

SENG1031 Phase 3

Brands – refers to campus bodies that are looking to gain exposure and grow their presence

Influencers – refers to campus bodies that have a social media following and can thus assist in giving exposure to brands through social media

Users – refers to brands and influencers (i.e. the users of our platform). The terms “brands and influencers” and “users” are interchangeable

Requirement:

Users of the website should be able to customize their experience to suit them better

Feature: *Buttons that allow users to create an account as either a brand or an influencer*
As a User

So that *I can create an account as a brand or an influencer*

I want to *sign up as a brand or an influencer*

Given *that I am on the website homepage*

And *I am not logged in*

Then *I will see two sign up buttons in the centre of the screen*

And *these buttons will be titled as Sign Up as Brand or Sign Up as Influencer*

When *I click the Sign Up as Brand button*

Then *I am redirected to the brand registration form*

And *can fill in the details in the form*

When *I click the Sign Up as Influencer button*

Then *I am redirected to the influencer registration form*

And *can fill in the details in the form*

When *I click the Submit button at the bottom of the page*

Then *my account is created*

Feature: *An option in the brands and influencers registration form to select a university campus*

As a User

So that *I will only interact with users on my university campus*

I want to *be able to specify my university campus when I create my account*

Given *that I am on the brand or influencer registration form*

When *I select the “Choose campus” option*

Then *I see a drop-down list of Australian universities*

And *can select the campus which is relevant to me*

When *I select the “Choose campus” option*

Then *I will only receive content for my campus*

Feature: *Users can select categories which best describe their content or audience*
As a User
So that *I can find brands or influencers who are most relevant to my interests*
I want to *be able to specify which categories best describe my content/audience during registration*

Given *that I am on the brand or influencer registration form*
When *I select the "Choose a category" button*
Then *a small window with labelled check boxes for categories such as fitness, food or programming will appear in the middle of the screen*
And *I can check the boxes of any categories which I feel apply to me*
When *I click the submit button at the bottom of the window*
Then *my account will show up when users filter searches (insert relevant features) by categories which I have chosen*

.....

Requirement:
It is currently difficult for campus brands to locate influencers on their relevant campus.

.....

Feature: *A search feature that allows brands to search for influencers*
As a Brand
So that *I can locate influencers on my campus*
I want to *search for a list of influencers that are on my campus*

Given *that I am signed in and anywhere on the website*
When *I click the "Find influencers" button on the vertical navigation toolbar on the left side of the page*
Then *I am redirected to the Find influencers page*
And *a list of 20 campus influencers is displayed within a second*
And *the information is displayed with their name in the left most column, their reputation in the second left column, their aggregate social media following size in the second right column and the categories they are listed under in the right most column*
When *I scroll down the page to the bottom*
Then *the next 20 influencers are loaded and appended to the list within a second*

.....

Feature: *Search options for sorting influencers by reputation, size of social media following, relevancy and alphabetical order*
As a Brand
So that *I can find influencers who are relevant to my needs*
I want to *sort the list of influencers by reputation, social media following size, relevancy and alphabetical order*

Given *I am on the "Find influencers" page*
Then *I can see a series of buttons above each column of information*
And *the list of influencers is sorted in alphabetical order by default*
When *I click the Name button above the left most column*
Then *the list of influencers is sorted by alphabetical order within a second, with the influencers first in the alphabet appearing first*

When *I click the Reputation button above the second left column*
Then *the list of influencers is sorted by their reputation within a second, with the influencers with the highest reputation appearing first*
When *I click the Following button above the second right column*
Then *the list of influencers is sorted by aggregate social media following within a second, with the influencers with the largest social media following appearing first*
When *I click the Relevancy button above the right most column*
Then *the list of influencers is sorted by relevancy within a second, with the influencers sharing the most categories with me appearing first*

.....

Feature: *Forms which brands can send to influencers to request collaboration*
As a Brand
So that *I can collaborate with influencers on my campus*
I want to *send collaboration requests to brands*

Given *I am on the "Find influencers" page*
And *I have located an influencer who I am interested in working with*
When *I click the "Create Request" button to the right of their name*
Then *I will be redirected to a collaboration request form*
And *I can click a check box to specify whether the collaboration will be monetized*
And *I can write a short paragraph directed towards the influencer into a text box*
When *I have completed the form*
Then *I click the "Send request" button at the bottom of the form*
And *the collaboration request is sent to the influencer*

.....

Requirement:
Campus influencers should be able to locate and engage with brands who are interested in collaborating.

.....

Feature: *An inbox where influencers can view collaboration requests from brands*
As an Influencer
So that *I can see which brands are interested in collaborating*
I want to *views collaboration requests from brands*

Given *that I am on the website home page*
When *I click the "View requests" button on the vertical navigation toolbar on the left side of the page*
Then *I am redirected to the View Requests page*
And *a list of the 20 most recent requests is displayed within a second*
And *the information is displayed with their name in the left most column, the date received in the second left column, their reputation in the second right column and the categories they are listed under in the right most column*
When *I click on the name of the brand that sent the request*
Then *I can view the request in full*
When *I scroll down the page to the bottom*
Then *the next 20 requests are loaded and appended to the list within a second*

Feature: *An option which allows influencers to accept or decline requests from brands.*

As an Influencer

So that *I can select the brands whom I want to work with*

I want to *accept or decline requests sent by brands*

Given *that I am on the “View requests” page*

When *I click the “Accept” button to the very right of a request*

Then *I become collaborated with that brand*

And *I am able to utilize the collaboration tools implemented by the website*

When *I click the “Decline” button to the very right of a request*

Then *I do not become collaborated with that brand*

And *I have the option to write a short paragraph to the brand explaining why I declined the request*

.....
Feature: *Options to sort requests by date, reputation, relevancy and alphabetical order*

As an Influencer

So that *I can view requests based on the information I prioritize*

I want to *sort requests by date, reputation, relevancy and alphabetical order*

Given *I am on the “Manage requests” page*

When *I click the Name button above the left most column*

Then *the list of requests from brands is sorted by alphabetical order within a second, with the brands first in the alphabet appearing first*

When *I click the Date button above the second left column*

Then *the list of requests from brands is sorted by date within a second, with the most recent requests appearing first*

When *I click the Reputation button above the second right column*

Then *the list of requests from brands is sorted by the brand’s reputation within a second, with the brands with the highest reputation appearing first*

When *I click the Relevancy button above the right most column*

Then *the list of brands is sorted by relevancy within a second, with the brands sharing the most categories with me appearing first*

.....
Requirement:

Brands *require an alternative to traditional media to increase their influence and connect with a wider audience*

.....
Feature: *Social media integration which allows users to link their social media accounts to the site*

As a User

So that *I can expand my social media connections*

I want to *link my current social media accounts to the website*

Given *that I am logged in and on my profile page*

When *I scroll down to the section of my profile page titled Social Media*

And *I click the Add Accounts button*

Then *a large window will appear in the middle of the screen*

And I will see icons for all supported social media platforms on that window
When I click on the icon of a particular social media platform
Then a login window will appear in the middle of the screen with a text box for my username and password
When I have filled in my details
And I press the login button at the bottom of the window
Then content from my social media account will be automatically streamed to the social media section of my profile page
And I will be able to use any other functions which require social media integration

.....

Feature: Social media forms which brands can fill out and send to influencers
As a Brand
So that I can distribute my content through campus influencers via social media
I want to be able to send social media content to influencers that they can then post

Given I am logged in anywhere on the website
When I click the "Submit Content" button on the vertical toolbar on the left side of the page
Then I will be redirected to the content submission page
And will see icons for all supported social media platforms
When I click on the icon of a social media platform
Then a form which simulates the content submission style of that platform will pop up on screen
When I have finished filling out the form
Then I can select an influencer that I am collaborating with
And send the form to that influencer for them to post

.....

Feature: A page where influencers can review content submissions from brands and post it to their social media accounts
As an Influencer
So that I can distribute a brand's content through my social media
I want to be able to review a brand's content and post it directly to my social media accounts

Given I am logged in and anywhere on the website
When I press the "View Submissions" button on the vertical toolbar on the left side of the page
Then I will be redirected to the submission page
And will see a list of content submissions from brands sorted by date appear within one second
When I click on a content submission
Then I can view the submission in full

.....

Feature: Tools for influencers to manage content submissions from brands
As an Influencer
So that I can ensure that I am only posting content that meets my submission standards
I want to review content submissions from brands before posting

Given *I am on the View Submissions page*
And *I have clicked on a submission to view it in full*
Then *I will see two buttons at the top right of the page*
And *these buttons will be titled Submit and Edit*
When *I click the submit button*
Then *the form will be submitted automatically to my relevant social media account*
When *I click on the edit button*
Then *I will be given the option to make changes to the content*
And *I can click the edit button once again to save these changes*

.....

Requirement:

Campus brands and influencers need to be able to determine whether or not other users are reputable.

.....

Feature: *A feedback form that users can fill in after collaborating with other users*
As a User
So that *I can rate my experience with another user and provide feedback that the user and other users can view*
I want to *be able to fill in a feedback form after collaborating with another user*

Given *I am on another user's profile page, after collaborating with said user*
When *I scroll down to the Past Feedback section at the bottom of their profile page*
And *click on the "Leave User Feedback" to the right of the Past Feedback header*
Then *a simple feedback form consisting of three rating scales from 1 to 5 and a text box below them pops up in the centre of the screen*
And *I can give the user a rating of 1 to 5 for their communication, amiability and contribution by selecting the corresponding box for each rating scale*
And *write any additional feedback in the text box*
When *I click the Submit Feedback button at the bottom right of the form*
Then *my feedback will appear on that user's profile under the feedback section alongside other feedback*

.....

Feature: *An overall reputation score assigned to each user based on past feedback*
As a User
So that *I can make more calculated decisions about another user's reliability*
I want to *be able to view an overall reputation score, based upon past feedback, for each user*

Given *that I am on a user's profile page*
Then *I can see the user's overall reputation score to the right of their name as a number from -100 to 100*
When *I click on their score*
Then *a small box appears below their score*
And *I can see the number of ratings this user has received*
And *a score from 1 to 5 based on their average rating for communication, amiability and contribution*

Requirement:

Existing websites for brands and influencers make it difficult to connect with others and access information about them, and users thus rely upon other platforms for these purposes

.....

Feature: *An instant messaging system where collaborating users can contact each other in real time through the website*

As a User

So that *I can collaborate more effectively by communicating with brands in real time*

I want to *have an instant messaging system to contact other users*

Given *that I am logged in and anywhere on the website*

Then *I will see a Messenger tab in the bottom right corner of the screen*

When *I click on the Messenger tab*

Then *a small window containing a list of users I am collaborating with will pop up*

When *I click on a specific user*

Then *a list of past messages will pop up in place of the list of users*

And *a text box will appear at the bottom where I can type them a message*

And *I can press enter to send them an instant message, which will appear to them within a second*

When *I receive a message*

Then *I will hear a notification sound*

And *I can click on the Messenger tab*

And *click on the relevant user to view the message*

.....

Feature: *Profile pages which consist of a biography, a social media content stream and a feedback section*

As a User

So that *other users can view information about me*

I want to *create a profile page which consists of a biography, a social media content stream and a feedback section*

Given *that I am logged in and anywhere on the website*

When *I click on the My Profile button on the vertical toolbar on the left side of the page*

Then *I am redirected to my personal profile page, which consists of a biography, a social media content stream (as detailed in previous features) and a feedback section (as detailed in previous features)*

When *I scroll down the page to the section titled Biography*

And *click on the edit button to the right of the biography header*

Then *a text box will appear under the biography header*

When *I have finished typing into the text box*

Then *I can click the edit button once again to save these changes*

.....

Feature:

View information about other users by hovering over their username

As a User

So that *I can quickly see relevant information about a specific brand or influencer*

I want to *be able to view information about users by hovering over their username*

Given *I am logged in anywhere on the website*
And *can see another user's name*
When *I hover over their username with my mouse*
Then *while my cursor is hovered over their username, I can see the user's reputation score and number of collaborations in a small rectangle above the cursor*
And *also a small hyperlink titled Go to Profile which leads me to their profile page*
.....

Requirement:

Complicated or non-existent collaborative tools on brand-influencer websites restrict the ability for users to work with each other
.....

Feature: *Users can assign tasks to other users who they are collaborating with*
As a User
So that *I can assign tasks to users I am collaborating with*
I want to *set up a task list for each collaboration*

Given *that I am logged in anywhere on the website*
When *I click on Manage Collaborations button on the vertical toolbar on the left side of the page*
Then *I will see a list of users I am collaborating with*
Then *I will see a list of users I am collaborating with*
When *I click the Create New Task button next to the relevant user*
Then *a small window containing text boxes for the task name, task requirements and deadline will appear in the middle of the screen*
And *I can fill in the details to define the task, its requirements and the deadline*
When *I click the Create Task button at the bottom*
Then *the task is created and added to*
.....

Feature: *A chart which is generated based on the assigned tasks so that collaborating users can view tasks and their deadlines*

As a User
So that *I can view the list of tasks to be completed*
I want to *view a generated chart based on the tasks that have been assigned*

Given *that I am on the Manage Collaborations page*
When *I click on a user I am collaborating with*
Then *I can view the auto-generated chart, which consists of a horizontal axis to measure the dates and a series of rectangles with task names inside them*
And *the rectangles extend from the date the task was created to the task deadline*
When *I hover over a rectangle for a particular task*
Then *while my cursor is hovered over the rectangle, I can see the task requirements in full in a small window to the right of my cursor*