InfluenceConnect

A Progress Report Submitted to Cotton University in Partial Fulfillment of the

Requirements for the Degree of

Master of Computer Application (MCA)

Department of Computer Science and Information Technology

DEPARTMENT OF COMPUTER SCIENCE AND IT

COTTON UNIVERSITY, GUWAHATI

ASSAM-781001, INDIA

Name of the Student:

Shankhanad Choudhury,

Enrolment No.: MCA2265040,

4th Semester

Under the Guidance of

Mr. Melur Phangcho,

Assistant Professor,

Cotton University, Guwahati

Contents

Chapters	Page No.
● Introductions ○ Aim of the Project ○ Key Features	
● Technologies ○ Software Requirement ○ Hardware Requirement	
● System Design ○ User FlowCharts ○ Data Flow Diagrams	
● Methodology	
● Results ○ Project Progress	

1. Introductions

1.1. Aim of Project

InfluenceConnect acts as a bridge between the world of social media influencers and the strategic needs of businesses. It streamlines the often-complex process of influencer marketing by creating a centralized platform for collaboration. Businesses can leverage InfluenceConnect to identify influencers whose target audience aligns perfectly with their brand. Influencers, on the other hand, gain valuable exposure and partnership opportunities with credible brands. This mutually beneficial ecosystem fosters innovative marketing campaigns that resonate with target audiences and propel both businesses and influencers forward in the ever-evolving digital landscape.

1.2. Key Features

- Influencers can showcase their niche, reach, and previous collaborations for targeted brand discovery
- Businesses easily post marketing needs, budget, and target audience for a streamlined process.
- Secure communication channels and clear expectations between influencers and brands.
- Features like reviews and secure transactions build trust and credibility within the platform for both sides.

2. Technologies

By ensuring that we have the necessary software and hardware requirements in place, we can set up a productive development environment for building our website.

2.1. Software Requirements:

2.1.1. React JS

A robust JavaScript library, React empowers developers to construct user interfaces with reusable components. These components act as building blocks, enabling the creation of complex and interactive web applications efficiently. React's focus on component-based architecture promotes scalable and maintainable codebases.

2.1.2. Tailwind CSS

Tailwind CSS provides a utility-first approach to styling web interfaces. This eliminates the need for writing extensive custom CSS code. Instead, developers leverage pre-built utility classes that offer granular control over various style aspects like color, spacing, and typography.

2.1.3. Git

Git is a distributed version control system that tracks changes made to code over time, enabling developers to revert to previous versions, collaborate seamlessly with team members, and securely manage code repositories. Git fosters a collaborative development environment and ensures a clear history of project evolution.

2.1.4. MongoDB

A document-oriented NoSQL database, MongoDB offers a flexible data storage solution. This is particularly advantageous when dealing with diverse data structures, unlike traditional relational databases that require predefined schemas. In InfluenceConnect's context, MongoDB's flexibility is ideal for storing information about influencers, businesses, and marketing campaigns, where data structures might vary considerably.

2.1.5. Code Editor

A code editor is a specialized text editor designed for efficient and productive coding. Beyond basic text editing capabilities, code editors offer features like syntax highlighting, code completion, and debugging tools. These functionalities significantly enhance the development experience by streamlining code writing, comprehension, and troubleshooting. Popular choices include Visual Studio Code.

2.2. Hardware Requirements:

2.2.1. Processor

A multi-core processor (quad-core or equivalent) for faster compilation and processing of code.

2.2.2. RAM (Memory)

At least 4GB of RAM to ensure smooth performance during development and testing.

2.2.3. Storage

Sufficient storage space for storing project files, dependencies, and databases

2.2.4. Operating System

Operating system that is compatible with Windows, macOS, or Linux operating systems.

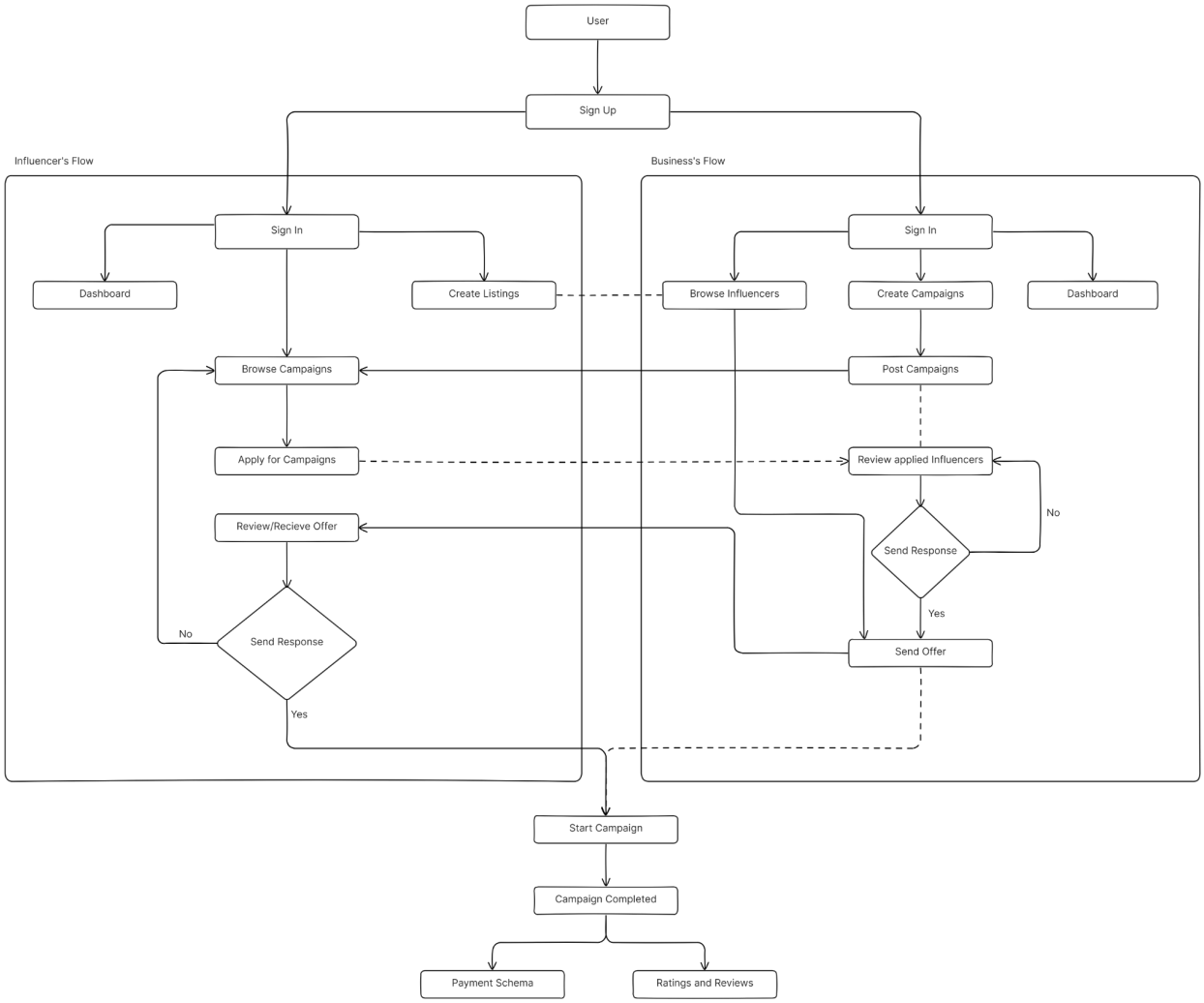
2.2.5. Active Internet Connection

3. System Design

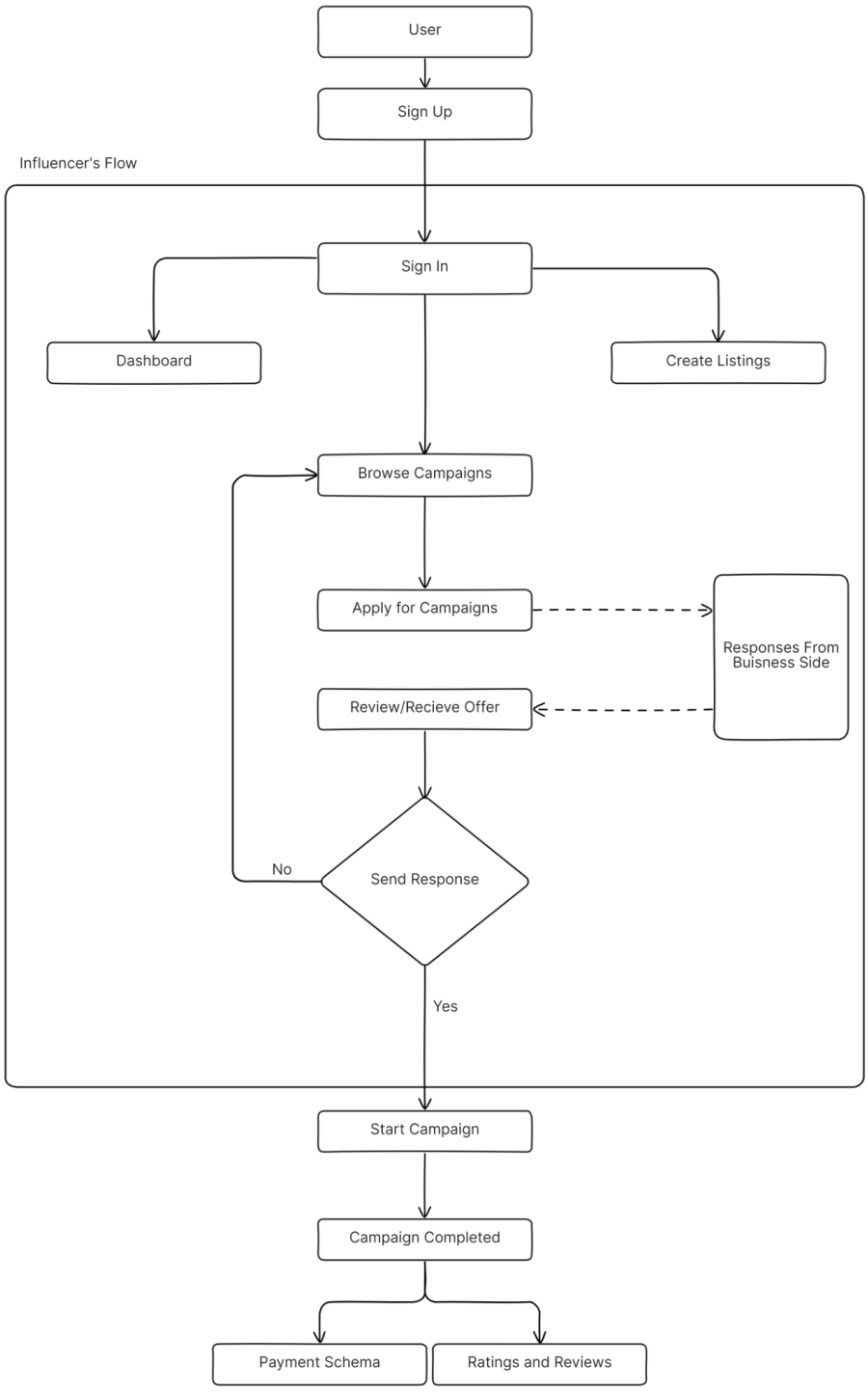
3.1. Flowchart

A flowchart is a visual representation of a process, showing the steps and sequence of actions using standardized symbols and arrows. It's used to visualize processes, design systems, document procedures, and analyze and improve workflows.

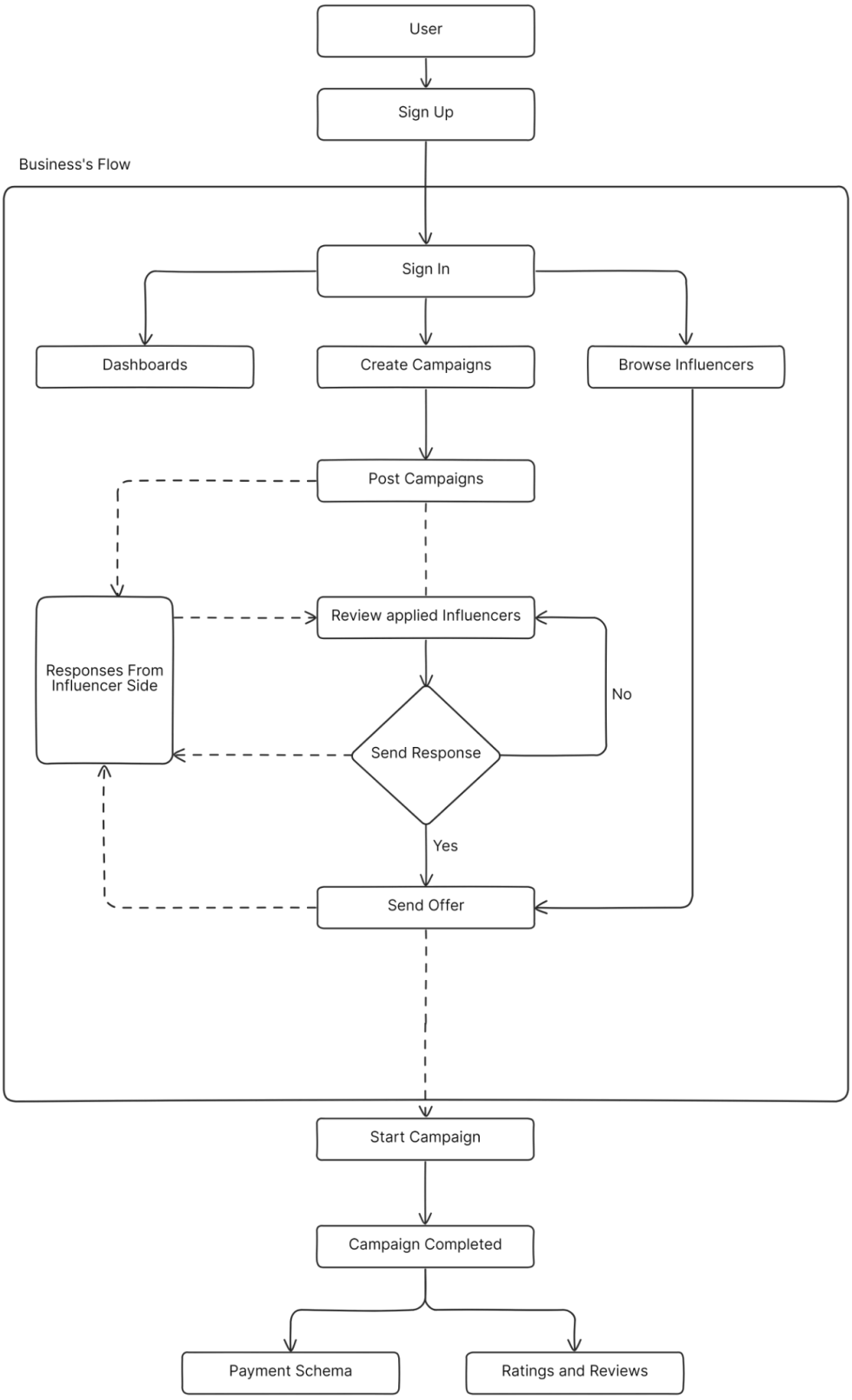
Flowchart for InfluencerConnect:



Flowchart for Influencer:



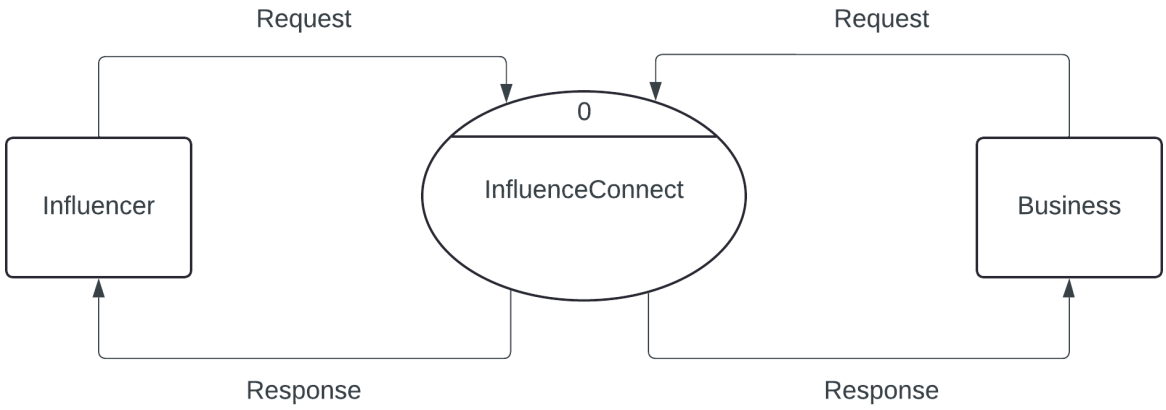
Flowchart for Business:



3.2. DFD

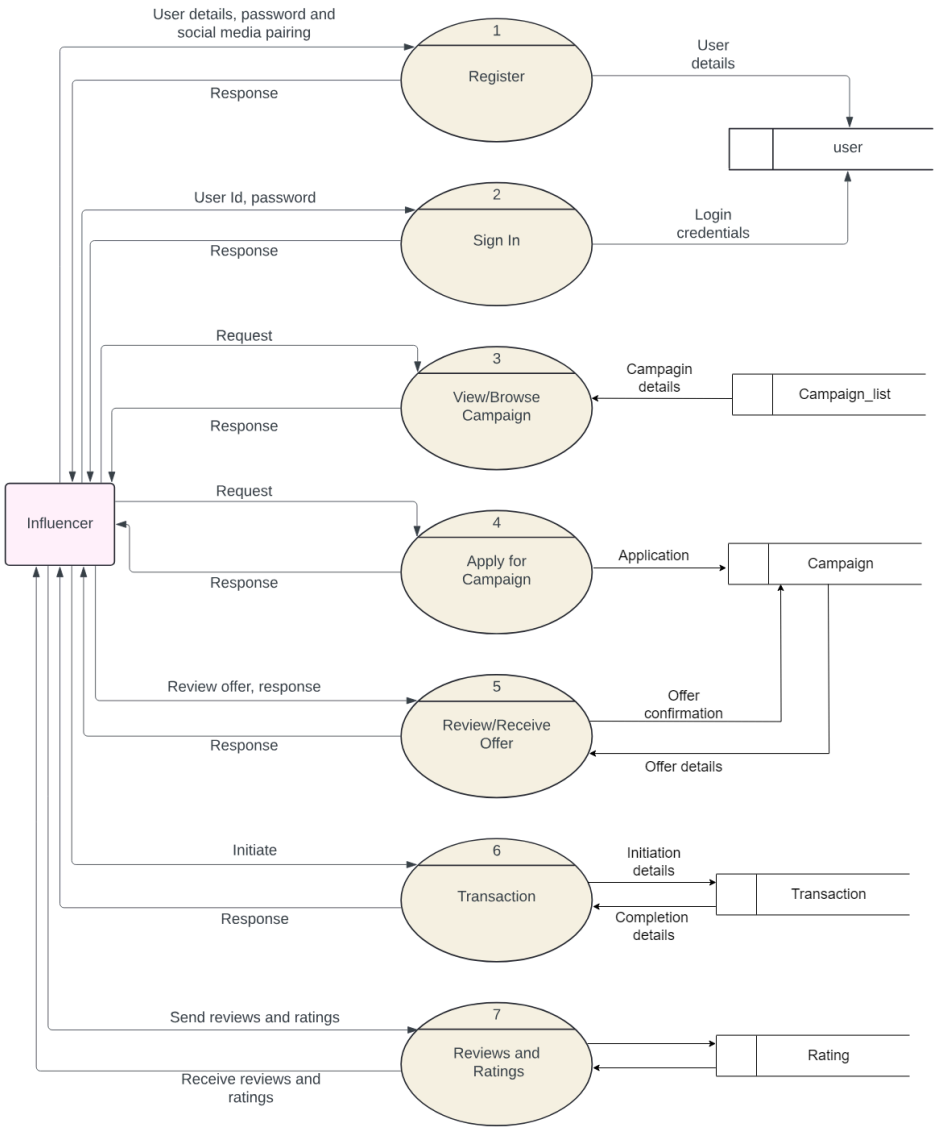
A Data Flow Diagram (DFD) is a visual blueprint that maps how information flows within a system. It shows how data moves between external sources (like customers) and internal processes, highlighting transformations and storage points.

DFD Level 0

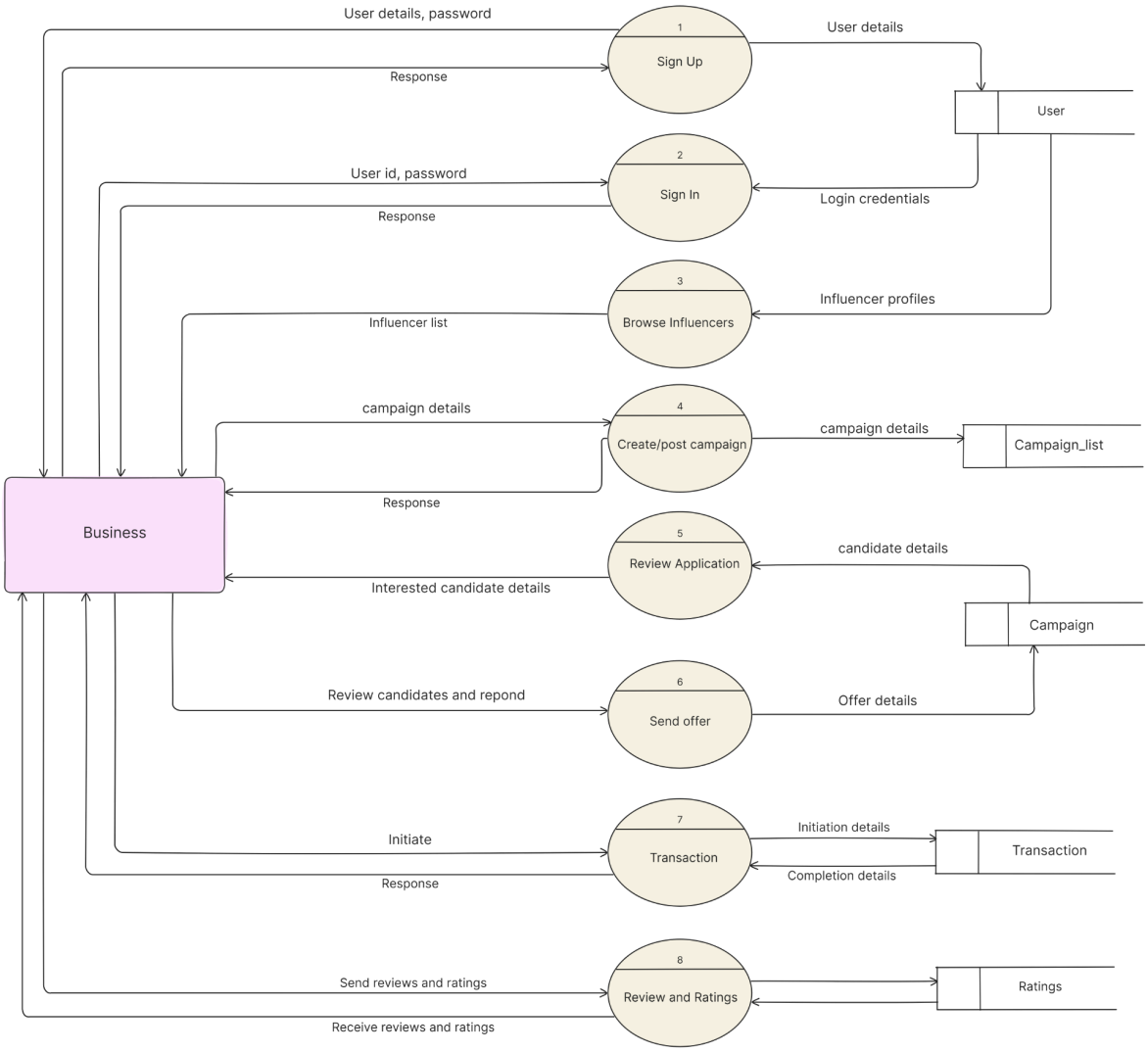


DFD Level 1

For Influencer



For Business



4. Methodology

This project requires basic knowledge of React, Tailwind CSS, and Instagram API, as well MongoDB for databases. Here's a step-by-step methodology:

4.1. Project Initiation & Planning:

The initial phase involves meticulously outlining the application's functionalities. This includes defining user roles (influencers, businesses), user flows (profile creation, project posting, secure communication), and data requirements.

4.2. Development Environment Setup:

A robust development environment is paramount for efficient coding. I will install the necessary software including:
Code Editor: A powerful code editor like Visual Studio Code will provide the foundation for writing clean, maintainable code.
Node.js & npm: As a JavaScript-based application, InfluenceConnect will leverage Node.js and its package manager, npm, to manage dependencies and external libraries.
Git: Version control is essential for collaborative development and tracking project history. A Git repository will be established to facilitate seamless collaboration and maintain a clear audit trail.

4.3. Frontend Development with React and Tailwind CSS:

Employing React JS, a leading JavaScript library, to construct the user interface (UI) for InfluenceConnect. React's component-based architecture promotes code reusability and maintainability, leading to a well-structured and scalable codebase. Tailwind CSS, a utility-first CSS framework, will be implemented to style the UI components. This approach ensures a consistent and modern visual style across the application while minimizing the need for custom CSS code.

4.4. Backend Development with MongoDB:

To handle data persistence, a MongoDB database will be established. This NoSQL database offers flexibility and scalability, perfectly suited to accommodate the diverse data structures required for influencer profiles, project details, and communication history.

Node.js, a JavaScript runtime environment, will likely serve as the foundation for the backend server. Server-side code will be written to interact with the MongoDB database, enabling CRUD (Create, Read, Update, Delete) operations for efficient data management.

4.5. Building a secure platform is paramount with secure communication channels. Secure financial transactions related to marketing campaigns, a secure payment gateway integration which will ensure safe and transparent handling of financial exchanges.

4.6. **Testing & Deployment:**
Rigorous testing will be conducted on all functionalities of InfluenceConnect to ensure a seamless user experience. Following successful testing, the application will be deployed to a robust web hosting platform, making it accessible to a global audience of influencers and businesses.

4.7. Future Improvement:
I'll constantly gather user feedback to identify areas for improvement. New features and functionalities will be added based on user needs and market trends, keeping InfluenceConnect at the forefront of influencer marketing solutions.

5. Results

5.1. Project Progress

HomePage (Wireframe)

Latest Blogs

Lorem ipsum dolor sit amet consectetur adipisicing elit. Quod explicabo repudiandae mollitia.

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Hic, eaque porro nam dolorum amet fuga nulla sint doloremque.

Lorem ipsum dolor sit amet consectetur adipisicing elit. Quod explicabo repudiandae mollitia.

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Hic, eaque porro nam dolorum amet fuga nulla sint doloremque.

Lorem ipsum dolor sit amet consectetur adipisicing elit. Quod explicabo repudiandae mollitia.

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Hic, eaque porro nam dolorum amet fuga nulla sint doloremque.

Our happy clients

Lorem ipsum dolor sit amet consectetur adipisicing elit. Quod explicabo repudiandae mollitia.

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Hic, eaque porro nam dolorum amet fuga nulla sint doloremque.

Lorem, ipsum.

Lorem ipsum dolor sit amet consectetur adipisicing elit. Quod explicabo repudiandae mollitia.

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Hic, eaque porro nam dolorum amet fuga nulla sint doloremque.

Lorem, ipsum.

Frequently Asked Questions

Lorem, ipsum dolor sit amet consectetur adipisicing elit.?

Lorem ipsum dolor sit amet consectetur adipisicing elit. Modi quos minima deserunt harum!

Lorem, ipsum dolor sit amet consectetur adipisicing elit.?

Lorem ipsum dolor sit amet consectetur adipisicing elit. Modi quos minima deserunt harum!

Lorem, ipsum dolor sit amet consectetur adipisicing elit.?

Lorem ipsum dolor sit amet consectetur adipisicing elit. Modi quos minima deserunt harum!

Need more information?

Write your concern to us and our specialist will connect back to you.

Button

⌘ InstaConnect

About
Brands & Agencies
How it works
Success Stories
Connect With us

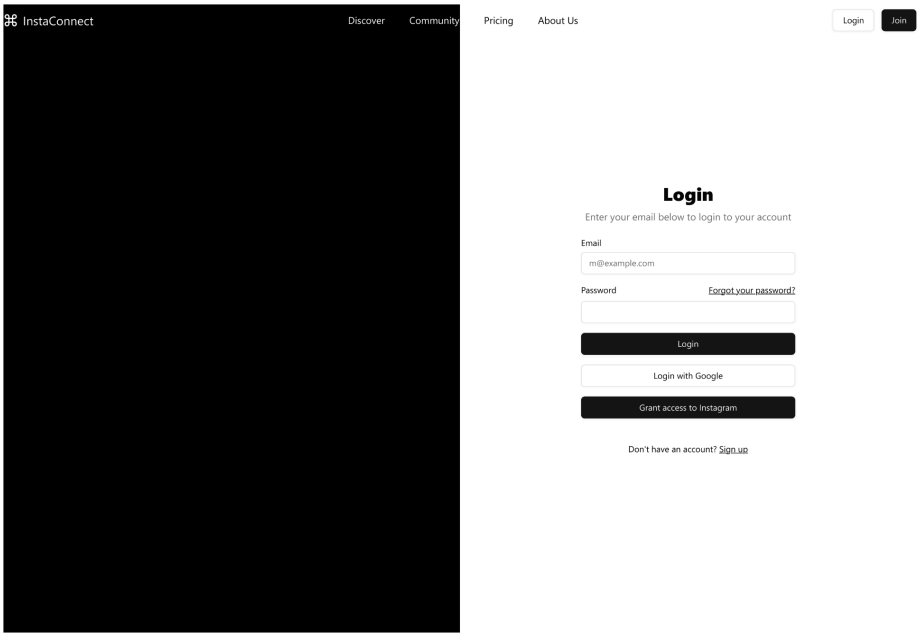
Login

Join

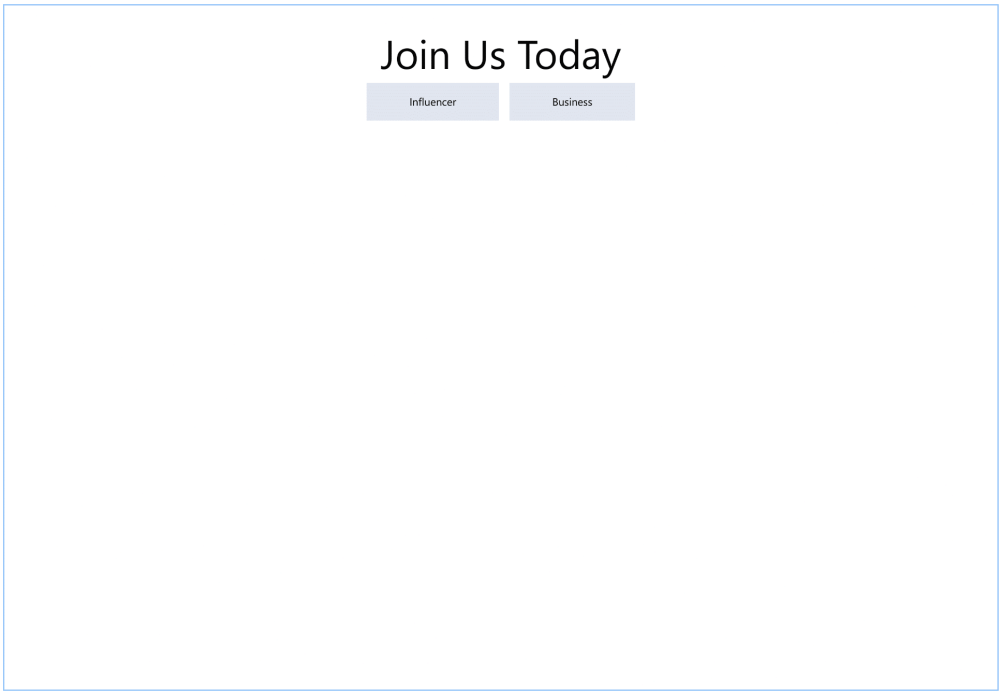
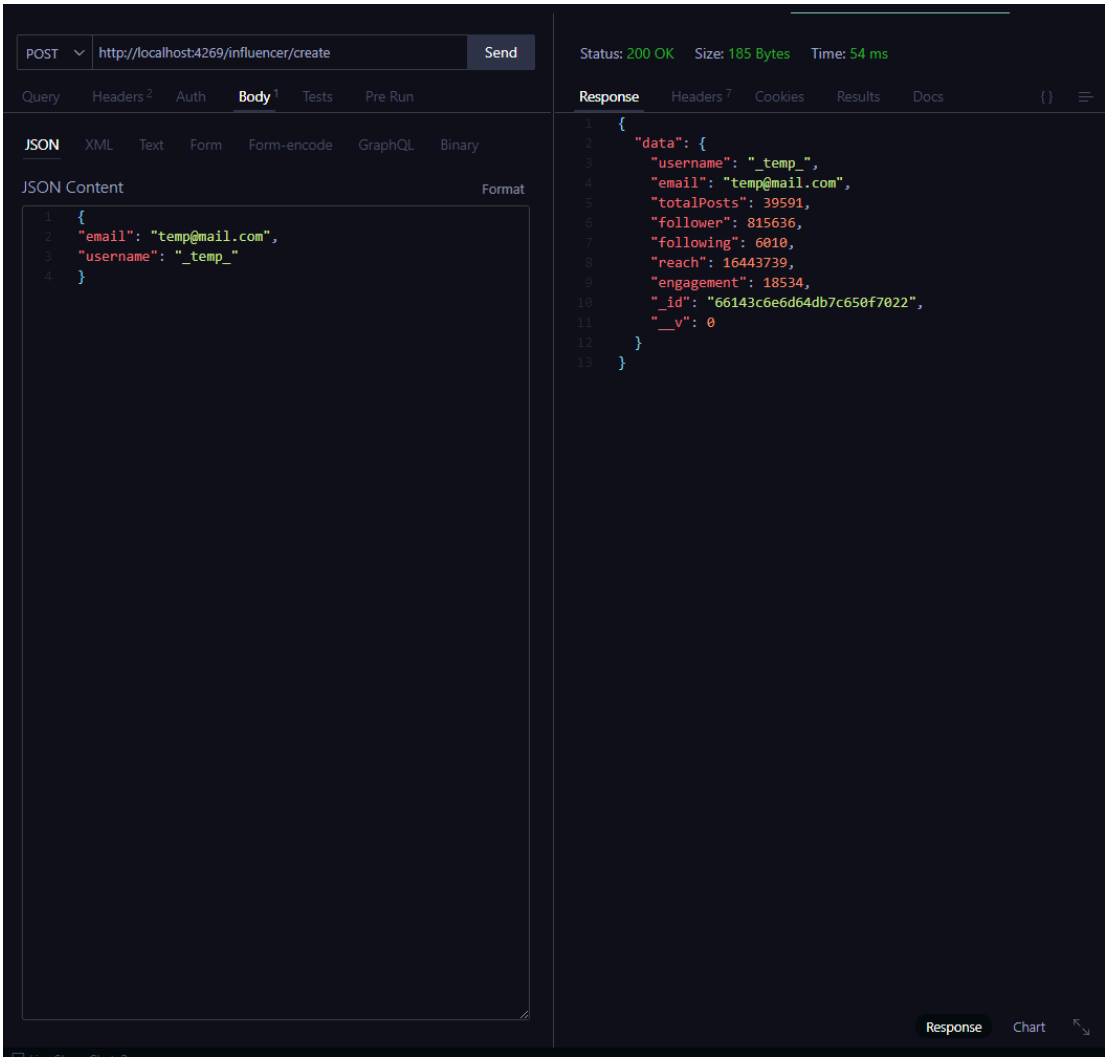
® 2024

Follow 1 2 3 4

Login-Page



SignUp



Backend (API Call)