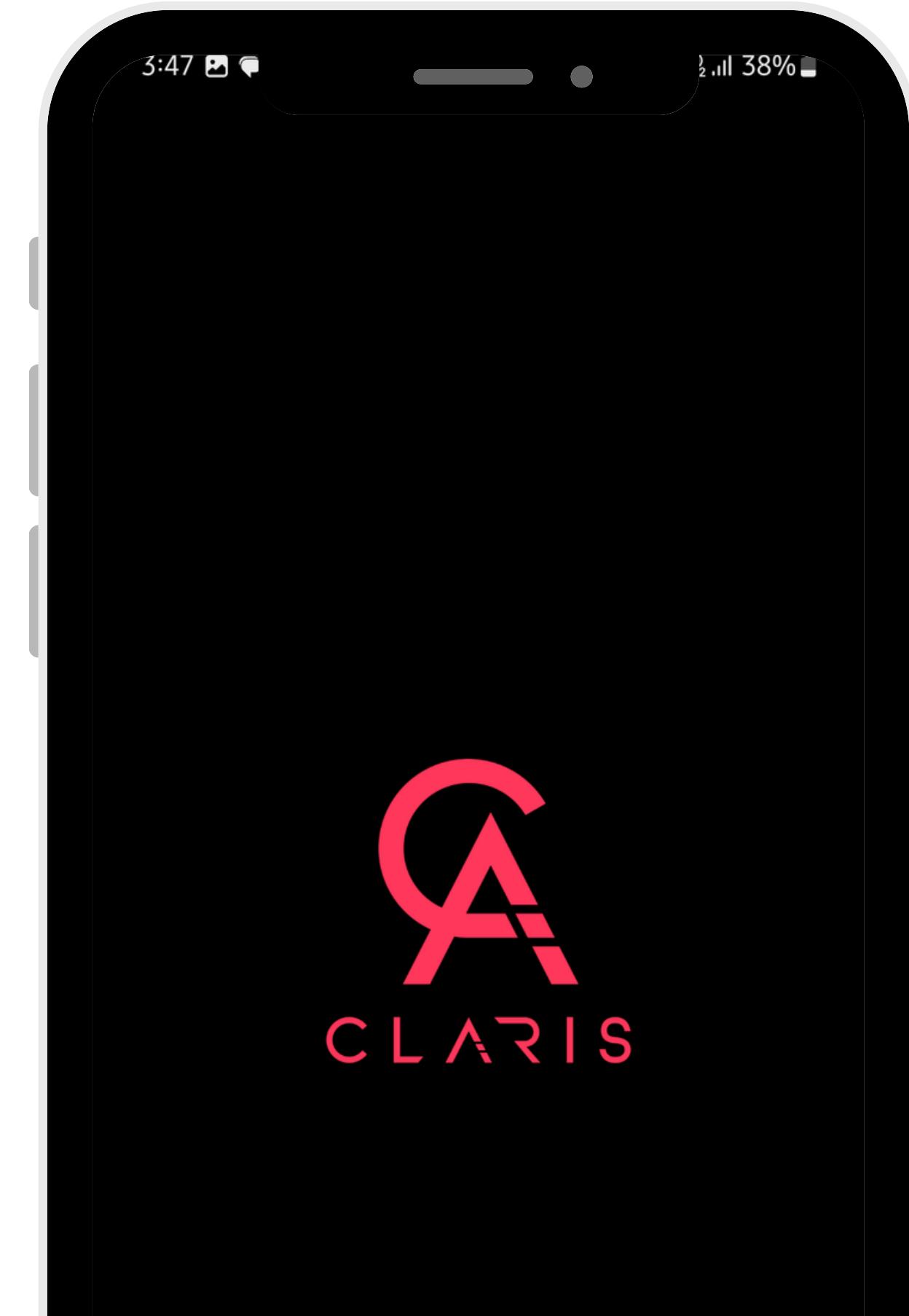
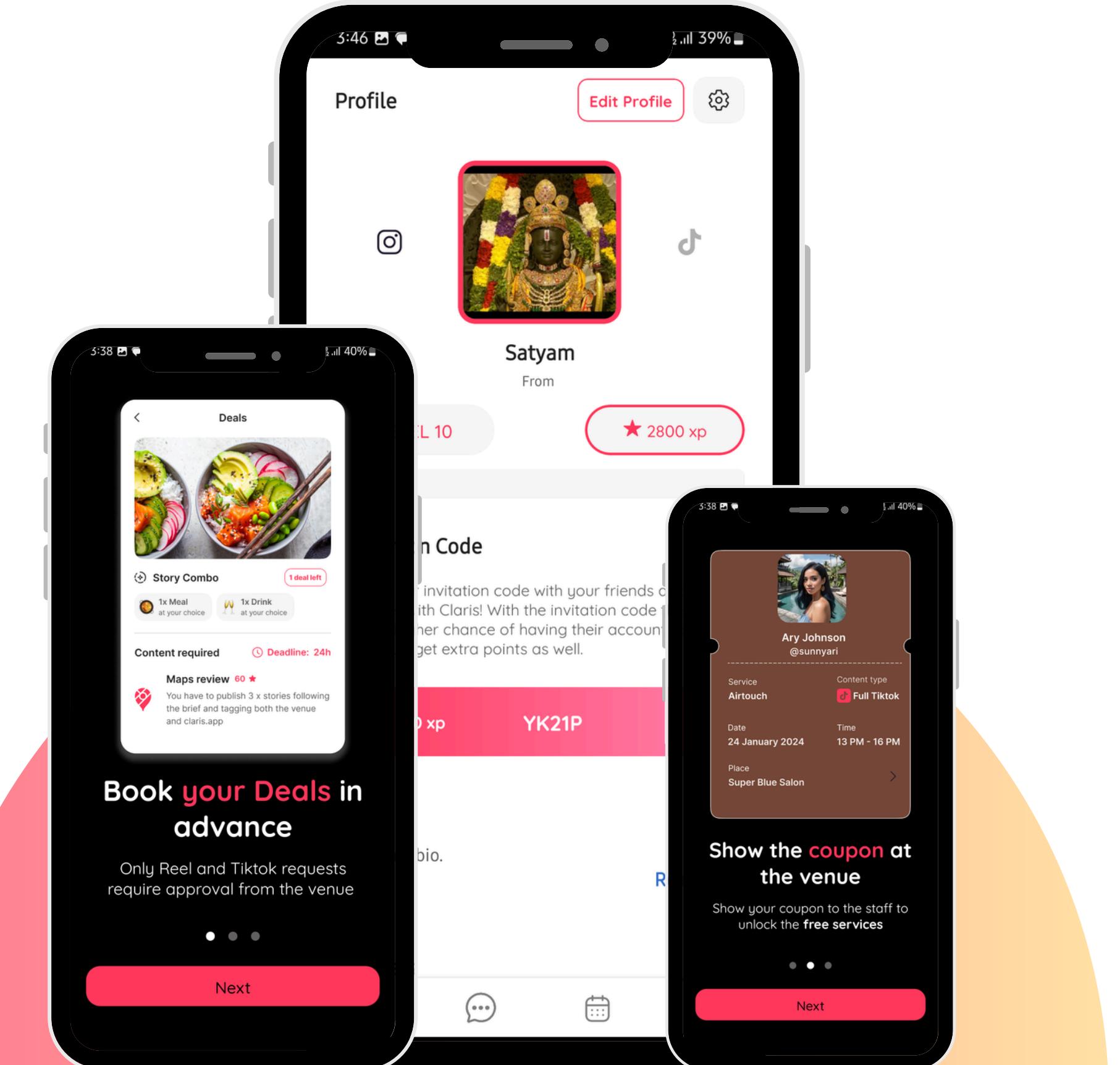


Influencer Collaboration

Brand collaboration platform for the models and influencers. Claris streamlines collaborations between influencers and models with carefully arranged 'pre-planned' partnerships

Explore Now





Influencer App

About Our Application

An influencer collaboration with a venues app successfully boosted engagement and bookings. The app partnered with local influencers to showcase unique venues through curated content, such as posts, stories, and live events. By leveraging influencers' audiences, the app enhanced visibility and trust, driving a 35% increase in downloads and a 20% rise in venue bookings. The strategy underscored the impact of authentic storytelling in converting followers into active users.

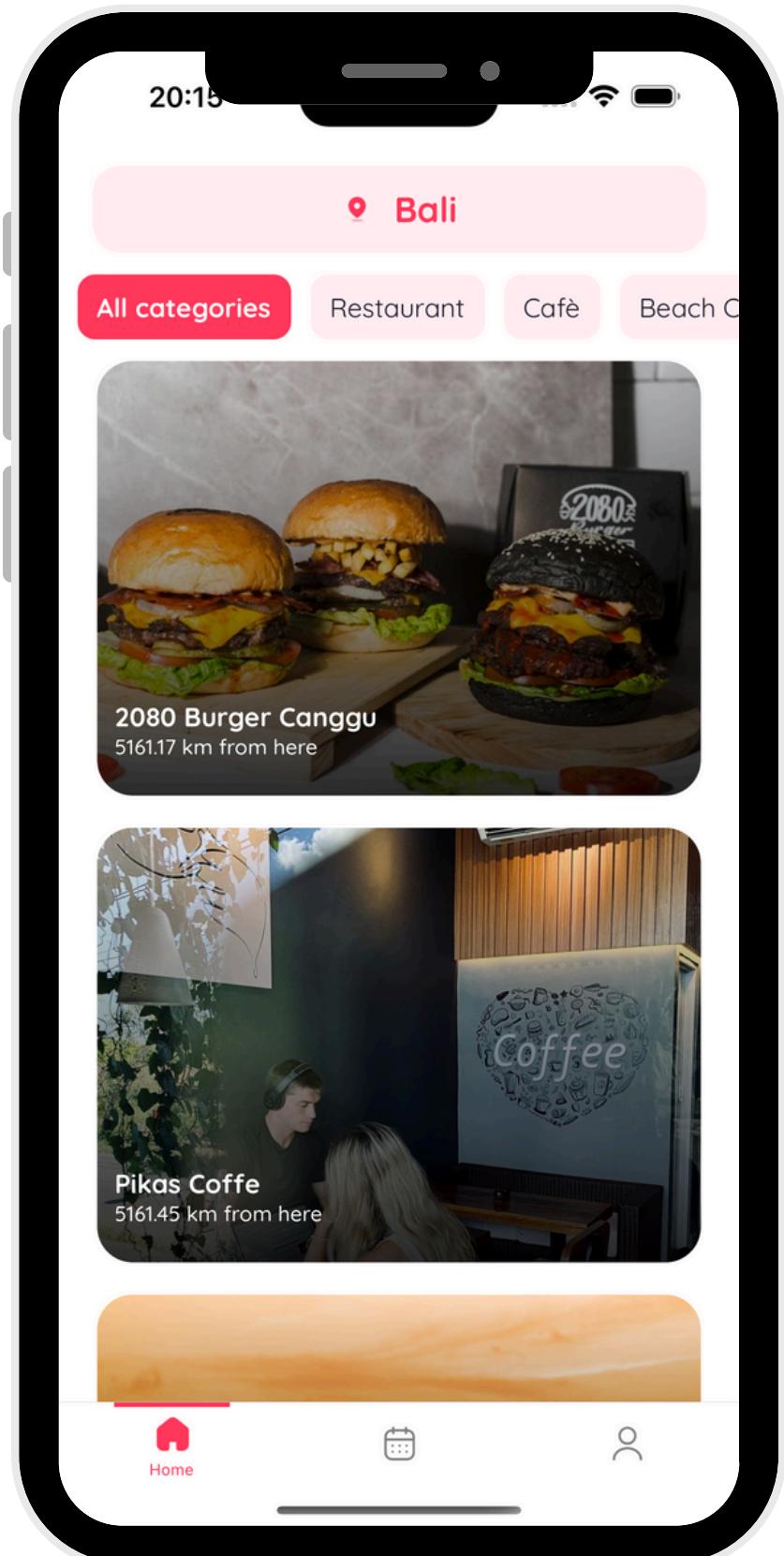
Problem Statement

Current collaboration between influencers and venues is fragmented, with limited platforms offering:

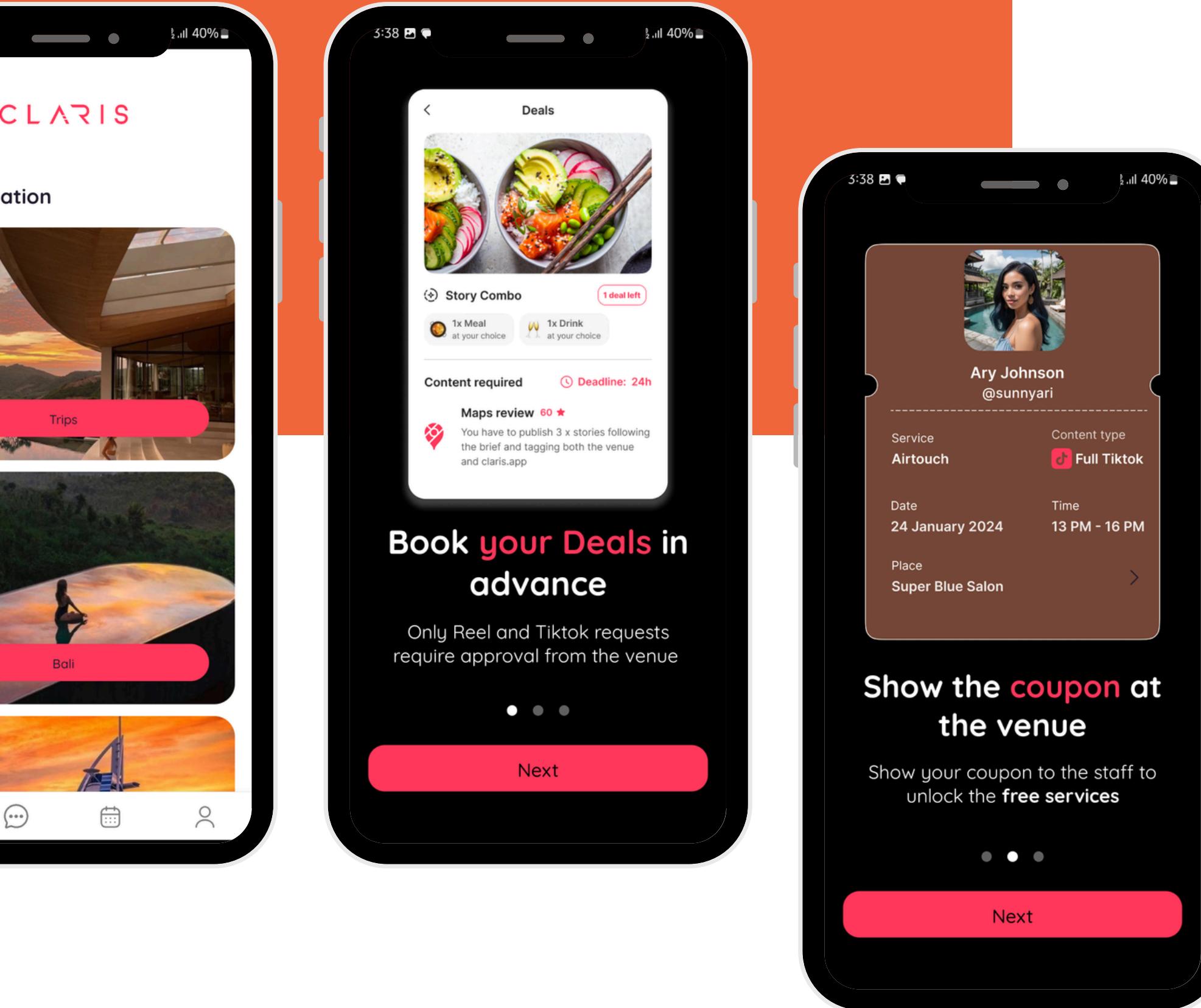
- A seamless way to book slots for content creation.
- Transparent communication.
- A reward system for both influencers and venues.

Goals

1. Simplify the collaboration process.
2. Increase transparency in influencer-venue engagements.
3. Provide venues with ROI tracking tools.
4. Enhance influencer experience with user-friendly features.



Design Process



Discovery Phase

User Research:

1. Conduct surveys and interviews with influencers and venue managers.
2. Identify challenges in the existing process.

Identify challenges in the existing process.

1. Competitive Analysis:
2. Study apps like Airbnb Experiences, Gympass, and MindBody to analyze strengths and weaknesses.

Ideation Phase

1. Brainstorm unique features (e.g., dynamic slot availability, in-app milestone tracking).
2. Create user personas and empathy maps.

Wireframing & Prototyping

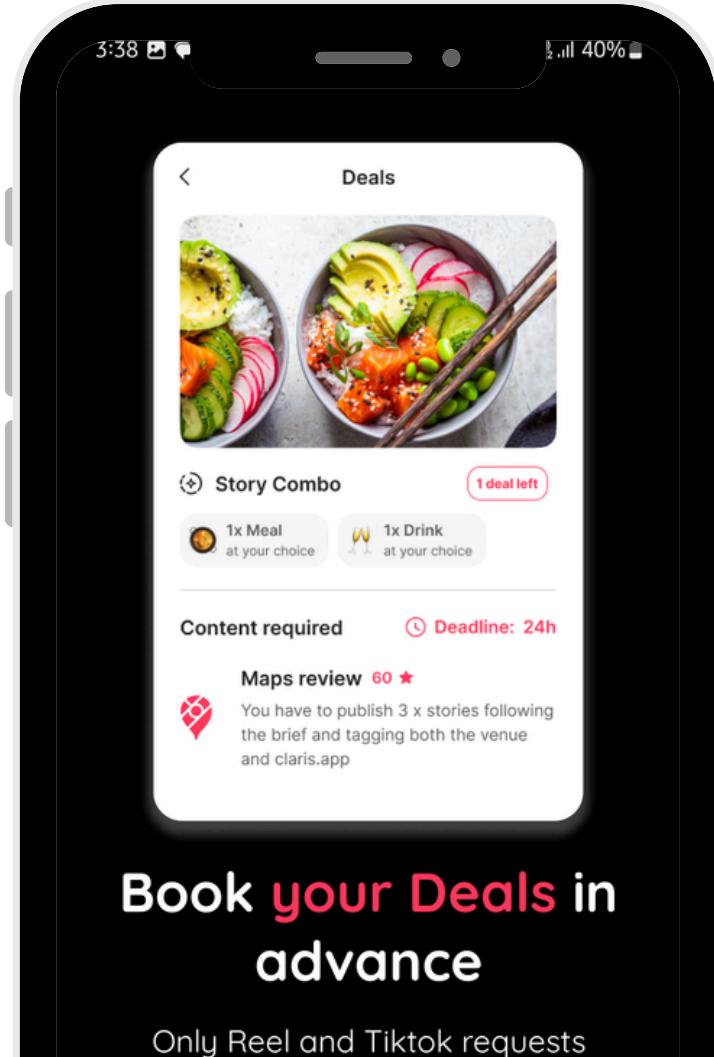
1. Develop low-fidelity sketches for primary user flows.
2. Progress to high-fidelity interactive prototypes.

Usability Testing

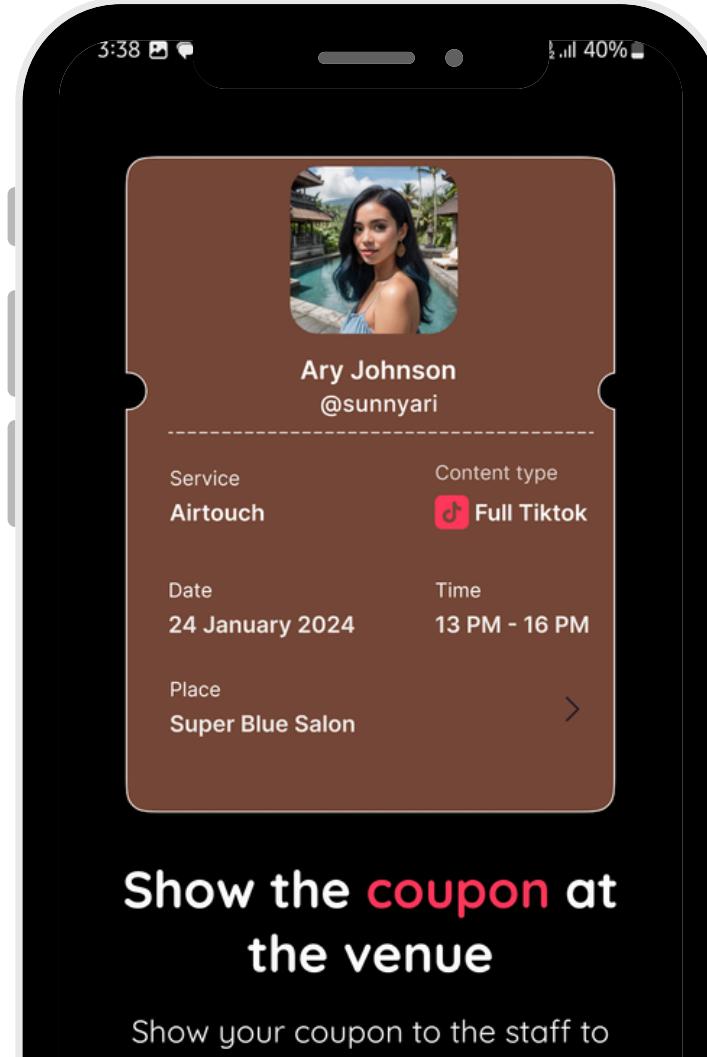
1. Conduct tests with 10 influencers and 10 venue managers.
2. Iterate based on feedback.

Application Features

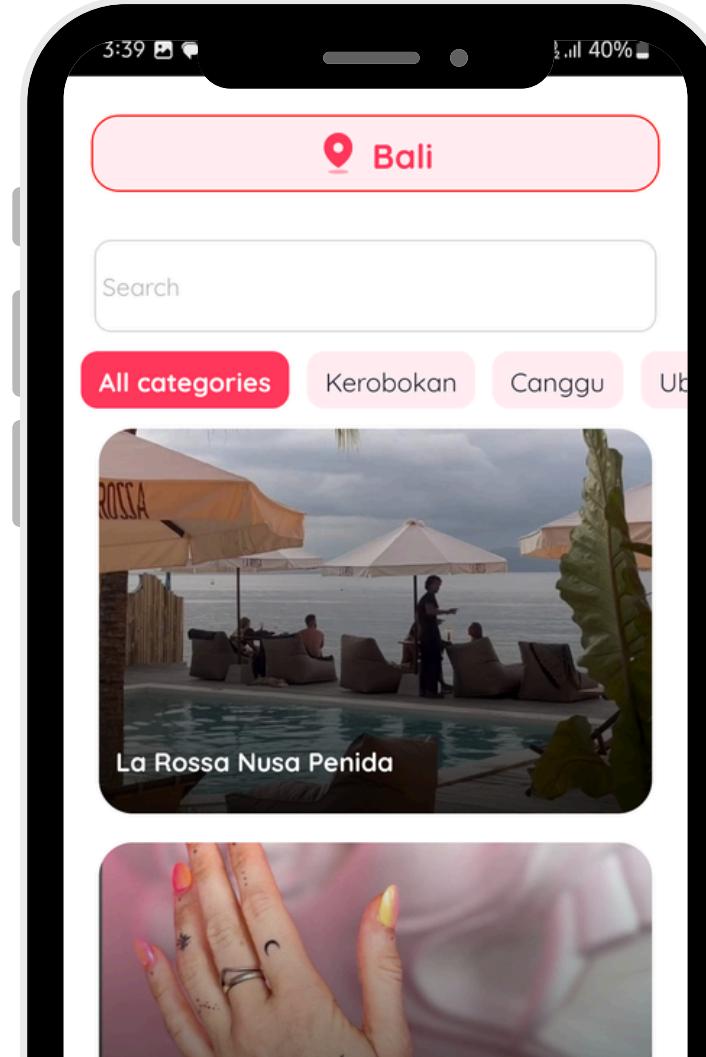
01 **Dynamic Slot Booking:** Real-time availability updates for venues.



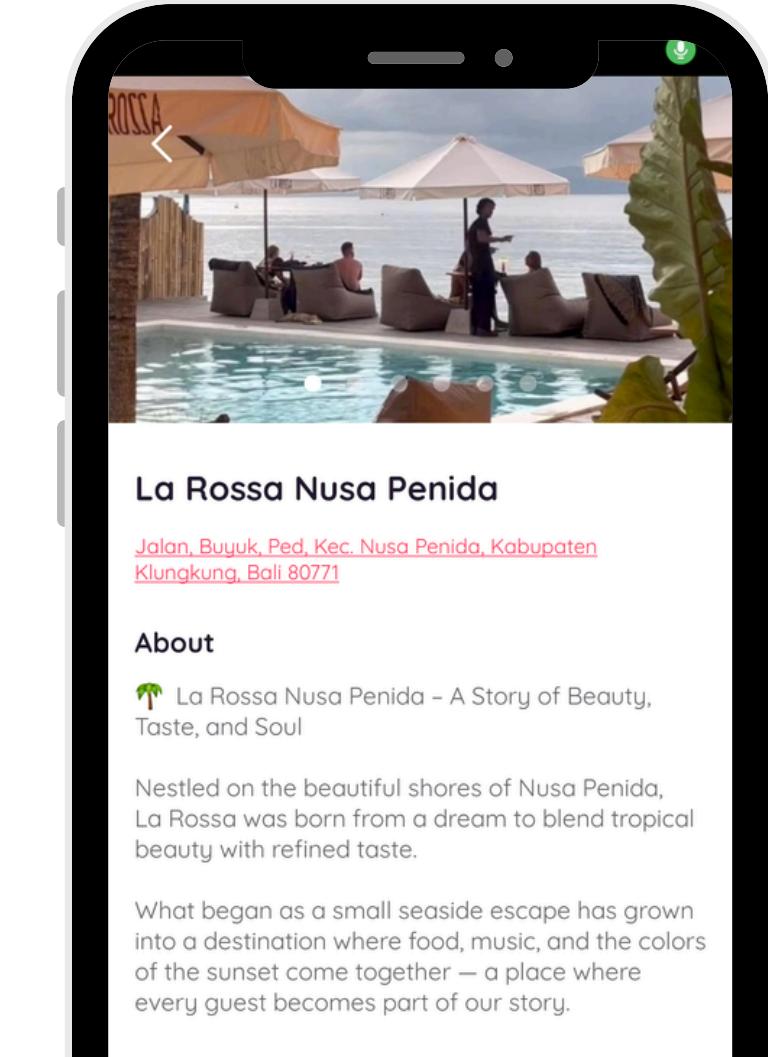
02 **Points System:** Rewards for consistent collaboration and engagement.

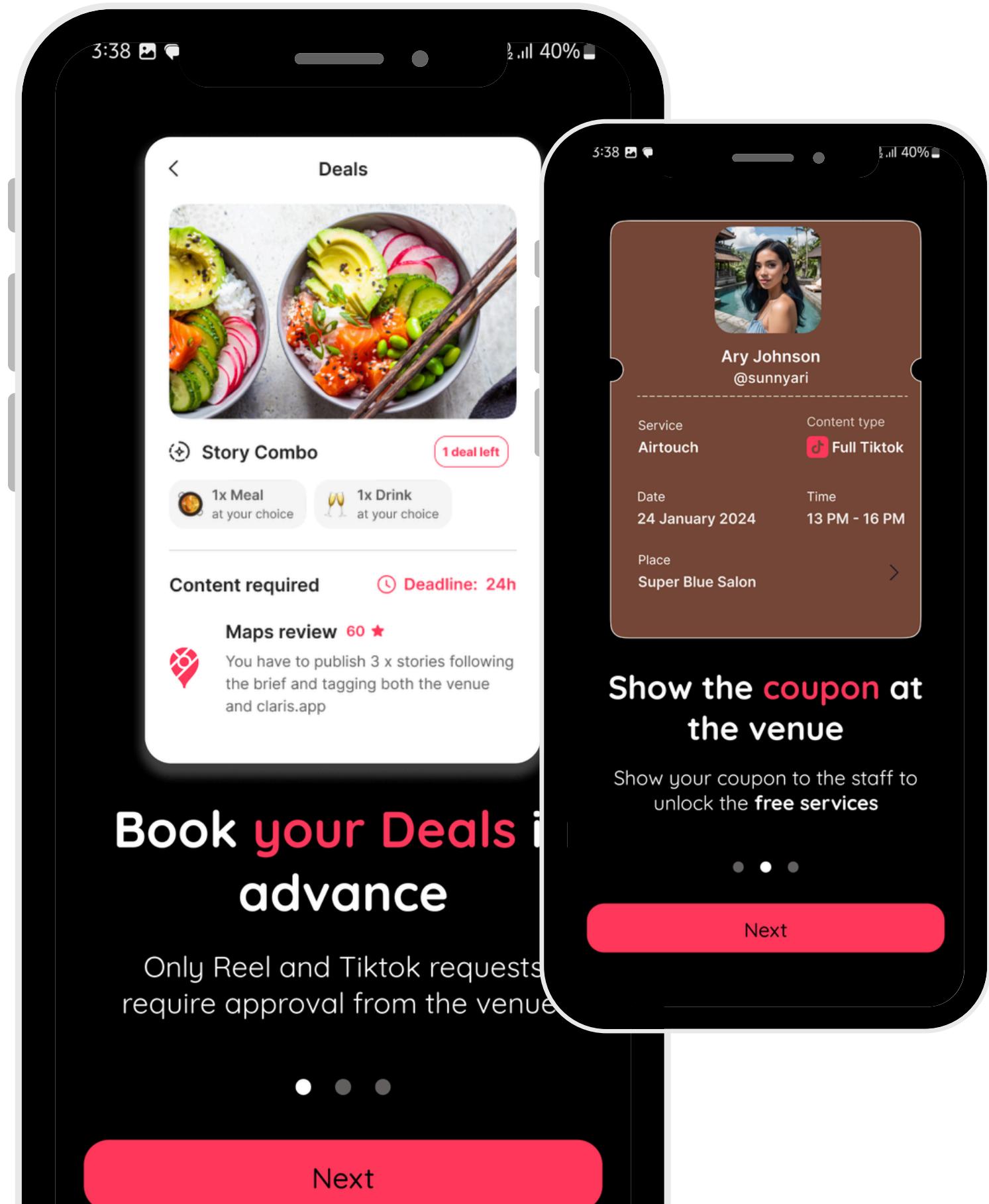


03 **Content Upload:** In-app tools to share content directly with venues.



04 **Chat Integration:** Seamless communication with automated templates.





Technologies and Details:

Tools

- Design: Figma, Sketch, Adobe XD.
- Collaboration: Miro, Slack, Trello.
- Prototyping & Testing: InVision, Maze, UsabilityHub.

An influencer collaboration with a venues app successfully boosted engagement and bookings. The app partnered with local influencers to showcase unique venues through curated content, such as posts, stories, and live events. By leveraging influencers' audiences, the app enhanced visibility and trust, driving a 35% increase in downloads and a 20% rise in venue bookings. The strategy underscored the impact of authentic storytelling in converting followers into active users.

Portfolio Section

The image displays five screenshots of a mobile application interface, arranged horizontally. Each screenshot shows a different screen of the app, which has a clean design with a white background and a color palette of red, orange, and black.

- Screenshot 1: Publish Content**

This screen allows users to publish content. It features a summary section with a red icon, "3 x Story", "0 ★", and "Missed Deadline". Below this is a text input field with a placeholder "Enter the link to your content and sent to review" and a "Paste content link here" button. A "Read Content Brief & Tags" button is also present. The main area is titled "Upload 3 pictures at the venue" with three dashed boxes for uploads. At the bottom, there's a "Booking Details" section for "Coya Dubai" with a photo, address, and service type "Dinner".
- Screenshot 2: Chat-Room**

This screen shows a list of chat conversations. Recent messages include "Chat with 8433" (@Nailed berawa: Hello), "Chat with Satyam" (@Black Carpet Awards - Official Aftergala: Hii), "Chat with 4678" (2585498), "Chat with 4354" (Hello), and two entries for "Chat with Satyam" (Nothing yet...). The time "20:16" is visible at the top.
- Screenshot 3: Deals**

This screen shows a deal for a "Story Combo". It includes a photo of food, a summary "Story Combo", and details "1 X Meals at your choice", "1 X Drinks at your choice", and "+0 Friend". It also specifies "Content required" and a "Deadline: 1 Days".
- Screenshot 4: Select a Date**

This screen is a date picker showing November. The 28th is highlighted in red as the "Selected Date" (Friday, 09:00 - 21:00). Other days are greyed out. Below the calendar is a "Available Hours" section with a red-bordered box for "09:00 - 21:00". There's also a "Send Message (Optional)" text input field.
- Screenshot 5: Archive**

This screen shows a history of bookings. Two entries are listed: one for November 19 (Tuesday) at "The Room Bar - Canggu" with a note "\$15:\$30 - \$23:\$00" and "Service Requested"; another for November 19 (Tuesday) at "The Room Bar - Canggu" with a note "\$15:\$30 - \$23:\$00" and "Service Requested".

