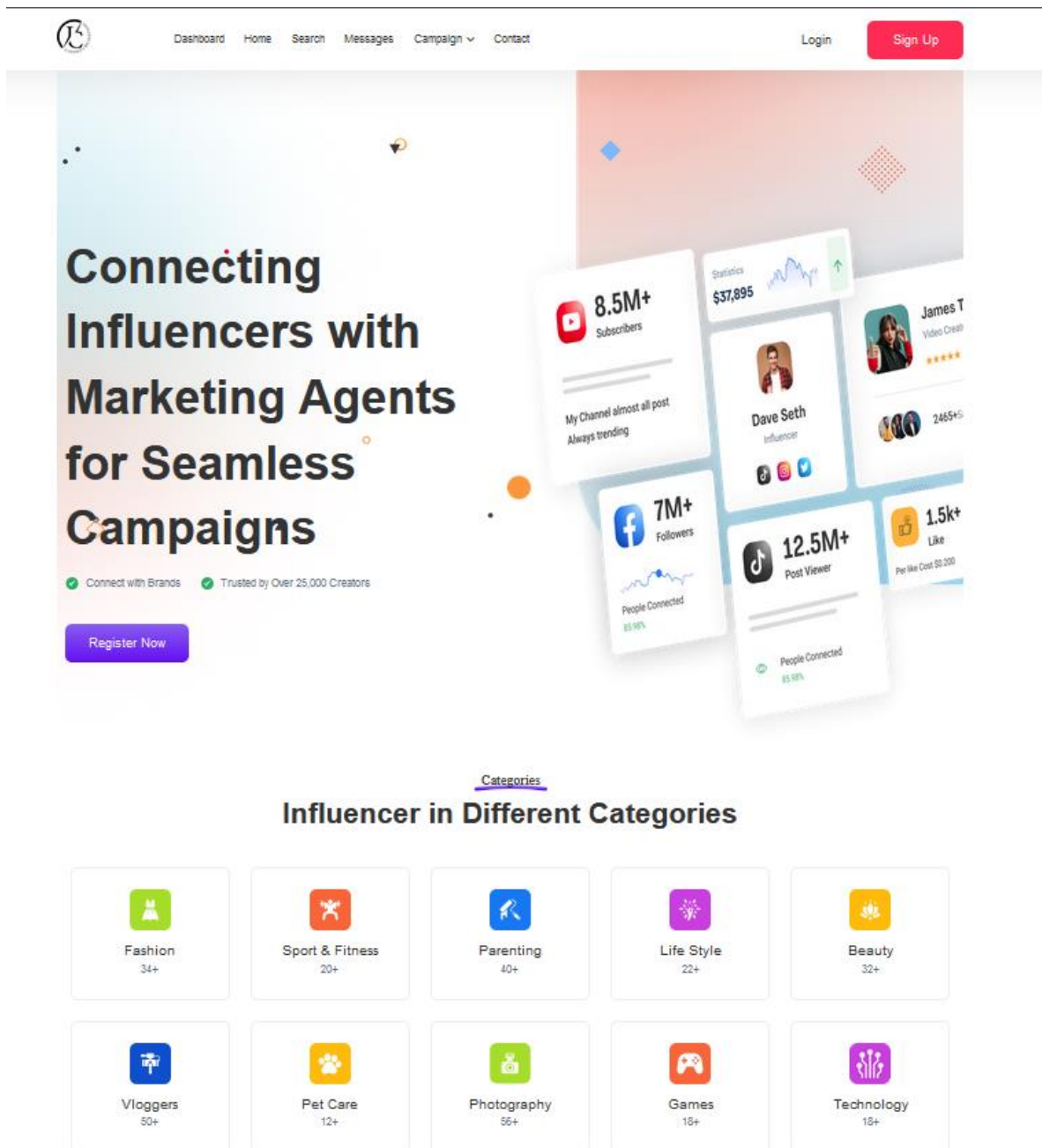
This state diagram represents the process of notifying influencers and handling their responses. The process begins at the **START** state, where a notification is sent to an influencer regarding a campaign opportunity. Once the **NOTIFICATION SENT** state is reached, the influencer has the option to **ACCEPT/REJECT** the request. If an error occurs during this process, such as a failed notification delivery or system issue, the workflow diverts to the **ERROR** state to handle the issue appropriately. If no errors occur and the influencer accepts the request, the campaign details are updated as needed in the **CAMPAIGN UPDATED (IF NEEDED)** state, ensuring that the system reflects the influencer's participation. Finally, the process reaches the **END** state, completing the

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workflow. This diagram highlights a crucial component of your platform, ensuring seamless communication and collaboration between brands and influencers.


5.3 GUI Design

5.3.1 <Use Case Name Home Screen >



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5.3.2 <Use Case Name – Login >


[Dashboard](#)
[Home](#)
[Search](#)
[Messages](#)
[Campaign ▾](#)
[Contact](#)
[Login](#)
[Sign Up](#)

Login

Welcome to Influencer Connect


Email*

Password*

☐ Remember Me [Forgot Password?](#)


[Log In](#)

Don't have an account ? [Create Account](#)



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5.3.3 < Register Influencer 1>



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[Campaign](#)
[Contact](#)

[Login](#)
[Sign Up](#)

SignUp

[Influencer](#)
[Marketer](#)

Welcome to Influencer Connect

First Name*

Last Name*

Email*

Phone*

Password*

Confirm Password*

Min Charge*

Max Charge*

Content Type


Limit*

Category*

☐ Remember Me
 [Forgot Password?](#)


[Next](#)

Don't have an account ? [Login](#)



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5.3.4 Register Influencer 2


[Dashboard](#)
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[Sign Up](#)

SignUp

Welcome to Influencer Connect


Influencer

Connect with Instagram @

Connect with Youtube


Connect with TikTok

Done



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5.3.5 Register Marketing Agent


[Dashboard](#)
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[Contact](#)
[Login](#)
[Sign Up](#)

SignUp

Welcome to Influencer Connect

[Influencer](#)
[Marketer](#)

First Name*

Last Name*

Email*

Phone*

Password*

Confirm Password*

Company Name*


Proof of Employment/ Company letterhead*

No file selected.

☐ Remember Me
 [Forgot Password?](#)


[Create Account](#)


[Don't have an account ? Login](#)



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5.3.6 Create Campaign


[Dashboard](#)
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[Messages](#)
[Campaign](#)
[Contact](#)
🔔
Ayan Ahmed



Create Campaign

Home / Create Campaign

Campaign Message

Create New Campaign Message

Content

TagLine

Start Date

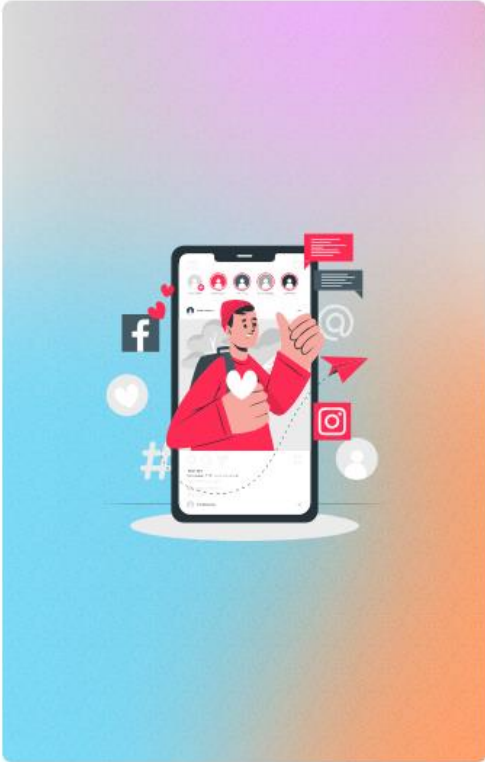
End Date

Long Description

Content Type

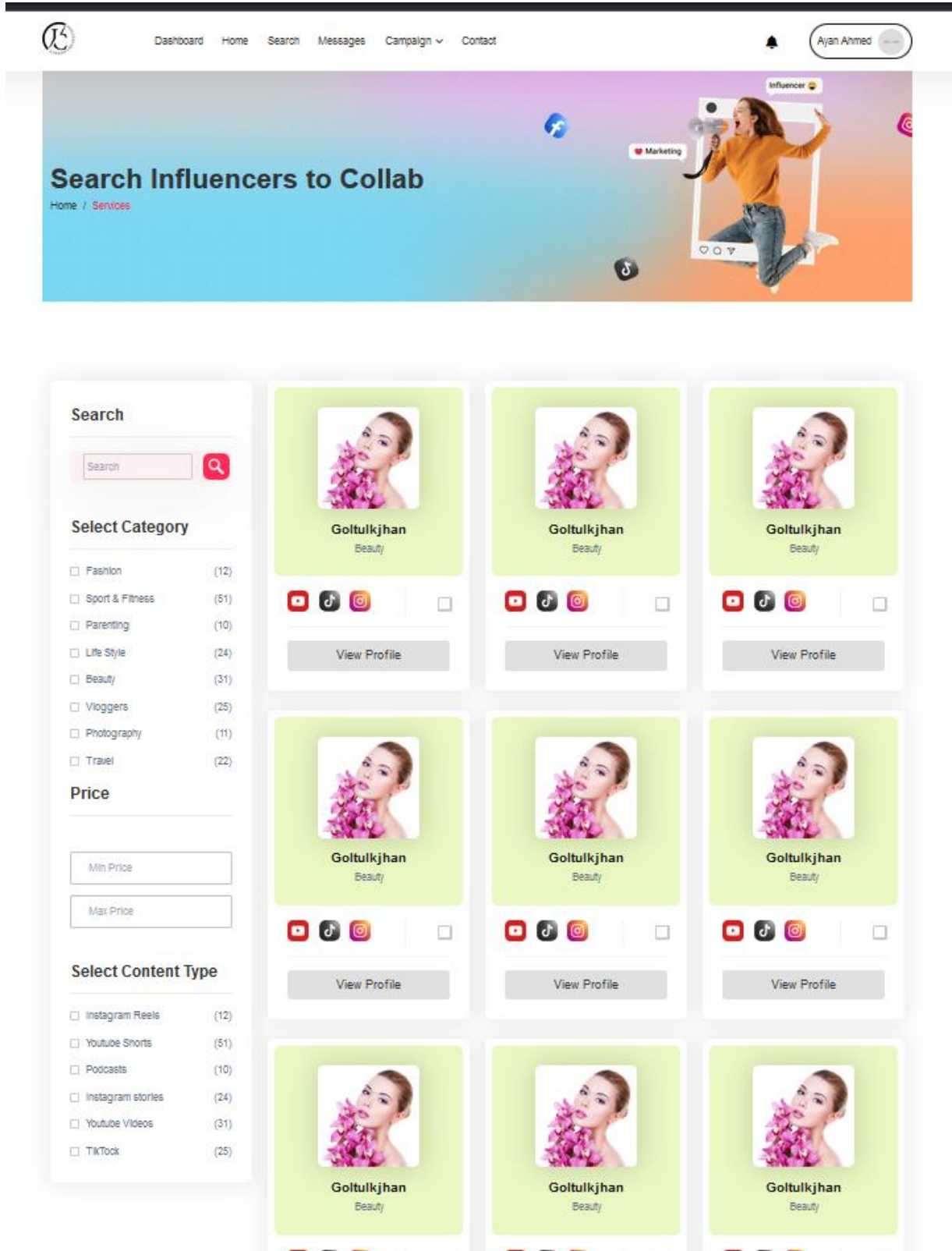
Category*

Next



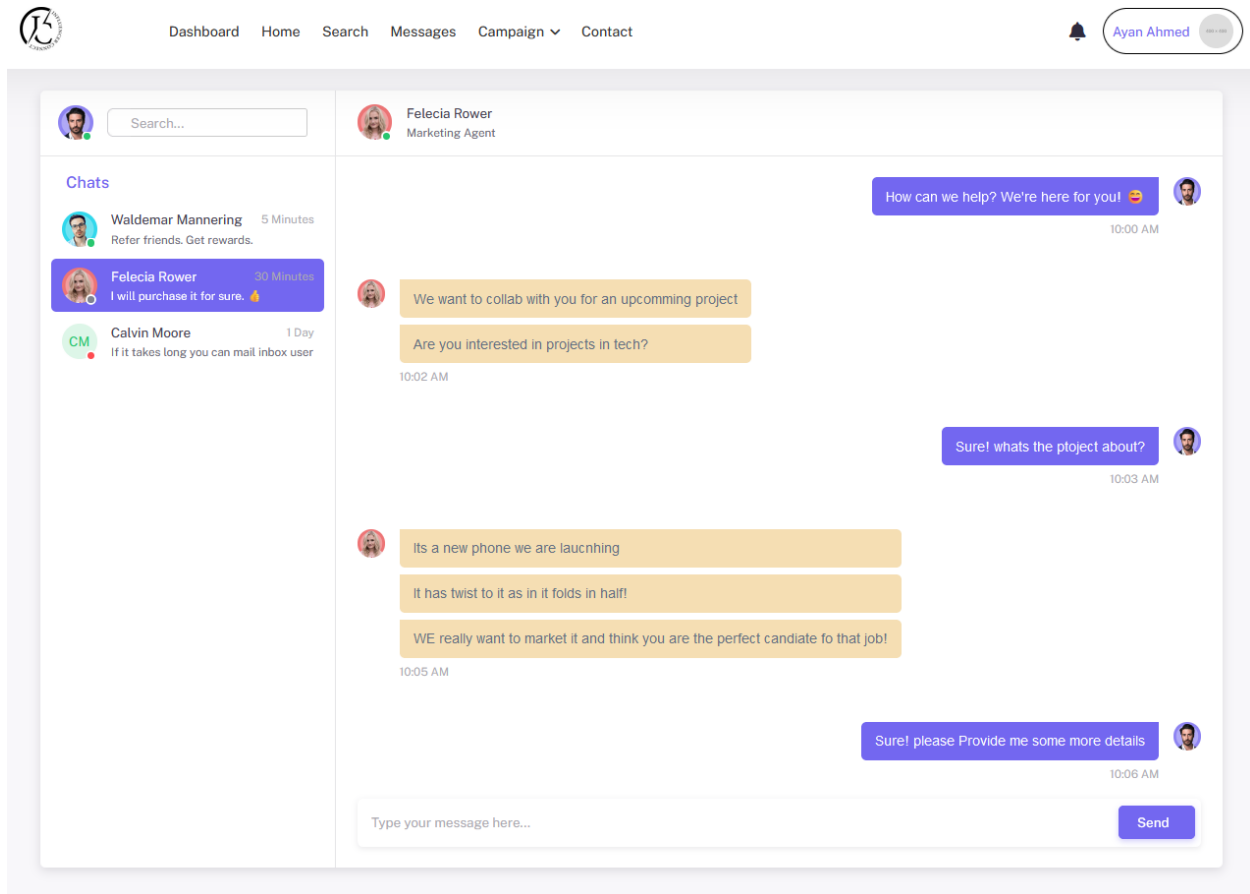
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5.3.7 Search Influencer to Collaborate with



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5.3.8 Chat Mock up



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6 References

1. [https://www.researchgate.net/publication/373760614 Influencer Marketing with Social Platforms Increasing Brand Awareness and User Engagement](https://www.researchgate.net/publication/373760614)
2. [https://www.researchgate.net/publication/352120476 Understanding influencer marketing The role of congruence between influencers products and consumers](https://www.researchgate.net/publication/352120476)
3. <https://sproutsocial.com/insights/influencer-marketing-platforms/>
4. <https://pmc.ncbi.nlm.nih.gov/articles/PMC8872418/>

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7 Appendices

[Include supporting detail that would be too distracting to include in the main body of the document.]