

SENG1031 Phase 2

Requirement:

There is no platform which focuses on campus interactions between brands and influencers specifically.

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Feature: *A button which campus brands can click to sign up to the website*

As a Brand

So that *I can engage with influencers on my university campus*

I want to *sign up as a brand*

Given *that I am on the website homepage*

When *I click the “Sign up as brand” button*

Then *I am redirected to the brand registration form*

And *can fill in the details to sign up*

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Feature: *A button which campus influencers can click to sign up to the website*

As an Influencer

So that *I can engage with brands on my university campus*

I want to *sign up as an influencer*

Given *that I am on the website homepage*

When *I click the “Sign up as influencer” button*

Then *I am redirected to the brand registration form*

And *can fill in the details to sign up*

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Feature: *An option for users to sign up and specify their university and campus.*

As a user

So that *I will send and receive content specific to my university campus*

I want to *be able to specify my university campus*

Given *that I am on the registration page*

When *I select the “Choose campus” option*

Then *I see a list of Australian universities*

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

Requirement:

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

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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 on the website home page*

When *I am signed in, I click the "Find influencers" button*

Then *a list of campus influencers is displayed*

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Feature: *Search options for filtering influencers by reputation, size of social media following and user-defined keywords*

As a Brand

So that *I can find influencers who are relevant to my needs*

I want to *filter the list of influencers by reputation, social media following and important keywords*

Given *I am on the "Find influencers" page*

When *I click the "Filters" option*

Then *I can select options to sort influencers by reputation and social media following*

And *I can type in keywords to specify relevant criteria*

Then *the list of influencers is updated and sorted based upon these options*

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Feature: *Forms that brands can send to influencers to request a 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 "Send request" button next to their name*

Then *I will be redirected to a collaboration request form*

Then *I can specify whether or not the collaboration will be monetary*

And *I can write a short paragraph directed towards the influencer*

When *I have completed the form*

Then *I click the "Send request" button*

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.

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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 requests from brands*

Given *that I am on the website home page*

When *I click the “Manage requests” button*

Then *a list of collaboration requests sent to me by campus brands is displayed*

And *I can click on the request to view more details*

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Feature: *An option which allows influencers to read, 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 “Manage requests” page*

When *I click the “Accept” button next to a request*

Then *I become collaborated with that user*

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

When *I click the “Decline” button next to a request*

Then *I do not become collaborated with that user*

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

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Feature: *Options to filter requests by date, reputation, monetization and read/unread status*

As an Influencer

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

I want to *sort requests by date, reputation, monetization and read/unread status*

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

When *I click the “Filters” option*

Then *I can choose to sort requests by date, reputation, monetization or read/unread status*

Then *the list of brands is updated and sorted based upon my selection*

Requirement:

It is difficult for brands to increase their influence and connect with a wider audience through traditional media

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

As a User

So that *I can connect with others through social media*

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

Given *that I am on the website home page*

When *I click the "Manage Accounts" button*

Then *a list of social media platforms appears*

When *I click on a particular platform*

Then *I can sign in to link my account for that particular platform to the website*

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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 on the website home page*

When *I click the "Submit content" button*

Then *I will be provided with a list of social media platforms*

When *I click on a social media platform*

Then *I will be given a form which simulates the content submission style of that platform*

When *I have finished filling out the form*

Then *I can select a brand whom I am collaborating with*

And *send the form to that brand for them to post*

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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 on the website home page*

When *I click the "View submissions" button*

Then *I will be provided with a list of content submissions from brands*

And *I will be given buttons to submit, delete or edit each piece of content*

When *I click on the edit button*

Then *I will be given the option to make changes to the content*

When *I click the submit button*

Then *I can submit the content automatically to my relevant social media account*

When *I click the delete button*

Then *the content will be removed from the submissions page*

Requirement:

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

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Feature: *A feedback form that users fill in after collaborating with other users*

As a User

So that *I can provide feedback on other users for campus brands and influencers*

I want to *fill in a feedback form after collaborating with other users*

Given *I am on another user's page, after collaborating with another user*

When *I click on the "Leave User Feedback" button*

Then *I am presented with a simple feedback form*

And *can give the user a rating of 0 to 5 stars for their communication, amiability and contribution*

And *write any additional feedback*

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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*

Then *I can see the user's overall reputation score below the profile picture.*

When *I click on their score*

Then *I am able to view the rating of each category with the overall rating calculated by averaging the other ratings.*

And *see any reviews that have been written by other users.*

Requirement:

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

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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 communicate with other users in real time*

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

Given *that i am logged in to my account on any page*

When *I click on the “Messenger” tab*

And *then see a list of users I am collaborating with*

Then *I am able to click on a specific user*

And *send them an instant message*

When *I receive a message*

Then *I hear a notification sound*

And *I can click on the “Messenger” tab*

And *view the message*

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Feature: *Profile pages where users can display relevant content*

As a user

So that *I can display relevant information to other users*

I want to *create a profile page with a bio and other relevant media*

Given *that I am logged in to my account on any page*

When *I click on “My Profile”*

Then *I am able to view and edit my personal information*

And *display content from my social media accounts*

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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 anywhere on the website*

And *can see another user’s name*

When *I hover over their username with my mouse*

Then *I can see important information about that user such as reputation and number of collaborations*

Requirement:

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

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Feature:

An interactive task list where collaborating brands can assign tasks and view the progress of others.

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 on the website main page*

When *I click on "Manage Collaborations"*

And *select the relevant collaboration*

Then *I can click "Create New Task"*

And *define a task, its requirements and the time constraints, including who can perform the task*

When *I go back to the "Manage Collaborations" page*

And *select the relevant collaboration*

Then *I can view who is undertaking each task and their progress in percentage*

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Feature: *A generated chart based on the task list where collaborating users can view deadlines for requirements*

As a User

So that *I can view the time requirements for tasks*

I want to *view a generated chart based on the task list*

Given *that I am on the website main page*

When *I click on "Manage Collaborations"*

And *select the relevant collaboration*

Then *I can view the auto-generated chart*

And *see visual information about the deadlines for each task*