

Project Report- MAD-1

Student Details

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 - Problem Statement: Influencer Engagement and Sponsorship Coordination Platform
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Project Details

Project Description: IGNITASE is a comprehensive platform designed to streamline influencer marketing campaigns. The primary goal of the project is to create a user-friendly system that connects influencers with sponsors, facilitating effective and engaging marketing campaigns.

- **Key Features:**
 - **User Authentication:** Secure login and registration for influencers and sponsors.
 - **Profile Management:** Customizable profiles for influencers and sponsors to showcase their details and track their activities.
 - **Campaign Management:** Sponsors can create and manage marketing campaigns, while influencers can view and participate in these campaigns.
 - **Request Handling:** Influencers can submit collaboration requests to sponsors, and sponsors can review and manage these requests.
 - **Status Tracking:** Both influencers and sponsors can track the status of their campaigns and requests, ensuring smooth and transparent interactions.

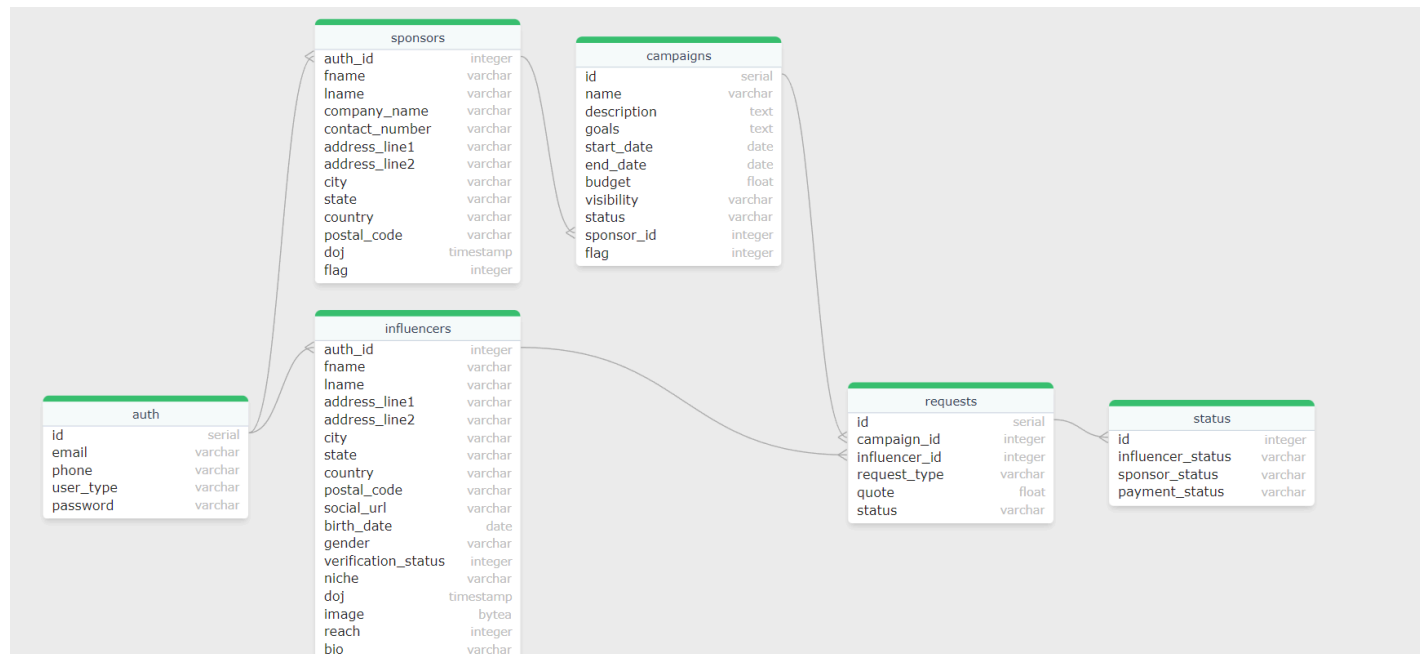
Approach

- Requirement Analysis: Identified core functionalities such as user authentication, profile management, campaign creation, request handling, and status tracking.
- Design: Developed a detailed database schema and user interface design based on the requirements.
- Implementation: Utilized Flask for the backend, SQLite for database management, and Jinja2 with Bootstrap for frontend development.
- Testing: Conducted thorough testing of all functionalities to ensure accuracy and reliability.

Frameworks and Libraries Used

- Flask: Web framework for Python to handle backend operations and routing.
- Jinja2: Templating engine for rendering HTML pages.
- Bootstrap: Frontend framework for responsive web design.
- SQLite: Database management system for storing project data.
- SQLAlchemy: ORM for database interaction.
- Font Awesome: For icons in the user interface.

ER Diagram of the Database:



API Resource Endpoints

The project includes the following API endpoints:

- /login - POST request for user authentication.
- /register - POST request to create new user accounts.
- /influencer/profile - GET request to retrieve influencer profile details.
- /sponsor/profile - GET request to retrieve sponsor profile details.
- /campaigns - GET request to retrieve campaign details.
- /requests - POST request to submit a new request for collaboration.

Drive Link of the Presentation Video

The presentation video of the project can be found at the following link: [Click here](#)

THANKYOU ...