# **10 Blogging platform (posts, comments, tags, statistics) Dawid Filip, Stanisław Kumor**

# **Goals of the website**

The goals of the website can be divided into two groups - business goals and social goals. Starting with the first goals, which are definitely more important from the website owner's perspective - the blog will complement a website that retails wine and wine equipment. In this case, the purpose of the blog will be to redirect users to the shop's website, where they will be able to make purchases related to wine or home winemaking.

# However, there is another objective - a social one. On the blog, there will be articles related to tips directed to novice home winemakers. In addition, some articles will be about the sensory aspects of wine and how to taste it properly to fully appreciate the taste of good quality wine.

# In conclusion, the target group of the blog will be adults who want to develop their passion for making wine and related things at home and people who want to taste the best quality wine from around the world and develop their skills.

# **Description of the user roles**

The users of a blog can be divided into two groups and in the same way their roles can be divided. The first part of users can be called business users and the second part technical users.

**Business roles**

Business users have been so named because the company can make extra money from them.

Each blog user can purchase a "premium account", which will be associated with the shop. From this point you can talk about a premium user, who will have discounts in the shop and additional features on the blog.

Companies will be able to buy a special company account, which will allow them to promote their products according to the agreement made with the blog owner. Such promotion can be very valuable for many smaller companies ( for example small wineries) as their posts will reach many new potential customers.

Any user (regular, premium, company) can purchase sponsorship of their post. This means that the post will be shown as featured and therefore more people will see it.

**Technical roles**

The second group of users will be the technical users. In this group there are three roles that will be the technical background for the blog. Some of them will be integrated with the shop.

Administrator - these will be people employed by the shop and the owner of the blog. Their task will be to keep order on the blog and ensure compliance with the rules by ordinary users, premium users and business users. In addition, they will supervise the work of moderators and select them from the community.

Moderator - these will be users of the forum selected by the administration, who will maintain order and compliance with the rules by users for free.

Analyst - they will have access to various statistics, allowing them to supervise the flow of users from the forum to the shop, the activity of users, trends appearing on the forum and through close cooperation with the shop, it will be possible to increase revenue.

# **Functionalities of the project**

**Web pages, sections, special elements of the UI**

The main blog page will include a menu with the following sections: "Forum", "Contact", "Shop", "About Us", "Profile" and "Login".

When the "Login" button is selected, the page will redirect the user to a form where they will have to enter the required login details.

At this point the user will also have the option to create an account. When registering, the user will be able to choose whether they want to be a regular user, a premium user or a business user (company). Of course, when choosing a non ordinary user, a fee will need to be paid and when choosing a business user, company details will need to be provided.

After logging in, the "Log in" button changes to "Log out".

Under the menu, there will be a list of the main discussion topics, with a "create your own post" button below.

Once you have entered a discussion topic, you will be able to write your own comment and add an emoticon response to the previous speaker.

**Data analysis functionalities**

Users with the analytics functionality will have a number of permissions to accurately track user activity. Among other things, they will be able to see what tags are most frequently used, what keywords appear in posts, the reach of posts and comments.

**Access control**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Access** | **User** | **Premium user** | **Business user** | **Moderator** | **Administrator** | **Analyst** |
| Post creation | **X** | **X** | **X** | **X** | **X** | **X** |
| Adding comments | **X** | **X** | **X** | **X** | **X** | **X** |
| Deleting own posts | **X** | **X** | **X** | **X** | **X** | **X** |
| Deleting own comments | **X** | **X** | **X** | **X** | **X** | **X** |
| Buying a post promotion | **X** | **X** | **X** | **X** | **X** | **X** |
| Adding new tags |  | **X** |  | **X** | **X** | **X** |
| Customize profile |  | **X** | **X** | **X** | **X** | **X** |
| Additional emoticons |  | **X** | **X** | **X** | **X** | **X** |
| Shop discounts |  | **X** |  | **X** | **X** | **X** |
| Deleting posts |  |  |  | **X** | **X** |  |
| Deleting comments |  |  |  | **X** | **X** |  |
| Blocking users |  |  |  | **X** | **X** |  |
| "Closing" posts |  |  |  | **X** | **X** |  |
| Granting moderator rights |  |  |  |  | **X** |  |
| Deleting tags |  |  |  |  | **X** |  |
| Deleting users |  |  |  |  | **X** |  |
| Viewing statistics |  |  |  |  |  | **X** |