\*Program looks best running in Zen Mode.

Hardcoded Pro Account Needs Changed.

Welcome:

Main Menu:

* When the program is run, the user is welcomed and informed of the goal of Reach. Reach is an Instagram analytics tool for both professional and casual Instagram users. It can help users to accomplish goals, such as gaining more likes on their photos, converting followers into clients and making their Instagram accounts viable businesses.
* Our main menu contains three options. When programming, we wanted to include a standout feature, this is our accounts system.
* Users can create a new account by selecting option 2 and registering.
* Enter 2 at keyboard.
* Here they will be asked to provide a Reach username, password, and some information about their Instagram account.
* They will then be asked if they use Instagram recreationally or professionally; their response will dictate what type of user account will be created and what Reach features will be available to them.
* Enter Username: user2, Password: password2, Instagram @: CasualUserExample, Total Followers 400 and C for Casual User.
* Once the user has entered these details, as you can see, Reach will inform them that the account has been created and they can then log into the program using these credentials.
* We can then select the log in option from the main menu and access the options available to this casual influencer account.
* Enter 1 at keyboard, Enter Username: user2, Password: password2.
* If the log in is successful, the user will be presented with another menu of options corresponding to their account type. If the log in is unsuccessful, the user will be informed the account cannot be found and to try again.

Casual Influencer: Details - user2, password2, CasualUserExample, 400 followers.

* You can now see on screen the menu of options available to a casual user account. The account Donal created from the main menu had 400 followers. However, using the second option Update Followers, we can change the number of followers associated with this account.
* Enter 2 at keyboard, followed by 600.
* Similarly, we can also enter or update the number of likes we have received. For an account with 600 followers, let’s say we gained 100 likes on our latest post, 300 on our second latest and lastly 500 on our third latest.
* Enter 3 at keyboard, followed by 100, 300 and 500.
* This option will then use these values to return to the user the average number of likes they received on these latest posts.
* Using this data, we can select the fourth option to get our interaction percentage. Here, Reach will return what percentage of our followers on average interact with the photos posted.
* Enter 4 at keyboard.
* As you can see, on average 50% of our followers interact with the last three photos we posted.
* If a user would like to raise their interaction percentage, they can then use the fifth option which is to receive a Reach tip. This will also display their Reach Score as a grade and prompt them to enter some more information to help better tailor the tip to their specific needs.
* Enter 5 at keyboard, followed by 2 for weekly posts and 1 for stories posted daily.
* As you can see, Reach has taken the information entered by the user and recommended them the following tips to help improve their reach grade. (Read Tips)
* Lastly, when the user has entered their details and would like a summary, they can make use of the first option which is to print a small summary of their account details.
* Enter 1 at keyboard.
* Once the user is finished, they can then enter 6 to log out of their casual account and return to the main menu.
* Enter 6 at keyboard.

Pro Influencer: Change u1 to user1, password1, ProUserExample, 15000 followers.

* From the main menu, we can then create or log in as a pro influencer account.
* To demonstrate the options available to the pro influencer accounts, we will be logging in as a previously created pro influencer account, which has 15,000 followers.
* Enter 1 to login, user1 for Username, password1 for Password
* This is the pro influencer menu: it has 9 options in total, including an option to exit to the main menu. Let’s use the first option available which is to enter the likes gained on the last 3 photos posted to Instagram. This account has 15,000 followers, so let’s say they received 12000 likes, 13000 and 14500 on each picture.
* Enter 1 at keyboard, followed by 12,000, 13,000 and 14,500.
* With the like values now entered into the program, we can select option 2 which will display our average likes gained based on our past 3 posts.
* Enter 2 at keyboard.
* Next, we can enter some of our Instagram analytics into Reach and have the program assign a grade based on the number of followers the account has. These grades range from S for super to F.
* Let’s select option 3 and have the program rank the number of accounts our posts reached, let’s say our account reached 21,000 Instagram users this week.
* Enter 3 at keyboard followed by 21,000.
* As you can see, reaching 6,000 more accounts than number of followers is impressive and had earned us an S rank. Here we can also see another feature of Reach, if a user gets a high grade in any ranking, they are asked to enter what they did this week that helped them to do so.
* Let’s say this week we were featured on the Instagram explore page.
* Enter “My photo was featured on the Instagram explore page”.
* This will then be stored in the program and featured on an account summary in a later option.
* Let’s now select option 4 rank interactions. We are going to input that we only had 2,000 interactions on our posts this week, a small number for an account with 15,000 followers.
* Enter 4 at keyboard followed by 2,000.
* As you can see, our reach grade is a D. However, the program has also given us a Reach Recommended Tip which will help us to improve this grade in the future. These are randomly selected from a pool of tips to ensure every user gets a different tip each time.
* This tip feature is also utilised in option seven of the pro influencer menu.
* Enter 7 at keyboard. If tip is the same, enter 7 again.
* We can now move on to option 5, rank followers. Here we are going to input that we gained 5,000 followers this week on our account.
* Enter 5 at keyboard, followed by 5,000.
* This is a respectable increase, and we are assigned a C grade by Reach.
* To give the user a quick reminder of what they did this week that earned them high reach grades. We have also included an option which displays the tips they entered.
* Enter 6 at keyboard.
* As you can see, we boosted our accounts reached this week by being featured on the explore page.
* However, if the user did not get a high enough rank to give a tip on a specific area, the program will inform them of this.
* Our final pro influencer option is an account summary. This gives the user a quick snapshot of their reach username, current number of followers, average likes and how their account performed this week including their grade in each category.
* Enter 8 at keyboard.
* Lastly, once the user has finished they can enter 9 at the keyboard to log out of the pro influencer account and return to the main menu.
* Enter 9 at keyboard.
* Once we have returned to the main menu and have finished with the program, we can exit by entering three at the keyboard.
* Enter 3 at keyboard.

Finish Presentation and Ask for any Questions.