

Influencer Engagement and Sponsorship Coordination Platform

Screens:

1. Admin Login

Screen for Admin to login, This screen will lead to Screen #2 with Infor tab as highlighted

A hand-drawn mockup of an 'Admin Login' screen. It features a central form with two input fields: 'Username' containing 'Admin01' and 'Password' containing '*****'. Below the fields is a blue 'login' button. The title 'Admin Login' is written above the form.

Admin Dashboard screen (info):

The dashboard screen will be common for all the roles, Based on the logged-in user the four buttons displayed on the top will change.

- Clicking on Campaign View: will pop up a modal dialogue to show the details of the campaign
- Clicking on remove will remove the flagged campaign from the system.
- Optionally Unflag button can be added to unflag the flagged campaign.
- Clicking on find will take application flow to Admin Dashboard Find screen
- Clicking on Stats will lead to Admin Dashboard Stats screen

A hand-drawn mockup of the 'Admin's Dashboard' screen with the 'Info' tab selected. The header shows 'Admin's Dashboard' and navigation links: 'Info' (highlighted), 'Find', 'Stats', and 'Logout'. The main content area includes a 'Welcome Admin' message, 'Ongoing Campaigns' (listing Campaign 01 at 10% and Campaign 02 at 40% progress, each with a 'view' button), and 'Flagged Users/Campaigns' (listing Campaign 04 and Campaign 05, each with 'view' and 'remove' buttons).

2. Admin Dashboard Find:

- This screen will show the list of, All the Sponsors, Campaign Influencers and Ads in the system
- Click on view will show the modal dialogue of

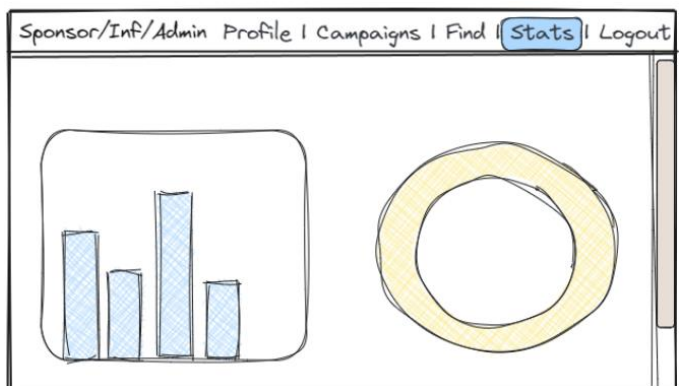
A hand-drawn mockup of the 'Admin's Dashboard Find' screen. The header shows 'Admin's Dashboard' and navigation links: 'Info', 'Find' (highlighted), 'Stats', and 'Logout'. The main content area features a 'Search' input field and a 'filter' button. Below are four rows of data, each with a 'view' button and a 'flag' button. The rows are labeled: 'Sponsor Name | Details', 'Campaign Name | Details', 'Inf. Name | Details', and 'Inf. Name | Details'.

Sponsor, Campaign or Influencer

- c. Click of flag will correspondingly mark the related entity as flagged, which will displayed in Admin Dashboard screen:
 - i. Flagging sponsor/influencer will now allow the flagged sponsor to login to the system
 - ii. Flagging campaign will lead to not being displayed in any of the users screen except admin. In case the particular campaign needs to be unflagged then request has to be submitted to admin from out of the system.
 - iii. Flagging an ad would lead to not showing this ad in any of the users or campaign screens. Explicit request needs to be submitted to unflag it.
- d. Search: it is a text box where the listed entries will be filtered based on the text written in the search box.
- e. Clicking on Stats will lead to stats screen of admin Dashboard Stats Screen

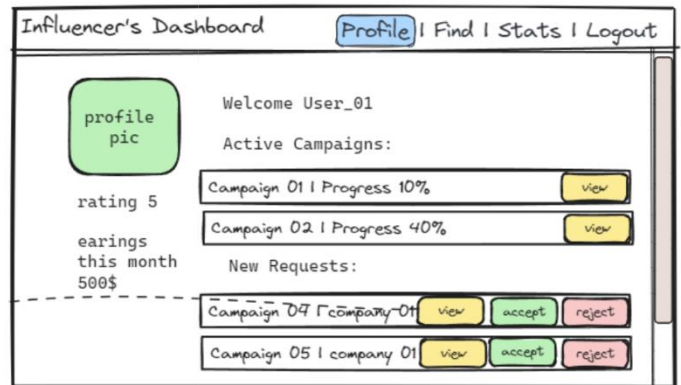
3. Dashboard Stats Screen:

- a. Admin user:
 - i. Chart Displaying number of Sponsors, Influencers, campaign, and Ads in the system
 - ii. Industry-wise campaign list
 - iii. Niche wise Ads list
 - iv. Sponsor-wise campaign count
- b. Sponsor:
 - i. Niche wise spread of ads count
 - ii. Influencer count per campaign
 - iii. Budget-wise campaign pie chart
 - iv. Influencer-wise Accepted, Pending, and rejected ads
- c. Influencer:
 - i. Sponsor spread ads Count
 - ii. Ad-wise revenue contribution
 - iii. Sponsor-wise revenue contribution
 - iv. Industry-wise ad counts



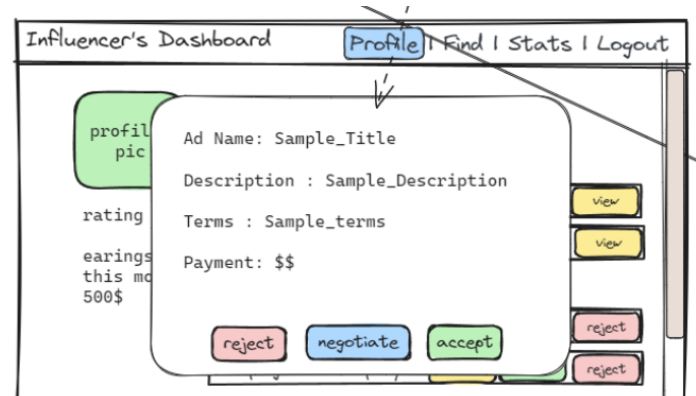
4. Influencer Dashboard:

- a. On logging as influencer by default a profile page of the influencer will be shown
- b. Profile pic will not be implemented in first phase.
- c. Clicking on accept will lead to accepting the ad request and will show in the active campaign list.
- d. Clicking on reject will lead to rejecting the ad request and will show up on Sponsor profile page
- e. View on Campaign will show the modal dialogue box giving details of campaign and an option to negotiate the terms and conditions of the ad request.
- f. Click on find page to go to the Find screen of the influencer dashboard
- g. A section to show the requests rejected by the sponsor



5. Influencer Dashboard- negotiating screen:

- a. The negotiate button will lead to a display in which we will show a text box with the given terms to edit and submit them.
- b. Clicking on accept will lead to accepting the ad request and will show in the active campaign list.
- c. Clicking on reject will lead to rejecting the ad request and will show up on Sponsor profile page



6. Influencer Dashboard- Find screen:

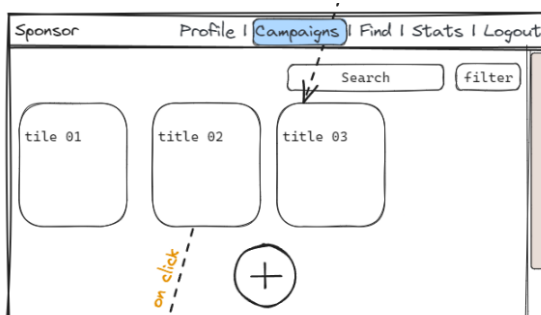
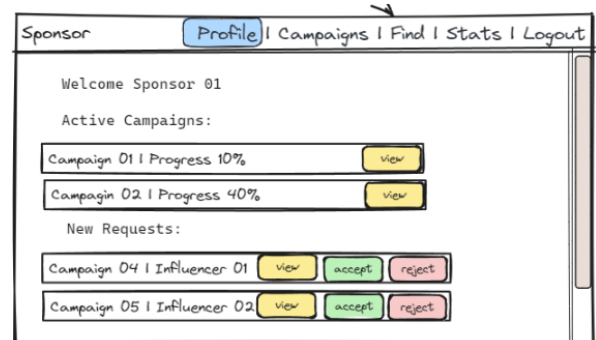
- a. This page will display all the available public campaigns

- b. On clicking on view a modal pop up box will be displayed with the campaign info
- c. On clicking on request, the application will send a request for an ad in the campaign from the influencer to the sponsor that initiated the campaign
- d. Search: it is a text box where the listed entries will be filtered based on the text written in the search box
- e. On clicking on Stats, it will go to the stats dashboard.



7. Sponsor Dashboard:

- a. On logging as sponsor by default a profile page of the sponsor will be shown
- b. Clicking on accept will lead to accepting the ad request and will show in the active campaign list.
- c. Clicking on reject will lead to rejecting the ad request and will show up on Influencer profile page
- d. View on Campaign/Influencer will show the modal dialogue box giving details of the Campaign/Influencer.
- e. Click on find page to go to the Find screen of the Sponsor dashboard
- f. Click on Campaign page to go to the Campaign screen of the Sponsor dashboard
- g. A section to show the requests rejected by the Influencer



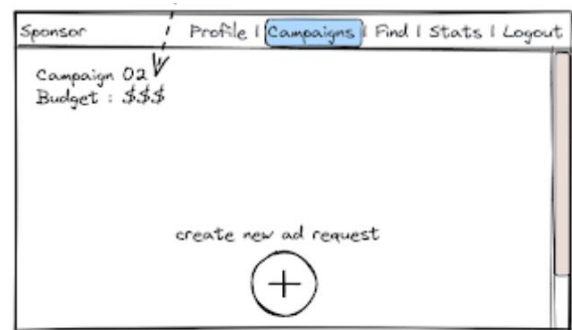
when clicking on the + button.

8. Sponsor Dashboard -Campaigns screen:

- a. This screen shows all active campaigns of that Sponsor
- b. On clicking on the campaign name, the application goes to the add_management screen.
- c. Modal pop up box for adding a campaign

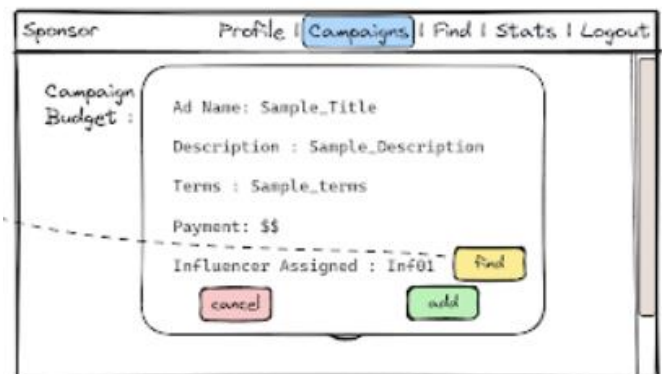
9. Sponsor Dashboard-add_management:

- a. This screen displays all the ads of the campaign and the campaign details
- b. A + button that leads to a pop up form to add the ads



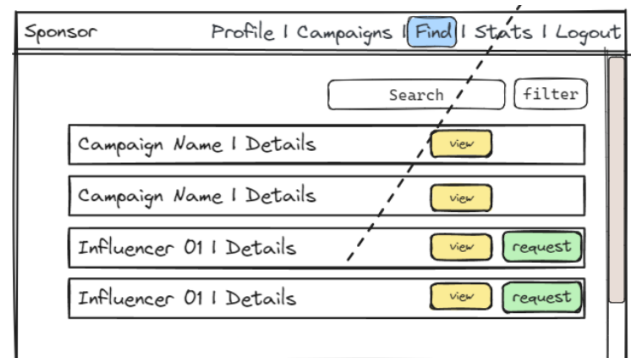
10. Adding ads form:

- a. The cancel button goes back to the add_management screen
- b. The add button adds the ad and displays it on the add management screen
- c. Optional: The find button goes to the influencer listing to select the influencer/s to send the add to.



11. Sponsor Find Screen

- a. Click on View will show the campaign or Influencer in a pop up box
- b. Click on the request will go to a screen which will display all the adds created by the sponsor . The sponsor will then choose one or multiple adds which will be sent to the influencer.



12. Influencer listing/Add listing:

- a. Submit button
- b. Checkboxes