**Social Advertiser**

Android application for Advertiser to make a deal with top-rated Influencers to publish their content and do the campaigning.

**Summary:**

Developed UI/UX and functionality for Advertiser and Influencer application,

• Sign In, Register & User Profile Management

• In Advertiser and Influencer Register screen , we need to upload an image of advertiser in which integrated HMS Core kit Media i.e., CameraEngine and uploading the image to server.

• Advertiser screen

Home - Displaying the advertisements,Brands and Top rated influencers.

Explore

- Filter the list of influncers based on the category.(All,technology,beauty,etc)

- After opting the influencer, we can view his details which is designed in a 3 Tab format

1. Details of the particular Campaign

2. Details of the Influencer and his exposure in market till now.

3. Applying a request to the influencer by providing details of the brand,setting the reward,price for the campaign which goes out to the influencer in the form of notification.

Notification - Displays the Post which the influencer accepts the request and published the campaign in socialmedia.

Profile -Displays the Profile of the advertiser who logged in.

• Influencer screen

- This is basically a one user login for now.

- Displays the number of Campaigns Requests received, Posts published, his marketing platforms, Rewards earned, Views and Posts List

- When influencer receives a notification from the advertiser it gets listed in the notification page which opens when influencer clicks on the notification icon in his toolbar.

- So based on the Campaign request, he may Accept and post the brand in his social media and send the acknowledged message in the form of notification to the advertiser.

**Note:**

1. Test account details:

Username : [jessie@gmail.com](mailto:jessie@gmail.com)

Password : jessie@123

**Remarks:**

We need to upload image as well along with the details before clicking submit/apply button in below screens…

1.Influencer and Advertiser Register screen.

2.Apply Campaign Screen 🡪

Advertiser -> Explore TAB -> ViewDetails -> Apply (3rd Tab)

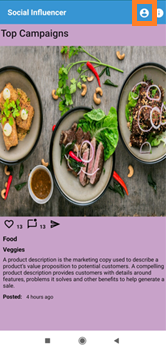
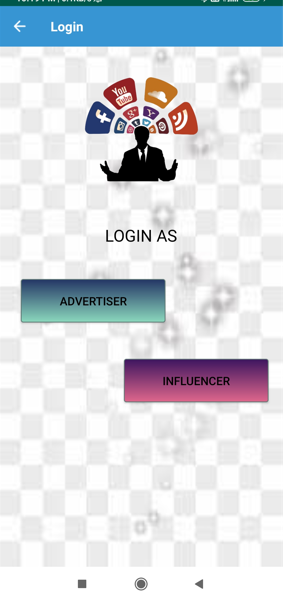
1. There is only one influencer logged in as of now.
   1. Integrated HMS Core kit Camera Engine is mainly applied at the Register screen of Advertiser and Influencer screen on clicking the camera add icon on the image at the top.
   2. **A Huawei phone with Kirin 980 or later and  EMUI 10.0 or later is required.**
2. We need to wait for the toast “File Uploaded” after Upload button is clicked in the Register screen of Advertiser & Influencer
3. We need to wait for the toast “File Uploaded” after Upload button is clicked in the Explore->ViewDetails->ApplyCampaign Screen of Advertiser while sending request

**Functionality of the App**

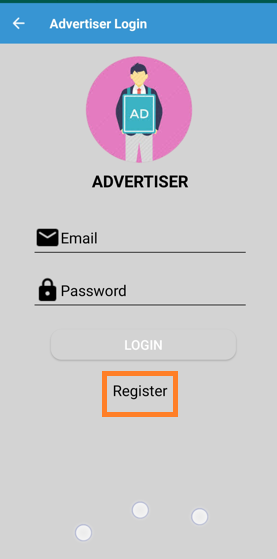
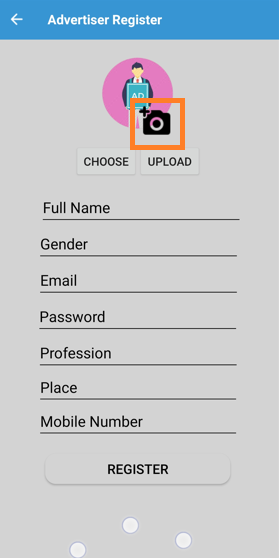
**Screen-1: Splash Screen :** While opening the screen, we have a splash screen



**Screen-2: Top Campaigns Screens –** Any user can able to view the top listed campaigns

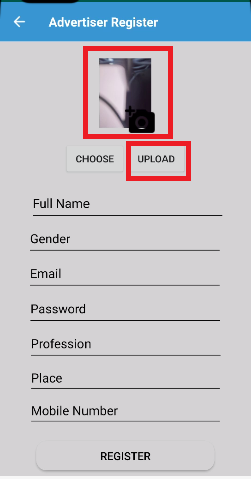
On Clicking on Advertiser Login it appears as below, we can either login or register first.

So on clicking the Camera icon in the Advertiser Register Screen, I integrated HMS Core Kit

Camera Engine and uploading the image after clicking.

After clicking capture I gets uploaded in the advertiser logo like below



After clicking Upload , it uploads the image

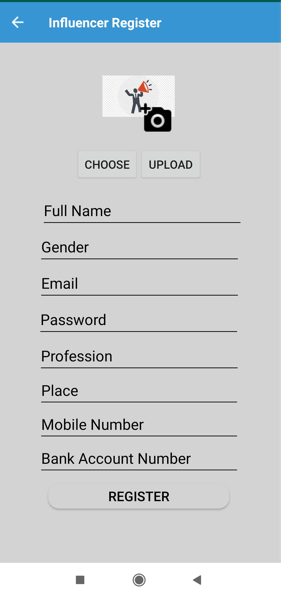
**We need to wait till the File Upload toast appears**

Camera kit is accessible only in huawei devices having configuration

**A Huawei phone with Kirin 980 or later and  EMUI 10.0 or later is required**

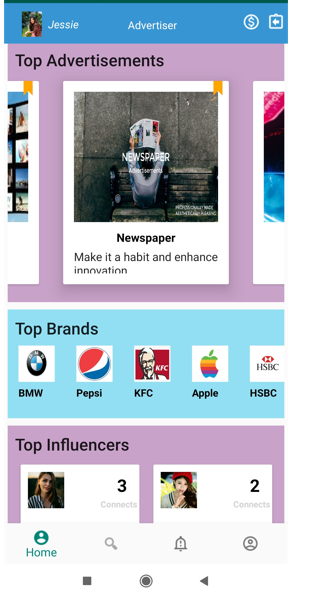
Choose Icon – We can choose images from gallery and upload

Similar way we can login for influencer screen as well

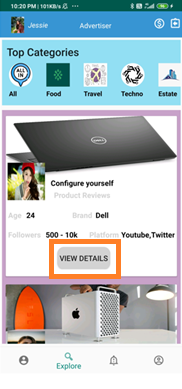


After Logging into to Advertiser screen we have below screens appearing

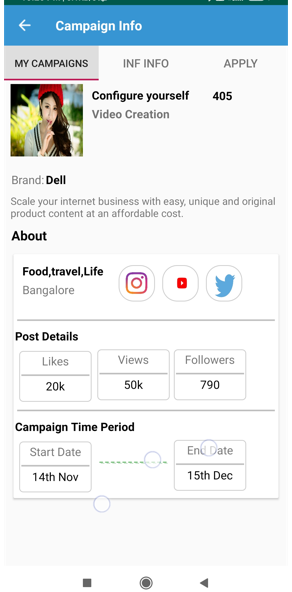
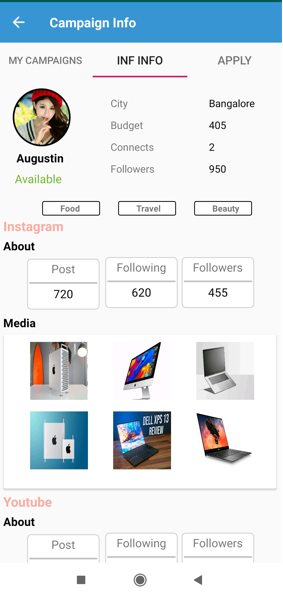
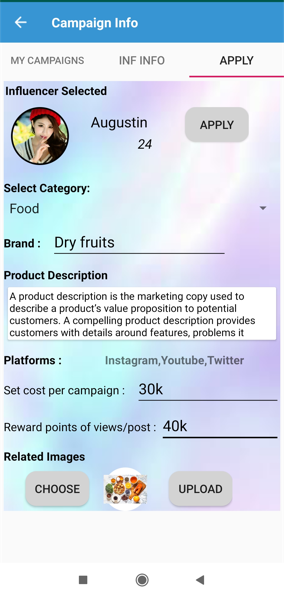
**Home Tab** - Lists the Top Advertisements,Brands & Influencers



**Explore Tab :** We can view the Influencers and their campaigns by applying filter in the top categories selected(All,Food,Travel,Technology etc)

Tab-1 

Tab-2 Tab-3

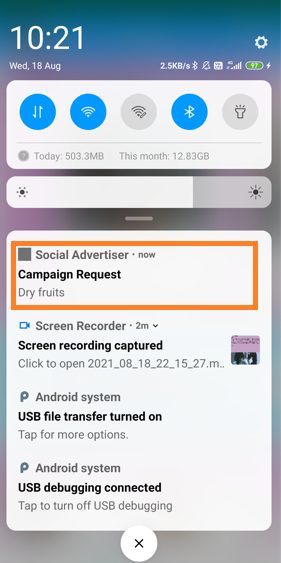
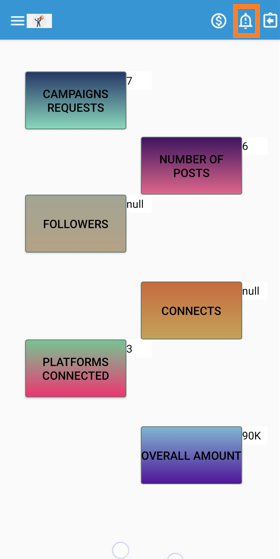
Tab-1: Gives information of the Campaign selected

Tab-2 : Gives information of the influencer and and his campaigns, followers, social-platforms lists etc

Tab-3 : Once convinced with the details of the influencer and campaigns, advertiser can provide details of the brand need to be campaigned and press apply button.

On pressing Apply button from Tab-3, it sends the request to influencer in the form of notification

Influencer screen

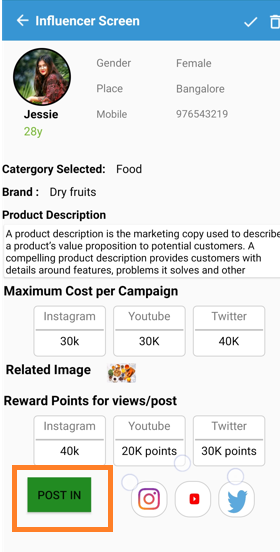
 

In influencer screen, influencer clicks on this notification icon and he can able to see the Campaign request from the advertiser.

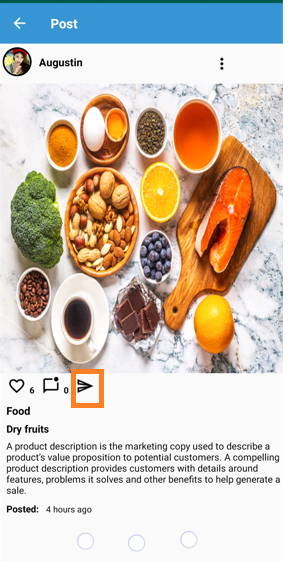
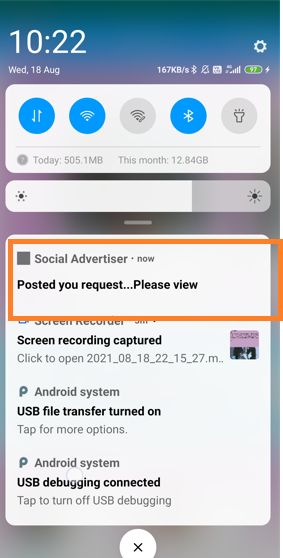
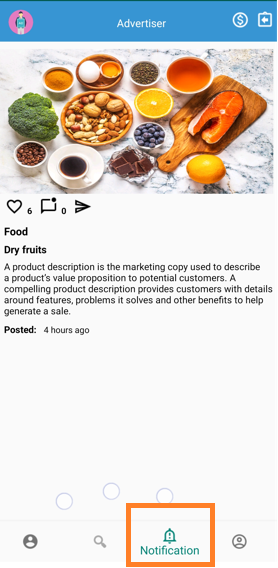
If he likes the details of the brand and like the reward and the budget that the advertiser promised for campaigning, he accepts the request and post in any of his social media platforms.

So in his social media platforms ,users can view and hit the like icon and thus the count of views and likes updates.

Please refer to the images below

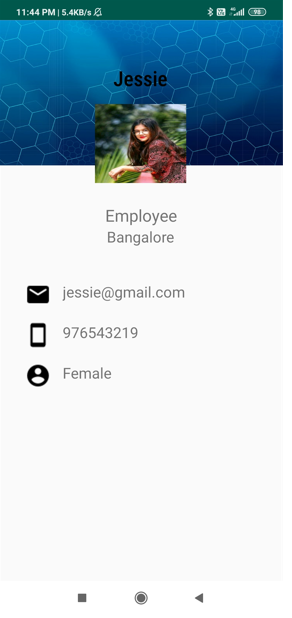
 

So after posting , influencer sends a acknowledgement to influencer that the his request is posted and campaigning started and he can view, this acknowledgement comes as a notification to advertiser

Advertiser can view the campaigning progress in the his notification tab.

Profile Screen of Advertiser:



**Screens of Influencer**

There are 5 screens in Influencer as listed and screenshots below

Campaigns – Lists the total number of campaigns influencer did till now

Posts – Number of posts the influencer posted till now.

Followers – Lists the followers till date for the influencer

Connects – Brands that he is connected with

Overall amount – Amount he got per each campaign specific