

Stage: F3

Group symbol: **K07-20a**

Team: **1**

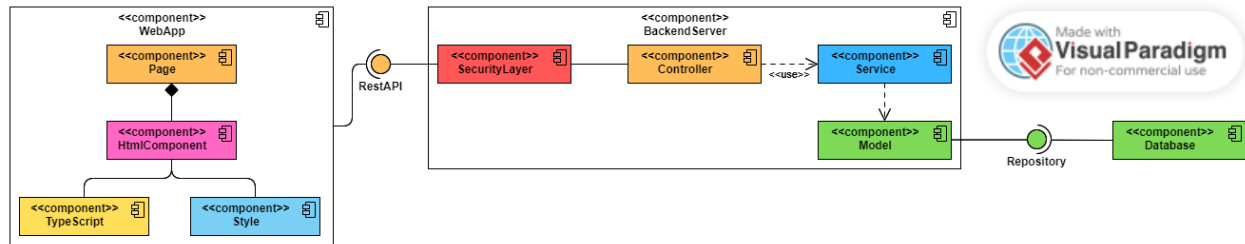
Project title: **InfluBridge**

Team members (*filled by PM, Team Leader*):

No.	Name	Surname	Student ID	Role
1	Dawid	Galik	205780	<i>PM, Team Leader</i>
2	Dominika	Rzepka	271301	<i>Team member</i>
3	Jakub	Gałązka	250060	<i>Team member</i>
4	Mateusz	Guściora	228884	<i>Team member</i>

3 Design (F3)

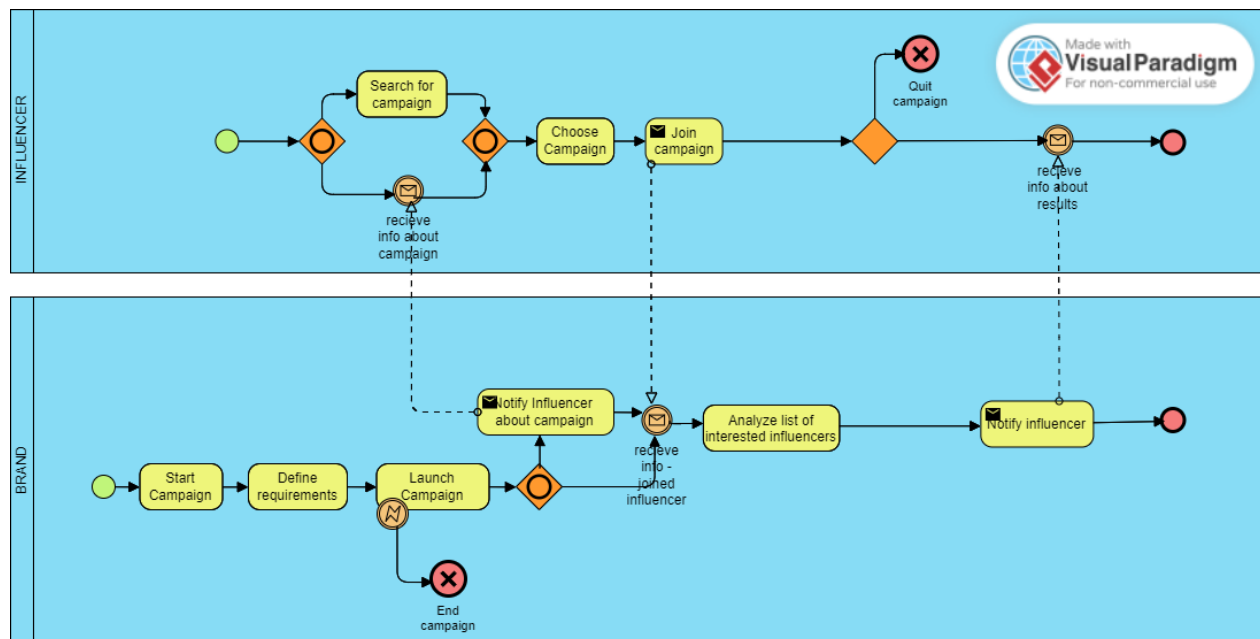
3.1 Logical Software Architecture

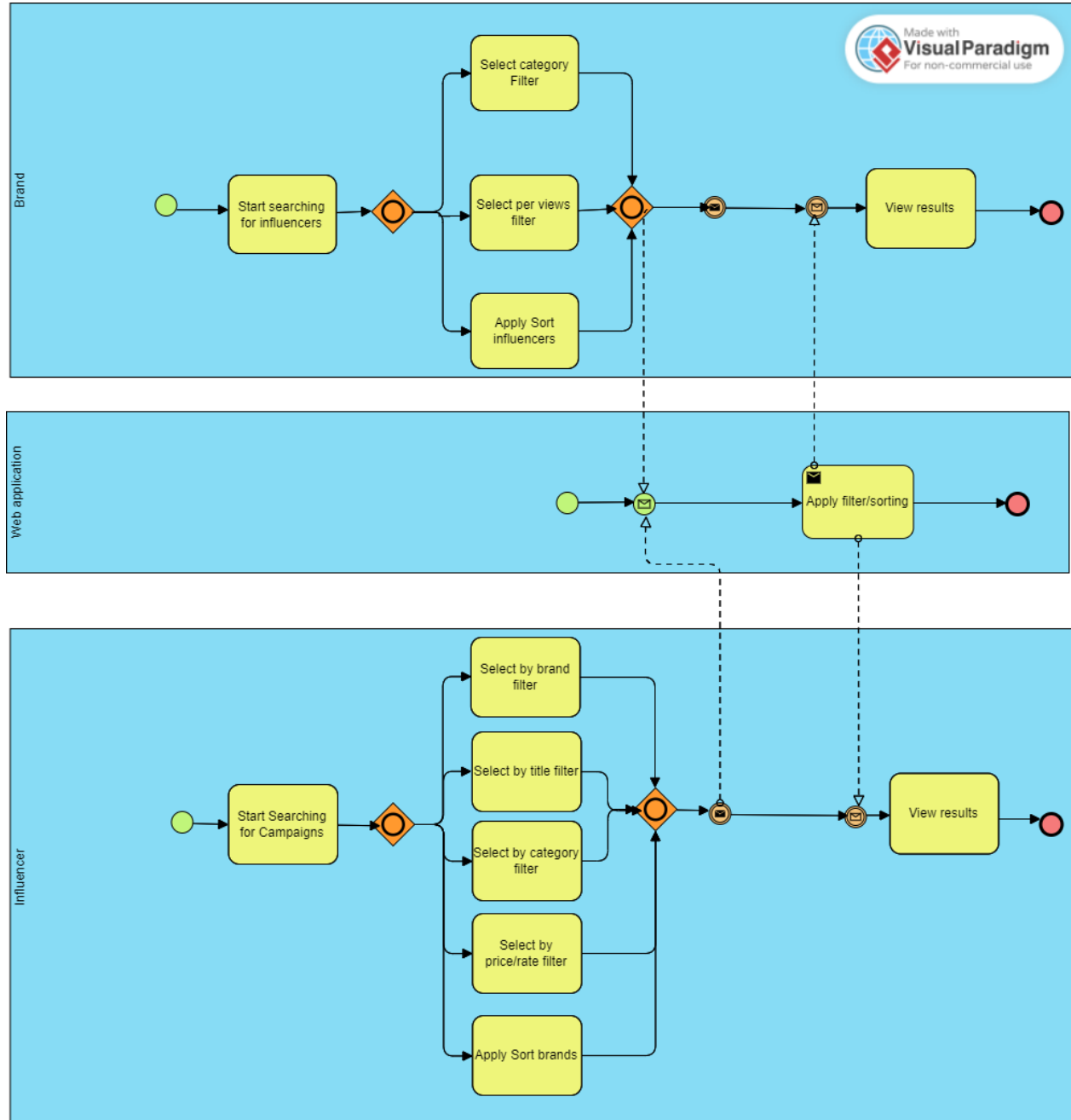


3.2 Business Logic Model

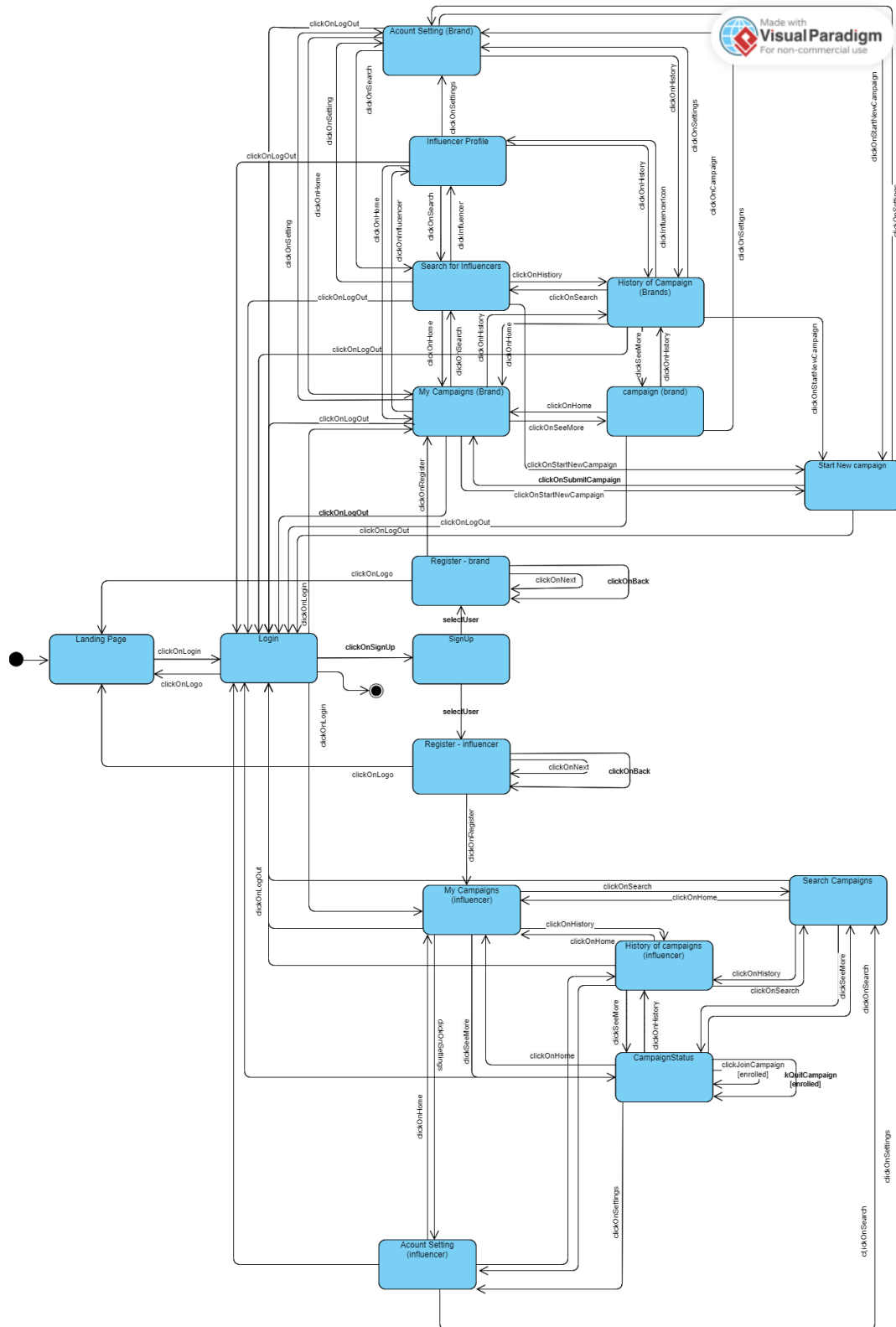
3.2.1 Behavioural Model

Running a campaign process:

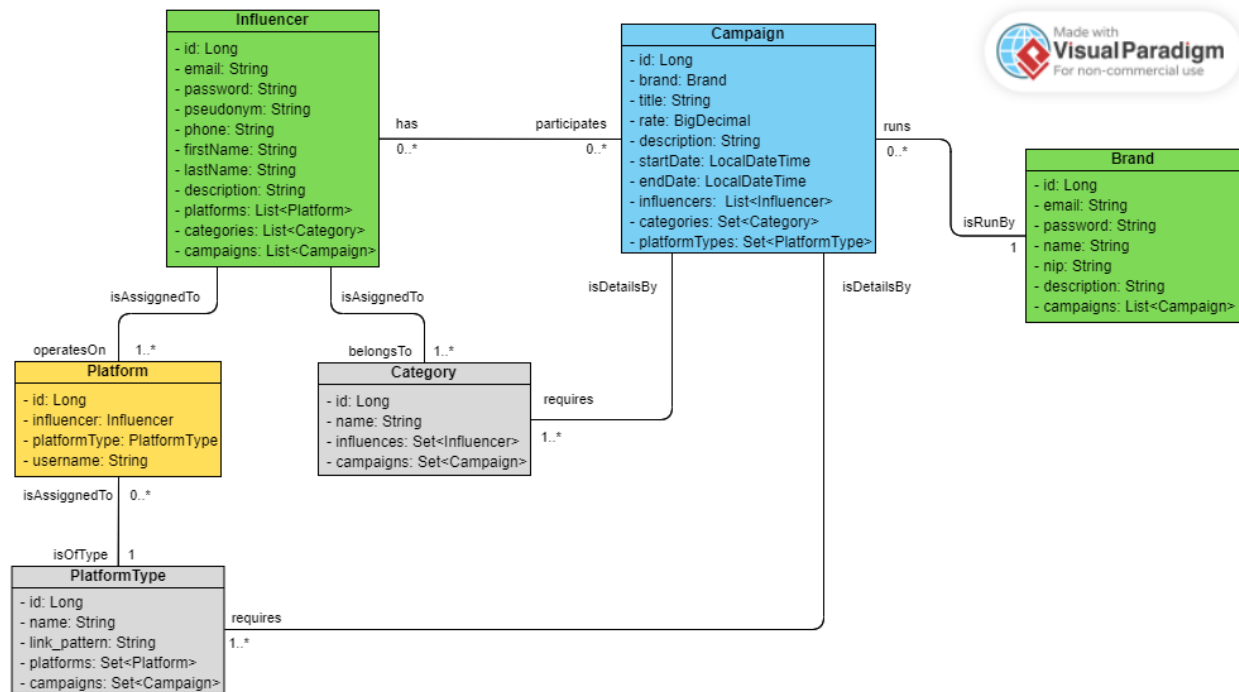


Filtering process:

State diagram:

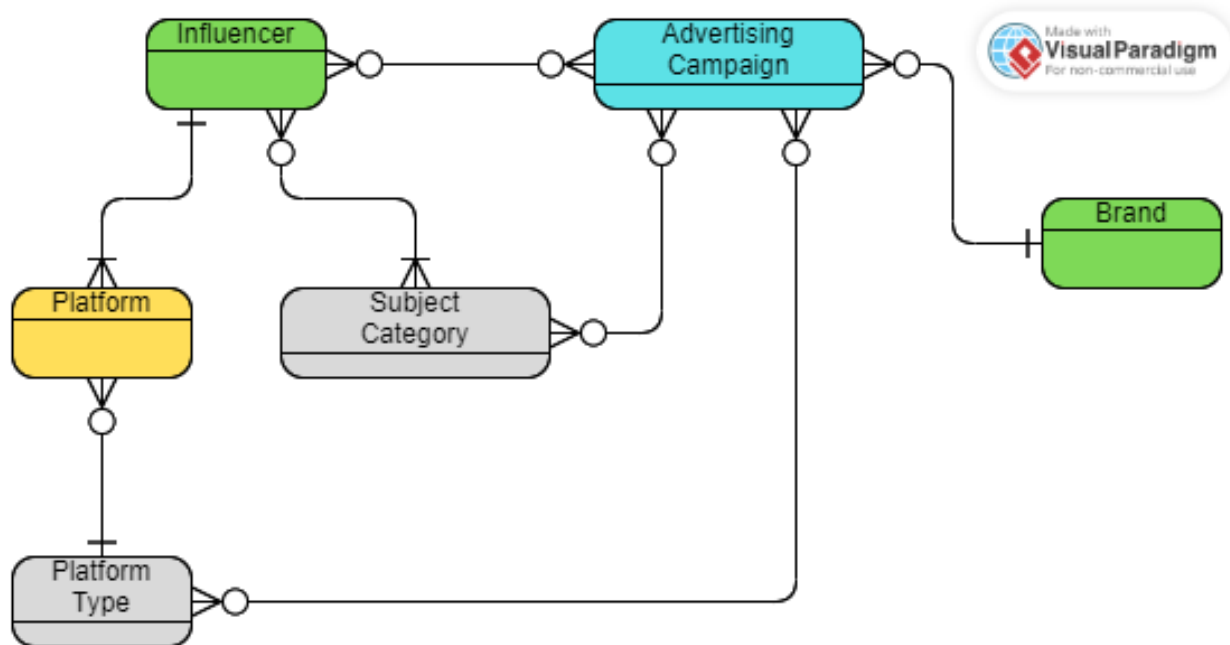


3.2.2 Structural Model



3.3 Database Model

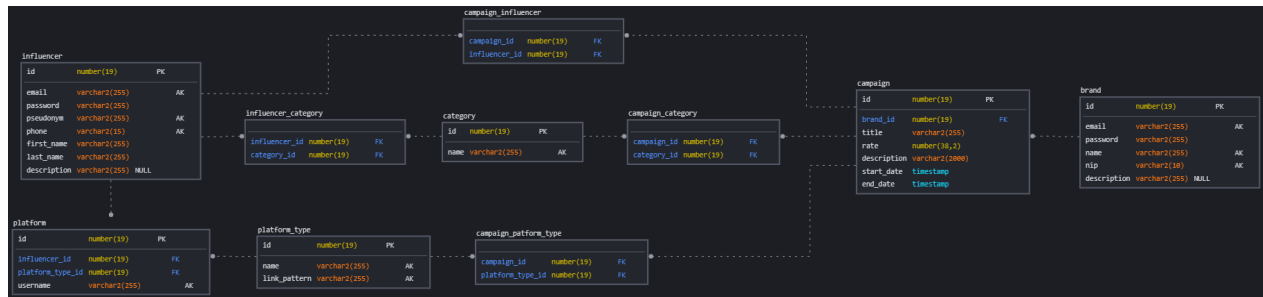
3.3.1 Conceptual Model



Description:

- Brand can run many or no advertising campaigns.
- Influencer may participate in many or no advertising campaigns.
- Influencer operates on a minimum of one platform.
- Influencer is assigned to a minimum of one subject category.
- Each platform has its own type.
- Advertising campaign may include requirements for platform types and subject categories.

3.3.2 Physical Model



Transformations:

- Generalization of influencer and brand users was broken into two separate relationships due to sharing a small number of common parameters and separate application modules using these entities disjointly.
- The composition between the Influencer and the platform was presented in the form of a many-to-many relationship.
- All one-to-many relationships were created by designating an owner relationship and an inverse relationship, where the owner has a reference through a foreign key to its child.
- All many-to-many relationships were created using an additional join table storing the foreign keys of the joined relationships.

3.4 User Interface Design

The design consists of three group views:

1. **Guest view:**

- Landing page
- Login page
- Register page

2. **Influencer view:**

- All features from Guest view
- My Campaigns page
- View Campaign page
- History of Campaigns page
- Search Campaigns page
- Settings page

3. **Brand view:**

- All features from Guest view
- My Campaigns page
- View Campaign page
- History of Campaigns page
- Add New Campaign page
- Search Influencer page
- Influencer page
- Settings page

Landing Page: The first page users see, which provides a project description. The bottom of the page features a navigation bar with hyperlinks to main sections and a “Log in” button that redirects to the Login page. The sections are differentiated by headers. The Contact section includes a button that opens a contact form when clicked.

Login Page: This page includes a navigation bar similar to the Landing page. The main feature is a form on the right side for user login. From here, users can also register through a hyperlink labelled “Sign up” above the form. After providing the correct login and password, the user will be logged in. In the mock-up, clicking the “Login” button redirects to the Influencer’s main page, or the My Campaigns page.

Register Page: Upon entry, users see two cards, one for Influencers and one for Brands, leading to their respective registration forms. The registration process for Influencers involves four steps, starting with email and password information. Users can navigate between forms by clicking the steps shown above. After providing all necessary information and clicking the “Register” button, users will be registered on the website. The registration process for Brands is similar but consists of three steps.

My Campaigns Page (Influencer): This main page features a sidebar, navigation bar, page title, list of all joined campaigns, and footer. The sidebar displays all the brands that the Influencer follows. The navigation bar includes three icons and the username with an avatar. The list below the title shows all ongoing campaigns in which the given Influencer is participating. The footer includes the site logo, social media icons, and a list of all available page links.

View Campaign Page: This page is similar for both Influencer and Brand. It displays a picture, campaign name, tags for searching, prize or cash rate, end date, short description, and detailed description of the campaign. For Influencers, there are additional buttons for joining or quitting the campaign.

History of Campaigns Page (Influencer): This page lists all historical campaigns that have ended.

Search Campaigns Page: This page enables users to search for and filter all existing and ongoing campaigns. The user can search through an input field, filter with category tags, and sort using arrows.

Settings Page (Influencer): This page provides all information important for the Influencer. It allows the Influencer to change the avatar, description, add.