

Connect Me The Sponsor Influencer App

A report for the Modern Application I project

Submitted by

Mohammad Sohail Khan

Roll No. 21f3000895

IITM Online BS Degree Program,
Indian Institute of Technology, Madras, Chennai
Tamil Nadu, India

Student Details

Name: Mohammad Sohail Khan

Details: 21F3000895

Email: 21F300895@ds.study.iitm.ac.in

Current Stage: Diploma

1 Problem Statement

Influencer Engagement and Sponsorship Coordination Platform

Connect Me aims to create an efficient and user-friendly web platform where influencers and sponsors can seamlessly interact for the purpose of running and managing ad campaigns. The platform is designed to simplify the process of finding relevant campaigns, initiating partnerships, and ensuring smooth collaboration between influencers and sponsors.

2 Details on Workflow

The project began with a conceptualization phase where the essential functionalities for each user type (Influencer, Sponsor, or Administrator) were identified. The platform's workflow was carefully designed to ensure an intuitive user experience, allowing users to navigate through different webpages effortlessly. Jinja templates were used to minimize the code repetition to some extent and only when overall structure was ready, core functionalities were implemented, like User Registration, (CRUD) operations on Campaigns, ad requests, etc.

The platform's functionalities were built iteratively, with each user type receiving tailored features, ensuring a smooth interaction and collaboration process.

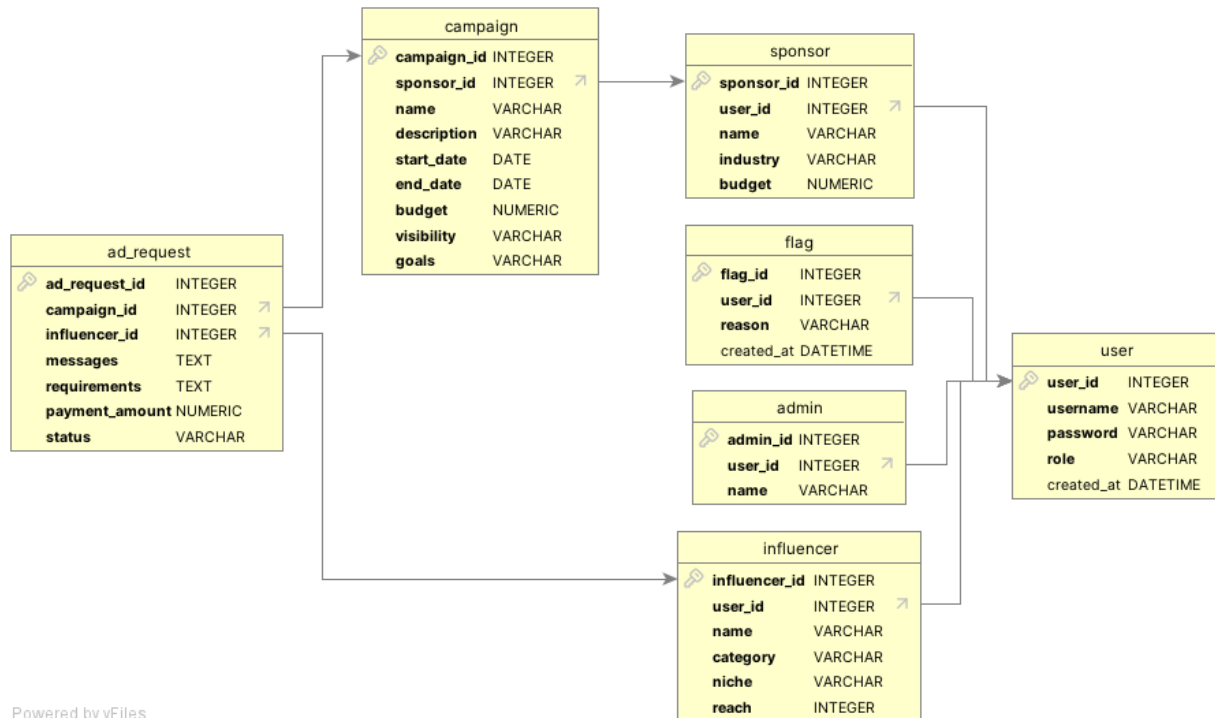
3 Frameworks and Libraries used

Name	Use
HTML/CSS	Frontend is built with HTML/CSS
Flask	Light-weight framework, on which the app is built.
Jinja2	HTML templating library, helps adding some python code on HTML pages
SQ Lite	It's a lightweight database that integrates seamlessly with Flask
Flask- SQLAlchemy	Helps in integrating the flask app with a database.
Bootstrap	Frontend Framework, used to create navigation bars and make visually appealing interface

Additionally,
Software which aided towards completion of the project:

Name	Use
Microsoft Visual Studio Code	IDE used for developing applications
DBBrowser for SQLite	Browsing the database files.

4 Entity Relationship Diagram:



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5 Video Link

Presentation Video:

https://drive.google.com/file/d/1cdOVHO0CWSWxuWQGaHpiXou4Id6TIRgP/view?usp=drive_link