Theame: Habituation of Abstract Rewards

Ideation:

Overview:-

In this virtual world everyone wants to be famous and there are many who are already famous, but they are not actually getting anything from it. Their post's likes, comments, followers on Instagram are just making them feel good. But what if their likes and posts views or Instagram followers can make them earn somehow.

How popular or how much we are liked between our friends shows how much we can influence our friend circle.

So we are here trying to build something which will make more meaning and purpose of their likes, views and followers and making them a true social media influencer.

How we Plan to solve the problem ?

We are building a platform where who ever wants to be a influencer can make their profile and our designed algorithm will calculate ratings on the basis of their no. of likes on their post or no. of followers on Instagram or subscribers on Youtube or by the no. of retweets of their tweet.

The calculated rating can gives an idea how much or what kind of niche they can influence, accordingly they will be assigned tasks or missions or something to advertise between their circle .

It does not matter that they need any given no. of followers or so on. They will be assigned tasks according to their ratings.

On the basis of successful submission they will be awarded and this will not only make them feel good as well they can earn.

Identifying User :-

Anyone who wants to be influencer can join us. And in today's world everyone wants to be.

Features in the application:

The basic feature will be that we will assign tasks, missions, advertisements etc on the basis of ratings to the user and in exchange we will give them rewards or incentives etc.

Companies who wants to advertise something in a particular niche can connect with us.

Socialmedia influencers who wants to influence their audience in exchange of capital can join.