Modern Application Development I

Influencer Engagement and Sponsorship Coordination Platform

Project Statement

To design a platform to connect Sponsors and Influencers so that sponsors can get their product/service advertised and influencers can get monetary benefit. The goal is to keep the application intuitive and easy to work with.

Technology Used

The application has been designed using the Flask Web Framework utilizing SQLIte for the database and Flask-SQLAlchemy for object mapping. HTML along with Bootstrap 5.0 has been used for the frontend.

Approach Taken

To design the app, the wireframes were used to design the front end. Which helped in shaping the application's look and feel. The database was first sketched on paper to realize the necessary structure of the application. Gradually, it kept refining during the designing phase.

Features of the Application

The application provides various important features to the end user. For the sponsors, the option to negotiate the terms with the influencers has been provided. The interface to create campaigns and associated ads and publish them has been given to the sponsor. The influencers, can search for the ongoing ads and can send the requests directly to the sponsors for the collaboration.

The application also provides some important statistics, which helps the end users to track their utilization better and to make the most of their time and efforts.