

BACK-END DEVELOPMENT PROJECT

Project Type: Digital Marketing website for www.igotrend.com

Project Name: IgoTrend (IGT®)

Background Information:

IGoTrend.com is an Influencer and content creator marketing platform/hub for brands & agencies.

Brands/Advertisers/Agency uses IGT® to create individual campaigns to promote their products or brands and select individual trenders

Tools and Technologies to be Used:

Description	Technology
Design	HTML5, CSS, Javascript/Jquery, Bootstrap
Back-end Framework	Django
Code Technology	Python
Database	MySQL
Content Management system	Developed
Hosting	Cpanel

Technical Specification:

FrontEnd Development: Has been Designed and developed already.

BackEnd Development: Pending Coding.

External API Integration lists:

- **Payment Gateway -Flutterwave** (<https://flutterwave.com/ng/>)
- **SMS Gateway** -Twilio (<https://www.twilio.com>)
- **Rewards API -** DTone (https://gs-api.dtone.com/doc/transactions/recharges_variable.html)

We will be using (https://gs-api.dtone.com/doc/transactions/recharges_variable.html) for the reward. Which is a variable recharge.

- **Instagram Insights -** <https://developers.facebook.com/docs/instagram-api/guides/insights>

Budget:

The budget for this project will be \$2, 500 + incentives

Time Frame:

Description	Time in days	Status
Design	28	
Installation and server set up	1	
Q & A Testing and Bug fixing	2	
Migration to hosting server	2	
Total	5weeks (remaining)	

References:

Manage (For Administrator).	Brands(for brands/advertisers)	Creators (for influencers/content creators)
Firstname, Lastname, phone, state, country, username, password, CompanyName, CompanyEmail, CompanySize, CompanyType, Photo, PIN, Roles, Expenditure, Reward sent, unclaimed funds, status, ratings, facebook,Instagram,twitter,youtube,tiktok,snap messageboard	Firstname, Lastname, phone, state, country, username, password, CompanyName, CompanyEmail, COmpanySize, CompanyType, Photo, PIN, Roles, Expenditure, Reward sent, unclaimed funds, status, ratings, facebook,Instagram,twitter,youtube,tiktok,snap, Created, updated	Firstname, Lastname, phone, state, country, username, password, Date of birth(DOB), email,category, content type, levels, Photo, PIN, Roles, Earnings, Rewards, Bank Name, Account number , status, ratings, facebook,Instagram,twitter,youtube,tiktok,snap, Created, updated

Badges	Influencers	Content Creators	Levels
Nano	5k-9.9k	1k-9.9k	1
Micro	10k-4.9k	10k-24.9k	2
Mid-Tier	50k-499.9k	25k-99.9k	3
Macro	500k-999.9k	100k-999.9k	4
Mega	1M – 5M	1M+	5
Elite	Celebrity	Celebrity	6

Elite : Celebrity are the verified users with checked sign on their social media profiles

NOTE: If you can make some process or field dynamically easier using JavaScript. Sure, you can make suggestion to me before implementing it.

PAGES DESCRIPTION:

User Login:

Intended url: igotrend.com/login

Roles: Enable users to select their individual account roles such as Advertisers/brands or Creators/Influencers. And enables individual dashboard redirection

If advertisers/brands option is selected the system redirects to the advertisers/brand dashboard and vice-versa for the creator's dashboard

Email / phone: users registered email or phone number.

Password: User's registered password.

Registration:

Intended url: igotrend.com/registration

Username, phone number must be unique.

Full country list for the country dropdown. And upon country selection automatically populates the states options field.

The roles field: If creator or influencer is selected. In the next page (reg_continued page) the form should automatically hide the company name, company size and company type fields.

If the brands or advertisers field is selected. In the next page (reg_continued page) the form should automatically hide the content category, DOB field.

Content category field: If creator is selected in the ROLES field on registration first page. In the next page (reg_continued page) the form should automatically list these following options in the content category field(**videography,photography,skit creation, graphic design, music, animation, writing, creative story telling**).

If Influencer is selected in the ROLES field on registration first page. In the next page (reg_continued page) the form should automatically list these following options in the content category field(**Fashion/Beauty, Travel/Lifestyle, Celebrity/Entertainment, Sport, Gaming, Health/Fitness, Family/Parenting/Home, Business/Tech**)

ON Submission: Each Account submission, a four(4) digit support PIN is automatically created

Creators/Advertisers account status will automatically be pending for review by the administrator.

Brands/Advertisers account will be active immediately.

Email confirmation will be sent upon successful registration.

Dashboards for Content Creators / Influencers

Overview

1. Accounts <ul style="list-style-type: none"> ➤ Edit Account ➤ Billing ➤ Payments ➤ logout 2. Dashboard	3. Campaign Mgt <ul style="list-style-type: none"> ➤ My Campaigns ➤ Discover Campaigns 4. Messages 5. Faq
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The page header shows Influencers and content creators. **EN**—The language, **Naira**—The currency, The **Bell** notifications, The **Message** highlights and the **briefcase** showing the account type e.g Influencer(micro).

1. **ACCOUNT:** This lists all information regarding the account
 - A. **Edit Account:** URL: creators/edit_account
 - Basic Information (Any information edited will change the account status to pending and require administrator review)
 - Social Profile ((Any information edited will change the account status to pending and require administrator review except photo upload)
 - Change Password (Does not require administrator's review)
 - B. **Billing:**
 - Subscription: (URL: creators/billing) Displays account type,fees and payment method available
 - Payment information: (url: creators/payment_details) Any information edited will change the account status to pending and require administrator review
 - C. **Payments /History:** (URL: creators/payment_history) Displays campaigns and rewards payments history recieved
 - D. **Rate Review:** (URL: creators/rate_info). Here fees are set by user.
 - Content Creator field: fetch the options the user chose when registering. Only one option is required her. NOTE: this field is only visible or editable only if you are a content creator. So influencers can not edit this field.
 - Deliverables social platforms: Nano & Micro influencers cannot change the prices list for individual platform. But others such as mid-tier, macro, elite, mega can update their prices without requiring review
 - E. **Logout:** Sign out from the dashboard and end all sessions.
2. **DASHBOARD:** (URL: creators/index)
 - The Dashboard sub header bar showing the **EARNINGS** – total amount the user has made so far, **STAR**—The user ratings and **LEVEL**—The user level e.g micro
 - Overview >>
 - Invitations: All time total campaign invitations received from advertisers/brands
 - Complete: All time total campaign completed.
 - Declined: All time total campaign invitations declined
 - Accepted: All time total campaign invitations accepted from advertisers/brands
 - Platform/ Handles: social media accounts and followers list

- Invitations: Private campaign invitations sent to a particular user is listed here where he/she can view, accept or decline the offer

3. CAMPAIGN MGT:

A. **My Campaigns:** (URL: creators/mycampaigns)

- Overview: Sum of handles story – is the summation of all the story post fee received i.e money collected from Instagram story post + facebook story e.t.c
- Message board: displays the message the administrator posted from the manage/ notifications page.
- Topup: The total rewards received from advertisers.
- Campaigns: shows the ACTIVE, PENDING, DECLINED & COMPLETED Campaigns. The numbers showing underneath is the current total number.

Active: shows the current active campaign with the project title(campaign name), sponsor(advertiser), status(active), amount(money you'll get from the campaign and also shows the payment status either processing or paid), due(campaign due date) .

When you click on the list(row) it shows you the campaign details page where you view the detail information regarding the campaign. Also, photo submission is done from this page.

Pending: shows the same with the active information & only difference is that it shows all the pending campaign the user applied for which hasn't been approved

Decline: shows the same with the active information & only difference is that it shows all the declined campaign the user applied for which has been rejected

Completed: shows the same with the active information & only difference is that it shows all the completed campaign the user had done

- #### B. **Discover Campaigns:** (URL: creators/discover). This is a page that shows the public campaigns posted by advertisers for trenders such content creators or influencers can apply for them. It's only display to trenders that meets the posts requirements. E.g campaign for Instagram post will only show to users that has Instagram account
- The filter options shows how to filter your search.
 - The marketplace shows the campaigns posted by the advertises. You can click to view the campaign information or click the apply button to apply

4. **MESSAGES:** Shows messages between advertisers and trenders(influencer/creator)

- The campaign advertisers menu on the right show the campaign project the user(influencer/creator) is **actively** working on and can only exchange messages with the advertiser. And the current available administrator

5. **FAQ:** Rate Checklist: Displays the current rate user charges for social media posts. And the badges. The Q&A will be updates manually..

Dashboards for Brands/Advertisers or Agency

Overview

<ul style="list-style-type: none">6. Accounts<ul style="list-style-type: none">➤ Edit Account➤ Billing➤ Payments➤ logout7. Dashboard	<ul style="list-style-type: none">8. Campaign Mgt<ul style="list-style-type: none">➤ My Campaigns➤ Contacts & Rewards➤ Reports9. Messages10. Faq
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The page header shows Brands & advertiser. **EN**—The language, **Naira**—The currency, The **Bell** notifications, The **Message** highlights and the **briefcase** showing the account type e.g Brand(Marketing).

6. **ACCOUNT:** This lists all information regarding the account

F. **Edit Account:** URL: brands/edit_account

- Basic Information (Can edit their information without authorization or review)
- Social Profile (Can edit their information without authorization or review)
- Change Password (Does not require administrator's review)

G. **Billing:**

- Subscription: (URL: brands/billing) Displays account type, fees and payment method available

H. **Payments /History:** (URL: brands/payment_history) Displays campaigns and rewards payments history sent.

- View invoice: (url: brands/invoice) display invoice generated from campaign payments
- Download: automatically download pdf file format on the invoice for the advertisers

I. **Logout:** Sign out from the dashboard and end all sessions.

7. **DASHBOARD:** (URL: brands/index)

- The Dashboard sub header bar showing the **EXPENDITURE** – total amount the advertiser has spent so far, **STAR**—The user ratings
- Campaign Overview >>
 - Active:** number of all total active campaigns
 - Completed:** number of all total completed campaigns
 - Declined:** number of all total declined campaigns requests
 - Invitation:** number of all total request received from trenders
 - Pending:** number of all total pending campaigns awaiting review
- **Create Campaign:** Enables you to create campaigns. either influencer campaign or content creators' campaign.
The community guidelines is just a notification about the guidelines
- **Campaigns Request:** The filter by- enables you to filter the list. You should note that the dropdown for campaign posted by the advertiser populates the list below.

For example the trenders list shows the request made for Guinness stout campaign. When change to yellow lipton shows all the trenders/user that has applied for that campaign
campaign request received from user(influencer/creators) is listed here where advertisers can view, accept or decline the offer request.

8. CAMPAIGN MGT:

C. **My Campaigns:** (URL: brands/mycampaigns)

- **Overview:** Enables you to create campaigns. either influencer campaign or content creators' campaign. By showing the link to create these campaigns
- **Message board:** displays the message the administrator posted from the manage/ notifications page.
- **Reward Trenders link shown under message board**
- **Campaigns:** shows the ACTIVE, PENDING, DECLINED & COMPLETED Campaigns. The numbers showing underneath is the current total number.
Active: shows the current active campaign with the project title(campaign name), sponsor(advertiser), status(active), Budget(money you'll pay for the campaign and also shows the payment status either processing or paid), due(campaign due date) .
When you click on the list(row) it shows you the campaign details page where you view the detail information regarding the campaign. Also, you can edit or delete campaign
Pending: shows the same with the active information & only difference is that it shows all the pending campaign the advertiser posted which hasn't been approved
Decline: shows the same with the active information & only difference is that it shows all the declined campaign the advertiser post which has been rejected by the admin
Completed: shows the same with the active information & only difference is that it shows all the completed campaign the advertisers had done

D. **Contacts & Rewards:** (URL: brands/rewardcontacts). This is the reward management page where trenders(influencers/content creators are rewarded for doing a great campaign. It's self explanatory. **Minimum reward is N500**

- The insert topup information is where the advertiser insert the information of the trenders he/she want to reward. And on the right is the reward summary. You should note that no user's phone number were display. Only their username can be inserted, or the advertiser can check the contact field below for multiple recharge topup option. The code should credit the individual selected phone number and at the same time hidden.
- The contacts menu shows the trenders for each individual campaign the advertiser has created. E.g when you change to yellow lipton shows the trenders that has worked on that campaign.

E. Reports: (URL: brands/reports)

➤ **Overview**

Rewards sent: the total amount of rewards sent to trenders

Total campaign budgets: the total expenditure the advertisers has spent

Message board: displays the message the administrator posted from the manage/ notifications page.

Trenders collabs: The total number of trenders(influencer/creator) the advertisers has worked with.

Reach and Engagement: The total combine number of reach/engage that the trenders combine as created for the advertisers campaign; this is gotten from the Instagram API and added together for all trenders

➤ **Select Campaign:** Shows the posted screenshot of every trenders working on a particular campaign and the advertiser can approve or reject.

If the advertiser approve. The trender will automatically get paid for the job.

If the advertiser reject. The trender will not get paid automatically until the advertiser approve. But note that the administrator can override this by approving or rejecting without the advertiser's consent incase of dispute or delay.

The table are collapsible and the submitted images should be redesign to accommodate more pictures and javascript carousel should be use whereby the advertiser can click the image to view through modal effect.

9. **MESSAGES:** Shows messages between advertisers and trenders(influencer/creator)

- The campaign advertisers menu on the right show the campaign project the advertiser has posted which is **actively** and can only exchange messages with the trenders(influencers/creators) working on that campaign. And the current available administrator

10. FAQ: **Rate Checklist:** Displays the current rate user charges for social media posts. And the badges. The Q&A will be updates manually..

Dashboards for Administration and Management

Overview

<ul style="list-style-type: none">11. Accounts<ul style="list-style-type: none">➤ Edit Account➤ Billing➤ Payments➤ Logout12. Dashboard13. Account MGT<ul style="list-style-type: none">➤ Users➤ Staff14. Campaign Mgt<ul style="list-style-type: none">➤ My Campaigns➤ Contacts & Rewards➤ Reports	<ul style="list-style-type: none">15. Settings<ul style="list-style-type: none">➤ API gateways➤ Notification➤ Localization➤ System logs16. Payments17. Messages<ul style="list-style-type: none">➤ Chat➤ Email18. Faq
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The page header Administration & Management. **EN**—The language, **Naira**—The currency, The **Bell** notifications, The **Message** highlights and the **briefcase** showing the account type e.g Admin(Agency).

11. **ACCOUNT:** This lists all information regarding the account

J. **Edit Account:** URL: manage/edit_account

- Basic Information (Can edit their information without authorization or review)
- Social Profile (Can edit their information without authorization or review)
- Change Password (Does not require administrator's review)

K. **Billing:**

- **Subscription:** (URL: manage/billing) Displays account type, fees and payment method available

L. **Payments /History:** (URL: manage/payment_history) Displays campaigns and rewards payments history sent.

- **View invoice:** (url: manage/invoice) display invoice generated from campaign payments.
- **Download:** automatically download pdf file format on the invoice for the advertisers

M. **Logout:** Sign out from the dashboard and end all sessions.

12. **DASHBOARD:** (URL: brands/index)

- The Dashboard sub header bar showing the **EXPENDITURE** – total amount all advertiser has spent so far including (administrator and advertiser), **STAR**—The user ratings/ not applicable to administrator

➤ **Campaign Overview >>**

Revenue: Total amount received from charges/fees including from (advertiser and administrator) for the current year.

Current month: Total amount received from charges/fees including (advertiser and administrator) for the current month

API/ Taxes: The amount deducted for API charges and Taxes

Payouts: Total amount paid to trenders(influencer & creators)

Current Month: Total amount paid to trenders(influencer & creators)

Active: number of all total active campaigns

Completed: number of all total completed campaigns

Declined: number of all total declined campaigns requests

Invitation: number of all total request received from trenders

Pending: number of all total pending campaigns awaiting review

- **Create Campaign:** Enables you to create campaigns. either influencer campaign or content creators campaign.

The community guidelines is just a notification about the guidelines

- **Campaigns Request:** The filter by- enables you to filter the list. You should note that the dropdown for campaign posted by the advertiser populates the list below.

For example the trenders list shows the request made for Guinness stout campaign. When change to yellow lipton shows all the trenders/user that has applied for that campaign

campaign request received from user(influencer/creators) is listed here where advertisers can view, accept or decline the offer request.

Note: This shows all the request received for both advertisers and administrator. The administrator can view all request display for all advertisers here too

13. ACCOUNT MGT:

F. Users (URL: manage/users)

- **Overview:**

Active: Shows ALL active users

Pending: Shows ALL pending users

Locked: Shows ALL the locked Users

- **Brands / Advertisers Mgt:** here you can edit,add,delete(you will create effect using javascript) and approve or lock users. The ACTIVE will display active account and vice versa. You can search and view by roles
- **Content creators / influencers Mgt:** here you can edit,add,delete(you will create effect using javascript) and approve or lock users. The ACTIVE will display active account and vice versa. You can search and view by roles

G. Staffs (URL: manage/staffs)

- **Overview:**

Active: Shows ALL active users

Pending: Shows ALL pending users

Locked: Shows ALL the locked Users

- H. **Staff Mgt:** here you can edit,add,delete(you will create effect using javascript) and approve or lock users. The ACTIVE will display active account and vice versa. You can search and view by roles

14. CAMPAIGN MGT

I. My Campaigns: (URL: manage/mycampaigns)

- **Overview:** Enables you to create campaigns. either influencer campaign or content creators' campaign. By showing the link to create these campaigns
- **Message board:** displays the message the administrator posted from the manage/ notifications page.
- **Reward Trenders link shown under message board**
- **Campaigns:** shows the ACTIVE, PENDING, DECLINED & COMPLETED Campaigns. The numbers showing underneath is the current total number.
Active: shows the current active campaign with the project title(campaign name), sponsor(advertiser), status(active), Budget(money you'll pay for the campaign and also shows the payment status either processing or paid), due(campaign due date) .
When you click on the list(row) it shows you the campaign details page where you view the detail information regarding the campaign. Also, you can edit or delete campaign
Pending: shows the same with the active information & only difference is that it shows all the pending campaign the advertiser posted which hasn't been approved
Decline: shows the same with the active information & only difference is that it shows all the declined campaign the advertiser post which has been rejected by the admin
Completed: shows the same with the active information & only difference is that it shows all the completed campaign the advertisers had done

J. **Contacts & Rewards:** (URL: manage/rewardcontacts). This is the reward management page where trenders(influencers/content creators are rewarded for doing a great campaign. It's self explanatory. **Minimum reward is N500**

- The insert topup information is where the advertiser insert the information of the trenders he/she want to reward. And on the right is the reward summary. You should note that no user's phone number were display. Only their username can be inserted, or the advertiser can check the contact field below for multiple recharge topup option. The code should credit the individual selected phone number and at the same time hidden.
- The contacts menu shows the trenders for each individual campaign the advertiser has created. E.g when you change to yellow lipton shows the trenders that has worked on that campaign.

K. **Reports:** (URL: manage/reports)

- **Overview**
Rewards sent: the total amount of rewards sent to trenders
Total campaign budgets: the total expenditure the advertisers has spent
Message board: displays the message the administrator posted from the manage/ notifications page.
Trenders collabs: The total number of trenders(influencer/creator) the advertisers has worked with.

Reach and Engagement: The total combine number of reach/engage that the trenders combine as created for the advertisers campaign; this is gotten from the Instagram API and added together for all trenders

- **Select Campaign drop down:** Shows the posted screenshot of every trenders working on a particular campaign and the advertiser can approve or reject. If the advertiser approve. The trender will automatically get paid for the job. If the advertiser reject. The trender will not get paid automatically until the advertiser approve. But note that the administrator can override this by approving or rejecting without the advertiser's consent incase of dispute or delay.
The table are collapsible and the submitted images should be redesign to accommodate more pictures and javascript carousel should be use whereby the advertiser can click the image to view through modal effect.

15. SETTINGS: **The Active Button toggle enables the activation and deactivation of each API**

- **API Gateways:** (URL: manage/api_config)
Twilio SMS API settings inputs are place here for update
TransferTo/Dtone mobile recharge API settings inputs are place here for update.
Flutterwave payment processing api and coinbase payment api settings inputs are place here for update
Instagram insight api settings inputs are place here for update
- **Notifications:** (URL: manage/notifications)
This page is where you update the notifications the system sends to the users on every individual action performed on the site.
You should take note of the page as it controls all the outgoing messages the system sent out
- **Localization:** (URL: manage/localization)
This page is where you set the country and currency the website displays to users.. you will need to update the filed to show countries and currency.
The status enables the administrators to activate and deactivate listed options.
Charges: enables the admin to be able to update the charges being charges for the service.
- **System Logs:** (URL: manage/logs)
This page late the administrator to view all the activities performed by all users regardless of role.

16. PAYMENTS: (URL: manage/payments)

- **Credit Transactions:** Trenders (Creators/ Influencer) credit transactions

Successful: All successful payment made to trenders
Pending: All pending payment awaiting authorization
Failed: All failed / cancelled payment

- **Debit Transactions:** Trenders (Creators/ Influencer) credit transactions
Successful: All successful payment received from Advertisers
Pending: All pending payment awaiting authorization
Failed: All failed / cancelled payment
- **Brands/Advertisers payments:** This shows all the payment information made advertisers and enable the administrator to be able to view and download the invoices.
- **Influencers/ creators payments:** This shows all the payment information received by trenders and enable the administrator to be able to view and download the invoices.

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17. MESSAGES:

- **Chat:** (URL: manage/msg)
Shows messages between advertisers and trenders(influencer/creator)
The campaign advertisers menu on the right show the campaign project the advertiser has posted which is **actively** and can only exchange messages with the trenders(influencers/creators) working on that campaign. And the current available administrator. The administrator can view all communication between advertisers and trenders of all campaigns on the drop down list.
- **Email:** (URL: manage/emailing)
This is a page for promotional emails. The administrator create promotions and adverts here and send to all users. It's self explanatory.

18. **FAQ:** Rate Checklist: Displays the current rate user charges for social media posts. And the badges. The Q&A will be updates manually.

Creating a campaign workflow

Field explanation

Campaign Sponsor: Brand the advertiser is promoting or the company name

Content category: (when creating content creator campaign)

Campaign name: the name of the campaign use to identify the campaign across the platform

Campaign cover: one image allowed. The resolution and size really matters. You will need to figure out how to get this done perhaps using javascript.

Age range: the age range of trenders the advertiser want for the campaign

Campaign category : If content creators is selected it shows information such as (videography,photography,skit creation, graphic design, music, animation, writing, creative story telling) AND if influencer is selected it will show options such as (Fashion/Beauty, Travel/Lifestyle, Celebrity/Entertainment, Sport, Gaming, Health/Fitness, Family/Parenting/Home, Business/Tech).

Note that the advertisers will be charged base on these input e.g if the advertiser is creating a content creator campaign and chooses animation. Only animator creators will be able to apply.

Start Date: intended start date of the campaign.

Day campaign: last for 1 day and each individual platform enables the advertiser to input how many social media and how many post the advertiser want.

Week campaign: last for 7 days and each individual platform enables the advertiser to input how many social media and how many post the advertiser want.

Note that the advertisers will be charged base on these input. E.g if the advertiser is creating an influencer campaign and selected 1 day campaigns and added 1 instagram post and story,1 facebook post. He will be paying for this individual posts.

Budgets: This is the advertiser's budget and the minimum budget is N10,000. Note that the campaign created will not allow/accept trenders as soon as the total number of trenders fee is 90% of the budget

Ex: if an advertiser create a N10,000 worth campaign and 2 trenders whose fees are N4,000 each. The campaign should not receive anymore application and the balance will not cover more trenders.

Brand description: describe the brand/advertisers

Post/captions text: The text the trenders will post

Handles/mentions/hashtags: These are the info the advertisers want the trenders to tag

Do's and Don'ts: are what the advertiser want the trenders to do and not

Trenders selected: the total number of trenders selected for the campaign

Social reach: using the Instagram api insights to pull individual reach of the selected trenders and add them together.

Total engagement: using the Instagram api insights to pull individual engagement of the selected trenders and add them together.

Estimated budget: The advertiser estimated budget

Campaign mode: public- all trenders can apply. And private- only trenders selected can work on that campaign.

Filters enables you to be able to filter your search criteria.

Verified trenders boxes: display the trenders for selection.. trenders can be added to any campaign mode.

The next is the campaign review and payment. Options to pay with card,bank,transfer and crypto are display here with the total budgets.

ON submission. Campaigns is sent for review by the administrator.