IS4103 Information Systems Capstone Project

Academic Year 2023/24 Semester 1

System Analysis & Design Report

Project Title:

INFLUX - Making Influencer Marketing Seamless and Easy

Prepared for: Dr. TAN Wee Kek

Prepared by: IS4103 Capstone Group IN07

Team Members	Matriculation No.
Jess Raphael Ong Wei Hao	A0216807A
Chua Yuen Zheng, Roy	A0214993W
Michelle Adeline	A0219759L
Lakshminarayanan Kaushik Rangaraj	A0214270U
Amos Liew Yuheng	A0222560R
Wang Wen Pin David	A0221064W

Table of Contents

1. Summary of Findings

Influencer Marketing: A Vibrant Market with Significant Growth

Influencer marketing, a rapidly evolving segment of digital advertising, presents substantial growth opportunities. The market, **valued at approximately $13.8 billion** in 2021, is projected to expand further, underscoring its increasing impact in the digital marketing landscape (Statista, 2021). This growth is driven by the rising influence of social media and the unique ability of influencers to authentically engage with diverse audiences.

Opportunities in the Influencer Marketing Market

The field of influencer marketing is ripe with opportunities:

- **Expanding Market Reach:** Influencers offer brands a direct channel to a vast and engaged audience, significantly extending the reach of marketing campaigns.
- **Enhanced Audience Engagement:** Influencers, known for their authentic connection with followers, can significantly boost audience engagement rates, a key metric in digital marketing success.
- **Diverse Marketing Strategies:** The variety in influencer types, from micro-influencers to celebrities, allows for diverse and tailored marketing strategies that can appeal to different audience segments.
- **Innovative Content Creation:** Influencers often bring creativity to brand collaborations, producing original content that resonates with their audience and enhances brand visibility.

Challenges in Influencer Marketing

Despite the opportunities, the industry faces significant challenges:

- **Measuring ROI**: About 84% of marketers find it challenging to determine the ROI of influencer campaigns (Influencer Intelligence, 2020).
- **Finding Suitable Influencers**: 63% of brands consider finding the right influencers a time-consuming process (Influencer Marketing Benchmark Report, 2023).
- **Authenticity Issues with Influencers**: Around 49% of Instagram influencers reportedly engage in fraudulent activities (Statista, 2023).

INFLUX: A Comprehensive Solution

INFLUX is designed to optimize the influencer marketing process, leveraging the market's opportunities while addressing its challenges. It provides a platform for enhanced ROI measurement, efficient influencer discovery, and authenticity verification.

INFLUX addresses the key aspects of influencer marketing:

Advanced Analytics for ROI: To tackle the challenge of ROI measurement, INFLUX incorporates sophisticated analytics tools.
Efficient Influencer Matchmaking: The platform uses algorithms to streamline the process of matching brands with appropriate influencers.
Authenticity Verification: To ensure the credibility of influencers, INFLUX implements rigorous verification processes.
Support for Diverse Influencer Strategies: Recognizing the varied influencer landscape, INFLUX caters to different types of influencer marketing strategies, from micro-influencer campaigns to celebrity endorsements.

NFLUX is engineered as a robust full stack platform, designed for influencers and brands, utilizing mainstream, community-supported technologies to mitigate technical risks and provide a seamless user experience. It features dual frontend interfaces built with NextJS and TailwindCSS for a responsive experience, and a NodeJS backend with an ExpressJS server for reliable service delivery. The system incorporates Firebase for authentication, real-time database interaction, and storage solutions, alongside essential third-party APIs from Facebook, TikTok, and Stripe for social media engagement and financial transactions. This technical strategy ensures a low-risk profile and high technical feasibility, as depicted in the high-level system architecture diagram.

INFLUX stands poised to transform the influencer marketing sector. It not only addresses the existing challenges but also taps into the vast opportunities present in this rapidly growing market. By providing a structured, transparent, and efficient platform, INFLUX is set to enhance the effectiveness of influencer marketing strategies, aligning perfectly with the dynamic nature of digital marketing trends.

In this system, we will be referring to our users as Influencers, Brands, and Admins. The Influencers refer to any talent that engage with our product to promote their profiles and take on marketing campaigns (Campaigns) listed on INFLUX. The Brands refer to any registered company or entity that engages with our product to source for Influencers to market their products and list their marketing campaigns. The admins refer to the Internal Influx administrative team that are able to perform special functions to support and maintain the integrity of the application. Influencers and Brands engage with the user frontend application and the Admins engage with the admin frontend application. Campaigns are used to describe Marketing Campaigns that the Brands are currently pushing. Campaigns created within INFLUX consists of tasks, the individual tasks that are involved in the campaign, milestones, the goals the Brands set for the Influencers and contracts, the legally binding job agreement document that dictates the job that needs to be done and the amount paid.

2. Table of Changes for Requirement Analysis

S/N	Page No.		Change Type	Description of Change
	Proposal	SAD Report		
	27	19	Revision	Updated the activity diagram flow for Profile Management System
	23-25	25-28	Revision	Made changes to list system functionalities in AAU2 in the form of new/removed/edited use cases and remarks
	32	32	Revision	Reviews Module and Wireframes are updated to represent the latest UI changes
	41-43	34-36	Revision	Made changes to list system functionalities in AAU3 in the form of new/removed/edited use cases and remarks
	44-49	38-42	Revision	Made changes to the usage scenarios for the Campaign Management Business Requirement to reflect new use cases
	50	43	Revision	Update the user flow for offering a campaign based off changes to business logic and use cases
	56-59	49-53	Revision	Made changes to list system functionalities in AAU4 in the form of new/removed/edited use cases and remarks
	61	56	Revision	Updated System Rationale for Wallet Management Module to reflect new logic to handle payments

	62-63	52-53	Revision	Made changes to list system functionalities in AAU5 in the form of new/removed/edited use cases and remarks
	64-65	57-58	Enhancement	Wallet Management UI has been updated to reflect changes in use cases and structure of the functionalities
	67	62	Revision	Revised the User Flow Diagram with updated tab names and use cases
	68-71	63-66	Revision	Made changes to the usage scenario for “Deleting a Review”, “Deactivate A User” and “Create an Admin” to better align with the updated UI
	75-79	70-73	Revision	Made changes to list system functionalities in AAU6 in the form of new/removed/edited use cases and remarks

Table 2.1 - Table of Changes for Requirement Analysis

3. Business Requirement Analysis

AAU ID	AAU Name	AAU Credits
1	Influencer-Brand Discovery	6
2	Profile Management	8
3	Analytics	16
4	Campaign Management	20
5	Financial Management	24
6	Issue Management	17
7	Common Infrastructure	5
Grand Total		96

Table 3.1 - Our Requirements and Its AAU Credits

This business requirement analysis was done by analyzing each requirement and estimating their AAU based on the following scoring chart shown below:

Factors for consideration:

1. Dependencies
    a. Level 1: No dependency
    b. Level 2: Internal dependency (Requires integration with another single subsystem only)
    c. Level 3: External dependency (External APIs, higher vulnerability eg. payment systems etc) and integration of multiple subsystems
2. Logic complexity
    a. Level 1: Basic CRUD use case
    b. Level 2: Logic slightly more complex than basic CRUD
    c. Level 3: High vulnerability/security requirement, eg. payment systems etc and complex algorithms required
3. Estimated time taken
    a. Level 1: Able to be completed by one junior developer in 2 days or less
    b. Level 2: Able to be completed by one junior developer in less than 5 days
    c. Level 3: More than 5 days is required for a single developer to complete

3.1 Influencer-Brand Discovery

3.1.1 Business Requirements Analysis

(a) Business Objectives

The Influencer-Brand Discovery objective aims to enable efficient discovery and connections between brands and influencers.
For brands, the key objective is to easily find and connect with relevant influencers that meet their campaign needs and target audience. The discovery features like search, sorting and filtering to help them identify ideal influencer partners.

For influencers, the goal is to get discovered by brands that align with their niche and interests. By joining brand waitlists and following brands, they make themselves discoverable for relevant brand partnerships and collaborations.

Overall, this business objective facilitates discovery between brands and influencers to initiate successful influencer marketing partnerships.

(b) Series of Related Activities & UML Activity Diagram

The main flow starts with brands and influencers signing into their accounts on the platform. On the discovery dashboard, brands can view influencers or use search and filtering to find ideal ones based on criteria like demographics, content type, engagement etc.

Scenario: Brand Mizuna wants to search for an influencer for a marketing project
1. Brand Mizuna logs into account and lands on the marketplace page 2. Brand Mizuna views truncated influencer profiles on homepage 3. Brand Mizuna clicks on "Search Influencers" input field 4. Brand Mizuna keys in “gaming” into the search bar to search for influencers with “gaming” in their bio

5. Brand Mizuna filters results by country, age range, gender, languages, and social media platforms 6. Brand Mizuna sorts results by name or age in a descending order 7. Brand Mizuna clicks on influencer profiles to view full details

Table 3.2 - Usage Scenario for Influencer Search

Influencers browsing the platform can discover brands via the homepage feed or recommendations. They can join waitlists to express interest in working together.

Brands can discover new influencers through search results or waitlists. Whom they can reach out to promising prospects via messaging to kickoff partnership discussions later on. They can shortlist influencers by following them, adding them to a list that shows up on their homepage, allowing them to reach out to them quickly and conveniently.

Scenario: Influencer Tom wants to join the waitlist for Brand Mizuna
1. Influencer Tom searches for "Mizuna" 2. Influencer Tom clicks into Brand Mizuna’s profile to view details 3. Influencer Tom assesses fit with Brand Mizuna based on alignment 4. On Brand Mizuna’s profile, Influencer Tom clicks "Join Waitlist" 5. Influencer Tom receives confirmation of adding to Brand Mizuna’s waitlist 6. Brand Mizuna’s now sees Influencer Tom in their waitlist on their dashboard

Table 3.3 - Usage Scenario for Joining Brand’s Waitlist

This business objective ties the discovery process with the downstream partnership management through seamless transitions driven by efficient searching, waitlisting, and following.

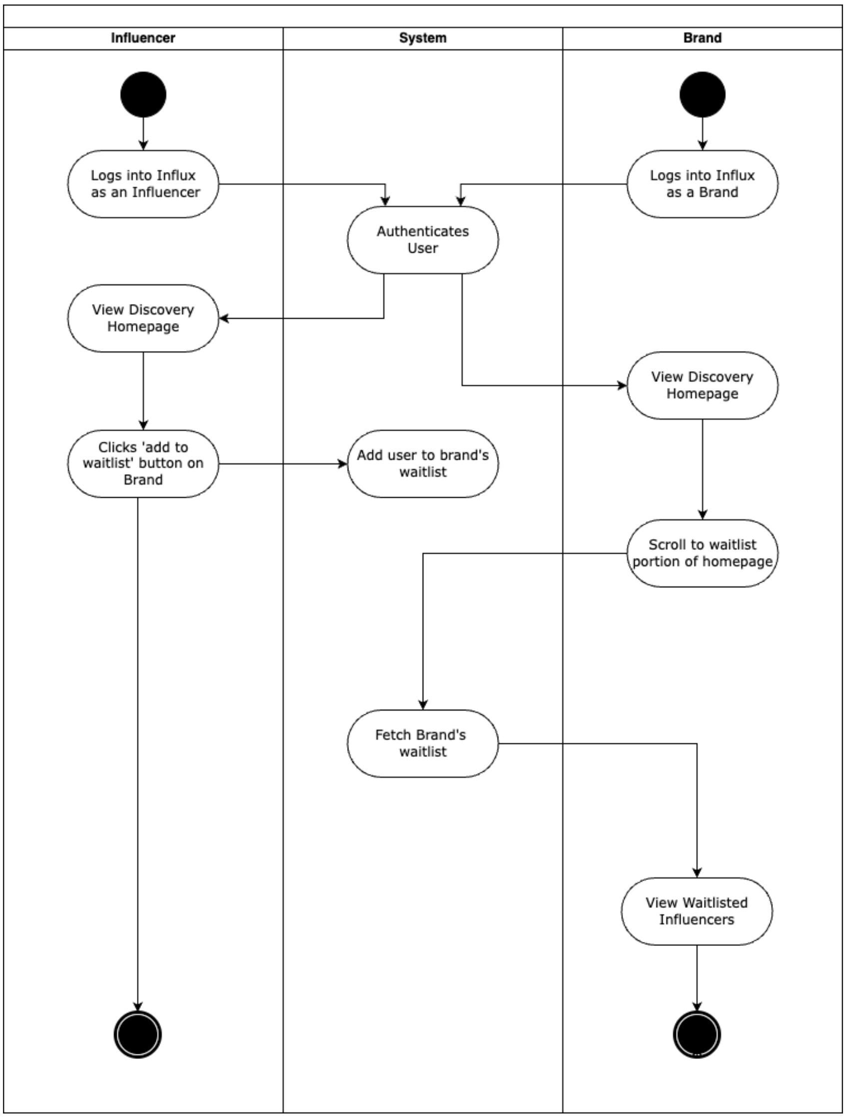


Figure 3.1 - Influencer being added to a Brand's waitlist flow

3.1.2 System Functional Requirements Analysis

3.1.2.1 Rationale for this System Architecture

The Influencer-Brand Discovery Business Objective consists of the following key modules:

- Discovery Dashboard Module: Homepage for discovery. Shows recommended and followed profiles.
- Search & Filtering Module: Allows searching, filtering and sorting of brand and influencer profiles.

- Following Module: Manage brands followed by an influencer.
- Waitlisting Module: Enables influencers to join brand waitlists.

These modules work together to provide a comprehensive discovery experience for both brands and influencers. The dashboard surfaces recommendations. Search and filtering enables active discovery. Following and waitlists allow tracking prospects.

3.1.2.2 Business Assumptions

- Sufficient influencer participation is critical for brand adoption.

3.1.2.3 Wireframes

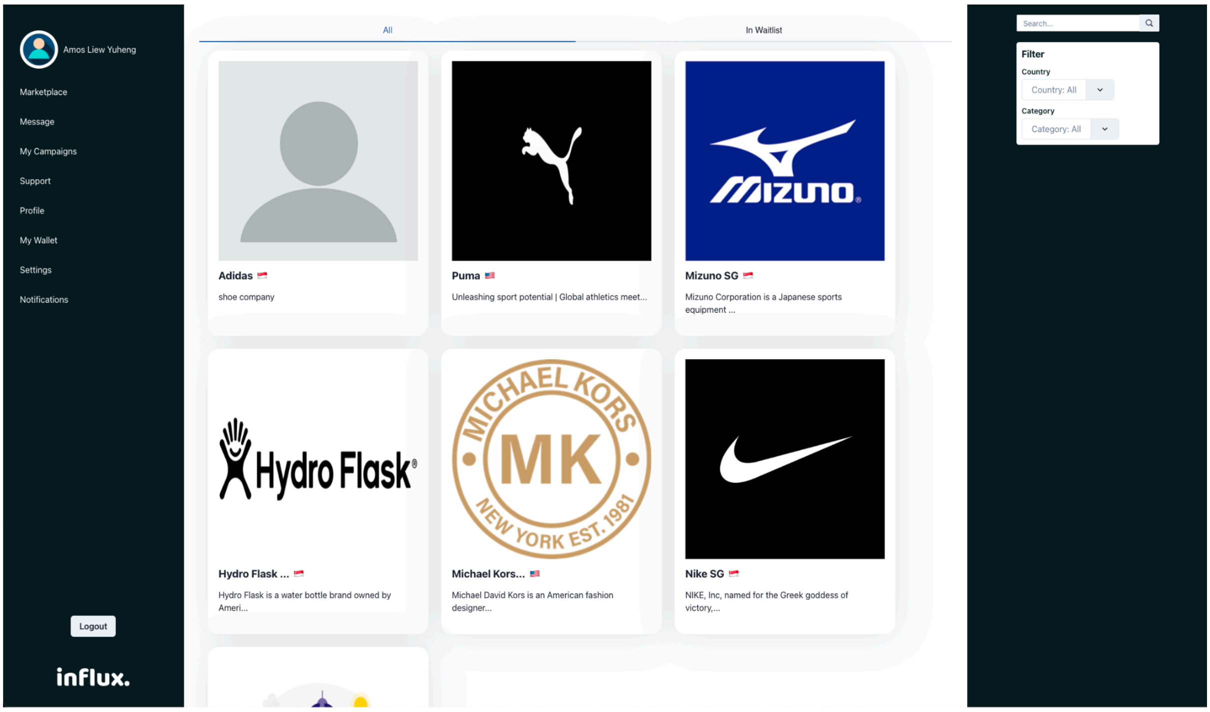


Image 3.1 - Brand Discovery Dashboard

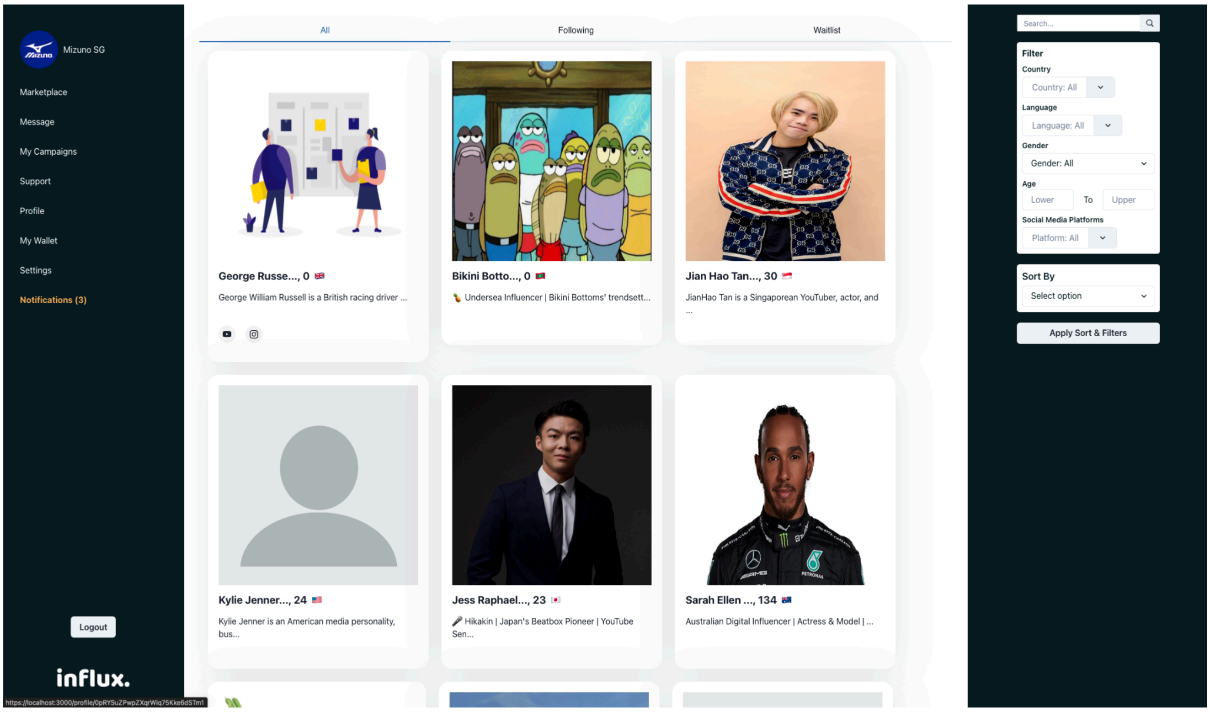


Image 3.2 - Influencer Discovery Dashboard

Functionality Code	Name	Remark	AAU ID
User Management System			
A.1 Influencer-Brand Discovery Subsystem			
A.1 Discovery Dashboard Module			
A.1.1	View list of Influencers	For Brands. Brands are able to view a list of influencers through a truncated profile view, which they can then click into for a full view of the influencers.	1
A.1.2	View list of Brands	For Influencers. Influencers are able to view a list of brands through a truncated	1

		profile view, which they can then click into for a full view of the brand. Information to be shown - Name, social platforms, location, gender	
A.1.3	View list of followed Influencers	For Brands. Followed influencers will not be publicly displayed	1
A.1.4	View list of waitlisted Influencers	For Brands. Waitlist will be refreshed on a weekly basis	1
A.1.5	View list of Brands waitlists that Influencer is on	For Influencers. Waitlist will be refreshed on a weekly basis	1
A.2 Search & Filtering Module			
A.2.1	Search for influencers	For Brands. Search profiles by name, username, bio keywords. Display paginated results.	1
A.2.2	Filter influencer search	For Brands. Filter by criteria like age, gender, location, social platforms.	1
A.2.3	Sort influencer search	For Brands. Sort results by age or name in descending order	1
A.2.4	Search for brands	For Influencers. Search brands by name.	1

A.2.5	Filter brands search	For Influencers. Filter Brands by category and location.	1
A.2.6	Sort brands search	For Influencers. Sort Brands by alphabetically.	1

3.2 Profile Management

3.2.1 Business Requirements Analysis

(a) Business Objectives

The goal of this business objective is to enable users (influencers and brands), to be able to manage their profile requirements. Both the brand and influencers are able to showcase their portfolio and marketing styles via their past projects, and influencers are able to integrate their popular social media channels for brands to see, increasing their chances of getting shortlisted for a campaign opportunity should they find suitable. Hence, brands are able to screen through influencers based on their requirements for their marketing campaigns, improving team fit and suitability, and hence better achieving their campaign goals. Influencers also have a platform to be able to express themselves and get noticed by these brands in this win-win situation.

The profile management module is also coupled with complementary features for influencers and brands, such as brand waitlist management module for influencers to express their interest for an opportunity in a brand. To ensure that we mitigate the risk of fake accounts in the community, we also have authentication features for users to verify their legitimacy. For both brands and influencers, they are also able to easily manage their preferences through settings.

(b) Series of Related Activities & UML Activity Diagram

The flow for the Profile Management objective starts when new users register for an account on the platform either through Google or their email credentials. Upon a successful creation, the users will be required to login to the platform again. The user will then be prompted to create their own brand or influencer profile. Subsequently, there will be an onboarding guide for users to familiarize themselves on the platform (that they can choose to skip) before the site allows them to use the platform freely.

To access their profile features, the user needs to navigate to the profile page first. For Profile General Management Module, users can select the settings icon to access the features that they require.

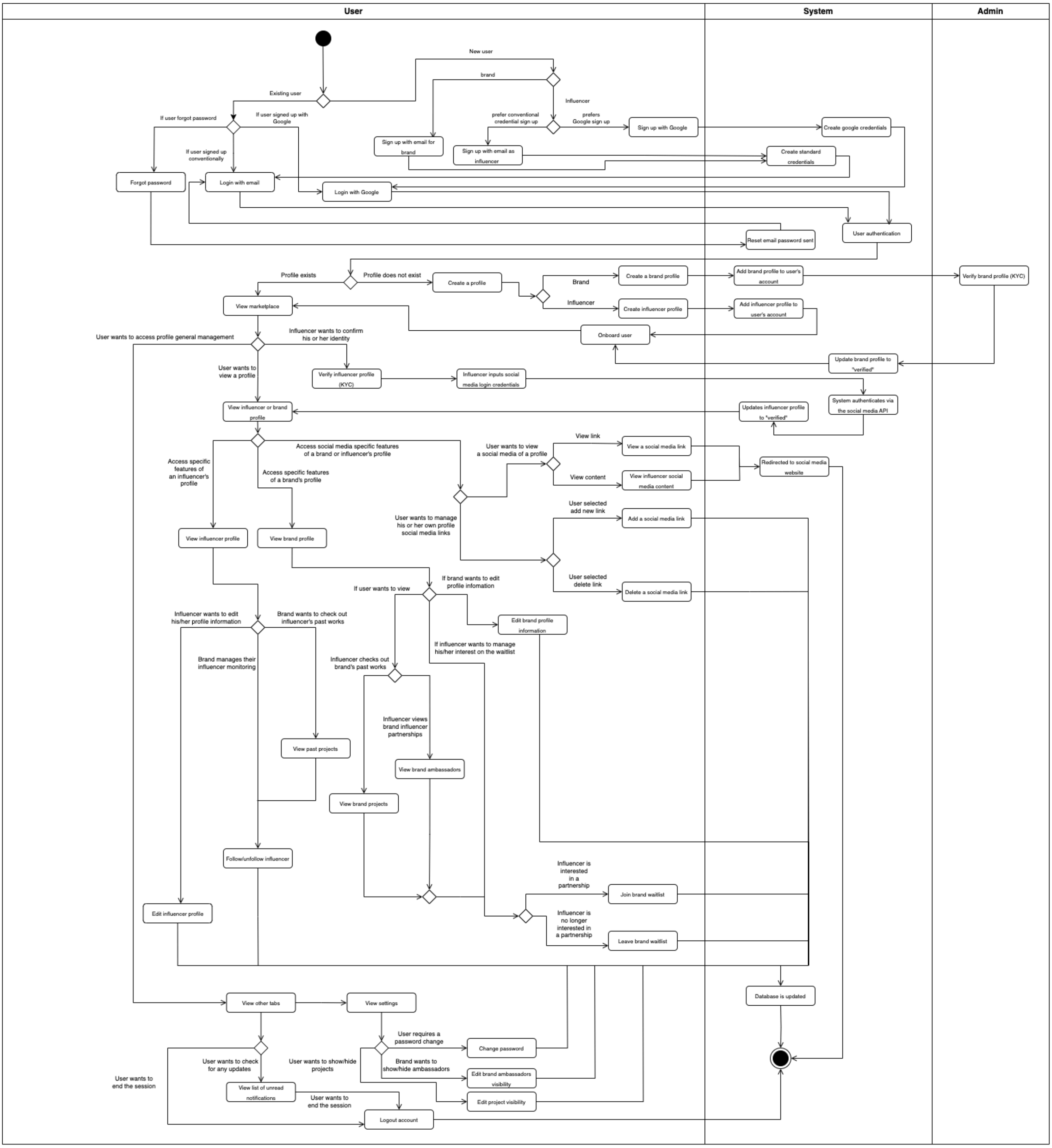


Figure 3.2 - Profile Management Flow

The clear resolution png file of this UML diagram is attached in the attachments zip file.

Scenario A: Influencer Tom wants to verify his profile so that companies know he is legitimate
1. Influencer Tom logs in with his account 2. Influencer Tom clicks on the "Profile" tab to view the profile. 3. Influencer Tom clicks on "Verify Profile" to verify his profile since Influencer Tom has not previously done so. 4. System prompts Influencer Tom to authenticate using a social media account login credentials 5. Influencer Tom authenticates with an instagram profile to verify that this instagram account belongs to him. 6. Influencer Tom clicks "Submit" to proceed with the instagram verification. 7. Influencer Tom successfully verifies his profile with his instagram account 8. The system adds the instagram social media icon of his account on his profile page, which will redirect to his social media upon clicking.

Table 3.2 - Verify an Influencer Account

3.2.2 System Functional Requirements Analysis

3.2.2.1 Rationale for this System Architecture

The Profile Management business objective is partitioned into five modules:

1. Influencer Profile Management Module
2. Brand Profile Management Module
3. Brand Waitlist Management Module
4. Social Media Management Module
5. Profile General Management Module
6. Onboarding Module
7. Notifications Module

- Influencer Profile Management Module

- equips influencers to be able to set up and freely showcase their portfolio for the other brands to see. This helps brands to be able to better understand the user, and hence better assess if there are similar attributes that could warrant a collaboration opportunity.

- Brand Profile Management Module
  - equips brands to be able to set up and customize to showcase their brand's vision, team and projects. Influencers are able to view the brand's profile matches the influencer's interests. As such, brands are able to market and advocate for themselves on the platform, and hence attract influencers.

- Brand Waitlist Management Module
  - If influencers are interested in a brand, they can express their desire for a collaboration through Brand Waitlist Management Module that brands can sieve through and contact the influencer should the sentiments be mutual.

- Social Media Management Module
  - This module enables users, both brands and influencers, to seamlessly connect their social media profiles for the community to view. Through this integration, users can gain access to explore the content shared on an influencer's social channels, thus gaining insights of the public perception of that influencer.

- Profile General Management Module
  - It allows users, both influencer and brands, to manage their system preferences like change of passwords, as well as login, sign up and logout of their account as part of account authentication and security.

- Onboarding Module

    - This module provides a tutorial guide to bring the user through all the features and pages, such that the user can familiarise and navigate through the platform.

- Notifications Module
    - This module provides a system for influencer and brands to receive notifications on the latest updates from updates such as reviews, messages etc.

3.2.2.2 Business Assumptions

We make the following assumptions to ensure the system functionalities proposed can serve as intended for the users.

1. Once the user verifies their profile, the user who subsequently logins to the platform is only used by the legitimate user himself or herself.
2. The influencer is a single individual only.
3. The user's profile is accessible by the public community unless the user chooses to deactivate his or her account.
4. If the user logs into his or her deactivated account, the account will be restored as a normal account whose profile contents will be accessible by the public community.

3.2.2.3 Wireframes

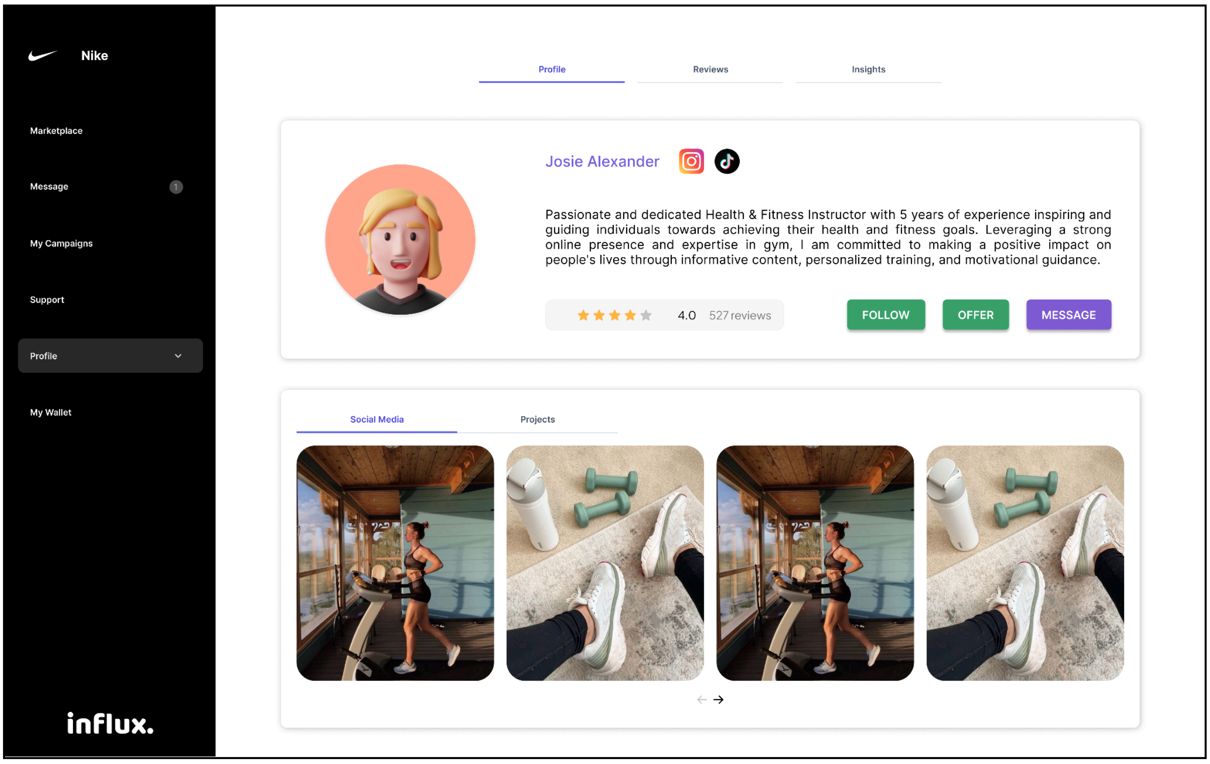


Image 3.3 - View influencer profile (brand account's view)

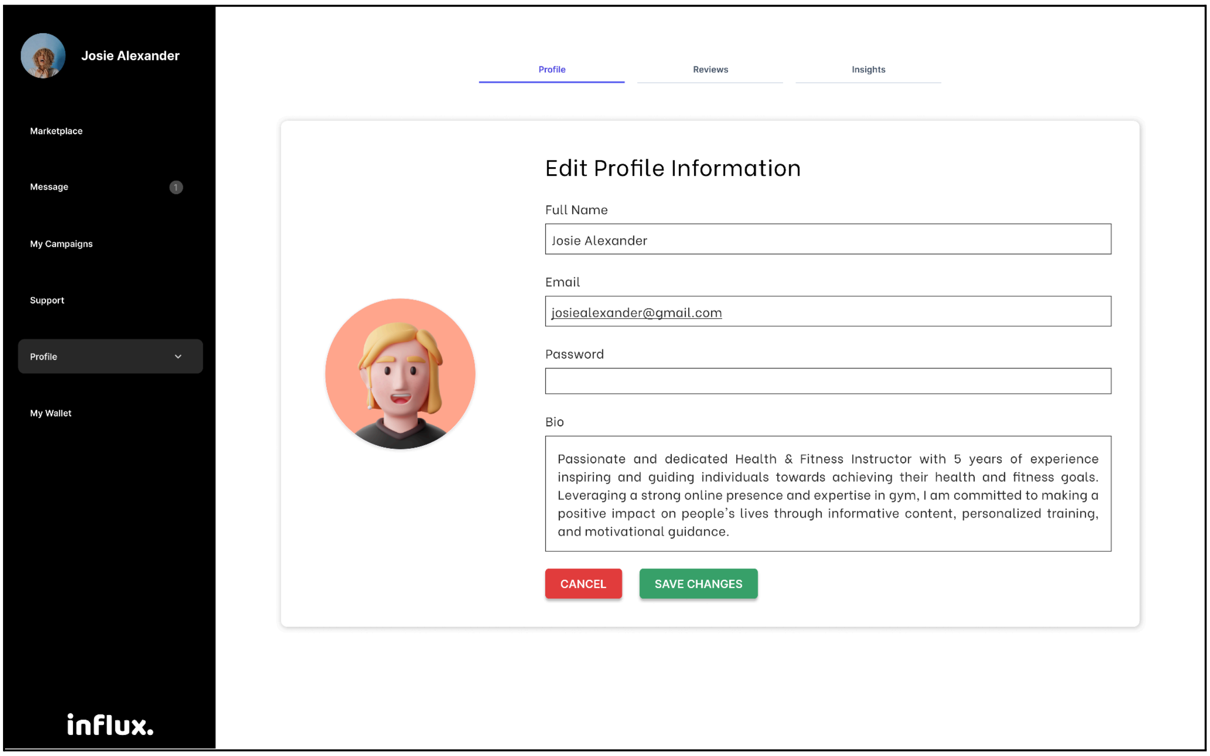


Image 3.4 - Edit influencer profile (influencer profile owner's view)

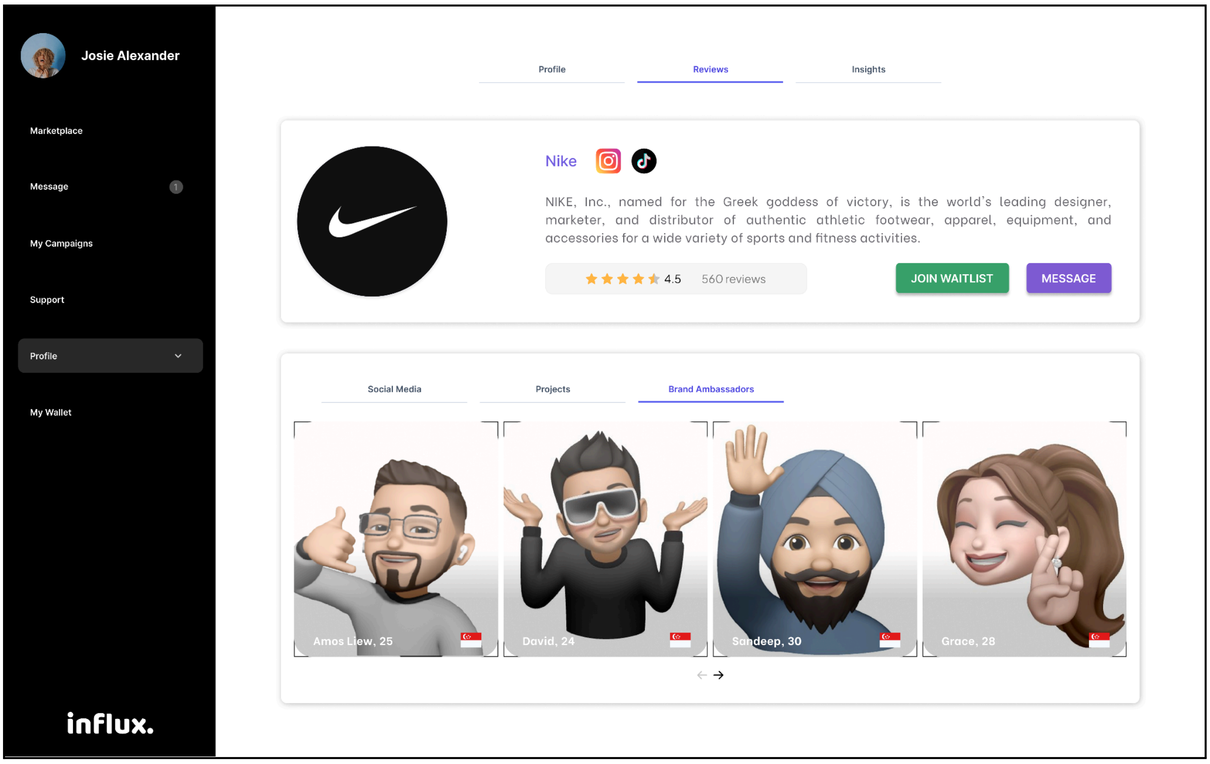


Image 3.5 - View brand profile (influencer account's view)

Functionality Code	Name	Remark	AAU ID
User Management System			
B. Profile Management			
B.1. Influencer Profile Management Module			
B.1.1	Create influencer profile	Profile information of influencer will be required to be created after login registration	2
B.1.2	View influencer profile	Profile information of the influencer will be displayed with the default social media tab active showcasing the	2

		social media posts of the influencer.	
B.1.3	Edit influencer profile	Edit: 1. Email 2. Display Picture 3. Bio 4. Display Name	2
B.1.4	Verify influencer profile (KYC)	Verify legitimacy of social media accounts linked	2
B.1.5	View past projects	Showcase past project works taken on previously	2
B.1.6	Edit project visibility	To show/hide a project from influencer’s project portfolio section	2
B.1.7	Follow/unfollow influencer	Brand follows influencer	2
B.1.8	View Influencer Social Media Content	View social media content of influencer	2
B.2. Brand Profile Management Module			
B.2.1	Create a brand profile		2
B.2.2	View brand profile	Profile information of the brand will be displayed while featuring social media posts of the brand by default.	2

B.2.3	Edit brand profile information	Edit: 1. Brand Name 2. Brand Email 3. Display Picture 4. Bio	2
B.2.4	Verify brand profile (KYC)	Official business identification document	2
B.2.5	View brand projects	Projects that were taken on by the brand in the marketing space	2
B.2.6	Edit project visibility	Show/hide a project from brand profile page	2
B.2.7	View brand ambassadors	View notable influencers that have collaborated with the brand	2
B.2.8	Edit brand ambassadors visibility	Brand shows/hides brands ambassadors from brand profile page	2
B.3. Brand Waitlist Management Module			
B.3.1	Join brand waitlist	Adds influencer to the Brand's waitlist.	2
B.3.2	Leave brand waitlist	Influencer will be removed from Brand's waitlist for opportunities.	2
B.4. Social Media Management Module			

B.4.1	Add a social media link	Social media Link: 1. Instagram 2. Youtube	2
B.4.2	Delete a social media link	Social media unlinked	2
B.4.3	View a social media link	Redirect to the influencer's social media page	2
B.5. Profile General Management Module			
B.5.1	Change password		2
B.5.2	Logout account		2
B.5.3	Login with email		2
B.5.4	Login with google		2
B.5.5	Sign up with email for Influencer		2
B.5.6	Sign up with Google		2
B.5.7	Forgot password		2
B.5.8	Sign up with email for Brand		2
B.5.9	View About Page		2
B.6. Profile Onboarding Module			
B6.1	Onboard user	Tutorial guide to bring the user through all the features and pages	2
B.7. Notifications Module			

B7.1	Create Message Notification	Create a new notification when a new message is sent	2
B7.2	Create Review Notification	Create a new notification when a new review is created	2
B7.3	View list of unread notifications		2
B7.4	Mark notification as read		2
B7.5	Mark relevant chat notifications as read	Mark relevant message notifications as read when messages are viewed	2
B7.6	Mark relevant review notifications as read	Mark relevant review notifications as read when review is viewed	2

3.3 Analytics

3.3.1 Business Requirements Analysis

(a) Business Objectives

The primary goal of this business objective is to enhance the transparency, accountability, and effectiveness of influencer marketing collaborations within our platform. By providing comprehensive engagement metrics and facilitating ratings and reviews, the system empowers users to make informed decisions, optimise their influencer marketing strategies and build trust within the influencer marketing ecosystem. Additionally, the Admin Analytics Module supports administrators with the necessary tools to monitor and optimise pricing strategies and effectively track platform earnings.

For Brands & Influencers:

1. Comprehensive Engagement Metrics: System offers brands access to a comprehensive set of engagement metrics across influencers' social media. This empowers both parties with the data needed to assess the effectiveness of collaborations, make data-driven decisions, and optimize future campaigns for better results.
2. Ratings and Reviews: System facilitates ratings and reviews for both influencers and brands, enhancing their credibility and suitability assessment. Public ratings and reviews help the users build trust within the influencer marketing ecosystem, making it easier for others to evaluate their track record and performance.
3. Audience Insights: System provides insights into the demographics and behaviours of an influencer's audience. Both influencers and brands can leverage these insights to tailor content and campaigns to better resonate with the audience, resulting in increased engagement and effectiveness.

For Administrators:

1. Pricing Analytics: View pricing analytics data to assess the effectiveness of pricing strategies and make data-driven decisions, providing a clearer understanding of platform earnings.

(b) Series of Related Activities & UML Activity Diagram

User Analytics:

The flow starts when the user, either brand or influencer, navigates to another user's profile page. By clicking on the "Reviews" tab, they can access ratings and reviews from peers about the user. If they have collaborated with the user before, they can click on the "Add Review" button to share campaign details and provide textual reviews and ratings about specific aspects about the experience. Users can then submit the review, which will display the review on the user's review page, along with options to edit or delete it later. Users can also filter review by specific categories using the checkbox.

Scenario: Brand Mizuna wishes to write a positive review for Influencer Tom, after collaborating on a campaign together.
1. Brand Mizuna views influencers on marketplace. 2. Brand Mizuna selects Influencer Tom on marketplace. 3. System will display Influencer Tom's Profile page. 4. Brand Mizuna selects the "Reviews" tab. 5. System will display the Reviews page. 6. Brand Mizuna clicks on the "Add Review" button. 7. Brand Mizuna fills in details specific to the campaign they worked together on. 8. Brand Mizuna rates Influencer Tom on specific aspects about their experience collaborating together. 9. Brand Mizuna selects the "Submit" button once done. 10. Brand Mizuna's review will be added to Influencer Tom's reviews and will now appear under Influencer Tom's "Reviews" section. 11. If they wish to, Brand Mizuna can either click on the "Edit" button to further edit their review or click on the "Delete" button to delete their review.

Table 3.3 - Usage Scenario for Writing a Review

Brands seeking insights about an influencer's past campaign performances can click on the "Insights" tab, which would provide them with a variety of engagement metrics graphs, which they can select using the dropdown box, while also examining the data across different time periods using the respective tabs provided.

Scenario: Mizuna wishes to view Influencer Tom's likes growth rate over the past month.
1. Brand Mizuna views influencers on marketplace. 2. Brand Mizuna selects Influencer Tom on marketplace. 3. System will display Influencer Tom's Profile page.

4. Brand Mizuna selects the “Insights” tab. 5. System will display the Insights page. 6. Brand Mizuna selects “Month” on the time period tabs. 7. System will now display Influencer Tom’s likes growth rate over the past month.

Table 3.4 - Usage Scenario for Viewing likes vs comments over time

Admin Analytics:

The flow starts when the administrator signs in and logs onto the system, upon which they are presented with the main dashboard. On the dashboard, there are various statistics and charts reflecting the pricing analytics for the past month. Administrator can view pricing analytics for a specific month by selecting the month in which they are interested on the dropdown box.

Scenario: Admin Bob wishes to view pricing analytics for the month of May.
1. Admin Bob logs onto the system. 2. System will display the main Admin dashboard. 3. Admin Bob selects “May” on the dropdown list on the main dashboard. 4. System will now reflect the pricing analytics for May.

Table 3.5 - Usage Scenario for Viewing Pricing Analytics

3.3.2 System Functional Requirements Analysis

3.3.2.1 Rationale for this System Architecture

Analytics is partitioned into User Analytics and Admin Analytics.

<u>User Analytics</u>

- Reviews Management Module
    - Allows users, both influencers and brands, to view and provide reviews and ratings for each other, enhancing credibility assessment and

suitability evaluation. By providing a platform for users to share their experiences and reputation feedback, this fosters trust within the influencer marketing ecosystem.

- Insights Management Module
  - Provides brands with access to comprehensive engagement metrics related to influencer's social media accounts, hence supporting them with data-driven insights into influencer effectiveness and allowing them to optimise future campaigns.

Admin Analytics

- Admin Analytics Module
  - Provides Administrators a comprehensive overview of the financial aspects of the application, allowing them to monitor and manage it effectively.

3.3.2.2 Business Assumptions

We make the following assumptions to ensure the system functionalities proposed can serve as intended for the users.

1. Writing reviews is optional, and users are not obligated to leave feedback after a collaboration.
2. Reviews are associated with specific campaigns or collaborations, allowing for a more precise and context-rich assessment of user performance.
3. Both brands and influencers can provide reviews for each other.

3.3.2.3 Wireframes

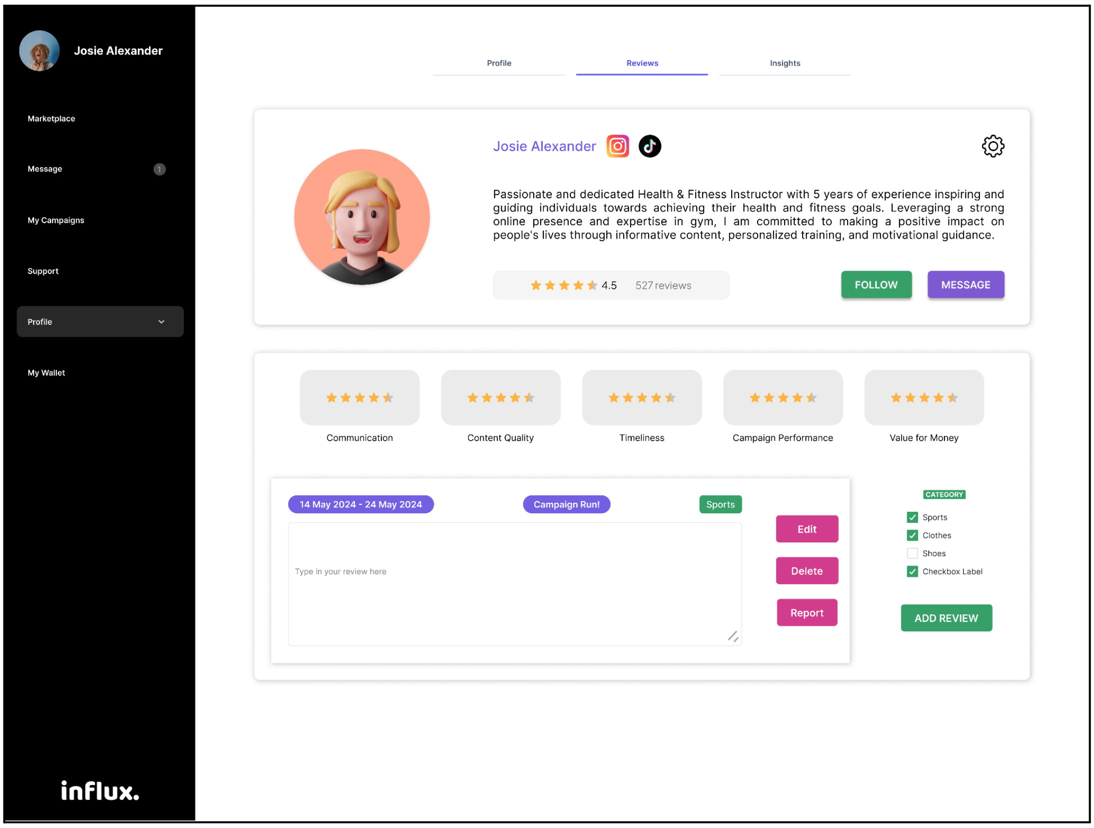


Image 3.6 - View reviews

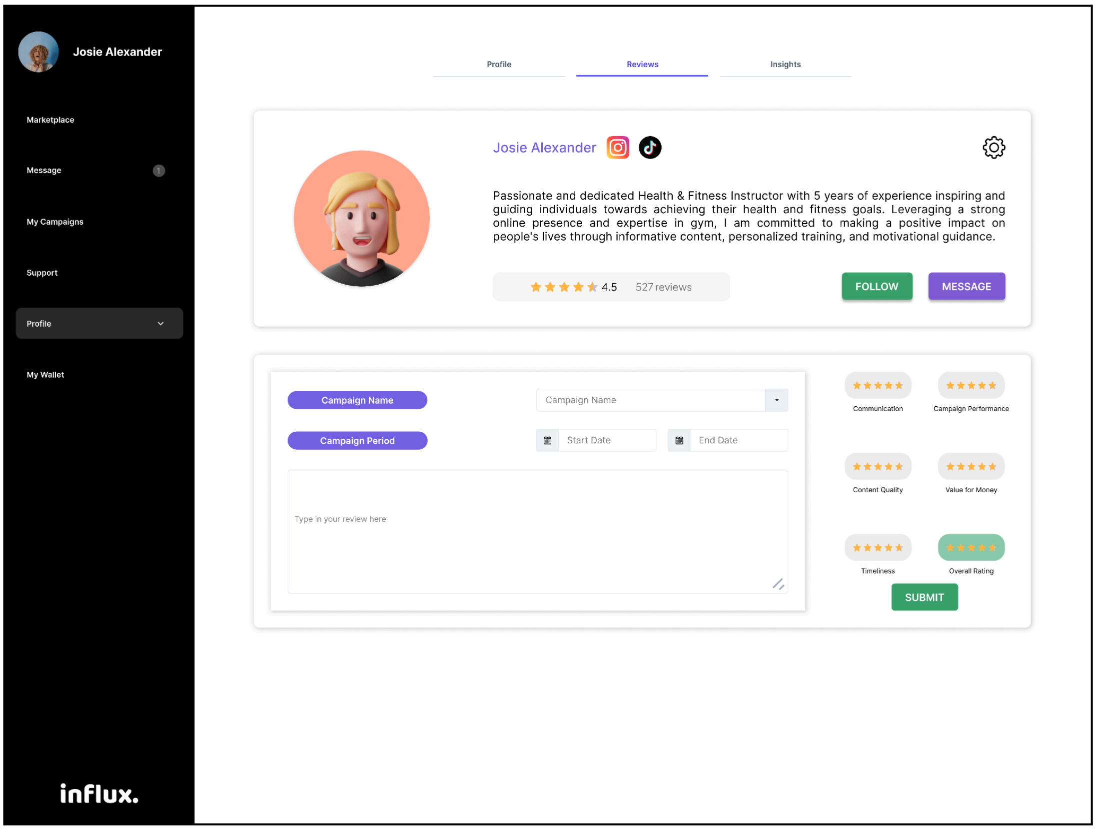


Image 3.7 - Write a review

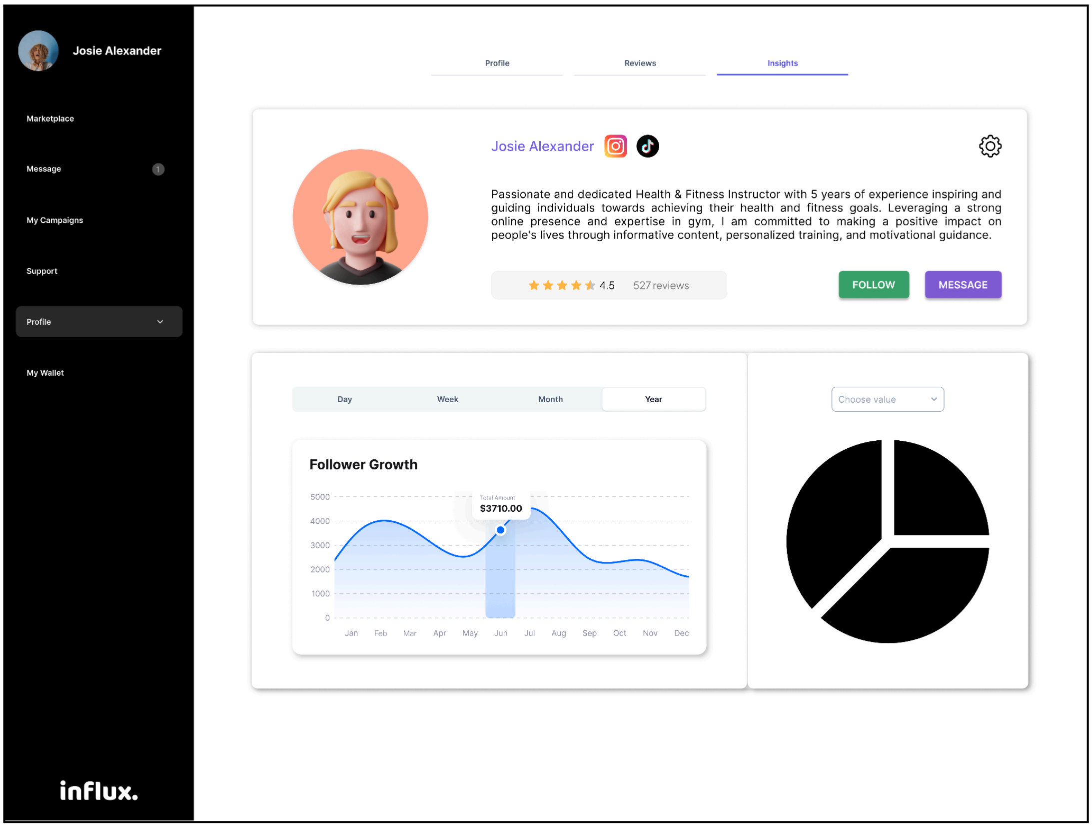


Image 3.8 - View follower growth

Functionality Code	**Name**	**Remark**	**AAU ID**
User Management System			
C. Analytics System			
C.1. Reviews Management Module			
C.1.1	View reviews	Users can view reviews for other users.	3
C.1.2	Write a review	Brands can write reviews for Influencers they've worked with and vice versa.	3

C.1.3	Edit a review	Users can edit reviews they've written.	3
C.1.4	Delete a review	Users can delete reviews they've written.	3
C.1.5	Filter reviews by category	Users can filter reviews to view by brand category.	3
C.2. Insights Management Module			
C.2.1	View analytics overview	Brands can view an overview of the Influencer's social media outreach (total number of followers, posts, likes, comments, average engagement rate).	3
C.2.2	View top posts by engagement	Brands can view the top 5 instagram posts of the Influencer, ordered by engagement rate.	3
C.2.3	View most common words in caption	Brands can view the top 10 most commonly used words in the Influencer's posts.	3
C.2.4	View likes vs comments over posts	Brands can view a comparison of the type of engagement on the influencer's individual posts.	3
C.2.5	View likes vs comments over time	Brands can view a comparison of the type of	3

		engagement on the influencer’s Instagram over time.	
C.2.6	Filter metrics by time	Brands can filter over which time period (week, month, year) they want to view the likes vs comments chart.	3
Admin System			
H. Admin Analytics Subsystem			
H.1. Admin Analytics Module			
H.1.1	View Pricing Analytics	Admin can view pricing analytics.	3
H.1.2	Filter Pricing Analytics by Month	Admin can filter pricing analytics by month.	3

3.4 Campaign Management

3.4.1 Business Requirements Analysis

(a) Business Objectives

The Campaign Management business objective is a comprehensive solution designed to monitor and manage the progress, completion and performance of the ongoing campaigns between influencers and brands. The system aims to streamline content creating processes, enhance transparency between stakeholders and provide valuable insights into the project performance after completion.

For Influencers and Brands:

1. Streamline and Efficient Business Process: A centralized platform to manage campaign progress, resources and communication, enabling influencers and brands to execute campaigns more efficiently.
2. Informed Decision-Making: The system generates personalized legal contracts and ensures approval from all stakeholders before content creation begins. This means, agreements about deadlines, milestones and payment have been agreed by both parties.
3. Improve Relationship Management: Strengthen the relationships between influencers and brands by facilitating easy communication through real-time text messaging and resolving disputes.
4. Transparency: Provides real-time visibility of campaign progress through draft management, payment status and milestone progress for both stakeholders.

(b) Series of Related Activities & UML Activity Diagram

Campaign Management is used by users to efficiently plan, execute and monitor social media campaigns by Influencers while ensuring transparency, compliance, and data-driven success. The Influencers and Brands will have a distinct flow of activities as follows.

For Brand:

The flow starts when the Brand creates a Campaign with no Influencer attached through a button in the ‘My Campaigns’ tab. In the ‘My Campaigns’ tab, the Brand will be able to view all of their Campaigns with different status (Ready, Offer, Decline, Active, Completed and Paused) and filter them based on their status. The Brand would be able to search the Campaign as well. The process of Campaign creation and finding an Influencer to offer is based on the usage scenario below.

Scenario: Brand Mizuna wants to create and edit a Campaign, then offer to Sarah.
1. Brand Mizuna enters into INFLUX as a Brand user. 2. Brand Mizuna browses to the ‘My Campaigns’ tab to view all of their Campaigns. 3. Brand Mizuna presses the ‘Create Campaign’ button on the page. 4. A pop up appears with a field to set the Campaign Title, Description, Campaign Start and End Date, Tasks and its Milestones. 5. Brand Mizuna clicks on the ‘Confirm’ button to approve the creation. 6. A new Campaign is created and shown in the ‘My Campaigns’ tab. 7. Brand Mizuna can edit the Campaign Details by navigating to the “Learn More” button. 8. Brand Mizuna selects the ‘Edit Campaign’ button and updates the necessary changes. 9. Back in the ‘My Campaigns’ tab, to offer the Campaign to an Influencer, Brand Mizuna clicks on the ‘Offer’ button located on the selected Campaign Card. 10. A pop up appears for Brand Mizuna to select from a dropdown the Influencer that they want to offer. Brand A selects Influencer Tom from the dropdown list. 11. Brand Mizuna clicks on the ‘Confirm’ button on the pop up, the offer is sent to Influencer Tom and an Offer Email is also sent to Influencer Tom.

Table 3.6 - Creating Campaign and Send Offer to Influencer

With the Campaign Offer, the Influencer can navigate into the Campaign from the ‘My Campaign’ tab to the ‘Contract Management’ button to view the Campaign Details. If there is a need for change, the Brand can still edit the Campaign Details from the ‘Contract Management’ button.

If the Campaign offer from a Brand is declined by the Influencer, the status of the Campaign will be updated to ‘DECLINE’ and a declined email is sent to both Users. The Brand would have an option to re-offer the same campaign to another Influencer by pressing the ‘Reoffer’ button.

If the Influencer accepts the offer, the status of the Campaign will be updated to ‘ACTIVE’ and an acceptance email is sent to both Users. Then, the Brand navigates into the Campaign from the ‘My Campaign’ tab to the ‘Contract Management’ button to view the Campaign Details and Contract. The usage scenario of the Contract management is as follows.

In an ‘ONGOING’ campaign, there are tabs displaying all Tasks based on the number of Tasks. When toggling to each Task, Brand can monitor the drafts uploaded by the Influencer and add comments for each drafts, about specific requests or areas of improvements. The Brand can delete, then upload new comments if they want to change. The Brand will click on the ‘Approve’ button to allow Influencer to upload the final content.

Upon acceptance, the Brand will wait for the Influencer to drop the social media post URL into the system for its performance to be tracked. The Brand will need to approve the post URL in order to verify the legitimacy of the content. Once approved, the Task status switches to ‘LIVE’ and the escrow payments are released on the Influencer.

Using the URL link, the Brand will be able to keep track of the task performance and insights, such as the photo and video engagement, impressions, reach, saves and views. Additionally, the system has automated the initial payment, thus these metrics will be coordinated with the agreed Milestones and the additional rates will be automatically awarded as well.

After all tasks have been completed and all of the milestones have been reached, the Campaign will automatically be concluded and completed. However, the Brand can choose to end the Campaign by clicking the ‘Complete’ button once the Campaign passes the end date, regardless of the amount of tasks and milestones done.

During the Campaign process, the Brand can report any dispute, adding details and picture screenshots of the disagreement. The Administrator of the system will get back to the Influencer and process the dispute based on the situation. The Administrator will have to investigate the issue and decide if the Campaign can be resumed, and also process the respective refunds if required.

<u>For Influencer:</u>

The flow starts when a Campaign offer comes into the Influencer’s ‘My Campaigns’ tab in the form of a card. In the ‘My Campaigns’ tab, the Influencer will be able to view all of their Campaigns with different status (Ready, Offer, Decline, Active, Completed and Paused) and filter them based on their status. The Influencer would be able to search the Campaign as well.

The Influencer can reach out to the Brand through text messaging in order to find out more about the Campaign and choose to accept or decline it by pressing the buttons on the card. The Influencer can navigate to the ‘Learn More’ button, to be redirected to the Campaign Details page and press ‘Contract Management’ to view the Campaign Details and the Autogenerated Contract.

The Influencer will have to make a decision by the deadline provided. If the Influencer chooses to decline the offer, the Campaign status will change to ‘DECLINE’ and a decline email is sent to both Users’ emails. If the Influencer does not make a decision for the next 7 days, the Campaign will automatically be declined, to ‘DECLINE’ status.

Scenario: Influencer Tom views the Contract Details and accepts the offer.
1. Influencer Tom enters into INFLUX as an Influencer user. 2. Influencer Tom browses to the ‘My Campaigns’ tab to view all of their Campaigns.

3. Influencer Tom selects the ‘Offer’ tab and navigates to the Campaign she wants to view. 4. To better understand the campaign, Influencer Tom presses the ‘Learn More’ button to be redirected to the ‘Campaign Details page.’ 5. Influencer Tom presses the ‘Contract Management’ button to view the Campaign Details and auto generated contract. 6. For negotiation or clarification, the Influencer can toggle on the message icon button to be redirected to the text messaging feature to chat with the Brand. 7. To accept the offer, Influencer Tom navigates back to the Campaign Card view in the ‘My Campaign’ and ‘Offer’ tab, then presses the ‘Accept’ button. 8. A pop up will appear to fill in her signature. 9. Influencer Tom fills in her full name as the signature and presses the ‘Confirm’ button for confirmation. 10. An acceptance email is sent to both parties: Influencer and Brand, and the campaign status changes to ‘ACTIVE.’

Table 3.7 - Accepting Offer.

After contract agreement, the Influencer will be able to view a list of tabs, based on the number of Tasks. Influencer starts content creation and uploads the drafts based on each task. The final draft to be posted will be tagged as ‘Final’ once the Brand has sent their approval. The Influencer can then share the url link of the social media afterwards. The usage scenario can be observed as below.

Scenario: Influencer Tom **uploads the drafts for a Task in the Campaign with Brand A.**
1. Influencer Tom enters into INFLUX as an Influencer user. 2. Influencer Tom browses to the ‘My Campaigns’ tab to view all of their Campaigns. 3. Influencer Tom selects the active Campaign she is working with Brand Mizuna. 4. Influencer Tom selects the Task that she will be working on from the tabs. 5. Influencer Tom views the Task details and there is a table, showing a list of draft

history in a table.

6. Influencer Tom presses the 'Add' button to add draft.
7. A popup will appear and Influencer Tom adds the Draft details: Draft Name and the URL link to the draft media.
8. Influencer Tom presses the 'SAVE' button.
9. Influencer Tom waits for the Brand comments or Brand approval if it is the final draft.

Table 3.8 - Adding Drafts.

Upon uploading the social media post, the Influencer will have to share the URL of the social media post. The influencer will have to wait for the approval for the URL from the brand and edit the URL if there are any issues. Upon verification, the system will trigger the release of funds and be able to keep track of the task performance and insights, such as the photo and video engagement, impressions, reach, saves and views. These metrics will be coordinated with the agreed Milestones and the additional rates will be automatically awarded as well.

After all tasks have been completed and all of the milestones have been reached, the Campaign will automatically be concluded and completed. However, if the Campaign has passed the end date, the Brand can choose to 'End the Campaign' regardless of the tasks and milestones not completed by the Influencer.

During the Campaign process, the Influencer can report any dispute, adding details and picture screenshots of the disagreement. The Administrator of the system will get back to the Influencer and process the dispute based on the situation.

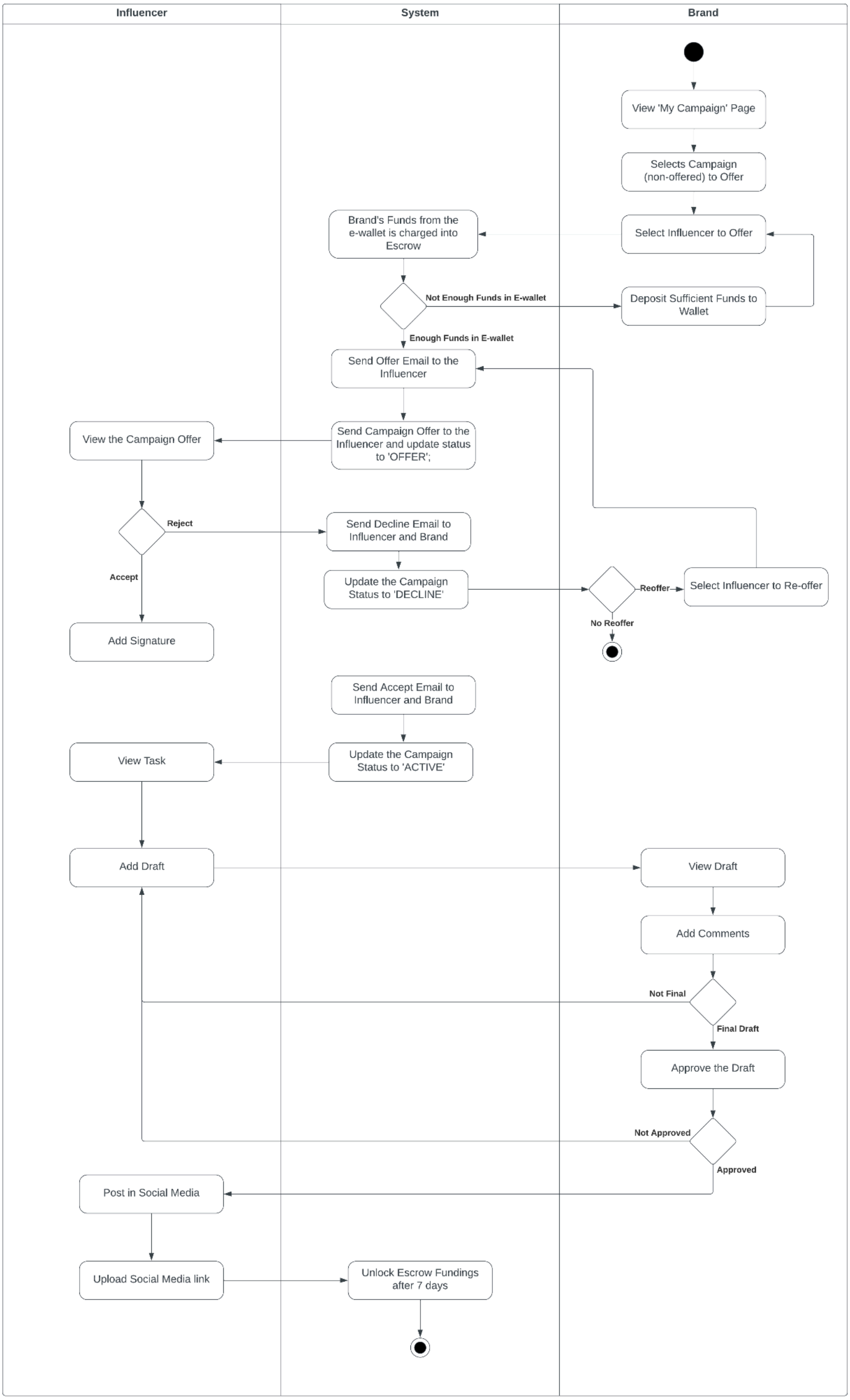


Figure 3.3 - Brand Offers Influencer a Campaign Process

3.4.2 System Functional Requirements Analysis

3.4.2.1 Rationale for this System Architecture

The subsystems and its modules are built based on each individual distinct focus on facilitating a streamline and efficient campaign process. This will fulfil AAU4 where each subsystem will be used to meet each user's basic requirement when using INFLUX.

The following modules and their accompanying use cases will provide the Brand and Influencer an accessible and efficient communication channel.

- D. Communication and Collaboration Subsystem:
    - D.1. Text Messaging Module:
      Brands and Influencers use the Text Messaging platform to send messages and pictures.

The following modules will be implemented to facilitate the Brands and Influencers a smooth experience in collaborating for a Campaign.

- E. Campaign Management Subsystem
    - E.1 Campaign View Module:
      Influencers and Brands can view all of their campaigns and filter based on their
    - E.2 Offer Management Module:
      Brands can send a Campaign Offer to the Influencer, who makes the acceptance decision.
    - E.3 Contract Generation and Management Module:
      An automated system can generate a standard contract and Brands key in the agreed Tasks, Milestones, payment rates, deadlines and other details. Both Influencer and Brand must sign their approval before starting content creation.
    - E.4 Task Management Module:
      Each Campaign must contain at least one Task. Each Task must have a deadline, at least one Draft and may contain Milestones.
        - Draft Management Sub-Module
        - Milestone Management Sub-Module
        - Performance Tracking Sub-Module

3.4.2.2 Wireframes

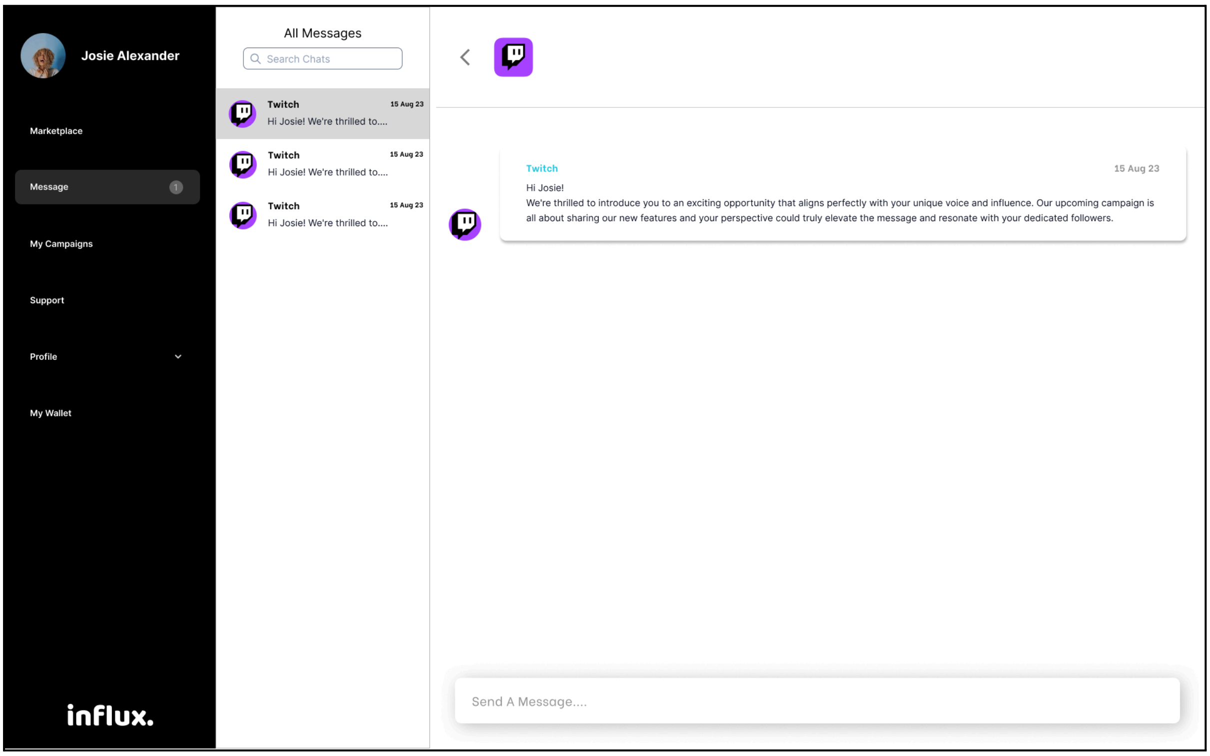


Image 3.9 - View all messages

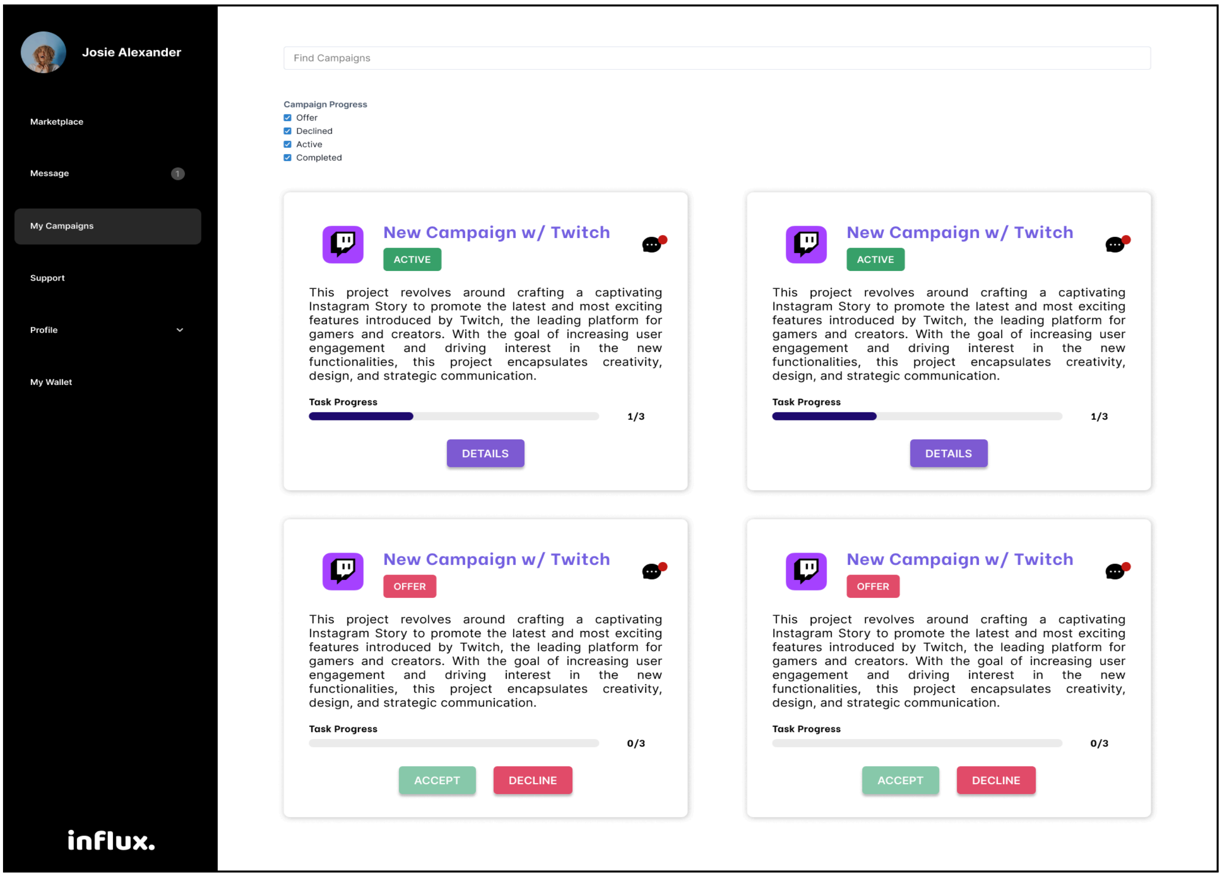


Image 3.10 - View my campaigns (Brands and Influencers)

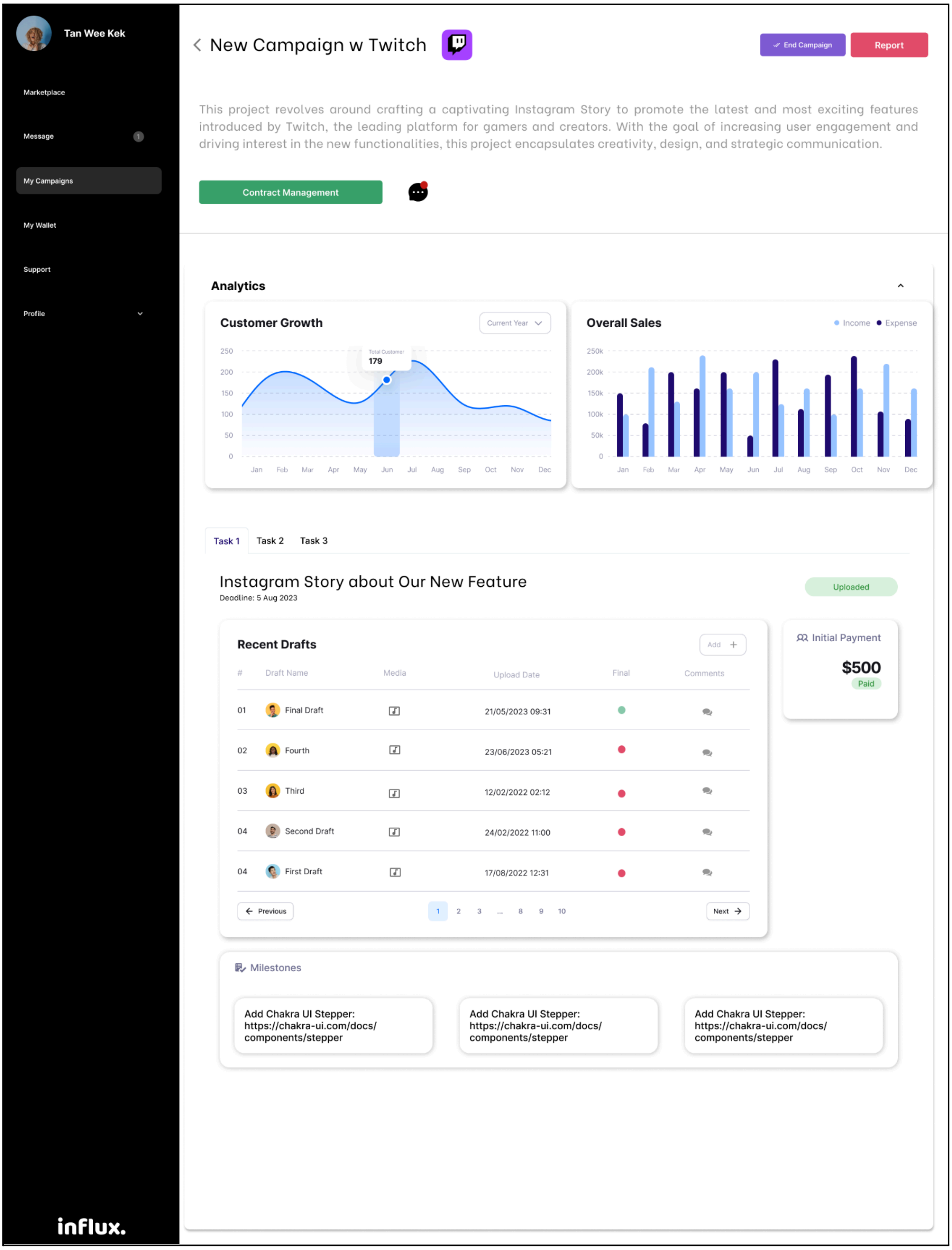


Image 3.11 - View campaign details (Brands and Influencers)

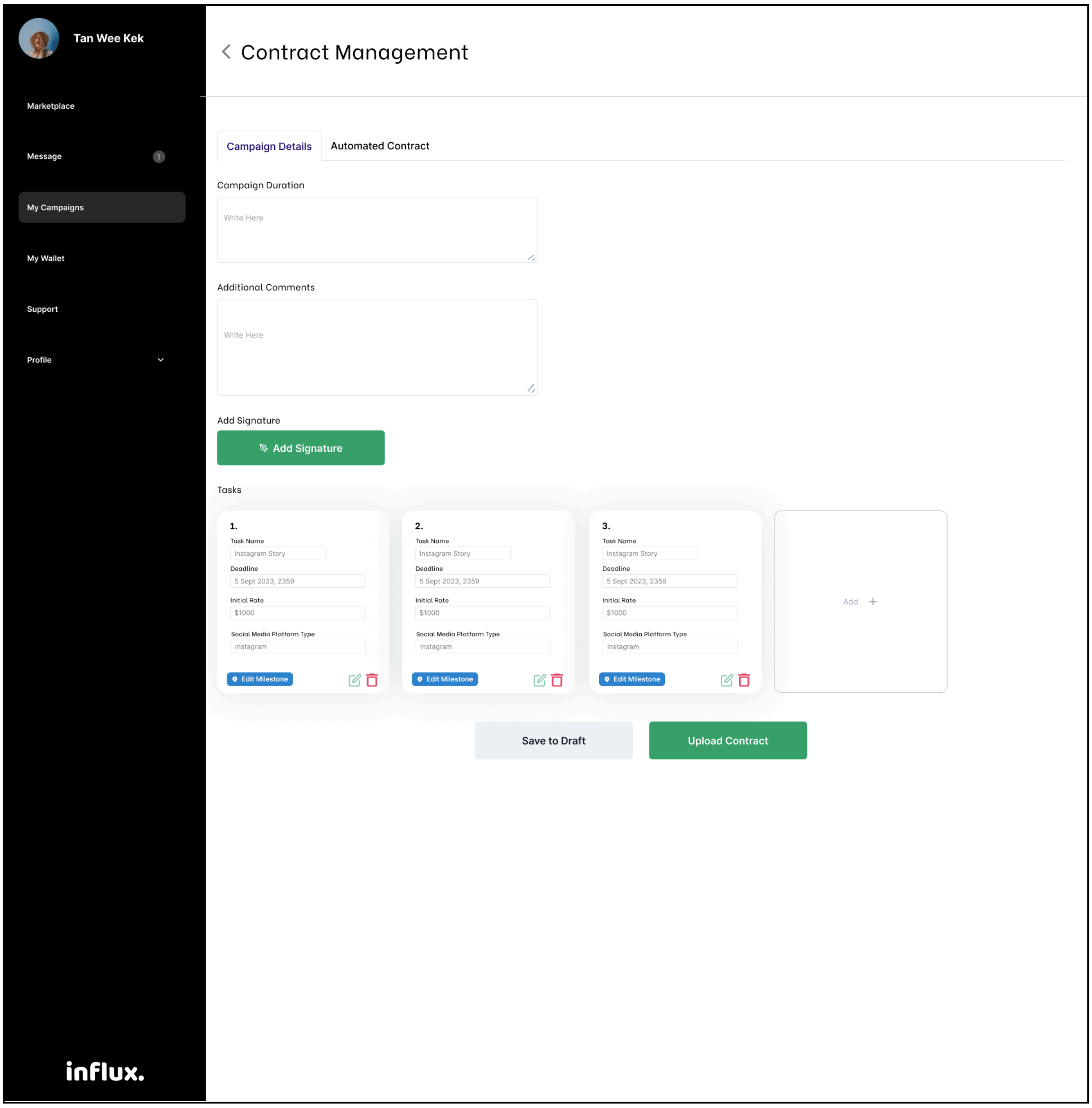


Image 3.12 - Edit contract details (For Brands)

Functionality Code	Name	Remark	AAU ID
User Management System			
D. Communication and Collaboration Subsystem			
D.1 Text Messaging Module			
D.1.1	Send Message	Send a text message to the other stakeholder.	4
D.1.2	Send Picture	Send a photo to the other stakeholder.	4
D.1.3	View Chat History	View previous messages between the 2 stakeholders.	4
D.1.4	View All Chats	View a list of all existing chats with stakeholders.	4
E. Campaign Management Subsystem			
E.1 Campaign View Module			
E.1.1	View all My Campaigns	View All of My Campaigns History	4
E.1.2	Filter My Campaigns	Filter my Campaigns based on the status: Ready, Offer, Active, Completed, Paused.	4
E.1.3	Search My Campaigns	Search my Campaign based on Name and Description	4

E.1.5	Create a Campaign	Brand can create a new campaign with no collaborators.	4
E.1.6	View Campaign Overview	View overview of Campaign.	4
E.1.7	View My Campaign Details	View My Campaign Details of the Campaign.	4
E.1.8	Edit My Campaign Details	Before Campaign is Accepted, Edit Campaign Title, Description, Tasks, Milestones and others.	4
E.1.9	End My Campaign	Both Influencer and Brand ends the Campaign	4
E.1.10	View a Paused Campaign	View a Paused Campaign and users won't be able to interact with the Campaign.	4
E.2 Offer Management Module			
E.2.1	Make a Campaign Offer	Send a Campaign Offer to a specific Influencer.	4
E.2.2	View a Campaign Offer	View the Campaign Offer including the Acceptance deadline.	4
E.2.3	Send Offer Email	Send Email to Influencer and Brand of Offer.	4

E.2.4	Accept Campaign Offer	Influencer accept the Campaign Offer	4
E.2.5	Add Signature	Influencer adds Signature to the contract.	4
E.2.6	Send Accept Email	Send Email to Influencer and Brand of Accepted Offer.	4
E.2.7	Decline Campaign Offer	Influencer declines the Campaign Offer	4
E.2.8	Re-offer Decline Campaign	Brand reoffer declined Campaign to new Influencer	4
E.2.9	Send Decline Email	Send Email to Influencer and Brand of Declined Offer.	4
E.2.10	Automate Decline of Expired Offer	System automatically declines the offer that is not accepted or declined in 7 days.	4
E.3 Contract Management Module			
E.3.1	View Automated Generated Contract	View the Automated generation of a standard contract based on the requirements.	4
E.4 Task Management Module			
E.4.1	View All Tasks	View all Tasks in Campaign	4

E.4.2	View Task Details	View Task Details, like Goal Type, Goal Value, Payment Intended.	4
E.4.3 Draft Management Sub-Module			
E.4.3.1	View All Drafts	View all existing drafts in a Task.	4
E.4.3.2	Add Draft	Upload a Draft.	4
E.4.3.3	Delete Draft	Delete a Draft.	4
E.4.3.4	View Comment on Draft	View a comment of a specific draft.	4
E.4.3.5	Add Comment on Draft	Add comment to a specific draft.	4
E.4.3.6	Edit Comment on Draft	Edit comment to a specific draft.	4
E.4.3.7	Approve Draft	Approve the Draft once it is uploaded.	4
E.4.3.8	Upload Social Media Post URL	Influencer uploads the social media post's URL for performance tracking.	4
E.4.3.9	View Social Media Post URL	View the Social Media PoST Url.	4
E.4.3.10	Edit Social Media Post URL	Edit the Social Media PoST Url.	4

E.4.3.11	Approve Social Media Post URL	Approve the Social Media PoST Url.	4
E.4.4 Milestone Management Sub-Module			
E.4.4.1	View Milestone progress	View the Milestone progression from the social media API.	4
E.4.4.2	View All Milestones	View All Milestones in a Task.	4
E.4.4.3	Update Milestone Completion	Job Scheduled to update the Milestone completion based on the analytics pulled for the social media post.	4
E.4.5 Performance Tracking Sub-Module			
E.4.5.1	View Performance Analytics	View the Performance analytics per Tasks	4

3.5 Financial Management

3.5.1 Business Requirements Analysis

(a) Business Objectives

The goal of this business objective is to allow for a **seamless and reliable way to transact on the platform**. The Wallet Management System is designed to provide a robust and user-friendly way for companies and influencers to manage their financial transactions within the context of campaigns and projects. The system supports multi-currency functionality, allowing for transactions in various currencies, with an initial launch focusing on the SGD currency. The primary features of the system include deposit and withdrawal capabilities, comprehensive transaction state history tracking, automated payment release, and notifications for successful transactions.

(b) Series of Related Activities & UML Activity Diagram

User account will show account balance (if any) on the “wallet” tab.

Scenario: Influencer Tom wants to view his account balance
1. Influencer Tom enters on “Wallet” tab on the side menu 2. System redirects Influencer Tom to the “account balance” page 3. System displays Influencer Tom’s account balance

Table 3.9 - Usage Scenario for Viewing An Account Balance

User account will show the preferred funding/withdrawal method on the “wallet” tab.

Scenario: Brand Mizuna wants to add a preferred funding/withdrawal method
1. Brand Mizuna enters on “Wallet” tab on the side menu 2. System redirects Brand Mizuna to the “account balance” tab on the sub-menu 3. Brand Mizuna clicks on “Funding Methods” tab on the sub-menu 4. System redirects Brand Mizuna to the “Funding Methods” page

5. Brand Mizuna clicks on the "Add Card" Button 6. System redirects Brand Mizuna to the Funding Method Form page 7. Brand Mizuna keys in the credit card details 8. Brand Mizuna clicks "Submit" Button 9. System redirects Brand Mizuna to the "Funding Methods" page 10. System displays updated list of Credit Cards

Table 3.10 - Usage Scenario for Adding a preferred funding/withdrawal method

User account will credit the e-wallet of the user with the funds selected.

Scenario: Brand Mizuna wants to fund his account (Scenario)
1. Brand Mizuna enters on "Wallet" tab on the side menu 2. System redirects Brand Mizuna to the "account balance" page 3. Brand Mizuna clicks on "Deposit Money" button 4. System redirects Brand Mizuna to the Deposit Form page to input amount and select funding method 5. Brand Mizuna enters an amount into input box 6. Brand Mizuna selects the funding method of choice 7. Brand Mizuna clicks on "Confirm" Button 8. System will attempt to debit the amount from the funding method selected 9. System credits the account balance with $1000 upon success.

Table 3.11 - Usage Scenario for Funding An Account

(c) Business/Revenue Model

We will collect fees per deposit and withdrawals hosted on our platform. The fees charged will be collected upfront by the Brand upon deposited funds into the wallet and by the Influencer upon withdrawing funds from the wallet.

3.5.2 System Functional Requirements Analysis

3.5.2.1 Rationale for this System Architecture

Wallet Management Module

The Wallet Management Module is a crucial component of the financial e-wallet system, serving as the **central hub for users to manage their funds**. With Stripe Integration, a Stripe Express Account is personally created for each user to securely store sensitive information, such as Bank Accounts and to verify their identities.

The module enables users to check their wallet balance, fostering transparency and awareness of their financial standing. Additionally, it allows users to seamlessly link their preferred funding methods, such as credit cards, to their e-wallets, streamlining the process of depositing funds. For withdrawal, funds will be transferred safely to their bank account linked to their Stripe Account.

It also facilitates easy deposits and withdrawals, providing users with the flexibility to add money to their wallets and transfer funds to their registered funding methods.

Payments and Transactions Module:

The Payments and Transactions Module plays a critical role in ensuring the financial integrity of the e-wallet system. It incorporates the underlying transaction state logic for a suite of features for the campaign management subsystem such as (1) automatic validation the availability of funds in the company's wallet before brands can create campaigns, (2) preventing any overspending or financial discrepancies, (3) escrow functionality between both parties upon campaign confirmation, (4) functionality for brands to make ad hoc bonus payments to influencers, and (5) functionality for administrators of INFLUX to amend the fees charges throughout the platform.

Currency Exchange and Conversion Module:

The Currency Exchange and Conversion Module provides users with real-time access to prevailing exchange rates and conversion amounts, ensuring accurate and up-to-date currency conversions. This feature is essential for users engaging from countries outside Singapore, allowing them to view their balance in their currency of choice, as well as a preview modal to view the amount in their currency of choice to choose when to withdraw from their e-wallets, overall enhancing the versatility of their e-wallets.

Reporting and Analytics Module:

The Reporting and Analytics Module empowers users with valuable insights into their financial activities. It maintains a comprehensive transaction history, ensuring users can track every financial activity within the application, including deposits, withdrawals, lock-in escrow, fund release, fund return, partial fund release, and partial fund return. It enables users to export their transaction history and wallet balances, supporting financial record-keeping and auditing. Furthermore, users can easily view, sort, and filter their earning breakdowns, facilitating a deeper understanding of their financial performance and aiding in decision-making processes.

3.5.2.2 Business Assumptions

We make the following assumptions to ensure the system functionalities proposed can serve as intended for the users.

1. One user (influencer or brand) only has one e-wallet
2. To withdraw from the e-wallet, a bank account is needed (depends on stripe)
3. Influx will have an e-wallet to be used as an escrow function for the campaigns

3.5.2.3 Wireframes

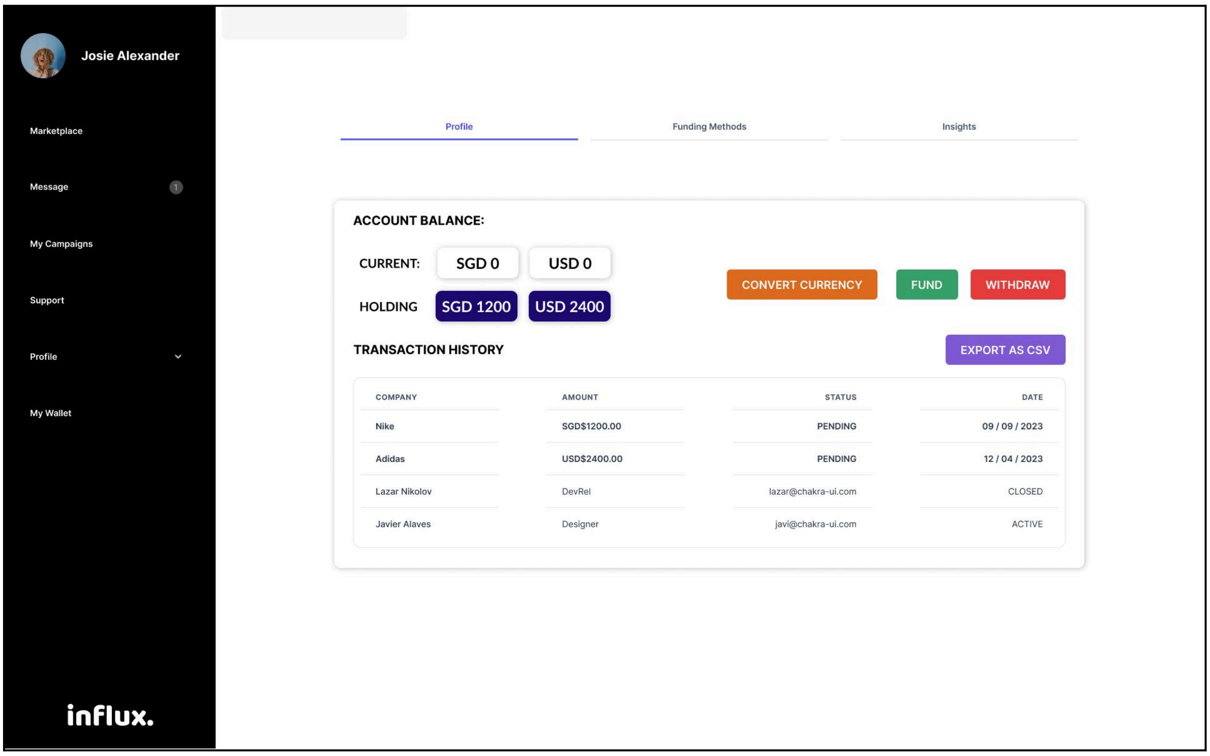


Image 3.13 - View account balance (Brands and Influencers)

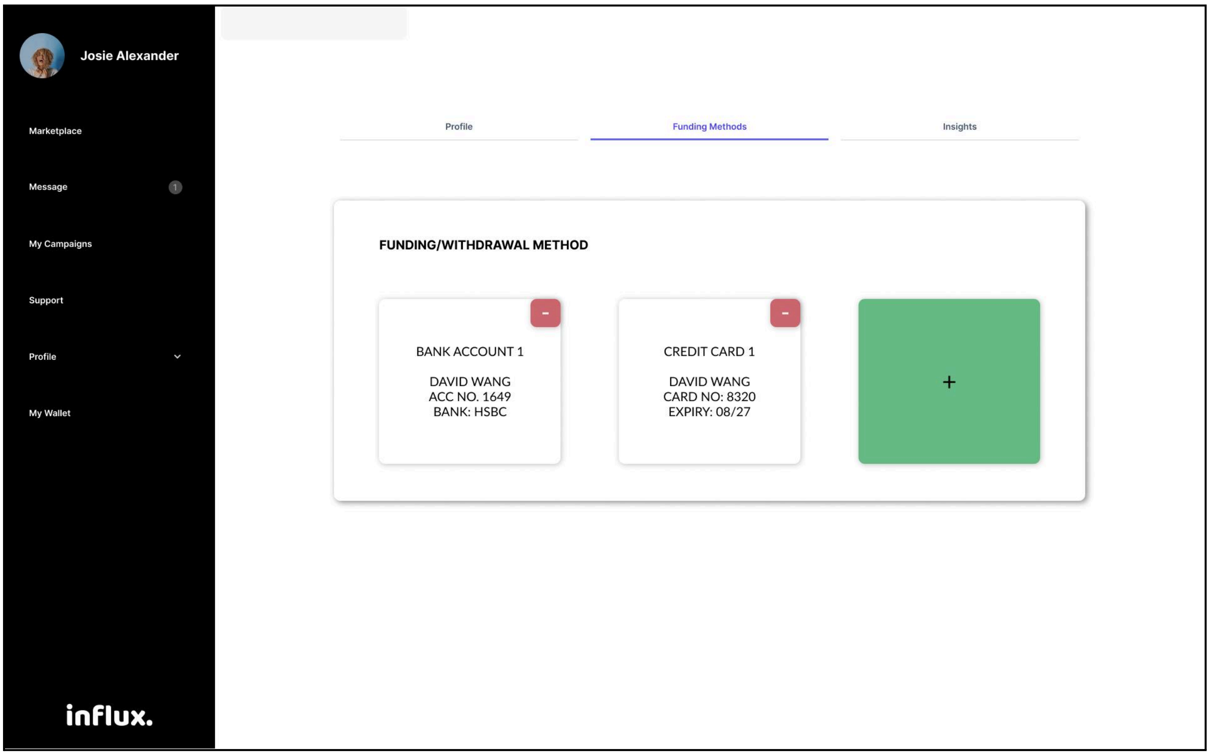


Image 3.14 - View funding methods (Brands and Influencers)

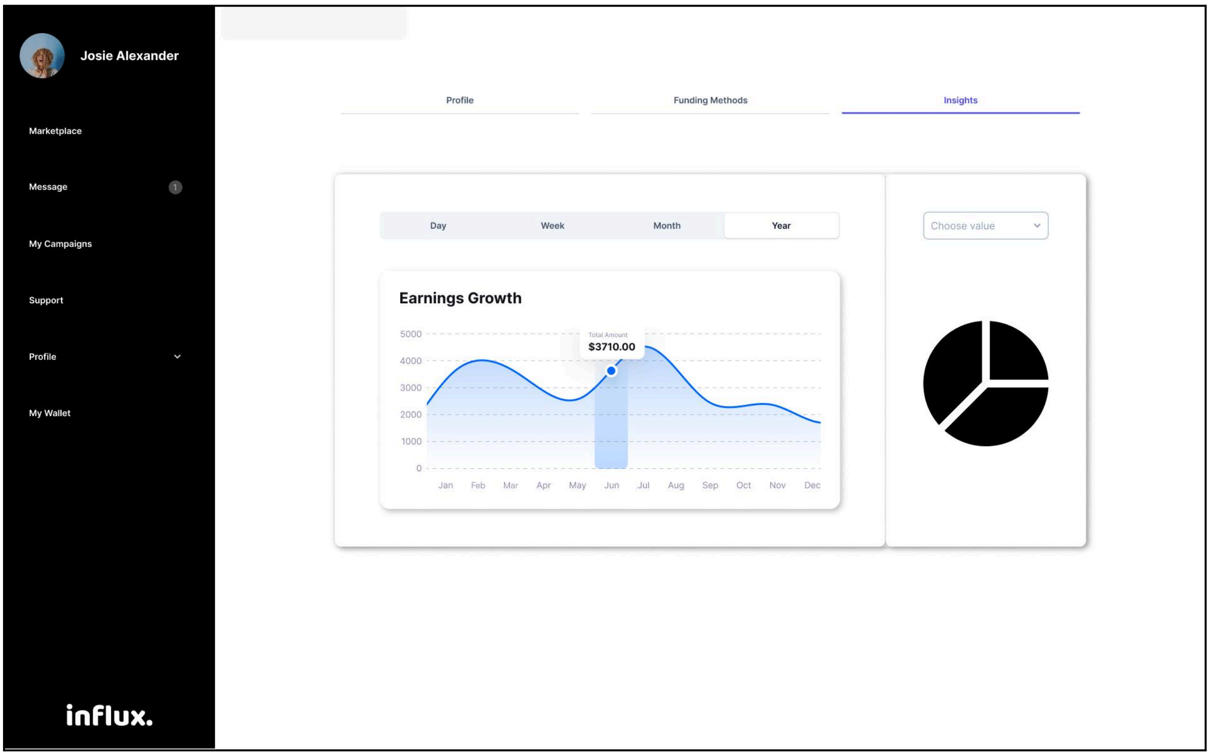


Image 3.15 - View wallet insights (Brands and Influencers)

Functionality Code	Name	Remark	AAU ID
User Management System			
F Financial Management Subsystem			
F.1 Wallet Management Module			
F.1.1	Create Stripe Express Account	Create Stripe Express Account which links to Influx Waller	5
F.1.2	View a user account balance	Functionality for viewing account balance.	5
F.1.3	Fund an account	Functionality for funding of account balance from a saved Credit Card or Bank account.	5
F.1.4	Withdraw from an account	Functionality for withdrawal of account balance to a saved Bank account in Stripe.	5
F.2 Payment Management Module			
F.2.1	Pay an account	Functionality for payment between user accounts	5
F.2.2	Edit Brand Fee Percentage	Amend the Fees charged to brands	5
F.2.3	Edit Influencer Fee Percentage	Amend the Fees charged to influencers	5
F.3 Currency Exchange and Conversion Module:			
F.3.1	Estimate conversion to preferred currency	Functionality for estimating the conversion rate of the withdrawal amount to the user's preferred currency	5

F.3.2	View Daily Conversion Rate	Functionality for viewing the daily balance converted to the user’s preferred currency.	5
F.4 Reporting and Analytics Module:			
F.4.1	View transaction history	Functionality for viewing transaction history of an account	5
F.4.2	Export transaction history	Functionality for exporting transaction history of an account to a CSV.	5
F.4.3	View transaction insights	Functionality for viewing insight of the transaction history of an account	5
F.5 Credit Card Management Module:			
F.5.1	Add a preferred funding method	Functionality for adding preferred funding method.	5
F.5.2	Remove a preferred funding method	Functionality for removing preferred funding method.	5

3.6 Issue Management

3.6.1 Business Requirements Analysis

(a) Business Objectives

The Issue Management business objective serves to provide easy access for administrators to view and conduct any necessary actions to resolve issues raised by users on the platform. By doing so, this aims to provide a better user experience for users who may encounter less-than-ideal scenarios while engaging with the Influx application.

For administrators

1. Gain visibility of any issues on the platform, and swiftly enact actions to resolve or answer to the issues raised
2. Impose administrative actions on user accounts or items within the application, to allow for a friendlier environment for both Influencers and Brands

For Influencers/Brands

1. Raise any issues or requests in the form of tickets if they face any issue or require help with any portion of the application
2. Get resolution to any requests or issues that they have encountered and raised to the administrative team
3. Practice good digital and online etiquette when dealing and interacting with other users on the platform, understanding that there can be strict actions imposed on their accounts if they fail to abide by proper digital etiquette

(b) Series of Related Activities & UML Activity Diagram

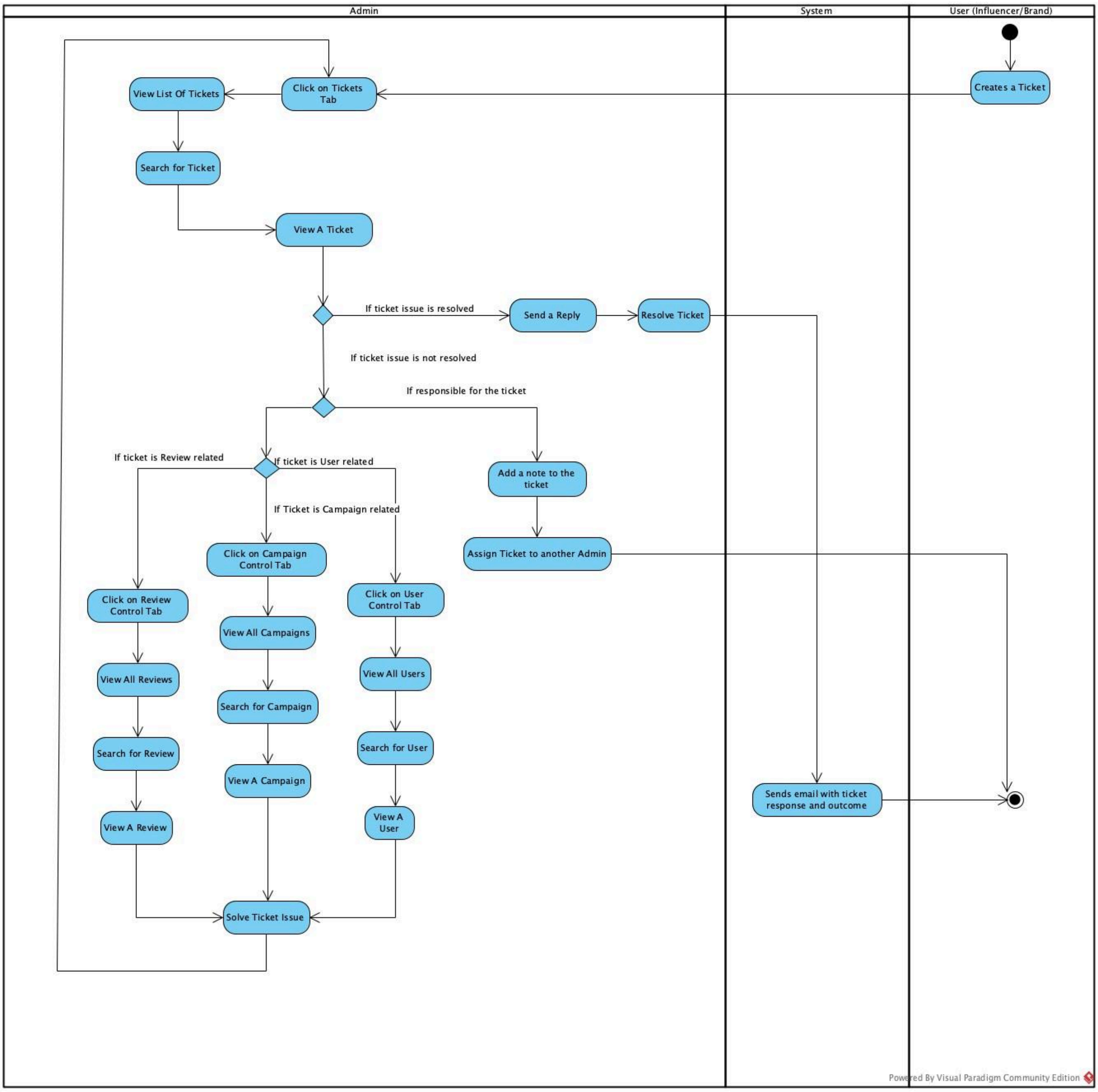


Figure 3.4 - Issue Management Flow

The flow starts in the User system. Users who encounter any issues or have requests regarding any portion of the application will send in tickets. Tickets have two types and come from various parts of the application:

- Reports: Users can send a ticket in the form of a report, flagging out any inappropriate users (Influencer or Brand) or a review or chat

- Dispute: Users can send a ticket in the form of a Dispute, particularly to dispute the payment or deal for a campaign

After a ticket is created, depending on the scenario that the user is facing, that will be viewed by the administrators in the form of a ticket. The administrators will be able to view all the existing tickets by clicking on the Tickets tab on the Admin system. They can search for the ideal ticket based off the ticket Id. If they want to view a desired ticket, they can click on the ticket and details of the ticket will be shown to them. If the ticket is not under the admin's scope or responsibility they can also choose to add a note about the ticket and assign it to another admin. If it is within the admin's scope, depending on the issue that is to be solved there are multiple steps that can be taken:

If the issue is related to campaigns, the admin users can head to the Campaign Control Tab and search for the desired campaign through its id. They can view the campaign details by clicking on the desired campaign list item. They can subsequently choose to edit details of the campaign, issue a refund for the campaign or pause/resume a campaign. For example, if the admin receives a dispute for a campaign, an action taken could be to pause the campaign for further investigation. The usage scenario will be as follows:

Scenario: Admin Bob wants to pause a campaign
1. Admin Bob enters into the admin subsystem and the goes into the campaign control tab 2. Admin Bob clicks on the search box 3. Admin Bob searches for the desired campaign by entering its id "12345678" into the search box and clicking "Search" 4. A list of campaigns that fit the search criteria is shown 5. Admin Bob clicks on the view icon beside the desired campaign with the id "12345678" 6. Admin Bob is directed to a popup with details of the campaign. 7. Admin Bob clicks on the "Pause Campaign" button on the popup 8. A popup appears that aks Admin Bob to confirm his actions

9. Admin Bob clicks on the “Confirm” button 10. Campaign will be Paused, and the Influencer and Brand involved will not be able to access and conduct further actions on the campaign

Table 20 - Usage Scenario for Editing Campaign Price

If the issue is related to reviews the admin users can head to the Review Control tab and search for the desired review through its id. They can view the review details by clicking on the desired review list item. They can subsequently choose to edit details of the review or delete the review. For example, if the admin receives a report about an inappropriate review, an action taken could be to delete the review. The usage scenario will be as follows:

Scenario: Admin Bob wants to delete a review
1. Admin Bob enters into the admin subsystem and the goes into the review control tab 2. Admin Bob clicks on the search box 3. Admin Bob searches for the desired review by entering its id “12345678” into the search box and clicking “Search” 4. A list of reviews that fit the search criteria is shown 5. Admin Bob clicks on the “view” icon beside the desired review with the id “12345678” 6. A popup appears with information on the review 7. Admin Bob clicks on the “Delete” button 8. A popup opens to confirm the deletion 9. Admin Bob clicks on the “Confirm” button 10. Review with the id “12345678” will be deleted and removed from the view of Influx users and user is sent a confirmation popup

Table 21 - Usage Scenario for Deleting A review

If the issue is related to a user account, the admin users can head to the User Control Tab and search for the desired user through its id. They can view the user details by clicking on the desired user list item. They can subsequently choose to edit details of the users, delete the user or deactivate/reactivate the user. For example, if the admin receives a report about a user abusing the account, an action taken could be to deactivate the user account. The usage scenario will be as follows:

Scenario: Admin Bob wants to deactivate a user account
1. Admin Bob enters into the admin subsystem and the user control tab 2. Admin Bob clicks on the search box 3. Admin Bob searches for the desired account profile by entering "Abc@gmail.com" in the search box and clicking "Search" 4. A list of users that fits the search criteria is shown 5. Admin Bob clicks on "view" icon beside the desired account with email "Abc@gmail.com" 6. A popup appears with the user's details shown 7. Admin Bob clicks on the "Deactivate" button on the popup 8. Review with the id "12345678" will be deactivated and removed from the view of Influx users and the admin is sent a confirmation popup of the deactivation

Table 3.12 - Usage Scenario for User Account Deactivation

Depending on whether the issue has been resolved or not, the Admin can close a ticket by clicking resolve. This will prompt the admin to type a reply for the ticket and the ticket will subsequently have its status changed from Active to Resolved.

At the same time, admins can also add new administrators to the platform to assist in the management of tickets in the platform. Admins can head to the Admin Control tab and create a new admin account, the admins will be prompted to create a new admin account with the admin account name, username and password. After the account is created, new admins can access the account with the created username and password.

Scenario: Admin Bob wants to create a new admin account for Sally
1. Admin Bob enters into the admin subsystem and the user control tab 2. Admin Bob is taken the user control tab page with a list of all the current admins in the system 3. Admin Bob clicks on the create new admin account button 4. A popup appears requesting Tom to type in the name of the new admin, and their email details 5. Admin Bob enters "Sally" for the name, "sally@gmail.com" for the email and presses the "Create" button 6. Admin Bob is sent a confirmation popup of the account creation. A new admin account is created for Sally. 7. Sally receives an email with the auto-generated password 8. Sally can now log into the Admin System with the credentials that Tom had created for her

Table 3.13 - Usage Scenario for Admin Account Creation

3.6.2 System Functional Requirements Analysis

3.6.2.1 Rationale for this System Architecture

The Issue Management business objective allows for administrators to conduct a myriad of administrative actions on all crucial sections of the application to allow for a smooth and elevated experience for all users. The business objective is part of the General Admin Management Subsystem which is partitioned into 6 different modules in 3 different sections, for 3 separate business use cases.

Authentication

1. Admin Authentication & Verification Module

Management of Support

2. Ticketing Management Module
3. User Control Module
4. Campaign Control Module

5. Reviews Control Module

Admin Management

6. Admin Control Module

The first module allows for the general accessibility of users into the admin system and user system, allowing users to log into and out of the system and to verify brands into the user system. The next group of modules are a series of modules that allow administrators to conduct actions to resolve any tickets that the users have raised through a Dispute or a Report. Tickets that are raised through these platforms are targeted at resolving three areas of the user application, namely, User accounts, Campaigns and Reviews. As such, the second module allows for administrators to gain visibility and access to tickets and the subsequent three modules of the subsystem are partitioned such that each subsystem is catered towards handling the management of each of the three aspects of the user application that users will encounter issues or require help with.

To further allow for the creation and management of multiple administrative users that are crucial to support the tickets that come into the system, the fourth module focuses on the management of admin accounts.

3.6.2.2 Business Assumptions

We make the following assumptions so as to ensure that the system functionalities that are proposed for the subsystem will be able to serve its function as intended by the users.

1. There is a root Admin account that exists at the start and this root Admin account will proceed to create and grant access to other Admin accounts
2. As the admin users will be granted access to view and edit confidential user account information of both influencers and brands, we assume that they will be responsible users and not abuse this power and conduct actions that can potentially be a security breach
3. Any actions that are enacted by the admins that constitute to a removal of any data in the database, is final, and cannot be undone

4. That every ticket raised by the users involve request or actions that can be conducted by the admin, and

3.6.2.3 Wireframes

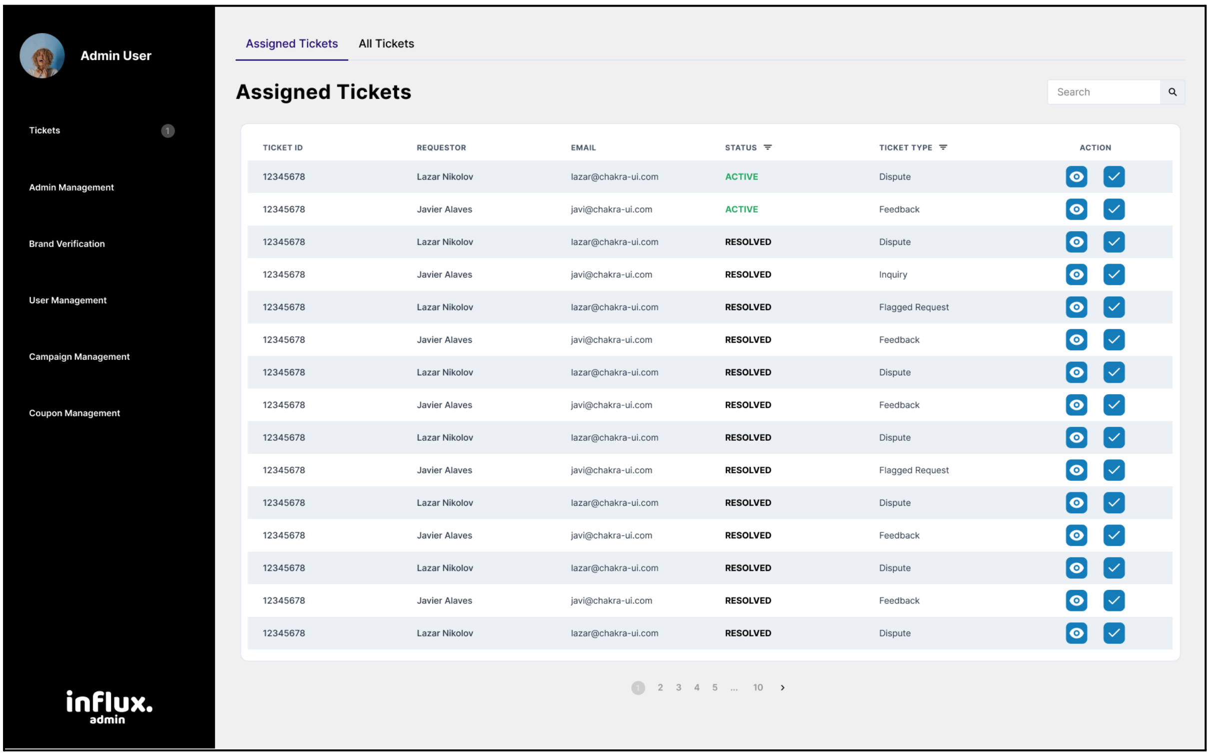


Image 3.16 - View active assigned tickets

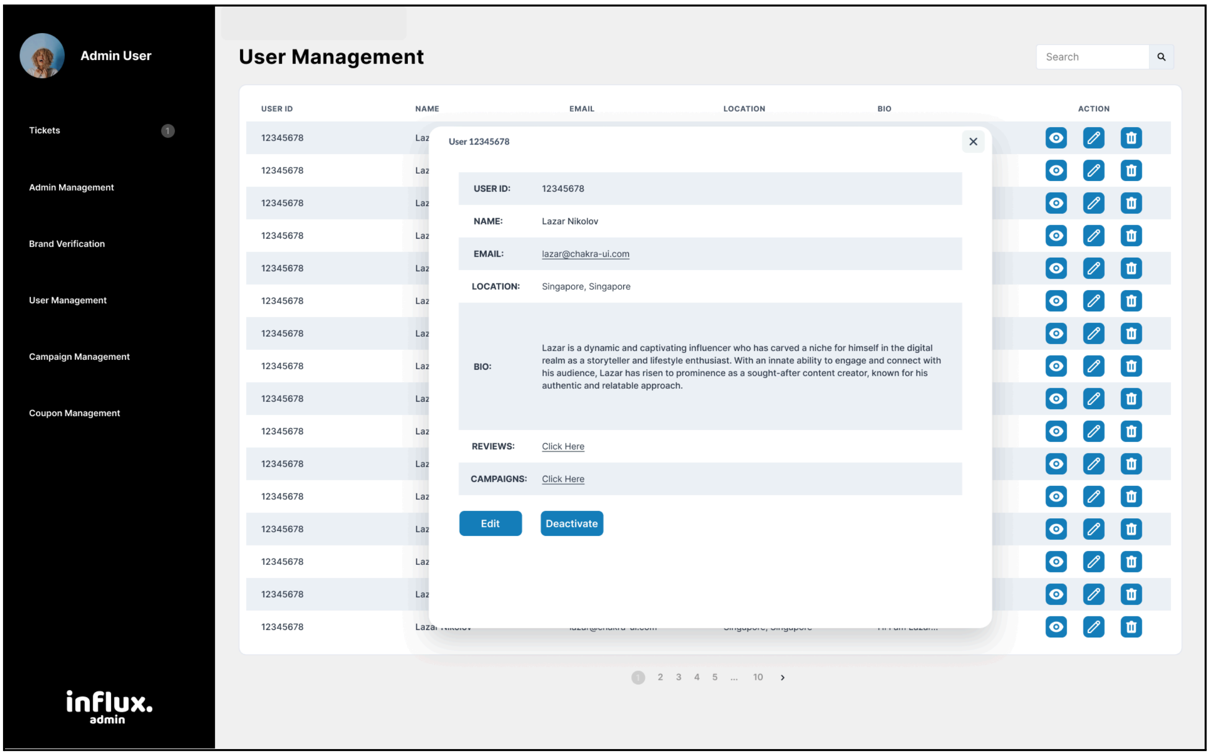


Image 3.17 - View a user details

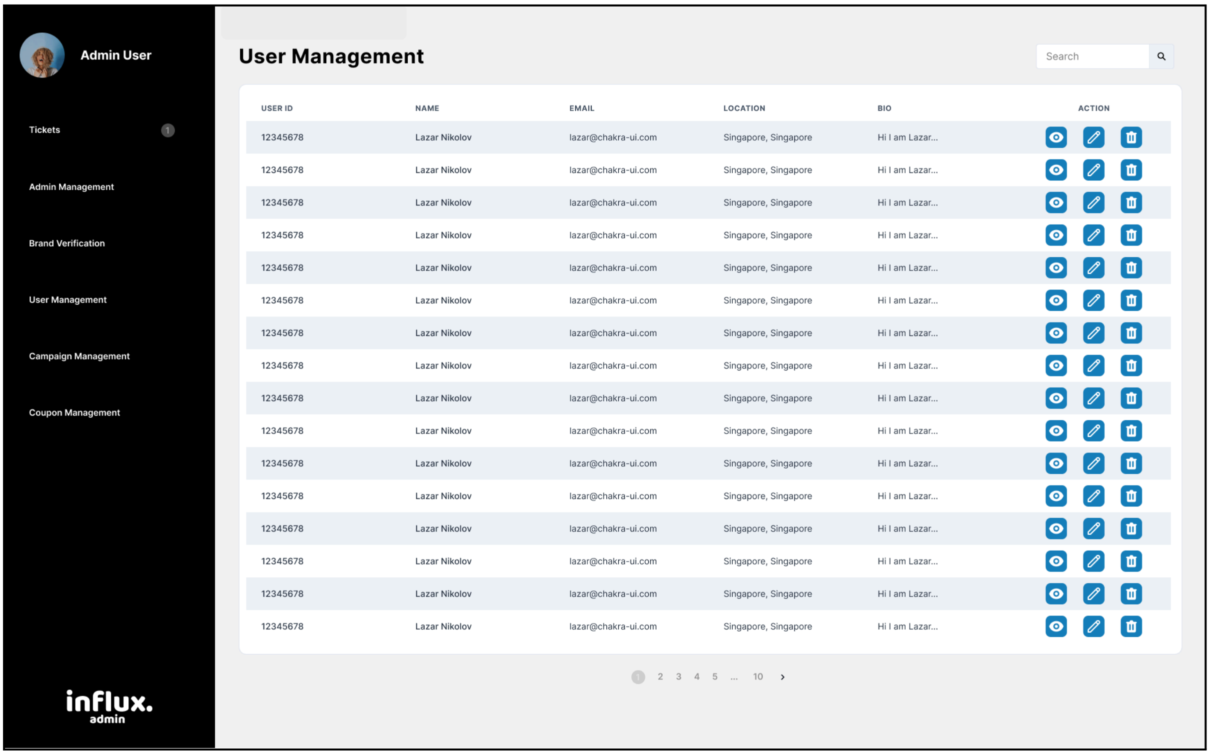


Image 3.18 - View all users

Functionality Code	Name	Remark	AAU ID
User Management System			
B. Profile Management Subsystem			
B.1 Influencer Profile Management Module			
B.1.7	Report an influencer	Report an Influencer account	6
B.2 Brand Profile Management Module			
B.2.10	Report a Brand	Report a Brand's account	6
C. User Analytics Subsystem			
C.1 User Insights Management Module			
C.1.6	Report a review	Report a review	6
D. Communication and Collaboration Subsystem			
D.1 Text Messaging Module			
D.1.5	Report a Chat	Report a chat message	6
E. Campaign Management Subsystem			
E.5 Dispute Management Module			
E.5.1	Dispute a Campaign	Raise a dispute for a campaign	6
E.5.2	Report a Campaign	Report a Campaign	

Admin Management System			
G. General Admin Management Subsystem			
G.1 Admin Authentication & Verification Module			
G.1.1	Admin Login	Admin Login into the admin system	6
G.1.2	Admin Logout	Admin Logout from the admin system	6
G.1.3	Change Password	Change the password of the admin user account	6
G.1.4	View List of Brands Under Review	View all the users (brands) that are under account review	6
G.1.5	View A Brand Under Review	View a user (brand) that is under account review	6
G.1.6	Approve A Brand	Approve a user (brand) that is under review	6
G.1.7	Reject A Brand	Reject a user (brand) that is under review	6
G.1.8	View Admin Home	View the home page of the admin system	6
G.2 Ticketing Management Module			
G.2.1	Search for Ticket	Search for a ticket by its ID	6
G.2.2	View All Tickets	View all tickets	6
G.2.3	View Ticket Statistics	View Statistics of Tickets	6

G.2.4	View Active Assigned Tickets	View all tickets that are active assigned to the current admin user	6
G.2.5	Filter Tickets by Status	Filter tickets based off ticket status	6
G.2.6	View Ticket Details	View details of a ticket	6
G.2.7	Reply to a Ticket	Send a message in response to a ticket	6
G.2.8	Shift Ticket to Under Review	Shift a ticket status to under review	
G.2.9	Resolve a Ticket	Change the status of a ticket	6
G.2.10	Reject a Ticket	Reject a ticket	6
G.2.11	Assign a Ticket	Assign the ticket to another admin user	6
G.2.12	Add Note to Ticket	Attach a note to the ticket that is only viewable by admins	6
G.2.13	Add Message with Status Change	Admin can attach a message that will be sent to the user's email after a status is changed	6
G.2.14	Delete A Ticket	Admins can delete tickets whenever needed in extreme cases	6
G.3 User Control Module			
G.3.1	Search for User	Search for a user by their ID	6

G.3.2	View All Users	View all the users	6
G.3.3	View User Details	View details of a user	6
G.3.4	Update User	Edit and change all user details (except for password and id)	6
G.3.5	Delete User	Delete a user permanently	6
G.3.6	Reactivate User	Grant access back to a deactivated user	6
G.3.7	Deactivate User	Temporarily remove access for a user	6
G.4 Campaign Control Module			
G.4.1	Search for Campaign	Search for a campaign by their ID	6
G.4.2	View All Campaigns	View all the campaigns	6
G.4.3	View Campaign Details	View details of a campaign	6
G.4.4	Update Campaign	Update a campaign's details	6
G.4.5	Delete Campaign	Delete a campaign permanently	6
G.4.6	Issue Refund for Campaign	Pay back users for a campaign	6

G.4.7	Pause a Campaign	Restrict any access for users to a campaign	6
G.4.8	Resume a Campaign	Allow access for users back to a campaign	6
G.5 Reviews Control Module			
G.5.1	Search for Review	Search for a review by its ID	6
G.5.2	View All Reviews	View all the reviews	6
G.5.3	View Review Details	View a review's details	6
G.5.4	Update Review	Update a review's details	6
G.5.5	Delete Review	Delete a review permanently	6
G.6 Admin Control Module			
G.6.1	Search for Admin User	Search for an admin by its ID	6
G.6.2	Create Admin User	Create an admin account by assigning a username and password	6
G.6.3	View All Admin Users	View all admin users	6
G.6.4	View Admin User Details	View an admin user's details	6
G.6.5	Update Admin User	Change an admin's details	6
G.6.6	Delete Admin User	Delete an admin user permanently	6

4. High-level System Architecture

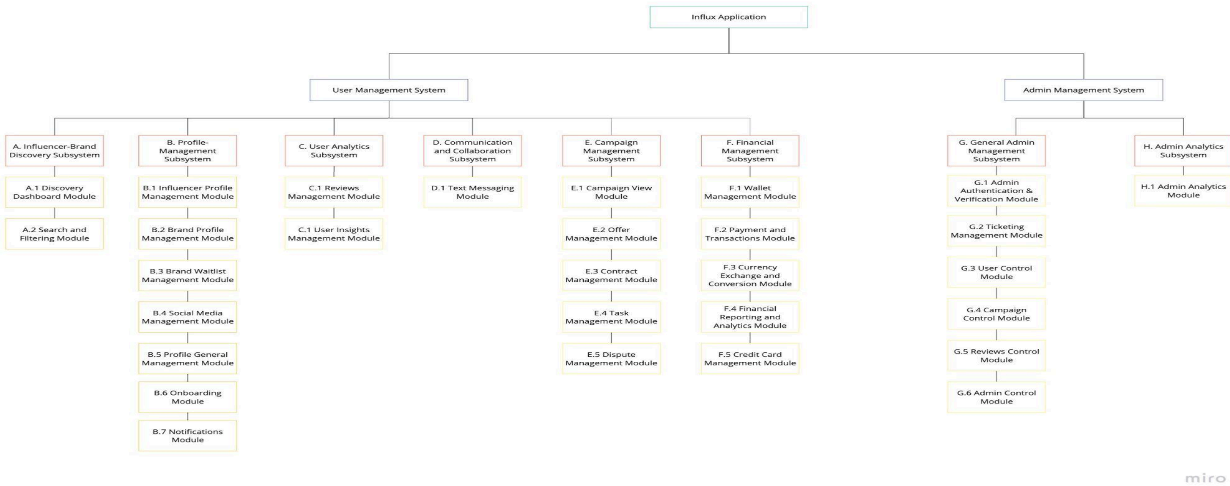


Figure 4.1 - Visual Table of Content (VTOC)[1]

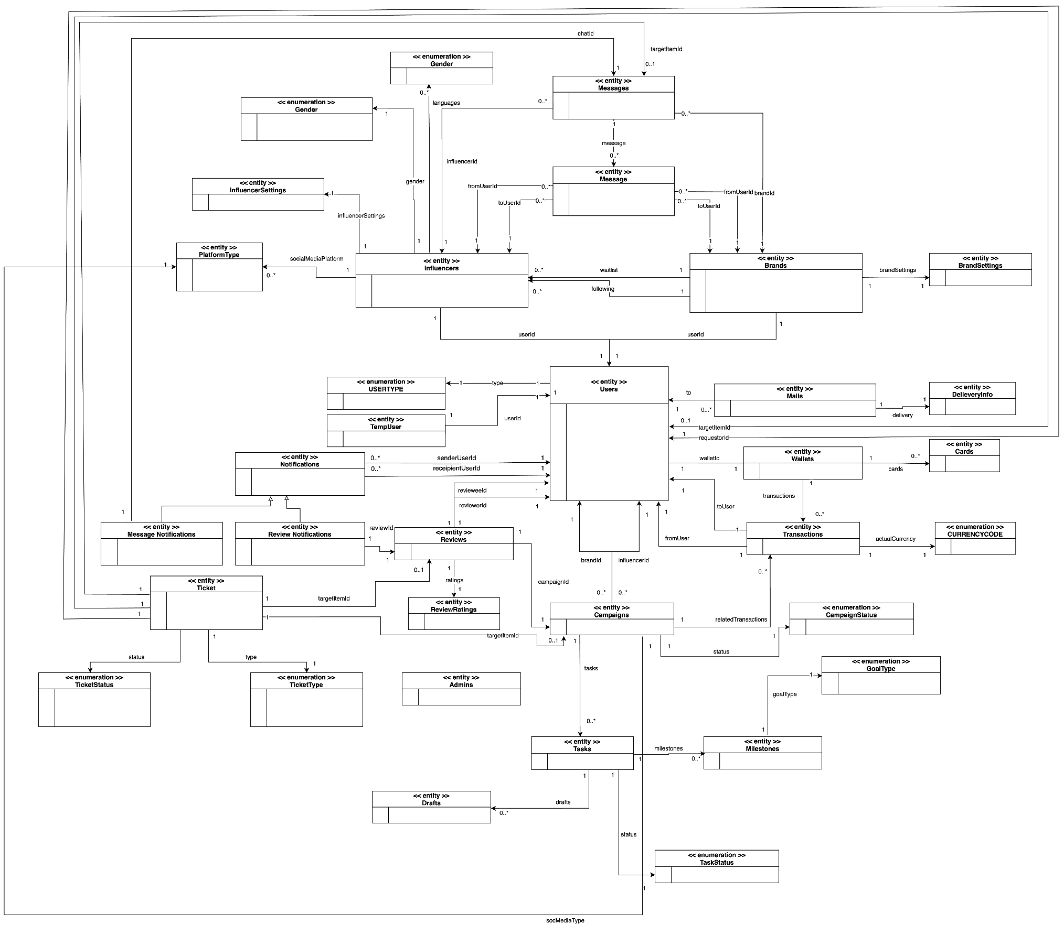


Figure 4.2 - Overall Class Diagram for All Entity Classes

---

1 For all subsequent figures and diagrams (VTOC, UML Activity Diagrams, UML Class Diagrams, UML Sequence Diagrams, Network Analysis Diagram, Gantt Chart), please refer to originals provided in the separate "attachments" folder.

5. Functional Modules Design

5.1 Functional Module A

5.1.1 Underlying modules

Onboarding Module (B.6) / User Control Module (G.3) / Admin Control Module (G.6) / Admin Authentication & Verification Module (G.1)

5.1.2 UML Use Case Diagram

Figure 5.1.2.1 - UML Use Case Diagram (Functional Module 5.1)

5.1.3 Use Case Descriptions

Use Case Name	**Approve a Brand (G.1.6)**
Description	An admin wants to approve a brand's account.
Actors	Admin
Triggers	A brand has signed up on the platform and the admin accesses the admin platform to verify the legitimacy of the brand account.
Goals	The brand's account will be activated and approved for use on the platform.
Preconditions	Brand has signed up on the platform and the account is created and waiting to be approved.
Postconditions	Brand account is approved The brand manager is now able to log into the Brand account.
Extension Points	NIL
Basic Course	1. Admin enters into the admin System 2. Admin clicks into the "Brand Verification" tab 3. System redirects Admin to "Brand Verification" page 4. Admin clicks on the "pending requests" sub-tab 5. System displays a list of brand accounts that are pending verification 6. Admin identifies the desired account and clicks on the "eye" icon to view more details 7. System creates a pop-up with the company's details and the buttons "Verify" and "Reject" 8. Admin clicks on the "Verify" button on the page 9. System sends an email to the brand informing them of the successful verification 10. System changes the state of the request from "pending" to "verified"

Alternative courses	NIL
Exceptional Courses	NIL

Table 5.1.3.1 - Use Case Description 1 (Functional Module A)

Use Case Name	**Create a new admin account (G.6.2)**
Description	Super Admin wants to create a new admin account
Actors	Super Admin
Triggers	Super Admin accesses the admin platform to create a new admin account.
Goals	The admin account will be created and available to log in, with the necessary permissions available.
Preconditions	No account made with the same email
Postconditions	Admin account will be created.
Extension Points	NIL
Basic Course	1. Super Admin enters into the Admin System 2. Super Admin clicks the “Admin Control” tab 3. System redirects Super Admin to “Admin Control” page 4. System displays list of all the current admins in the system 5. Super Admin clicks on the “Create New Admin” button 6. System displays a pop up requesting Super Admin to type in the name of the new admin, their email details and the password of the new admin account 7. Super Admin enters the following details a. name, b. email and c. password 8. Super Admin clicks the “Create” button 9. System generates a popup for Super Admin to confirm the creation 10. Super Admin click on the “Confirm” button

	11. System checks if email has been used 12. System generates a new admin account.
Alternative Courses	8a. Email has been used, Super Admin changes email 1. Continue at Step 10.
Exceptional Courses	NIL

Table 5.1.3.2 - Use Case Description 2 (Functional Module A)

Use Case Name	**Deactivate a user account (G.3.7)**
Description	An Admin wants to deactivate a user's account due to misconduct.
Actors	Admin
Triggers	Admin accesses the admin platform to deactivate a user's account due to the user having broken the rules of the platform and/or received multiple reports from past campaigns.
Goals	The user's account will be deactivated and the user will no longer be able to log into the account.
Preconditions	Account is not already deactivated.
Postconditions	The User will no longer be able to log into the account for the set duration. The account will no longer be able to be searched and viewed on the platform.
Extension Points	NIL
Basic Course	1. Admin enters into the Admin System 2. Admin clicks the "User Control" tab 3. System redirects Admin to "User Control" page 4. System displays list of all the current users in the system 5. Admin clicks on the search box 6. Admin searches for the desired account profile by entering email in the search box 7. Admin clicks "Search"

	8. System filters the list of users to those that fits the search criteria 9. Admin clicks on desired account 10. System redirects Admin to a page with the user's details 11. Admin clicks on the "Deactivate" button on the page 12. System generates a popup for Admin to confirm the creation 13. Admin clicks on the "Confirm" button on the popup 14. System sends an email to the user informing them of the deactivation of their account. 15. System changes the status of the user's account from "active" to "deactivated"
Alternative courses	NIL
Exceptional Courses	NIL

Table 5.1.3.3 - Use Case Description 3 (Functional Module A)

5.1.4 UML Class Diagram

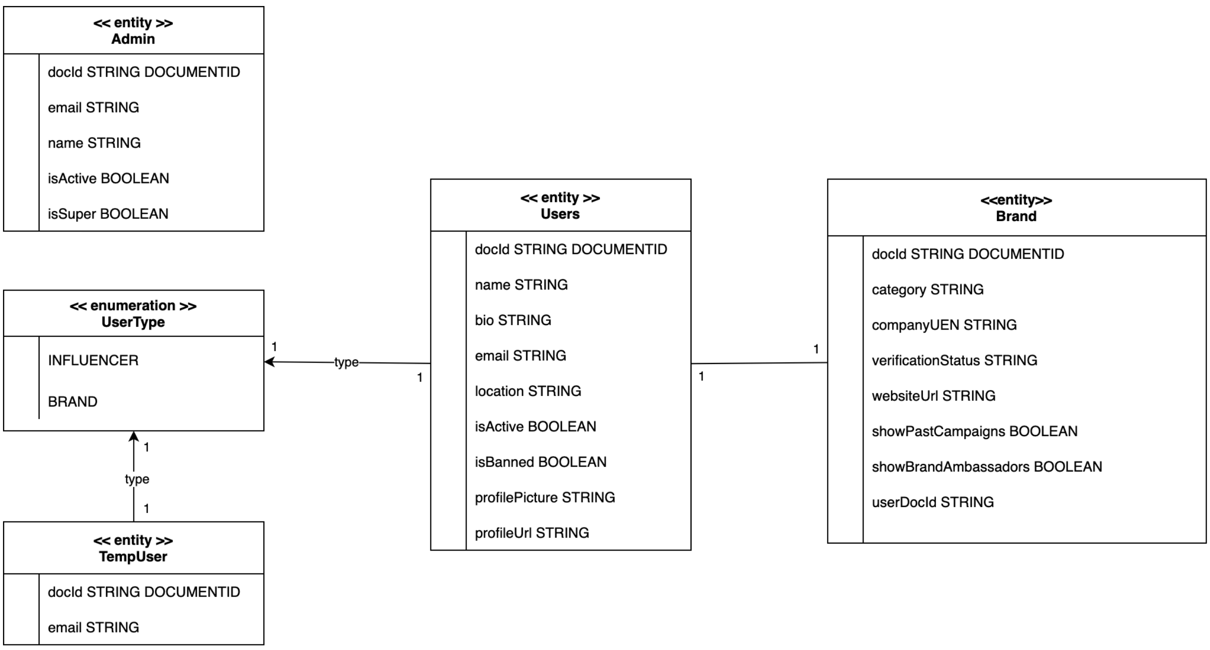


Figure 5.1.4.1 - UML Class Diagram for Entity Classes (Functional Module A)

5.1.5 UML Sequence Diagram

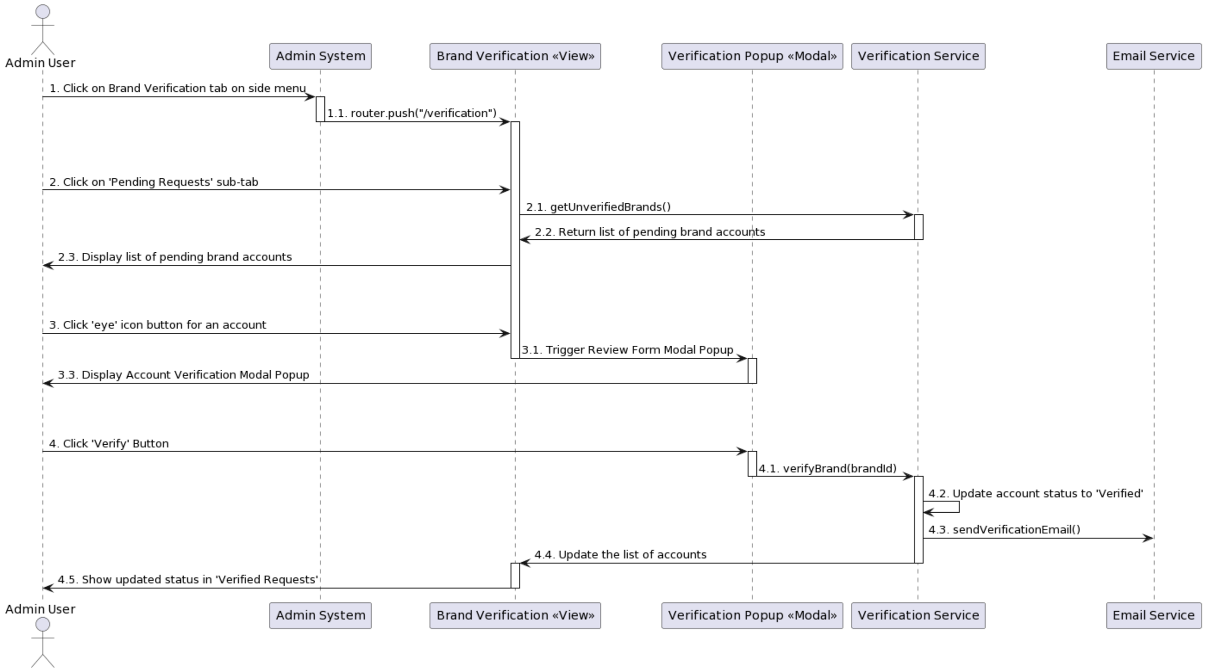


Figure 5.1.5.1 - UML Sequence Diagram for Approve a Brand (Functional Module A)

5.2 Functional Module B

5.2.1 Underlying modules

Reviews Management Module (C.1) / Reviews Control Module (G.5)

5.2.2 UML Use Case Diagram

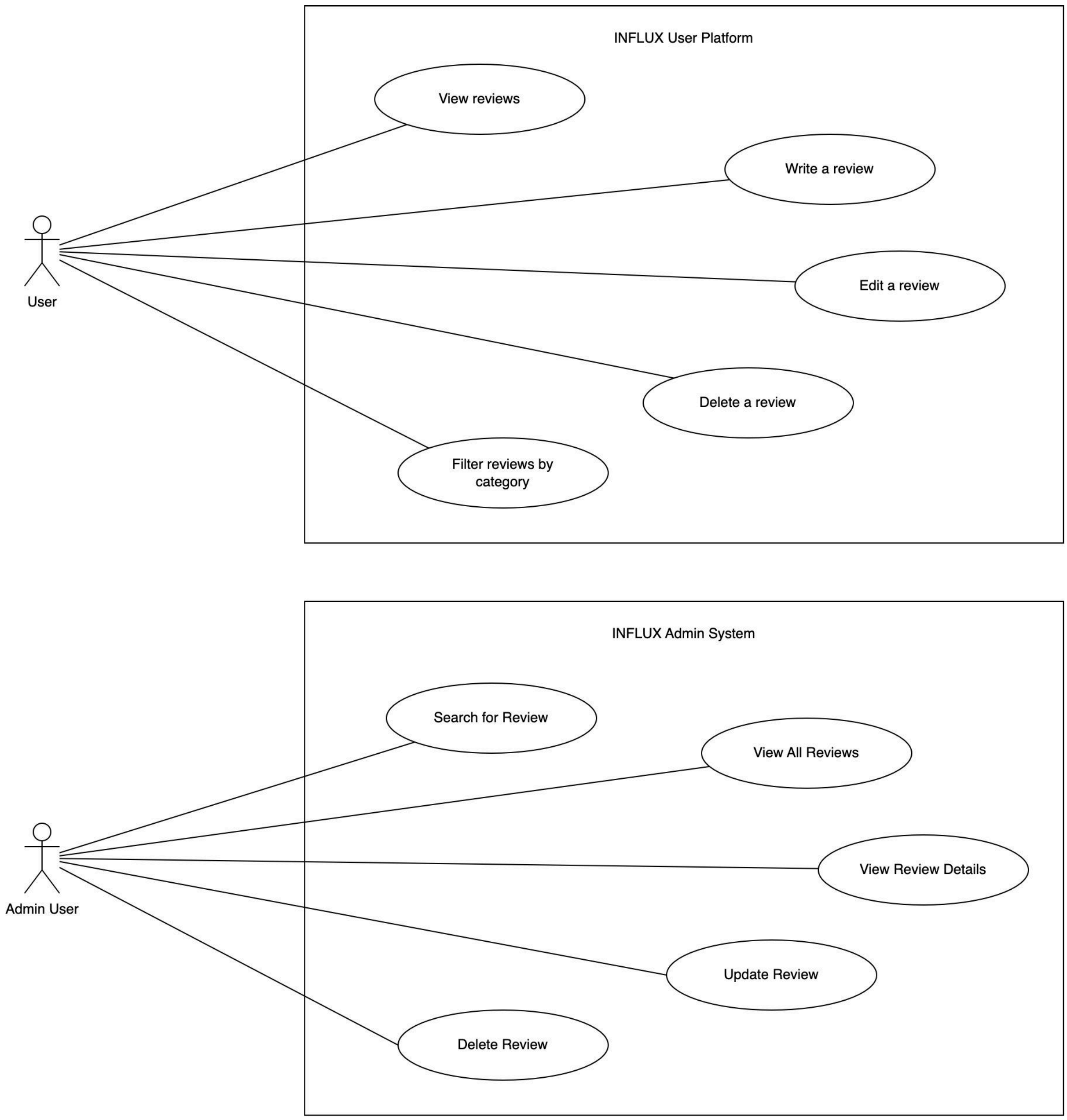


Figure 5.2.2.1 - UML Use Case Diagram (Functional Module B)

5.2.3 Use Case Descriptions

Use Case Name	Delete a review (G.5.5)
Description	A review has been made that breaches misconduct, Admin wants to delete this review.
Actors	Admin
Triggers	Admin accesses the admin platform to delete a review on a user's profile due to misconduct.
Goals	The reviewer's review will be deleted from the reviewee's profile.
Preconditions	Review must exist
Postconditions	Review will be deleted Profile page will be updated to no longer display deleted review
Extension Points	NIL
Basic Course	1. Admin enters into the Admin System 2. Admin clicks into the "review control" tab 3. System redirects Super Admin to "review control" page 4. System displays list of all the reviews in the system 5. Admin clicks on the search box 6. Admin searches for the desired review by entering its id into the search box 7. Admin clicks "Search" button 8. System filters the list of reviews to those that fit the search criteria 9. Admin clicks on the desired review 10. System creates a pop up with details of the review 11. Admin clicks on the "Delete" button 12. System displays a popup to confirm the deletion 13. Admin clicks on the "Confirm" button 14. System deletes Review
Alternative courses	NIL

Exceptional Courses	NIL

Table 5.2.3.1 - Use Case Description 1 (Functional Module B)

Use Case Name	**Write a review (C.1.2)**
Description	After completing a campaign, a user wants to give a review to the reviewee
Actors	User
Triggers	Campaign has completed and a user accesses the user platform to write a review for the other party
Goals	To create a review for the reviewee
Preconditions	Campaign that the review is for must be completed
Postconditions	Created review will be published to the reviewee's profile for viewing by other potential business partners.
Extension Points	NIL
Basic Course	1. User enters into the user platform 2. User clicks on the "marketplace" tab 3. System redirects User to "marketplace" page 4. System displays list of all other users in the system 5. User clicks on a profile that they have recently worked with on a campaign with 6. System redirects User to the selected reviewee's profile page 7. User clicks on the "Review" tab of the reviewee's profile 8. System redirects User to the review tab of the reviewee's profile page 9. User clicks on the "Add Review" tab of the profile 10. System displays a pop up that allows User to select campaign to make review for 11. User selects a campaign 12. System displays a rating slider for each of the five rating categories and a text box.

	13. User fills in the rating for the various sliders and writes the review in the text box. 14. User clicks the “Submit” button. 15. System creates the review and saves it in the database 16. System updates the reviewee’s profile. 17. System sends a notification to the reviewee that a new review has been made
Alternative courses	NIL
Exceptional Courses	NIL

Table 5.2.3.2 - Use Case Description 2 (Functional Module B)

Use Case Name	**Filter reviews by category (C.1.5)**
Description	User filters the reviews in the profile page
Actors	User
Triggers	User accesses the user platform to view reviews of a user related to their category of interest
Goals	To make a decision off the filtered reviews
Preconditions	The profile being viewed must have an existing review
Postconditions	The reviews of the profile being viewed will be filtered based on the category selection made.
Extension Points	NIL
Basic Course	1. User enters into the user platform 2. User clicks on the “marketplace” tab 3. System redirects User to “marketplace” page 4. System displays list of all other users in the system 5. User clicks on the profile that they are interested to work with 6. System redirects User to the profile page 7. User clicks on the “Review” tab of the profile 8. System redirects User to the review tab of the profile page

	9. User clicks on 1 or more of the category checkboxes 10. System filters the reviews to those of the selected categories
Alternative courses	NIL
Exceptional Courses	NIL

Table 5.2.3.3 - Use Case Description 3 (Functional Module B)

5.2.4 UML Class Diagram

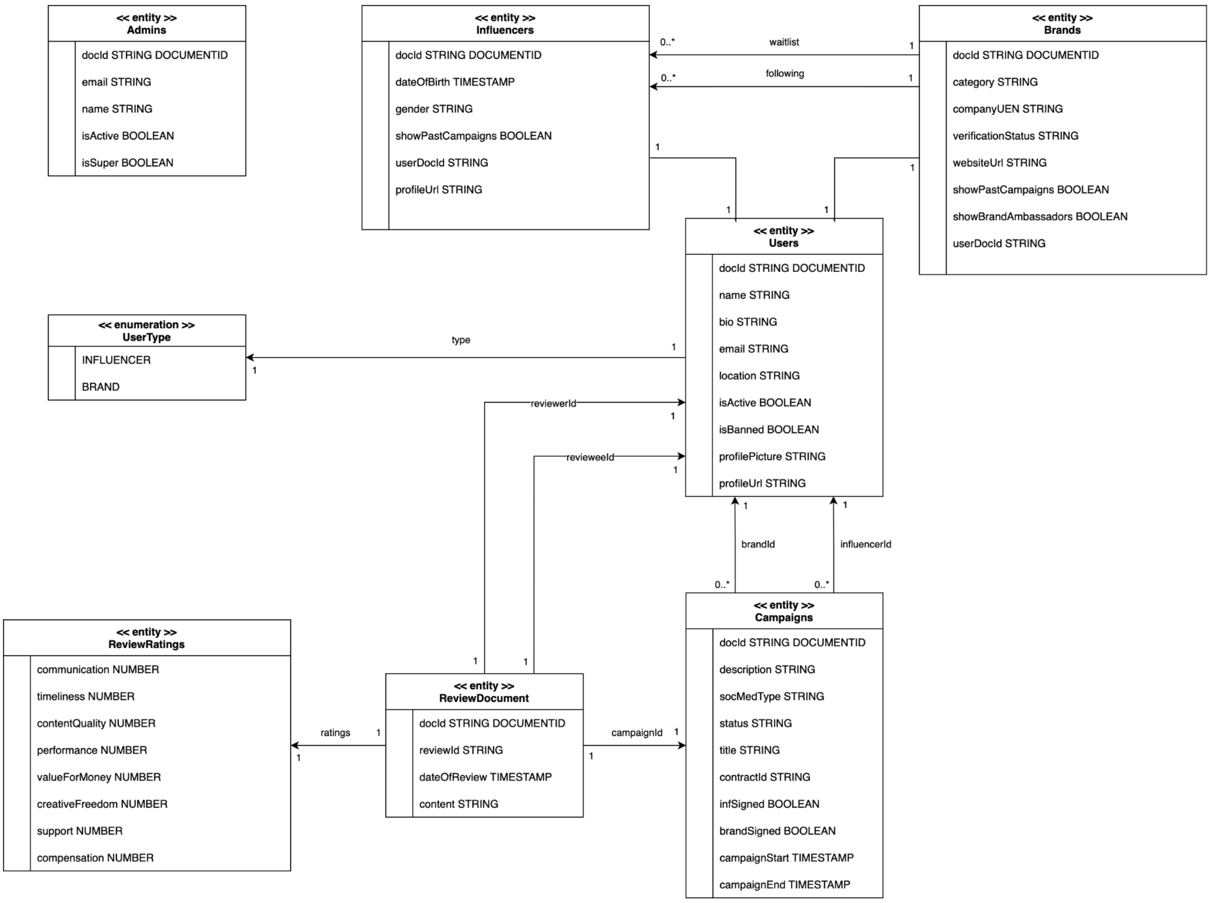


Figure 5.2.4.1 - UML Class Diagram for Entity Classes (Functional Module B)

5.2.5 UML Sequence Diagram

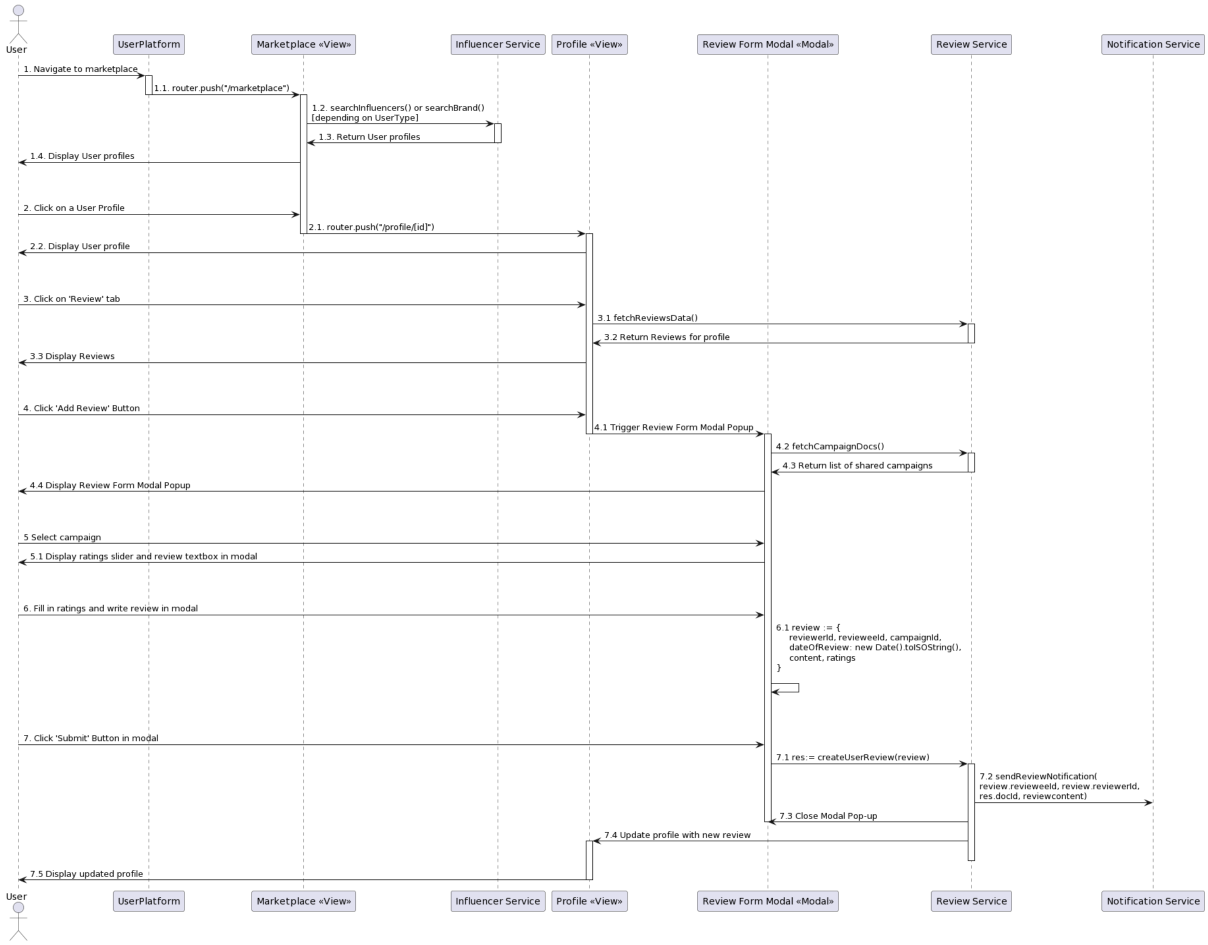


Figure 5.2.5.1 - UML Sequence Diagram for Writing a Review (Functional Module B)

5.3 Functional Module C

5.3.1 Underlying modules

Wallet Management Module (F.1) / Payment and Transactions Module (F.2) / Currency Exchange and Conversion Module (F.3) / Credit Card Management Module (F.5)

5.3.2 UML Use Case Diagram

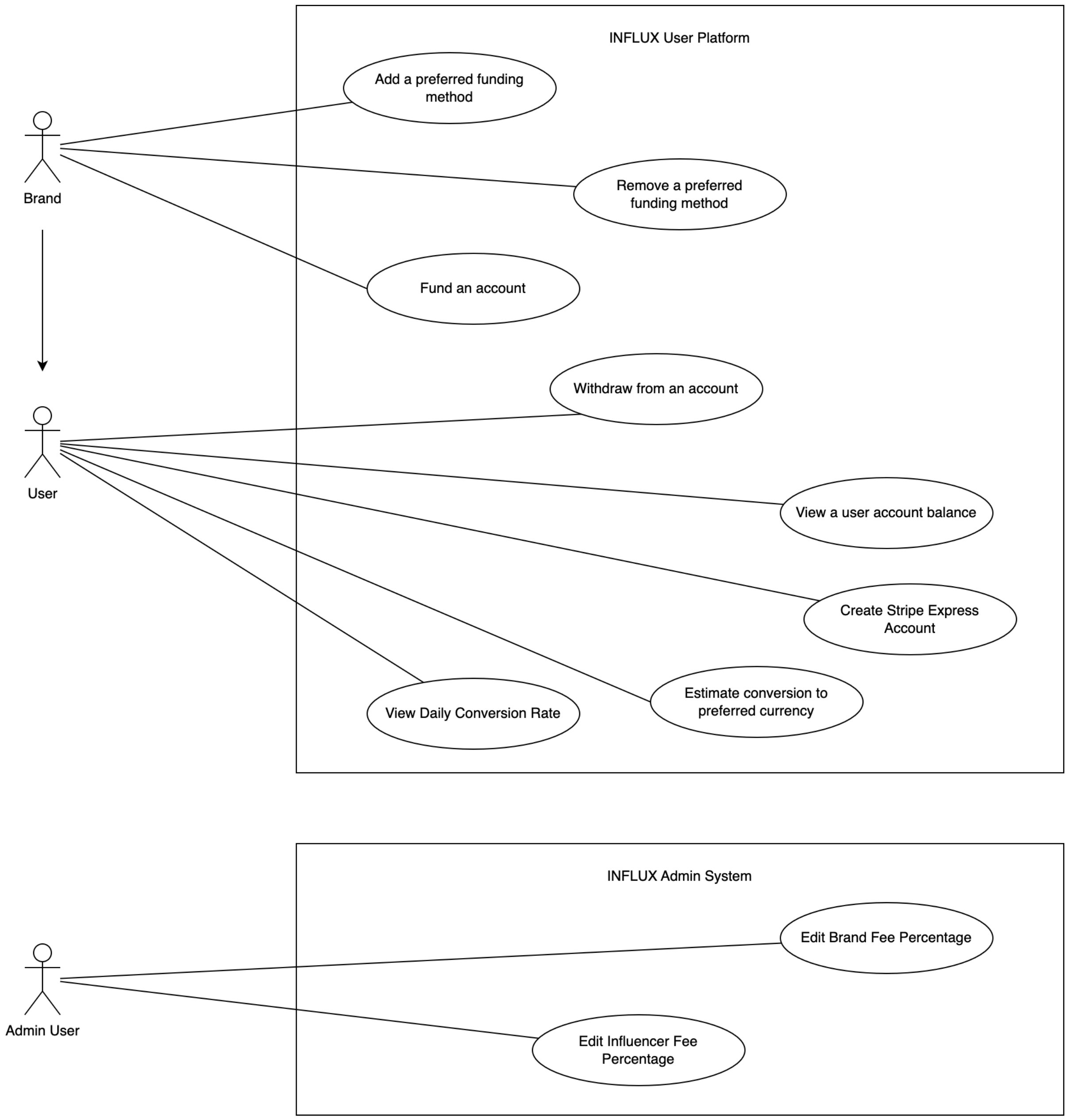


Figure 5.3.2.1 - UML Use Case Diagram (Functional Module C)

5.3.3 Use Case Descriptions

Use Case Name	**Add a preferred funding method (F.5.1)**
Description	A Brand wants to add a preferred funding method
Actors	Brand
Triggers	Brand accesses the user platform to top up his wallet
Goals	To add a new funding method
Preconditions	Brand must have a stripe account integrated into INFLUX Brand must not have a funding method with the same details already added
Postconditions	Funding method will be added into list of funding methods
Extension Points	NIL
Basic Course	1. Brand enters on "Wallet" tab on the side menu 2. System redirects Brand to the "account balance" tab on the sub-menu 3. Brand clicks on "Funding Methods" tab on the sub-menu 4. System redirects Brand to the "Funding Methods" page 5. Brand clicks on the "Add Card" Button 6. System redirects Brand to the Funding Method Form page 7. Brand keys in the credit card details 8. Brand clicks "Submit" Button 9. System redirects Brand to the "Funding Methods" page 10. System displays updated list of Credit Cards
Alternative Courses	NIL
Exceptional Courses	NIL

Table 5.3.3.1 - Use Case Description 1 (Functional Module C)

Use Case Name	**Fund an account (F.1.3)**
Description	Brand wants to fund his account with his preferred funding method
Actors	Brand
Triggers	Brand accesses the user platform to top up his wallet
Goals	To top-up money into the brand's e-wallet
Preconditions	User must have a stripe account integrated into INFLUX User must have an existing funding method
Postconditions	Money is added into the brand's e-wallet
Extension Points	NIL
Basic Course	1. Brand enters on "Wallet" tab on the side menu 2. System redirects Brand to the "account balance" tab on the sub-menu 3. Brand clicks on "Deposit Money" button 4. System redirects Brand to the Deposit Form page to input amount and select funding method 5. Brand enters an amount into input box 6. Brand selects the funding method of choice 7. Brand clicks on "Confirm" button 8. System will attempt to debit the amount from the funding method selected 9. System credits the account balance with $1000 upon success.
Alternative Courses	7a. Attempt to debit the amount failed, Brand selects another funding method 1. Continue at Step 7. 7b. Attempt to debit the amount failed, Brand adds a new funding method 1. Brand does "Add a preferred funding method" Use Case 2. Brand redoes "Fund An Account" Use Case
Exceptional Courses	7c. Attempt to debit the amount failed, Brand does not have another

	funding method 1. Terminate use case.

Table 5.3.3.2 - Use Case Description 2 (Functional Module C)

Use Case Name	**Edit Brand Fee Percentage (F.2.2)**
Description	Admin wants to edit the fee charged to brands for using the INFLUX platform.
Actors	Admin
Triggers	Admin accesses the admin platform to edit the brand fee percentage
Goals	Admin wants to reduce the fees charged during a specific duration of time to incentivise brands to create more campaigns.
Preconditions	NIL
Postconditions	Fee percentage for brands is amended.
Extension Points	NIL
Basic Course	1. Admin enters into the admin subsystem and the goes into the "Finance Management" tab 2. System redirects Admin to the "Finance Management" Page 3. Admin enters a positive percentage in the text box next to the "Brand Fee" header 4. Admin clicks on the "Save" button 5. System updates the brand fee percentage
Alternative courses	3a. Admin enters the a negative percentage in the text box and clicks "Save" 1. System throws toast error message "Negative Fee not allowed"
Exceptional Courses	NIL

Table 5.3.3.3 - Use Case Description 3 (Functional Module C)

5.4.4 UML Class Diagram

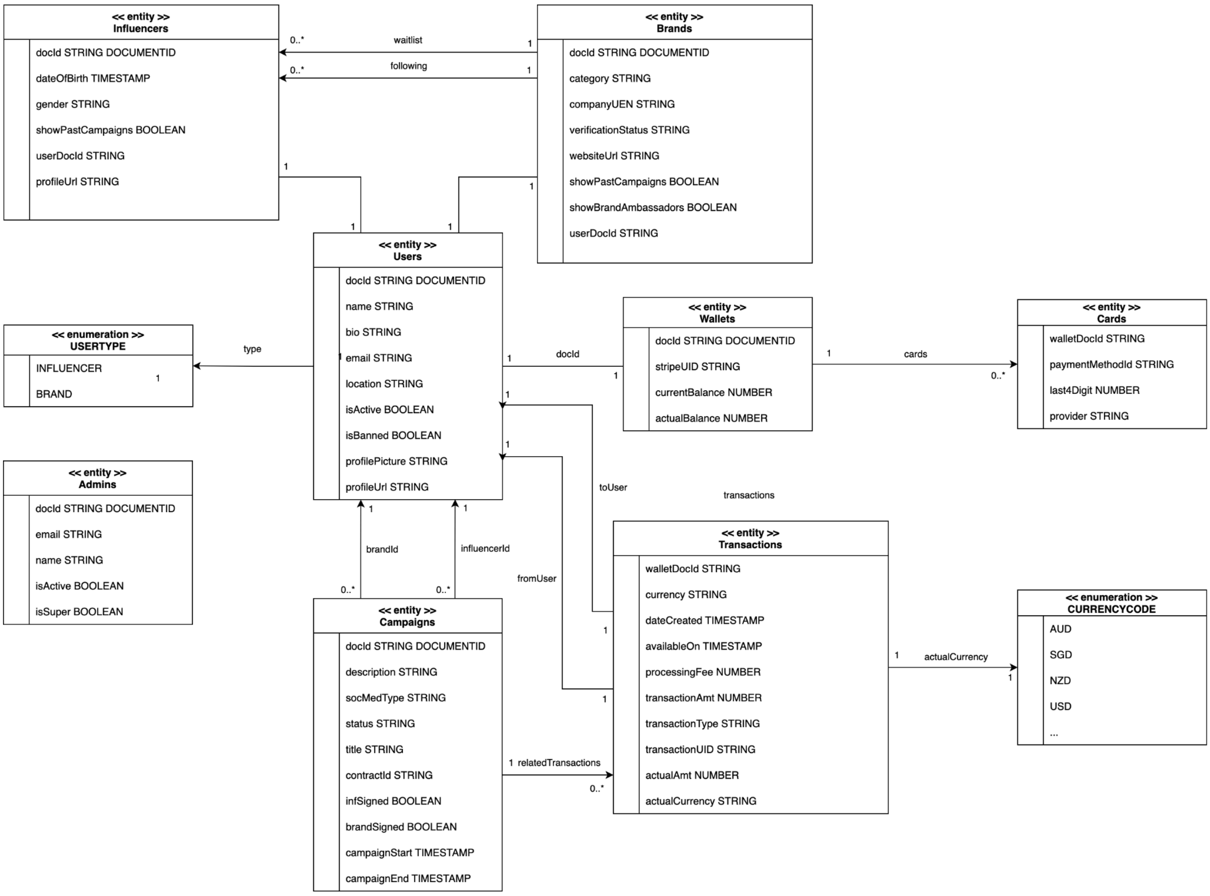


Figure 5.3.4.1 - UML Class Diagram for Entity Classes (Functional Module C)

5.3.5 UML Sequence Diagram

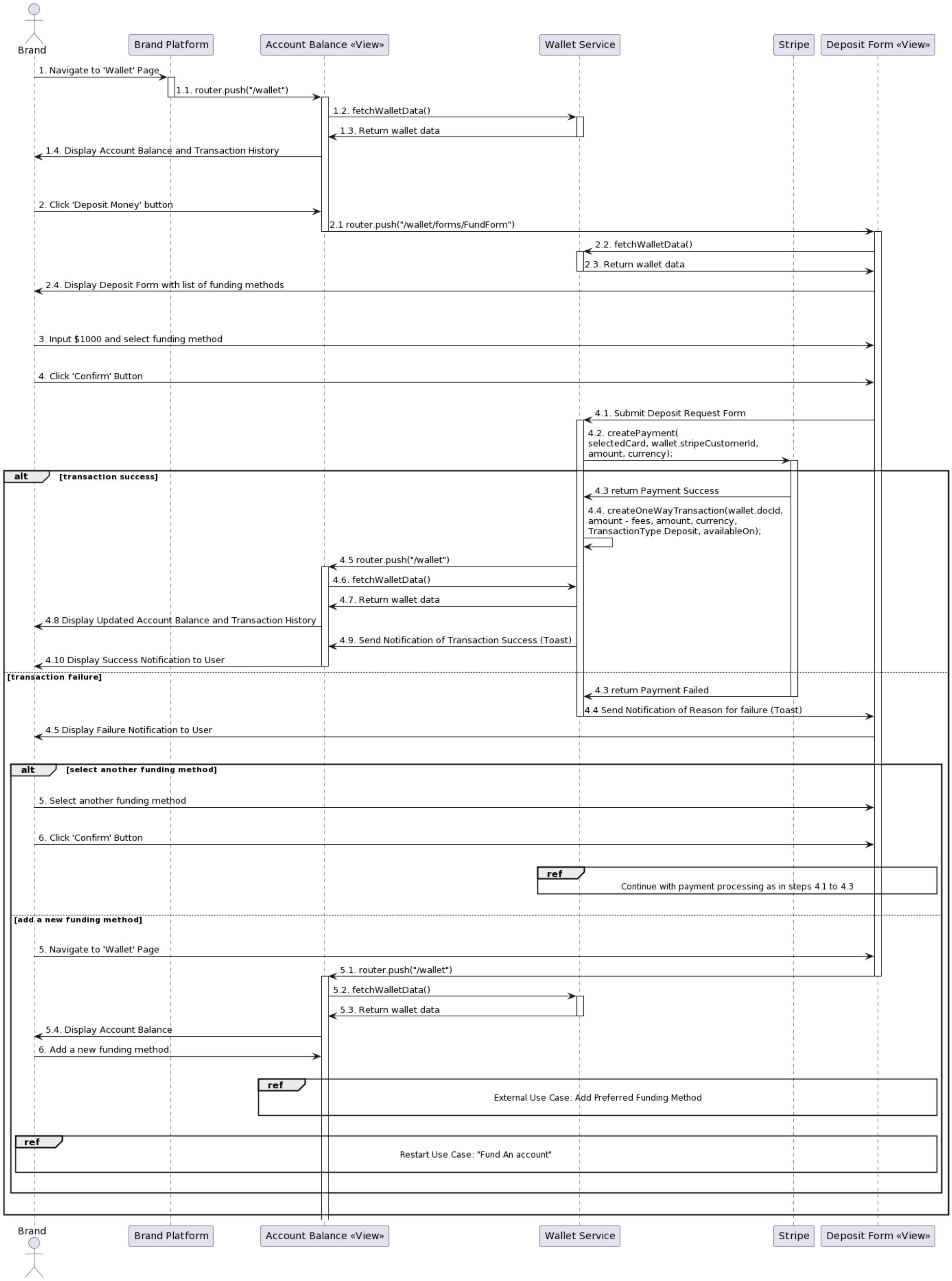


Figure 5.3.5.1 - UML Sequence Diagram for Funding an Account (Functional Module C)

5.4 Functional Module D

5.4.1 Underlying modules

G.2 Ticketing Management Module / E.5 Dispute Management Module / Other Miscelleanous Dispute / Report Use Cases (B.1.7, B.2.10, C.1.6, D.1.5)

5.4.2 UML Use Case Diagram

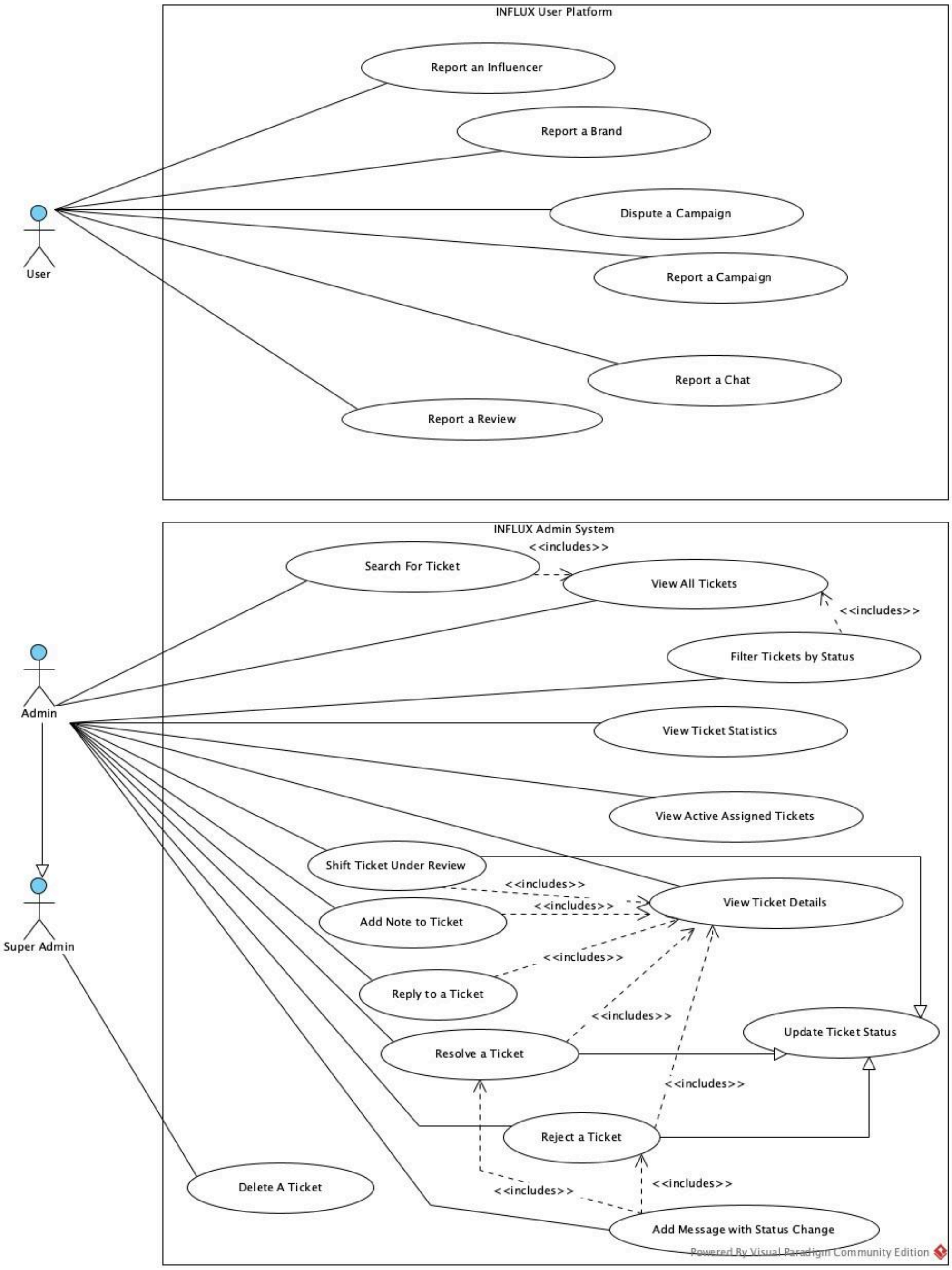


Figure 5.4.2.1 - UML Use Case Diagram (Functional Module D)

5.4.3 Use Case Descriptions

Use Case Name	**Assign a Ticket (G.2.11)**
Description	An Admin wants to assign a ticket to another admin
Actors	Admin
Triggers	A new ticket has been created that is unassigned
Goals	To ensure that there is an admin responsible for the ticket
Preconditions	A Ticket must have been created in the form of either a Report/Dispute from the User Ticket has not be marked as “Resolved” or “Rejected” yet
Postconditions	The ticket will be assigned to the selected admin and visible under their assigned tickets tab
Extension Points	NIL
Basic Course	1. Include (View Ticket Details) 2. Admin clicks on the “Assign to an Admin” button on the bottom of the Popup 3. System checks if there has already been an assigned admin 4. The System loads a Popup with a dropdown list of all the admins on the system 5. Admin clicks on the dropdown 6. Admin selects the desired Admin’s name from the dropdown list 7. Admin clicks on the “Confirm” button to confirm their selection 8. System checks if the selected admin has already been assigned to this Ticket 9. System sets the selected admin to the Ticket 10. System sends a popup confirming the successful assignment
Alternative Courses	NIL
Exceptional Courses	3a. Ticket has already been assigned 1. Dropdown list will default the selection to the currently assigned admin

	8a. Ticket is assigned to the same admin 1. System sends a popup informing the admin that the ticket has already been assigned to the selected admin

Table 5.4.3.1 - Use Case Description 1 (Functional Module D)

Use Case Name	Resolve A Ticket (G.2.9)
Description	Upon resolution of a ticket, the admin wants to mark a ticket as “Resolved”
Actors	Admin
Triggers	A ticket has been created that has been resolved by the Admin
Goals	To mark a ticket as resolved and inform the user of the resolution of their raised ticket
Preconditions	A Ticket must have been created in the form of either a Report/Dispute from the User
Postconditions	Ticket is marked as Resolved and the user is informed via email
Extension Points	NIL
Basic Course	1. Include (View Ticket Details) 2. Admin clicks on the dropdown beside the Ticket’s Status 3. Admin selects the “Resolved” Status 4. The System loads a Popup asking the admin to confirm if they want to change the Ticket Status to “Resolved” 5. Admin clicks on the “Confirm” button 6. System registers the confirmation and opens a popup with a Textbox for any message to the user 7. Admin types in a message in the Textbox and clicks “Confirm” 8. System registers the confirmation and sends an email with the message to the user who raised the ticket
Alternative Courses	4a. Admin clicks “Cancel” on the Popup 1. Admin is taken back to the List of Tickets 6a. Admin clicks “Cancel” on the Popup 1. Admin is taken back to the List of Tickets
Exceptional Courses	NIL

Table 5.4.3.2 - Use Case Description 2 (Functional Module D)

Use Case Name	Report an Influencer (B.1.7)
Description	A Ticket is created from a report that is sent by a User regarding another User's actions or information
Actors	User
Triggers	User enters the desired user's profile to report the user
Goals	To create a ticket to request for the Admin to undertake administrative actions towards the desired user
Preconditions	User must have a user account (Brand/Influencer) within the Influx system and is logged in Reported User must have a user account (Brand/Influencer) within the Influx system and is not deactivated
Postconditions	Ticket is created with information of the Report details
Extension Points	NIL
Basic Course	1. Include (View Influencer/Brand Profile) 2. User clicks on the "Report" button on the profile 3. The System loads a Popup with inputs for Report Categories, Textbox and attachments 4. The user selects the report category 5. The user types in their report in the Textbox 6. The user attaches screenshots and images to accompany their report 7. The user clicks on the "Submit" button 8. The System creates a ticket with the accompanying report category, report message as well as images
Alternative courses	NIL
Exceptional Courses	NIL

Table 5.4.3.3 - Use Case Description 3 (Functional Module D)

5.4.4 UML Class Diagram

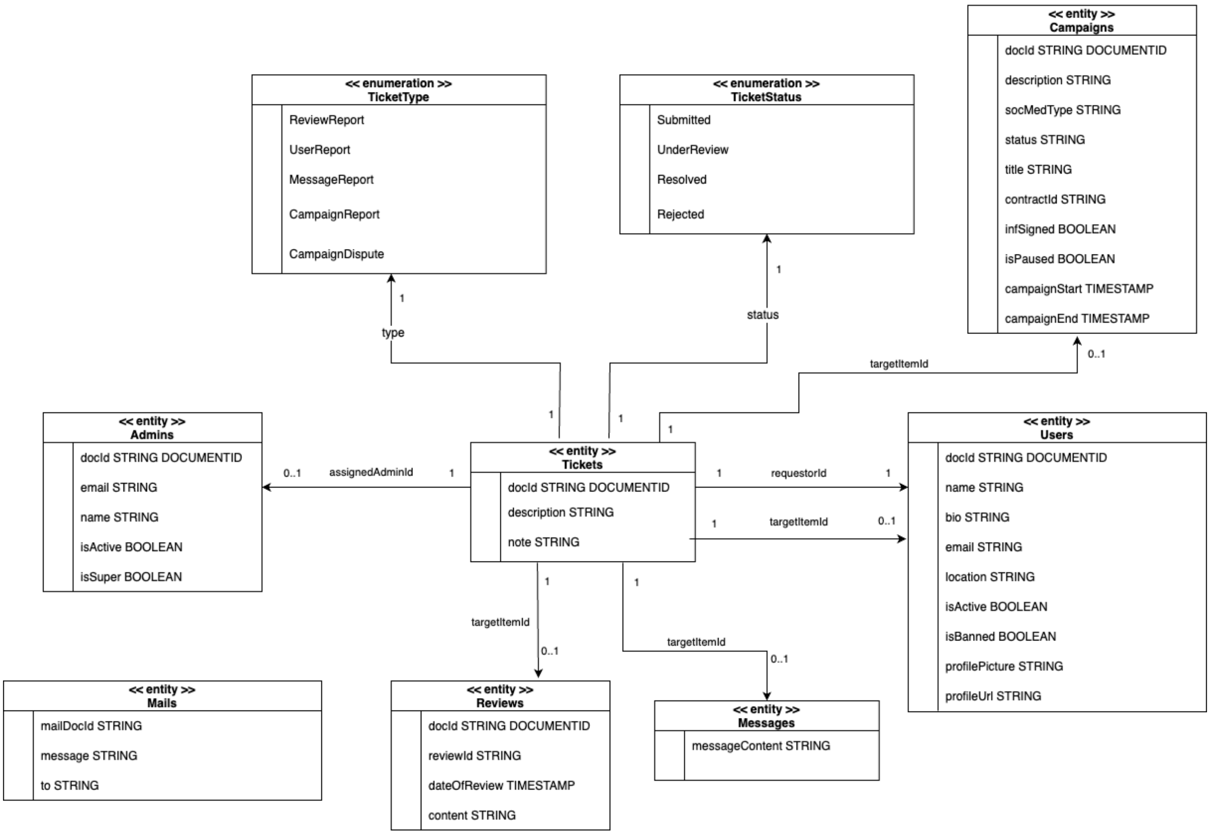


Figure 5.4.4.1 - UML Class Diagram for Entity Classes (Functional Module D)

5.4.5 UML Sequence Diagram

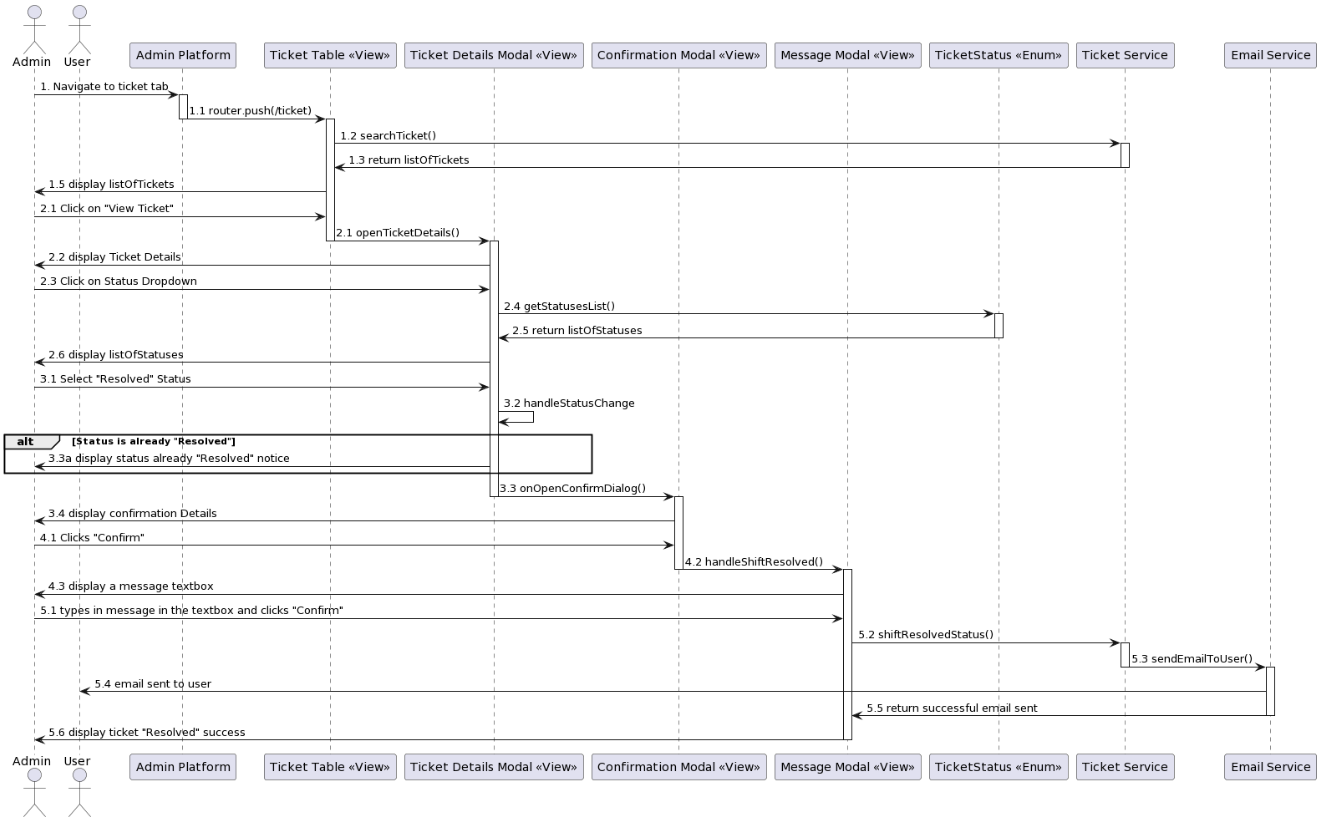


Figure 5.4.5.1 - UML Class Diagram for Entity Classes (Functional Module D)

5.5 Functional Module E

5.5.1 Underlying modules

Influencer Profile Management Module (B.1) / Brand Profile Management Module (B.2) / Social Media Management Module (B.4) / Profile General Management Module (B.5)

5.5.2 UML Use Case Diagram

Figure 5.5.2.1 - UML Use Case Diagram (Functional Module E)

5.5.3 Use Case Descriptions

Use Case Name	**Create influencer Profile (B.1.1)**
Description	A newly signed up influencer will be required to create their profile before being able to use the platform and begin their journey.
Actors	Influencer
Triggers	An influencer has signed up on the platform and wishes to use INFLUX’s features.
Goals	The influencer’s profile will be created
Preconditions	Influencer has signed up with email for influencer or signed up with google and has not created a profile before.
Postconditions	Influencer’s profile will be created.
Extension Points	NIL
Basic Course	1. Influencer logs into the INFLUX account 2. System checks if TempUser exists using the user’s uid. 3. System redirects Tom to create an influencer profile. 4. Influencer uploads a profile picture by clicking on “choose file”, and selects the profile picture to be uploaded. 5. Influencer clicks “Upload” to upload the selected profile picture. 6. System will reflect the uploaded profile picture. 7. Influencer enters and selects his new profile details: a. Full Name (Input) b. Bio (Input) c. Gender (Dropdown) d. Location (Dropdown) e. Date of Birth (Dropdown) f. Preferred languages (Multi-Select) 8. Influencer clicks on “Submit” 9. System deletes TempUser document of this influencer.

	10. System creates an Influencer and User document of the influencer with the profile details. 11. System will automatically redirect the user to the "Marketplace" tab upon successful profile creation.
Alternative courses	NIL
Exceptional Courses	2a. System detects that TempUser does not exist: 1. System automatically redirects the user to the marketplace.

Table 5.5.3.1 - Use Case Description 1 (Functional Module E)

Use Case Name	**Add a social media link (B.4.1)**
Description	Influencer is able to add a social media account and link it to its influencer profile
Actors	Influencer
Triggers	Influencer wishes to integrate his or her social media account with the platform.
Goals	Influencer links his or her social media account such that brands are able to view his or her social media content on the influencer's profile feed.
Preconditions	Influencer has an existing public social media account on Instagram or Youtube, and also signed in on INFLUX.
Postconditions	Influencer's social media account is being linked with its profile.
Extension Points	NIL
Basic Course	1. Influencer selects his profile tab from the homepage view. 2. System automatically redirects Influencer to his influencer profile page using the influencer's uid. 3. Influencer clicks on the "Edit Social Media" button. 4. System displays a pop up dialog showing the list of available social media platforms he can link his profile with. 5. Influencer clicks on the "instagram" button. 6. System automatically redirects Influencer to Instagram's login page. 7. Influencer signs in with this instagram login credentials. 8. System receives a confirmation response from instagram, and automatically redirects back to Influencer's profile page, and displays Influencer's instagram posts on the feed.
Alternative courses	NIL
Exceptional Courses	7a. If Influencer social media account is not public:

	1. System will not allow Influencer to proceed as the account is private. (An influencer has to set his social media account to be public)

Table 5.5.3.2 - Use Case Description 2 (Functional Module E)

Use Case Name	**Edit brand ambassadors visibility (B.2.8)**
Description	Brand shows or hides brand ambassadors from brand profile page
Actors	Brand
Triggers	Brand wants to hide its ambassadors from public view.
Goals	Brand is able to choose to manage its privacy and confidentiality depending on its preference to display the full list of influencer partners.
Preconditions	Brand has logged in and also previously completed a campaign partnership with an influencer.
Postconditions	Brand ambassadors (Influencers that have previously completed a campaign with the brand) wil be hidden from or shown on the brand profile page.
Extension Points	NIL
Basic Course	1. Brand selects the “Settings” tab on the homepage. 2. System will automatically redirect to the settings page, fetching the current settings of the brand. 3. Brand user toggles “Show Brand Ambassadors” off 4. System will update the toggle status to false, and the list of team ambassadors will be hidden from view on the profile page.
Alternative courses	NIL
Exceptional Courses	NIL

Table 5.5.3.3 - Use Case Description 3 (Functional Module E)

5.5.4 UML Class Diagram

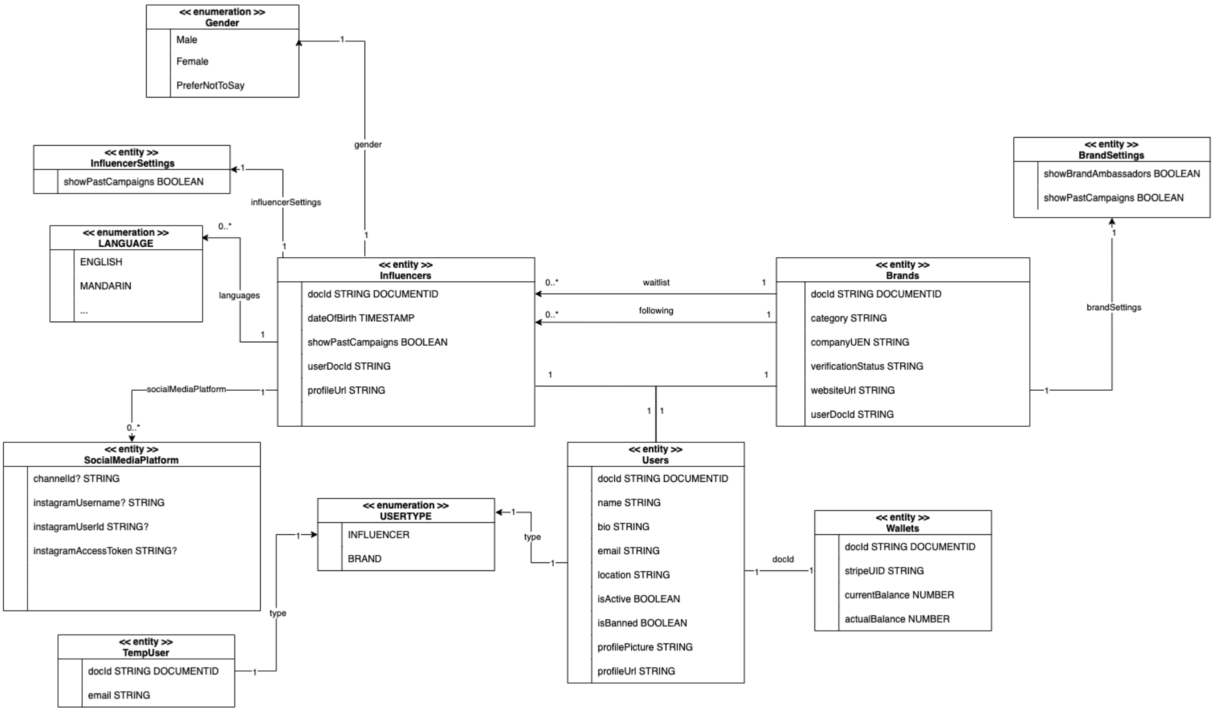


Figure 5.5.4.1 - UML Class Diagram for Entity Classes (Functional Module E)

5.5.5 UML Sequence Diagram

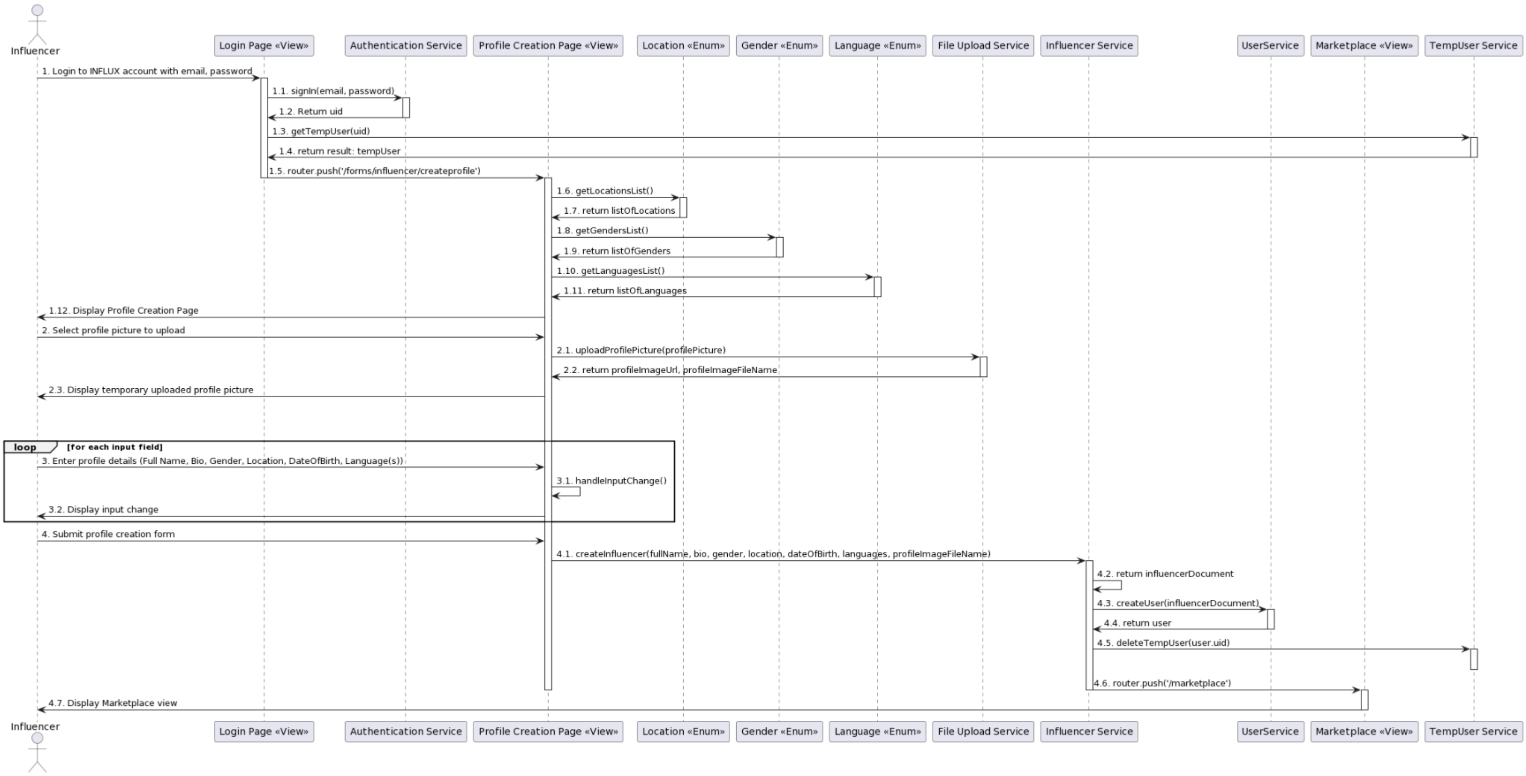


Figure 5.5.5.1 - UML Sequence Diagram for Create Influencer Profile (Functional Module E)

5.6 Functional Module F

5.6.1 Underlying modules

Search and Filtering Module (A.2)

Discovery Dashboard Module (A.1)

Brand Waitlist Management Module (B.3)

5.6.2 UML Use Case Diagram

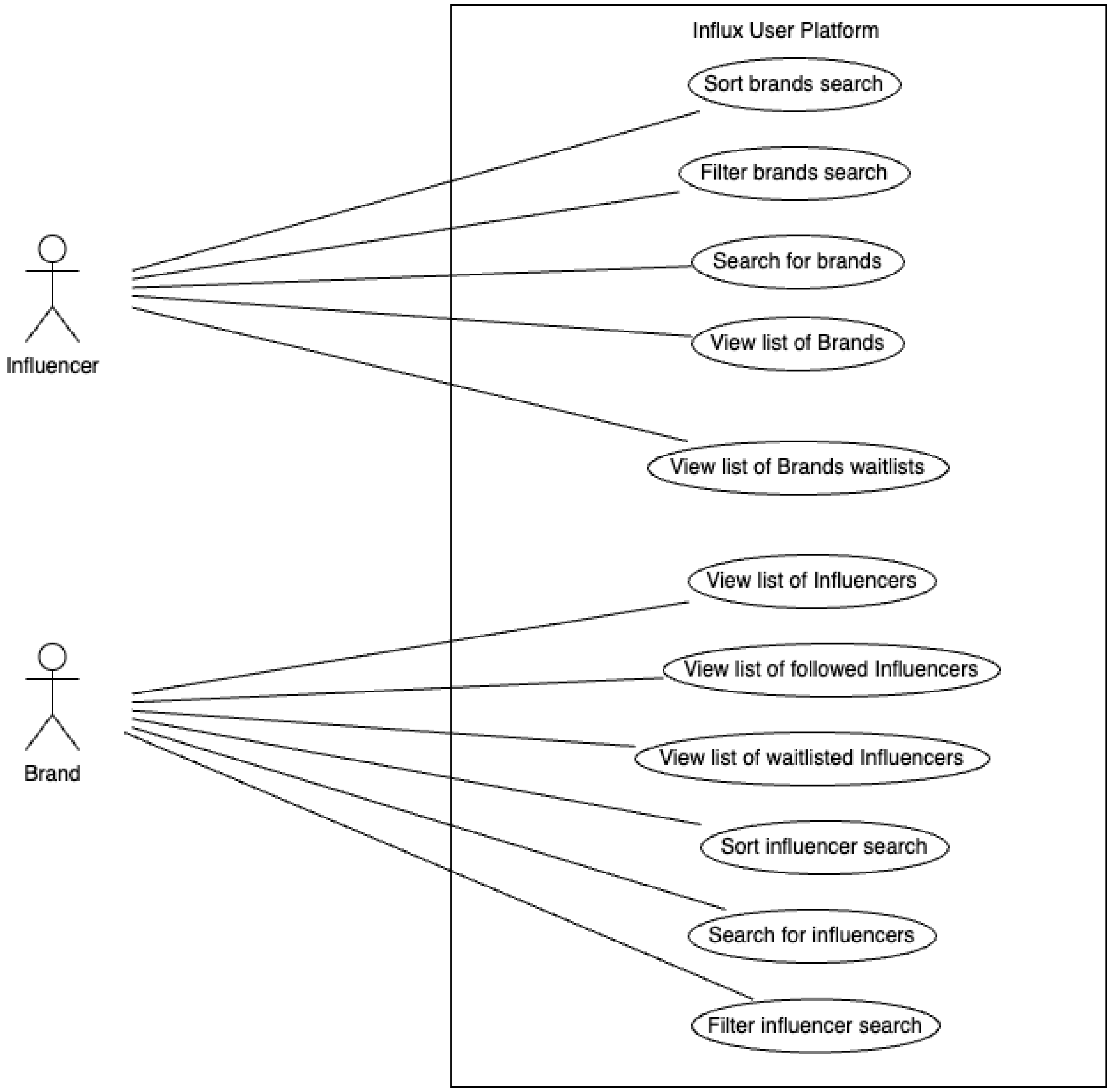


Figure 5.6.2.1 - UML Use Case Diagram (Functional Module F)

5.6.3 Use Case Descriptions

Use Case Name	**Search for Influencers (A.2.1)**
Description	Brands use the system to search for influencers by their name, username, or keywords in their biography. The system displays the results in a paginated format.
Actors	Brand
Triggers	Brand wants to find potential influencers for marketing purposes.
Goals	Brand will be able to find influencers that match their search criteria.
Preconditions	Brand must be logged in.
Postconditions	A list of influencers matching the search criteria is displayed.
Extension Points	NIL
Basic Course	1. Brand logs into the system and navigates to the influencer search function. 2. Brand inputs a name, username, or bio keywords into the search field. 3. Brand initiates the search by clicking the "Search" button or by hitting Enter. 4. Brand uses inputs values into the following fields based on their search criteria: a. Country of residence b. Language(s) c. Gender d. Age Range e. Social Media Platforms 5. Brand selects between sort options: a. Alphabetically b. Age 6. Brand initiates the filter and sort by clicking the "Apply Sort & Filter" button.

	7. System processes the search query and displays a list of influencers matching the criteria. 8. Brand can navigate through the paginated search results.
Alternative courses	NIL
Exceptional Courses	NIL

Table 5.6.3.1 - Use Case Description 1 (Functional Module F)

Use Case Name	Filter Influencer Search (A.2.2)
Description	Brands filter search results of influencers based on specific criteria such as age, gender, location, and social media platforms to find the most relevant profiles.
Actors	Brand
Triggers	Brand wants to refine search results to find influencers that meet specific criteria.
Goals	Brand will be able to narrow down the list of influencers to those that fit precise filtering parameters.
Preconditions	Brand must be logged in. The initial search must have been performed to provide results to filter.
Postconditions	A filtered list of influencers is displayed based on the selected criteria. The search results remain paginated and more relevant to the Brand's preferences.
Extension Points	NIL
Basic Course	1. Brand performs an initial search for influencers. 2. Brand selects filtering options such as age, gender, location, and social platforms. 3. Brand applies the filters to the search results. 4. System processes the filters and updates the list of influencers to display only those that match the criteria. 5. Brand views the updated, filtered list.
Alternative courses	NIL
Exceptional Courses	NIL

Table 5.6.3.2 - Use Case Description 2 (Functional Module F)

Use Case Name	**Sort Influencer Search (A.2.3)**
Description	Brands sort the list of influencers based on metrics like engagement, follower count, and number of completed campaigns in either ascending or descending order.
Actors	Brand
Triggers	Brand wants to order search results based on specific performance metrics to identify the most suitable influencers for their campaigns.
Goals	Brand will be able to sort the list of influencers to prioritize them according to specific metrics of interest.
Preconditions	1. Brand must be logged in. 2. There must be a list of influencers already displayed from a search or filter operation.
Postconditions	The displayed list of influencers is sorted according to the selected metric and order.
Extension Points	NIL
Basic Course	1. Brand has a list of influencers displayed from a search or filter operation. 2. Brand selects a sorting parameter such as engagement, followers, or completed campaigns. 3. Brand chooses the order of sorting: ascending or descending. 4. System reorders the list of influencers based on the selected sorting parameter and order. 5. Brand views the re-ordered list, which helps in making a decision on potential influencers to engage.
Alternative courses	NIL
Exceptional Courses	NIL

Table 5.6.3.3 - Use Case Description 3 (Functional Module F)

5.6.4 UML Class Diagram

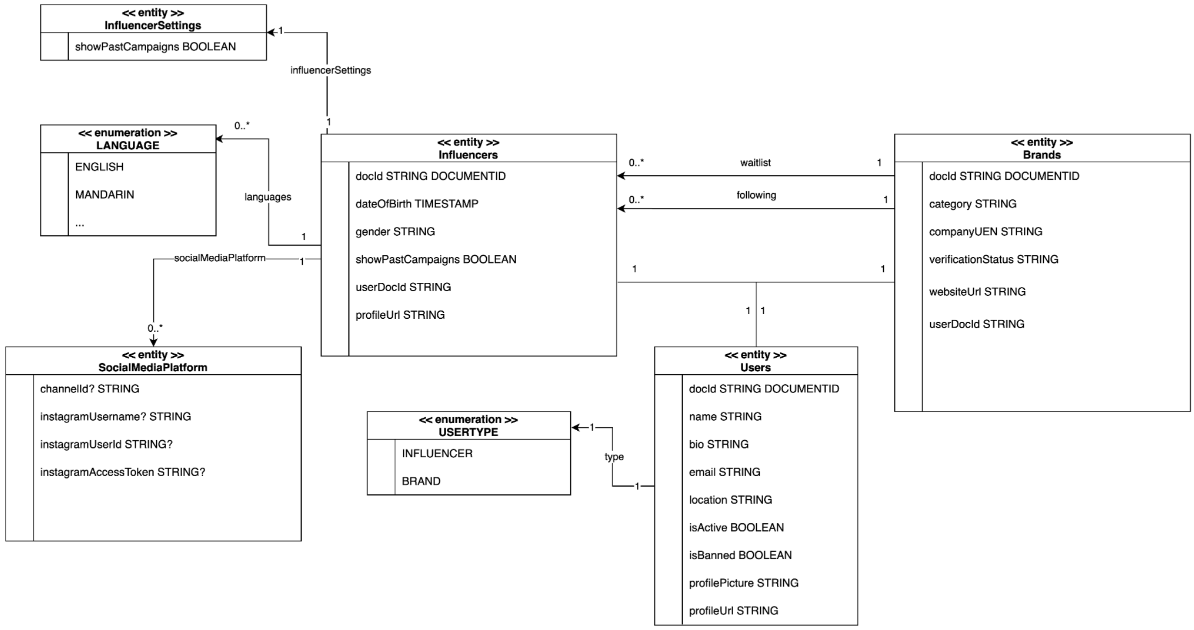


Figure 5.6.4.1 - UML Class Diagram for Entity Classes (Functional Module F)

5.6.5 UML Sequence Diagram

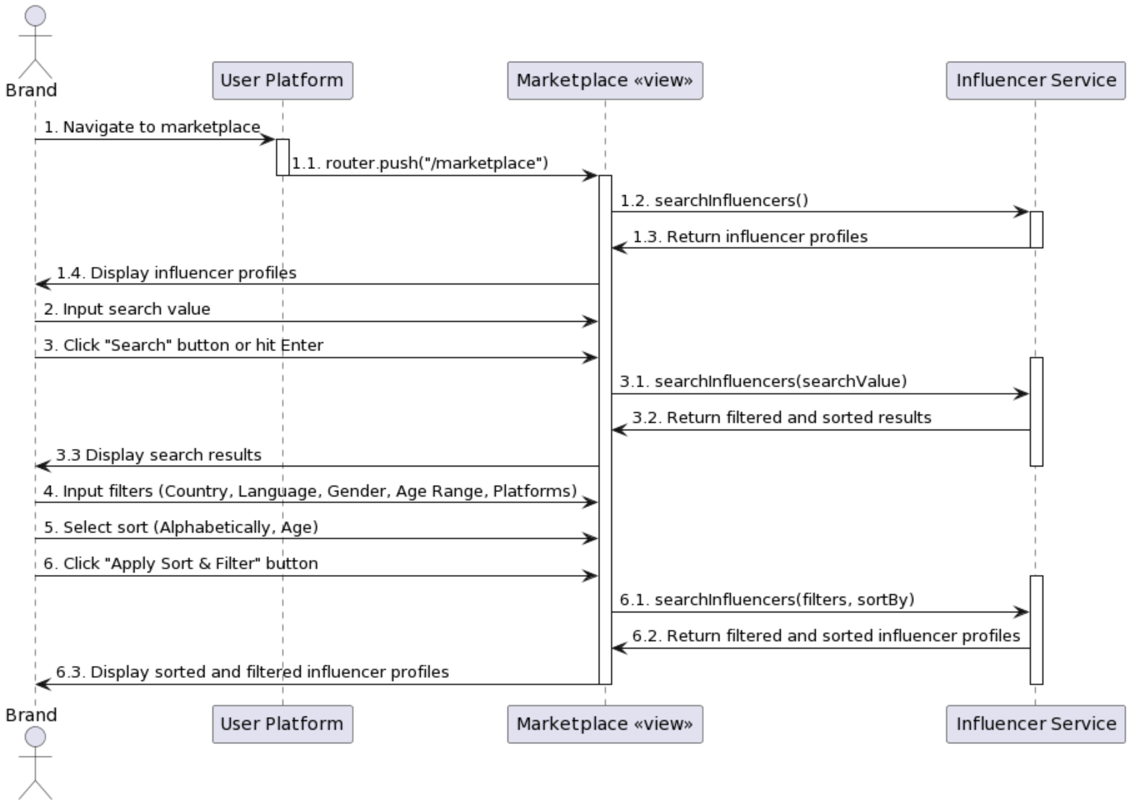


Figure 5.6.5.1 - UML Sequence Diagram for Search for Influencer (Functional Module F)

5.7 Functional Module G

5.7.1 Underlying modules

Campaign View Module (E.1) / Offer Management Module (E.2) / Contract Management Module (E.3) / Task Management Module (E.4) / Campaign Control Module (G.4)

5.7.1 UML Use Case Diagram

Figure 5.7.1.1 - UML Use Case Diagram (Functional Module G)

5.7.2 Use Case Description

Use Case Name	**Make a Campaign Offer**
Description	Brand offers their preferred Influencer a Campaign.
Actors	Brand.
Triggers	Brand wants to work on a Campaign with an Influencer.
Goals	Influencer receives the Campaign offer to work with the Influencer.
Preconditions	1. Brand has been verified and Influencer exists in the Marketplace. 2. Brand is in the 'My Campaigns' tab. 3. Brand has created a Campaign that is in the 'Ready' status.
Postconditions	1. Campaign offer status update to 'Offer' 2. Influencer shows on the Campaign card. 3. Offer email sent to the Influencer.
Extension Points	NIL
Basic Course	1. (Includes 'Create Campaign') 2. Brand presses the 'Ready' tab. 3. Brand selects the 'Ready' Campaign card is shown on the 'My Campaigns' tab. 4. Brand clicks on the 'Offer' button on the new Campaign Card. 5. A pop up shows up for the Brand to select the Influencer that they want to work with. 6. Brand clicks the 'Submit' button to confirm the choice. 7. System sends the offer to the Influencer. 8. System sends an offer email to the Influencer email. 9. System updates the Campaign status to 'Offer.'
Alternative Courses	NIL
Exceptional Courses	NIL

Table 5.7.2.1 - Use Case Description 1 (Functional Module G)

Use Case Name	**Create a Campaign**
Description	Brand creates a new Campaign.
Actors	Brand
Triggers	Brands want to create a new campaign to be offered in the future,
Goals	The new Campaign is ready to be offered.
Preconditions	1. Brand is logged in to the system. 2. Brand is in the 'My Campaigns' tab.
Postconditions	1. New Campaign appears in the 'My Campaigns' tab.
Extension Points	NIL
Basic Course	1. Brand presses the 'Create a Campaign' button. 2. System redirects to the 'Create a Campaign' page. 3. Brand keys in all the personalised and specific details for the campaign such as: a. Campaign Title b. Campaign Description c. Campaign Start and End Date d. Tasks: Title, Description, Initial Payment i. Milestones: Title, Milestone Type, Incentives 4. Once filled, the Brand presses 'Submit' once everything is filled. 5. System checks for the validation, such as enough balance to be escrowed. 6. Brand is redirected to the 'My Campaigns' page and able to view the new Campaign card with status 'Ready.'
Alternative Courses	5a. Validation error detected. Brand changes the error values: 1. Brand makes changes to the error values. 2. Continue to step 4.
Exceptional Courses	NIL

Table 5.7.2.2 - Use Case Description 2 (Functional Module G)

Use Case Name	Add Drafts
Description	Influencer adds a Draft to a task.
Actors	Influencer
Triggers	Influencer wants to upload a Draft to a task.
Goals	Brand receives the draft in the Campaign.
Preconditions	1. Influencer is logged in. 2. Campaign is 'Active' and has Tasks. 3. Influencer is in the Campaign Details page of the Campaign he/she is working.
Postconditions	1. Draft is uploaded in the Campaign Task.
Extension Points	NIL
Basic Course	1. Influencer selects the Task from the task tabs. 2. System retrieves and displays a list of drafts that has been previously added. 3. Influencer views a list of all drafts in a table. 4. Influencer press the 'Add' button. 5. System displays a pop up for the influencer to add the draft details. 6. Influencer enters the Draft Name and also the Media URL in the input field. 7. Influencer presses 'Save' to confirm the addition of draft. 8. System updates the latest draft addition into the Recent Drafts table showing the Draft name, Media link icon, Upload date, Approved status, and a View comment icon.
Alternative Courses	2a. If there are no existing drafts: 1. Systems displays "No drafts available"
Exceptional Courses	NIL

Table 5.7.2.3 - Use Case Description 3 (Functional Module B.2.11)

Use Case Name	Pause A Campaign
Description	Admin pauses a campaign that is under dispute or reported when there
Actors	Admin
Triggers	A ticket is created for a campaign that requires further investigation from the Admin
Goals	No further actions can be done on the Campaign while it is being paused
Preconditions	1. There is a campaign created that is currently Active 2. There is a ticket raised for the campaign
Postconditions	1. Campaign Pause Date is set to the currentDate 2. Campaign is locked from the frontend and the influencer and brands are unable to access it
Extension Points	NIL
Basic Course	1. Includes (View All Campaigns) 2. Admin clicks on the “View A Campaign” button on the desired campaign 3. System displays a popup with the details of the Campaign 4. Admin clicks on the “Pause Campaign” button on the bottom right of the screen 5. System displays a confirmation popup confirming the Admin’s actions 6. Admin clicks on the “Confirm” button 7. System sets the Campaign “Pause Date” field as the current date 8. System sends a popup notifying the admin that the campaign has been successfully paused
Alternative Courses	NIL
Exceptional Courses	NIL

Table 5.7.2.4 - Use Case Description 4 (Functional Module G.4.7)

5.7.3 UML Class Diagram

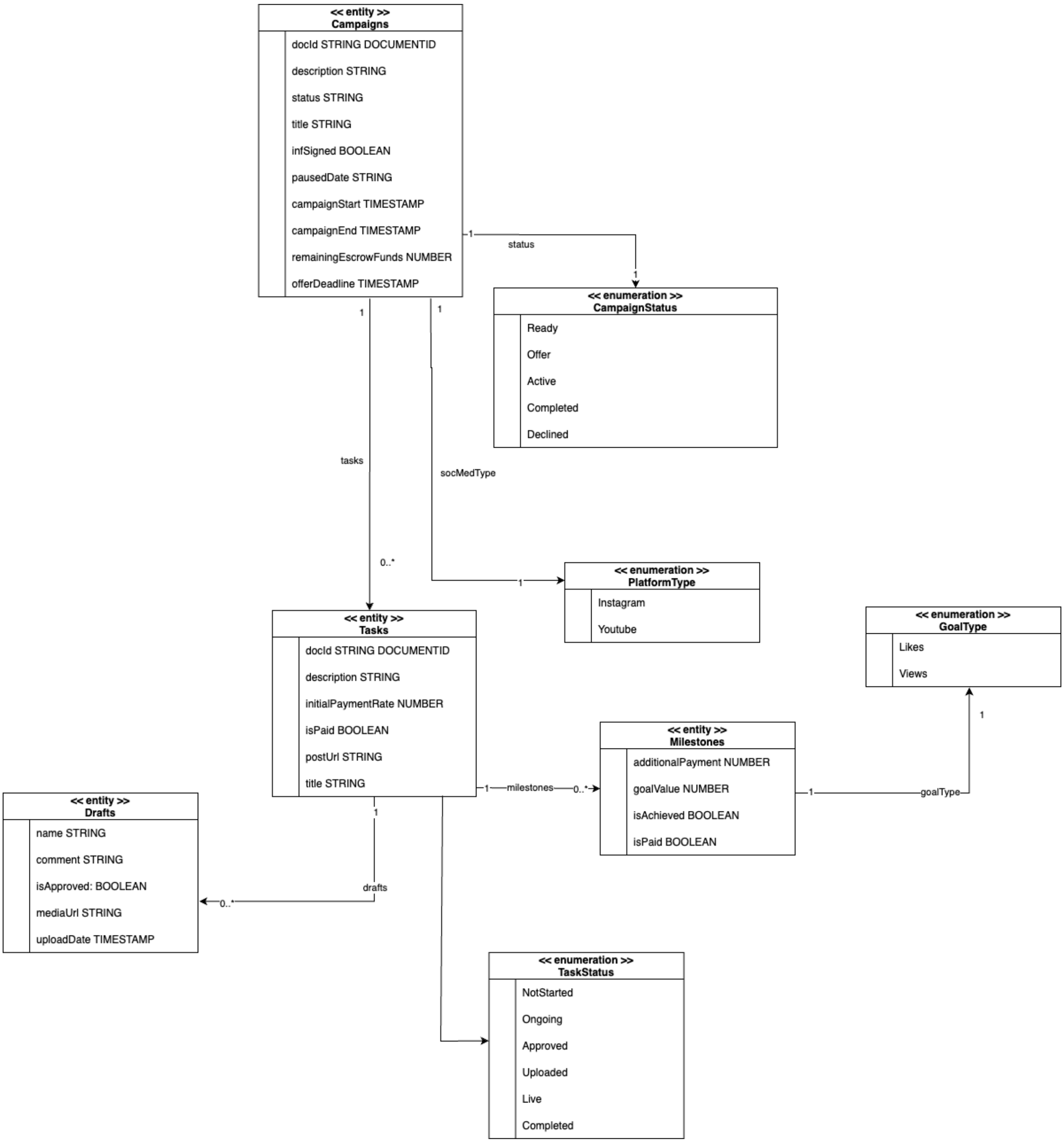


Figure 5.7.3.1 - UML Class Diagram for Entity Classes (Functional Module G)

5.7.4 UML Sequence Diagram

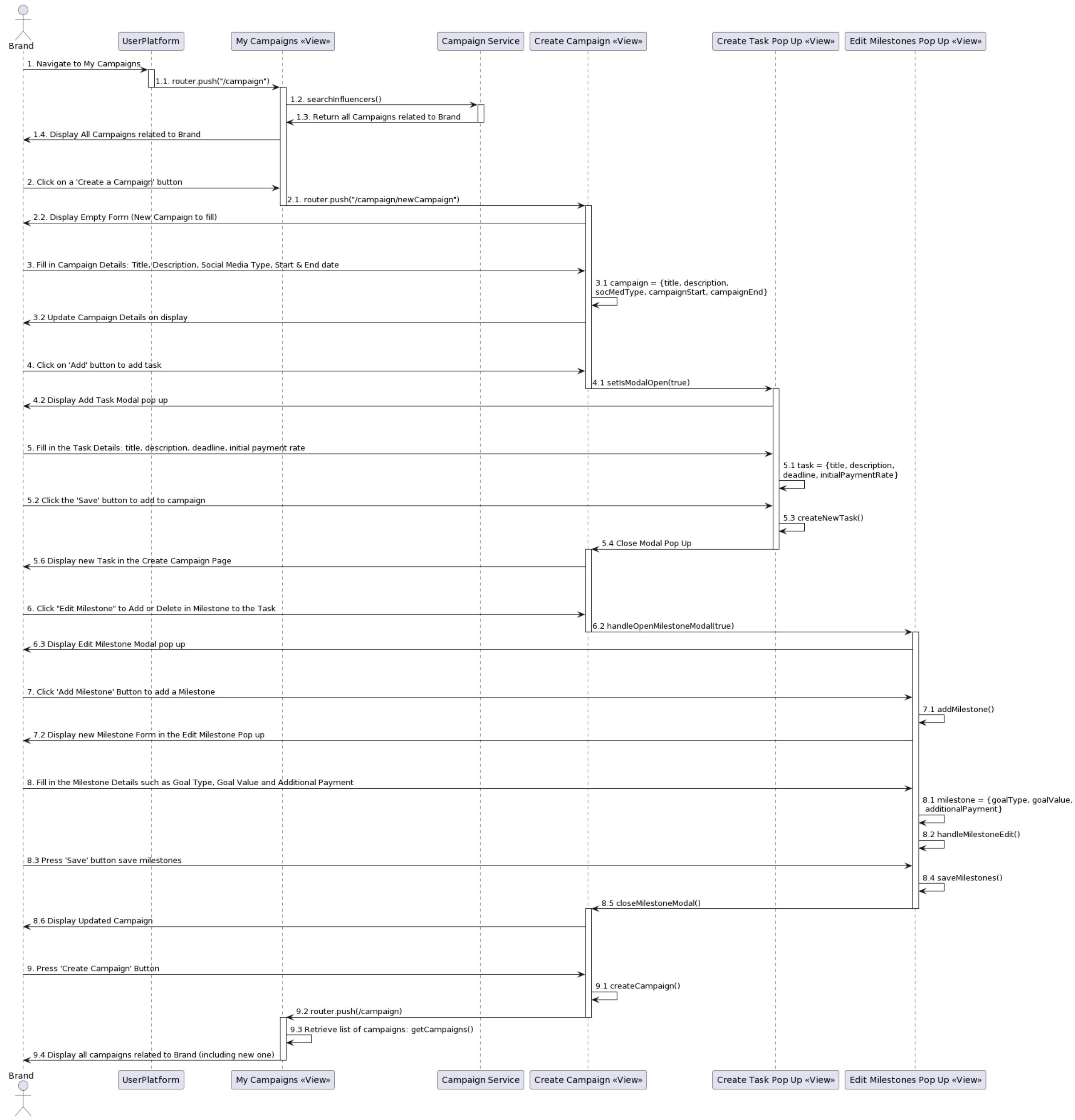


Figure 5.7.4.1 - UML Sequence Diagram for Create A Campaign (Functional Module G)

5.8 Functional Module H

5.8.1 Underlying modules

Text Messaging Module (D.1)

5.8.2 UML Use Case Diagram

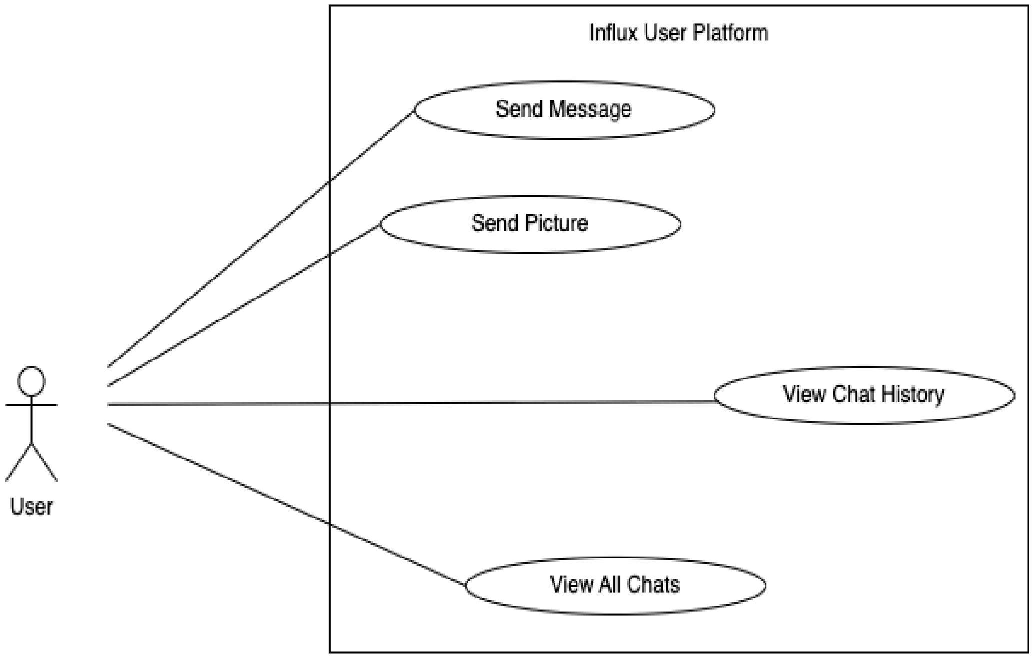


Figure 5.8.2.1 - UML Use Case Diagram (Functional Module H)

5.8.3 Use Case Descriptions

Use Case Name	**Send Message (D.1.1)**
Description	A brand or influencer can send a message to each other.
Actors	User
Triggers	User accesses the platform to send a message to another user to chat on prospective or ongoing partnerships
Goals	A brand is able to engage in conversation with another influencer and vice versa on the platform.
Preconditions	The user must be logged in. There must be an Influencer for the Brand to be able to reach out to and have a conversation with, and vice versa.
Postconditions	A message is being sent
Extension Points	NIL
Basic Course	1. The Brand clicks an influencer from the marketplace tab. 2. System will automatically redirect to that influencer's profile page, and fetch the influencer's information. 3. The Brand clicks on the 'Message' button on the influencer profile page. 4. System will automatically redirect to the chat conversation with that influencer 5. Brand enters a message into the message input field. 6. Brand click on "Send" to deliver the message to the influencer. 7. System delivers the message to the other user, and the sent message can be seen in the chat conversation.
Alternative courses	4a. If there is an existing chat history: 1. The Brand will be able to view the whole past conversation with that influencer.
Exceptional Courses	NIL

Table 5.8.3.1 - Use Case Description 1 (Functional Module H)

Use Case Name	**Send Picture (D.1.2)**
Description	A brand or influencer can send pictures to each other.
Actors	User
Triggers	The Brand accesses the platform to send an image to an influencer to provide a sample of a past campaign, and vice versa.
Goals	A Brand is able to send images as part of their conversation with another influencer and vice versa on the platform.
Preconditions	The user must be logged in. There must be an Influencer for the Brand to be able to reach out to and have a conversation with, and vice versa.
Postconditions	A image message is being sent
Extension Points	NIL
Basic Course	1. The Brand clicks an influencer from the marketplace tab. 2. System will automatically redirect to that influencer's profile page. 3. The Brand clicks on the 'Message' button on the influencer profile page. 4. System will automatically redirect to the chat conversation with that influencer 5. Brand clicks on the "Upload Image" button. 6. System redirects to the local file directory. 7. Brand selects an image from his/her local file directory. 8. Brand selects "open" on the file directory. 9. System sends the image to the other user, and the image message can be seen in the chat conversation.
Alternative courses	4a. If there is an existing chat history: 1. The Brand will be able to view the whole past conversation with that influencer.
Exceptional Courses	NIL

Table 5.8.3.2 - Use Case Description 2 (Functional Module H)

Use Case Name	**View Chat History (D.1.3)**
Description	A Brand or Influencer can check their past chat history for ease of management of their past conversation and respond accordingly.
Actors	User
Triggers	The Brand accesses the platform to view the past chat conversation and understand the context with the influencer, and vice versa.
Goals	The Brand is able to understand and view the discussion and conversation with another influencer, and vice versa.
Preconditions	The user must be logged in. There must be an Influencer for the Brand to be able to reach out to and have a conversation with, and vice versa. There must have been an existing conversation.
Postconditions	The chat history will be displayed with previous message history shown
Extension Points	NIL
Basic Course	1. The Brand clicks the Influencer he/she has previously spoken with from the marketplace tab. 2. System will automatically redirect to that Influencer's profile page. 3. The Brand clicks on the 'Message' button on the Influencer profile page. 4. System will automatically redirect to the chat conversation with that Influencer.
Alternative courses	If there are no existing chat history: 1. The Brand will not be able to see any message in the chat room with the other Influencer and only an empty chatroom, and vice versa.
Exceptional Courses	NIL

Table 5.8.3.3 - Use Case Description 3 (Functional Module H)

Use Case Name	**View All Chats (D.1.4)**
Description	A Brand or Influencer can view all their past and ongoing conversations with other Influencers or Brands respectively.
Actors	User
Triggers	A Brand or Influencer wants to access all their chats
Goals	The Brand or Influencer is able to easily access and manage their past conversation with other users and respond accordingly if unread.
Preconditions	The user must be logged in.
Postconditions	List of chats is displayed with the name of the users as well as the last message that was sent
Extension Points	NIL
Basic Course	1. The Brand user or Influencer clicks on the "Message" tab to view a list of all existing chats. 2. System will automatically redirect to the list of all chats with other users.
Alternative courses	NIL
Exceptional Courses	2a. If there are no existing conversations: 1. The brand user or influencer will not see any chats in the list of the "Message" tab.

Table 5.8.3.4 - Use Case Description 4 (Functional Module H)

5.8.4 UML Class Diagram

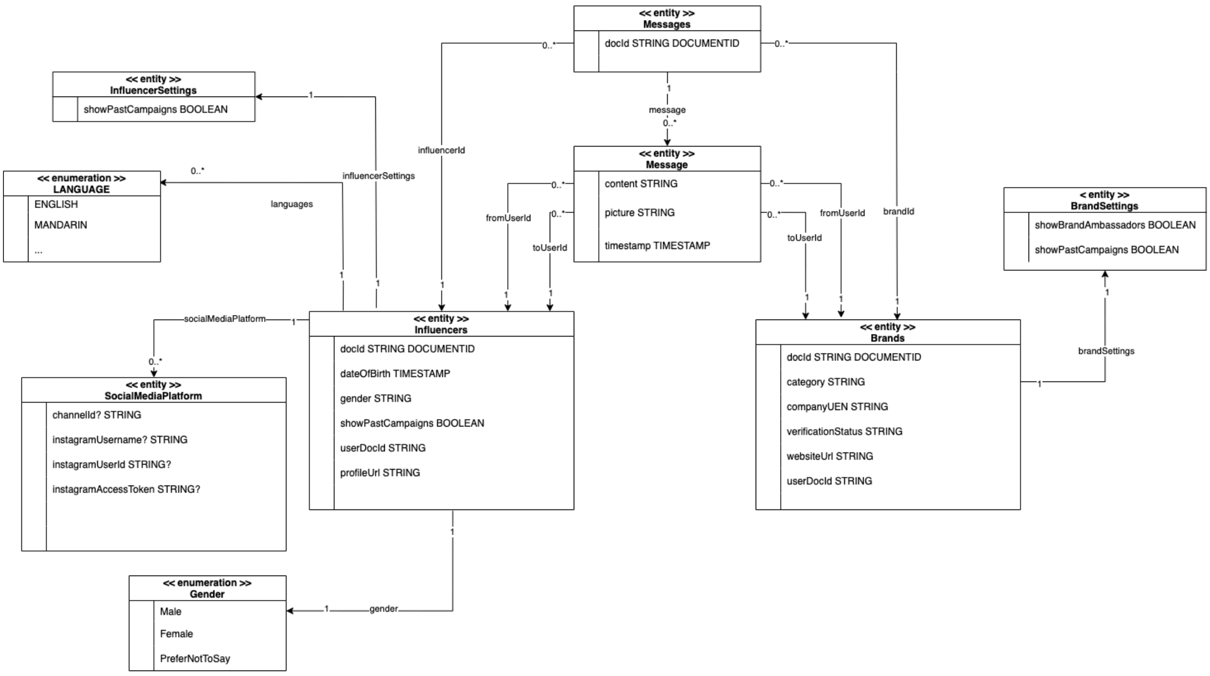


Figure 5.8.4.1 - UML Class Diagram for Entity Classes (Functional Module H)

5.8.5 UML Sequence Diagram

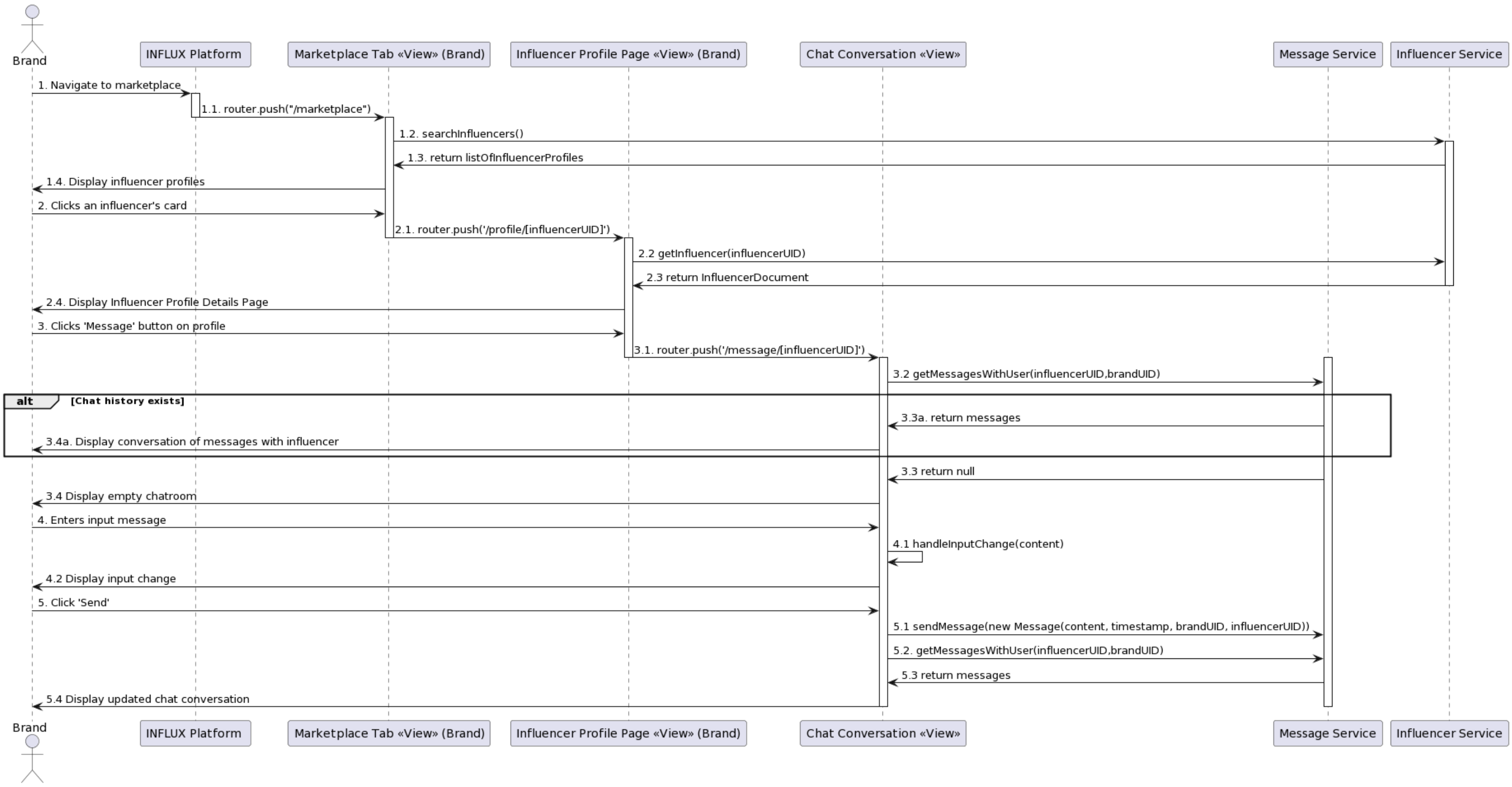


Figure 5.8.5.1 - UML Sequence Diagram for Entity Classes (Functional Module H)

5.9 Functional Module I

5.9.1 Underlying Modules

User Insights Management Module (C.2) / Financial Reporting and Analytics Module (F.4) / Admin Analytics Module (H.1)

5.9.2 UML Use Case Diagram

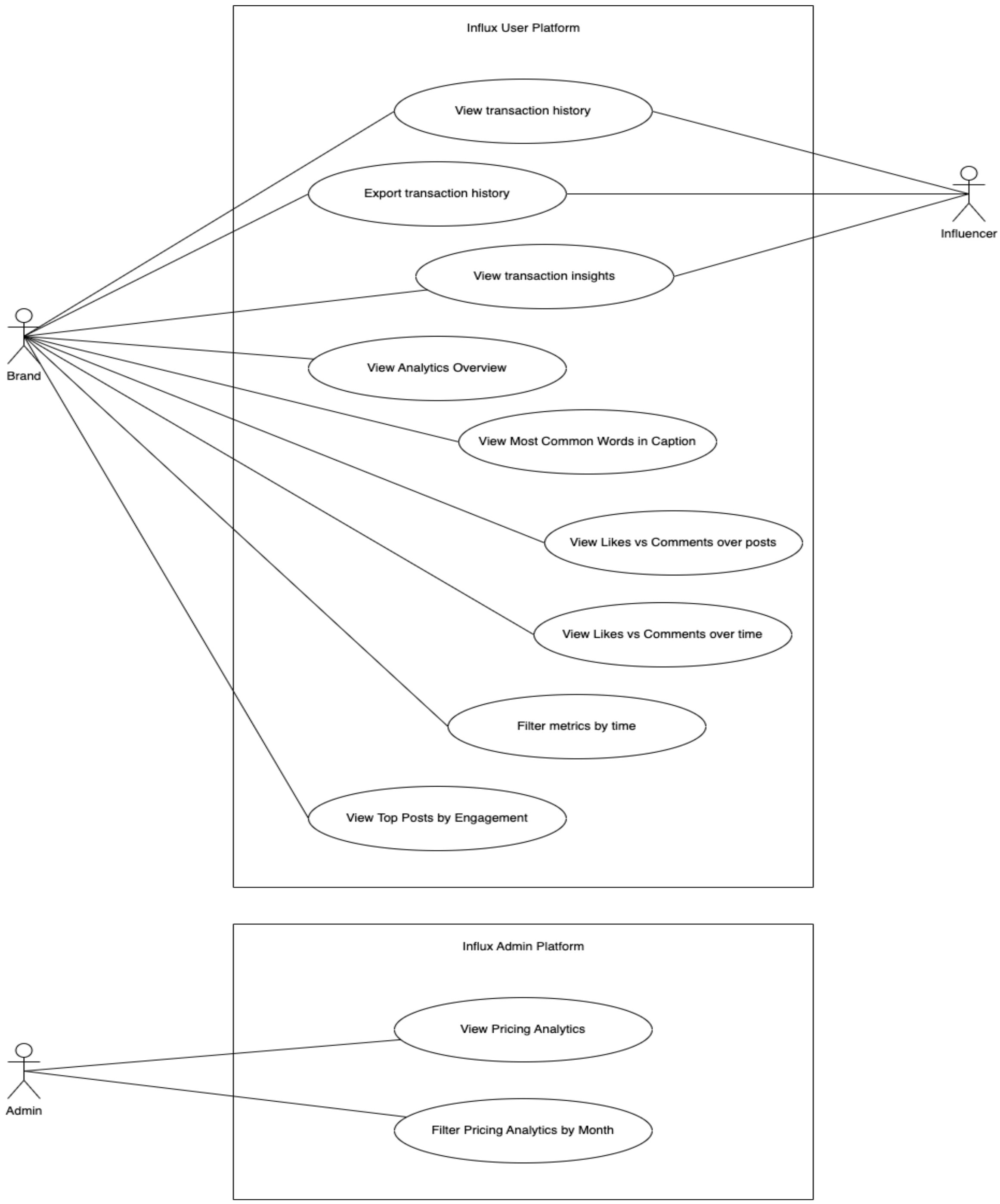


Figure 5.9.2.1 - UML Use Case Diagram (Functional Module I)

5.9.3 Use Case Description

Use Case Name	**View Analytics Overview (C.2.1)**
Description	Brand views Influencer on Marketplace and navigates to the profile page of the Influencer. They select the Insights tab. Upon selecting the tab, Brand can view the Analytics Overview of the Influencer's Instagram.
Actors	Brand
Triggers	Brand wishes to gain more insight about the Influencer's social media activity.
Goals	Brand views the analytics overview of the Influencer's Instagram.
Preconditions	1. Brand is logged in. 2. Influencer has added their Instagram account to their profile. 3. Influencer's Instagram account is public.
Postconditions	1. Brand is able to view the Analytics Overview of the Influencer's Instagram.
Extension Points	NIL
Basic Course	1. Brand views Influencer on Marketplace. 2. Brand clicks on the Influencer. 3. System leads Brand to Influencer's profile page. 4. Brand selects the Insights tab. 5. System leads Brand to Influencer's Insights page. 6. Brand is able to view Analytics Overview of Influencer's Instagram.
Alternative Courses	6a. Influencer has not added their Instagram account to their profile. 1. System will display "No Insights available." message. 6b. Influencer has not made their Instagram account public. 1. System will display "No Insights available." message.
Exceptional Courses	NIL

Table 5.9.3.1 - Use Case Description 1 (Functional Module I)

Use Case Name	**View transaction insights (F.4.3)**
Description	Influencer navigates to the Wallet tab. They select the Insights tab. Upon selecting the tab, Influencer can view the transaction insights of their Influx wallet.
Actors	Influencer
Triggers	Influencer wishes to gain more insight about their transactions on Influx.
Goals	Influencer views their transaction insights.
Preconditions	1. Influencer has set up a Stripe account.
Postconditions	1. Influencer is able to view the transaction insights of their Influx wallet.
Extension Points	NIL
Basic Course	1. Influencer clicks on the Wallet tab. 2. System leads Influencer to their Wallet page. 3. Influencer selects the Insights tab. 4. System leads Influencer to Influencer's Insights page. 5. Influencer is able to view their transaction insights.
Alternative Courses	1a. Influencer has not set up their Stripe account. 1. System leads Influencer to the Stripe page to create an account.
Exceptional Courses	NIL

Table 5.9.3.2 - Use Case Description 2 (Functional Module I)

Use Case Name	**Filter Pricing Analytics By Month (H.1.2)**
Description	Admin logs onto the system. Admin views Pricing Analytics on their dashboard. Admin selects the month in which they are interested in on the dropdown list. Admin can now view the Pricing Analytics for that particular month.
Actors	Admin
Triggers	Admin selects the month on the dropdown list.
Goals	Admin views the Pricing Analytics for that particular month.
Preconditions	1. Admin has an account.
Postconditions	Admin can view the Pricing Analytics for that particular month.
Extension Points	NIL
Basic Course	1. Admin logs onto the system. 2. System leads Admin to the Admin system dashboard, which reflects the Pricing Analytics for the current month. 3. Upon clicking on the month dropdown list, a drop down of the past 12 months would be displayed as options by the system. 4. Upon selection of the month that the Admin is interested in, System displays the Pricing Analytics for that month.
Alternative Courses	NIL
Exceptional Courses	NIL

Table 5.9.3.3 - Use Case Description 3 (Functional Module I)

5.9.4 UML Class Diagram

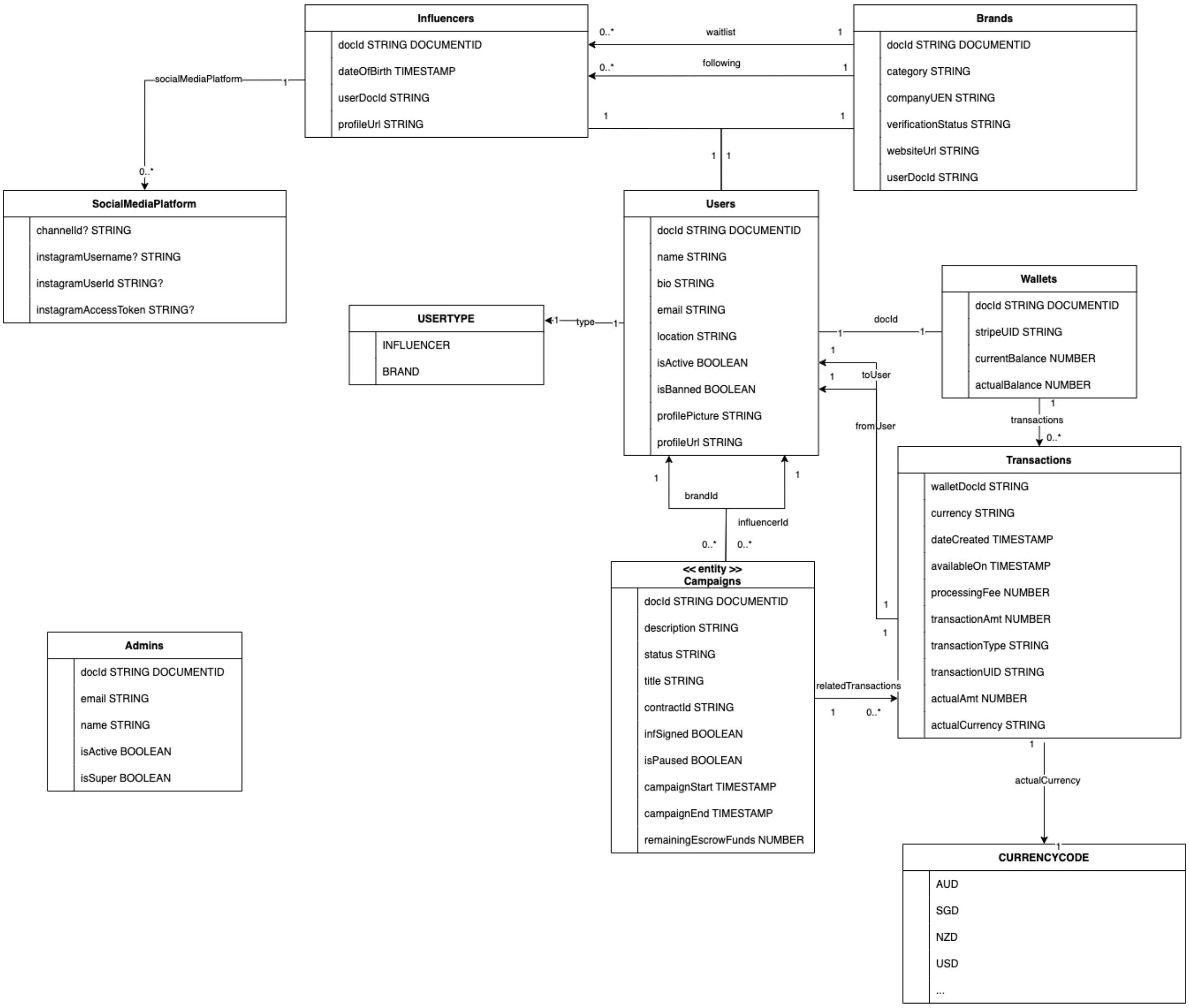


Figure 5.9.4.1 - UML Class Diagram for Entity Classes (Functional Module I)

5.9.5 UML Sequence Diagram

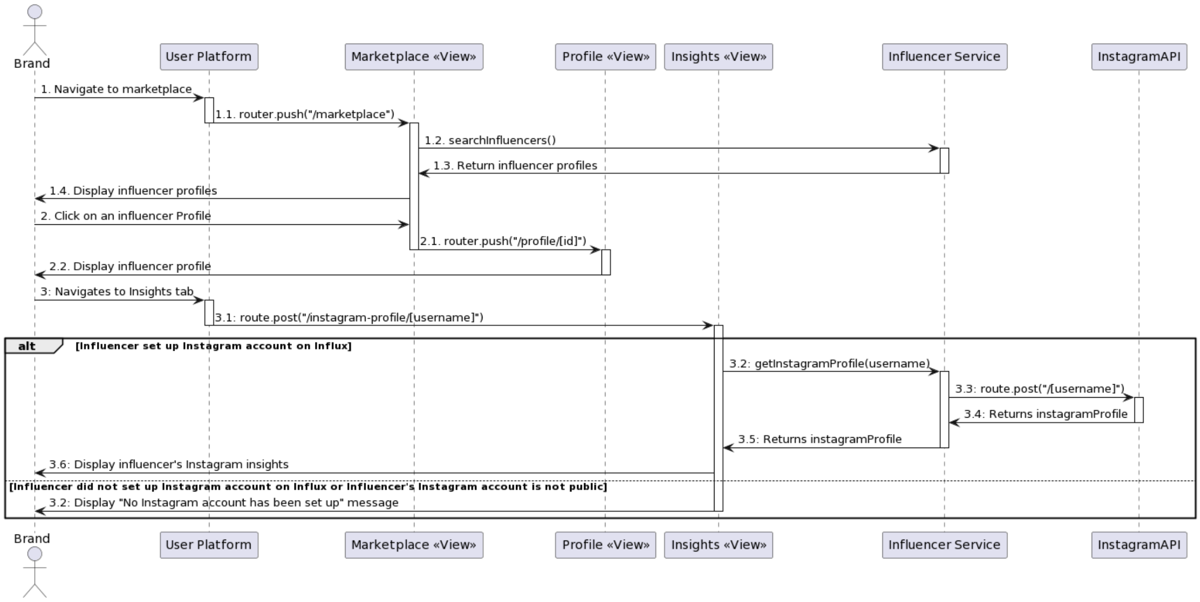


Figure 5.9.5.1 - UML Sequence Diagram for View Insights (Functional Module I)

5.10 Functional Module J

5.10.1 Underlying modules

Notifications Module (B.7)

5.10.2 UML Use Case Diagram

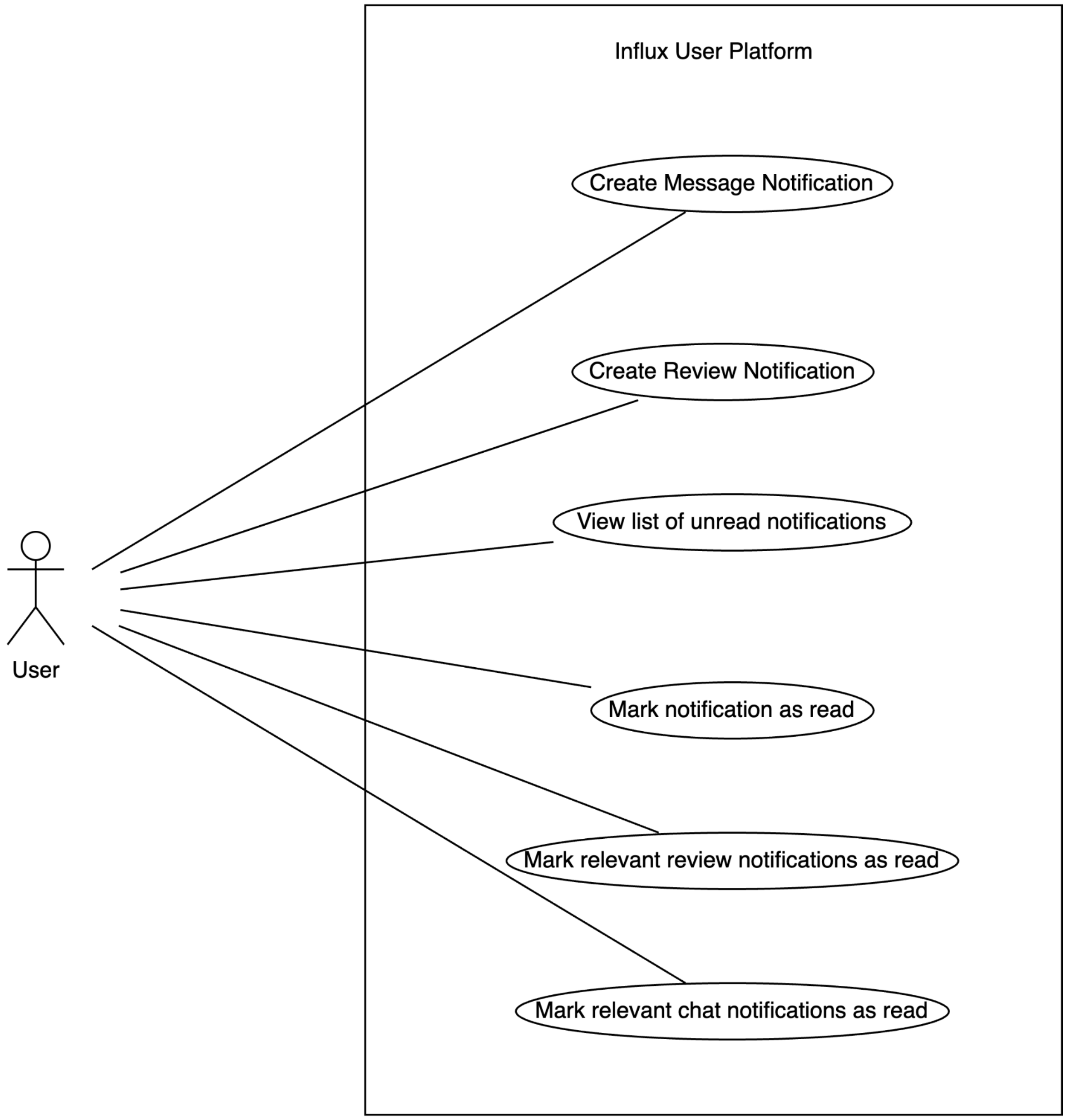


Figure 5.10.2.1 - UML Use Case Diagram (Functional Module J)

5.10.3 Use Case Descriptions

Use Case Name	Create Message Notification (B.7.1)
Description	When a new message arrives, the system automatically generates a notification to alert the user of the new message, ensuring they are promptly informed of all communications.
Actors	User
Triggers	A new message is sent by the user
Goals	The receiving user will be notified immediately when a new message is received.
Preconditions	User must be registered with the system. Notification settings must be enabled for the user.
Postconditions	A notification for the new message is created.
Extension Points	NIL
Basic Course	1. A new message is sent to the user. 2. System detects the arrival of a new message. 3. System creates a notification indicating the receipt of a new message. 4. The notification is dispatched to the user's interface. 5. User sees a visual indication of the new message notification.
Alternative courses	NIL
Exceptional Courses	If the user has disabled notifications: 1. System does not create a notification. 2. User does not receive any alert of the new message.

Table 5.10.3.1 - Use Case Description 1 (Functional Module J)

Use Case Name	**Mark Notification as Read (B.7.4)**
Description	User can mark a notification as read, which updates the notification's status, helping to manage their notification list by acknowledging that the notification has been attended to.
Actors	User
Triggers	User wishes to acknowledge a notification.
Goals	User's notification list is updated to reflect that certain notifications have been read.
Preconditions	User must have unread notifications.
Postconditions	The selected notification(s) status is updated to "read." The notification list reflects the change in status.
Extension Points	NIL
Basic Course	1. User views their list of unread notifications. 2. User selects the notification(s) they have read or wish to mark as read. 3. User initiates the "Mark as Read" action by clicking on the cross on the top right of the notification card. 4. System updates the status of the selected notification(s) to "read." 5. System updates the notification list to reflect the changes.
Alternative courses	NIL
Exceptional Courses	NIL

Table 5.10.3.2 - Use Case Description 2 (Functional Module J)

Use Case Name	**Mark Relevant Chat Notifications as Read (B.7.5)**
Description	User's chat notifications will be marked as read once the respective chat is opened.
Actors	User
Triggers	User opens a chat with unread notifications.
Goals	User should not have unread notifications pertaining to any messages that were already viewed.
Preconditions	There must be a list of unread chat notifications.
Postconditions	All chat notifications pertaining to a certain chat is marked as read
Extension Points	NIL
Basic Course	1. User clicks on a chat with unread messages 2. System marks all notifications for the user that pertains to this chat as "read" 3. System updates notification list
Alternative courses	NIL
Exceptional Courses	NIL

Table 5.10.3.3 - Use Case Description 3 (Functional Module J)

5.10.4 UML Class Diagram

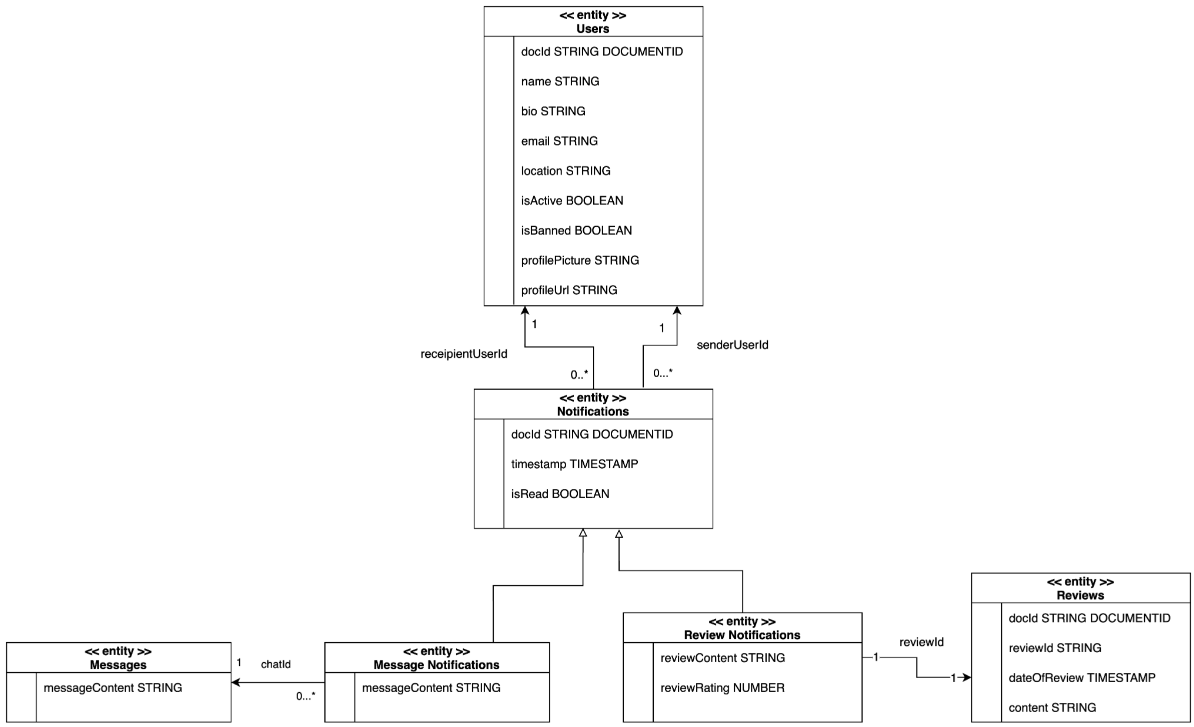


Figure 5.10.4 - UML Class Diagram for Entity Classes (Functional Module J)

5.10.5 UML Sequence Diagram

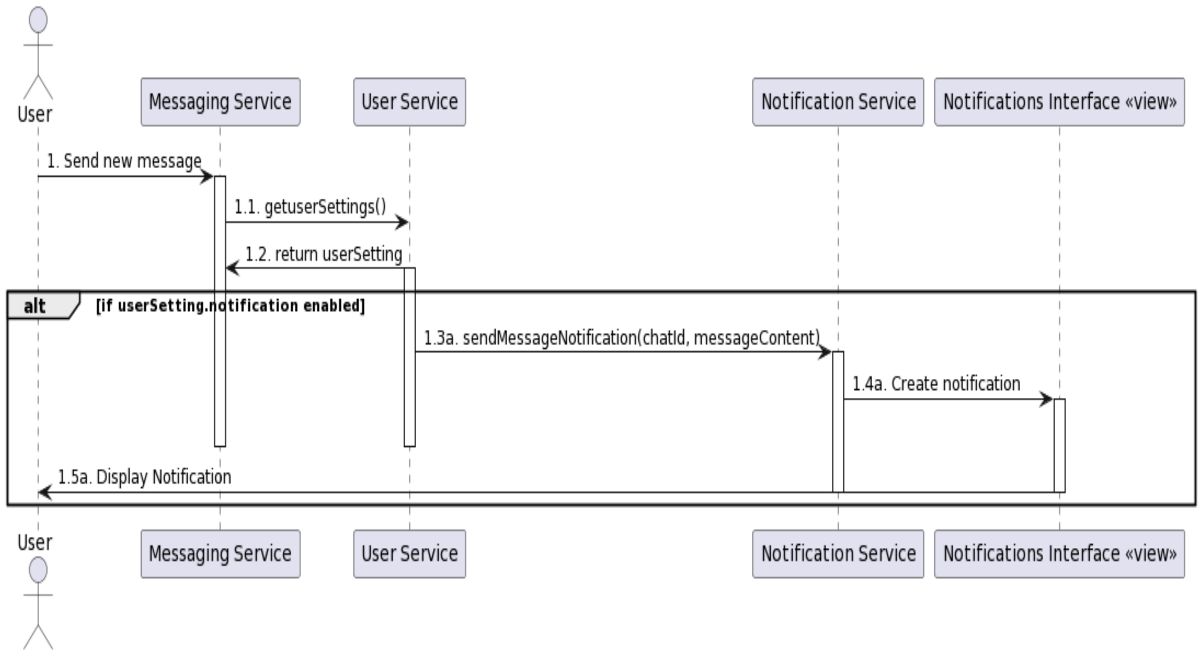


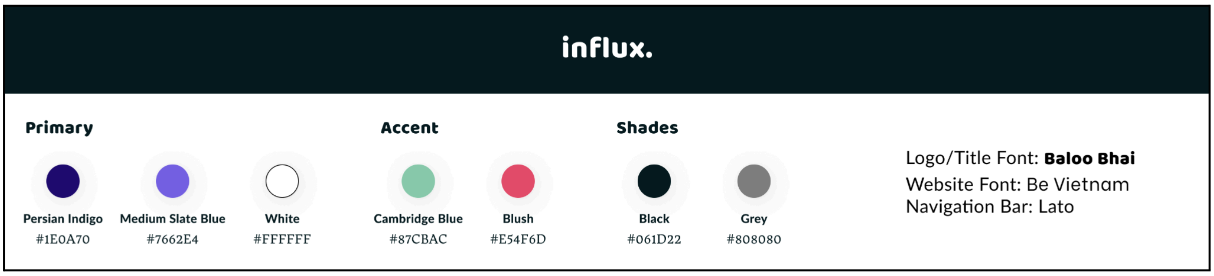
Figure 5.10.5.1 - UML Sequence Diagram for Create Message Notification (Functional Module J)

6. User Interface Design

6.1 Aesthetic Design Elements

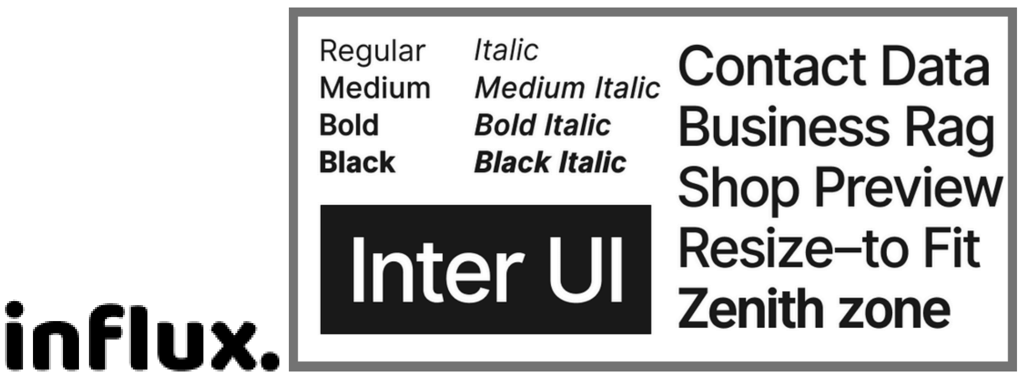
Welcome to the design journey of our job portal, a space where brands meet influencers. In this capstone project, we have forged a portal that not only bridges connections but also offers an immersive experience through its user interface (UI) and user experience (UX) design. Before diving into the detailed requirements and advanced concepts, let's set the stage with the foundational design choices that will guide our users through their digital interactions seamlessly.

A. Colour Palette



At the heart of our visual storytelling lies our carefully curated colour palette. We've selected a primary duo of dark purple and purple, shades that resonate with timeless elegance and versatility. These choices aren't mere shades but a narrative that speaks to a broad audience, promising consistency and an evergreen appeal. To complement this, we've chosen accent tones of green and red. These aren't just indicators of the positive or negative; they're beacons of visual comfort, providing a soft backdrop that envelops our users in a state of calmness and relaxation.

B. Typography

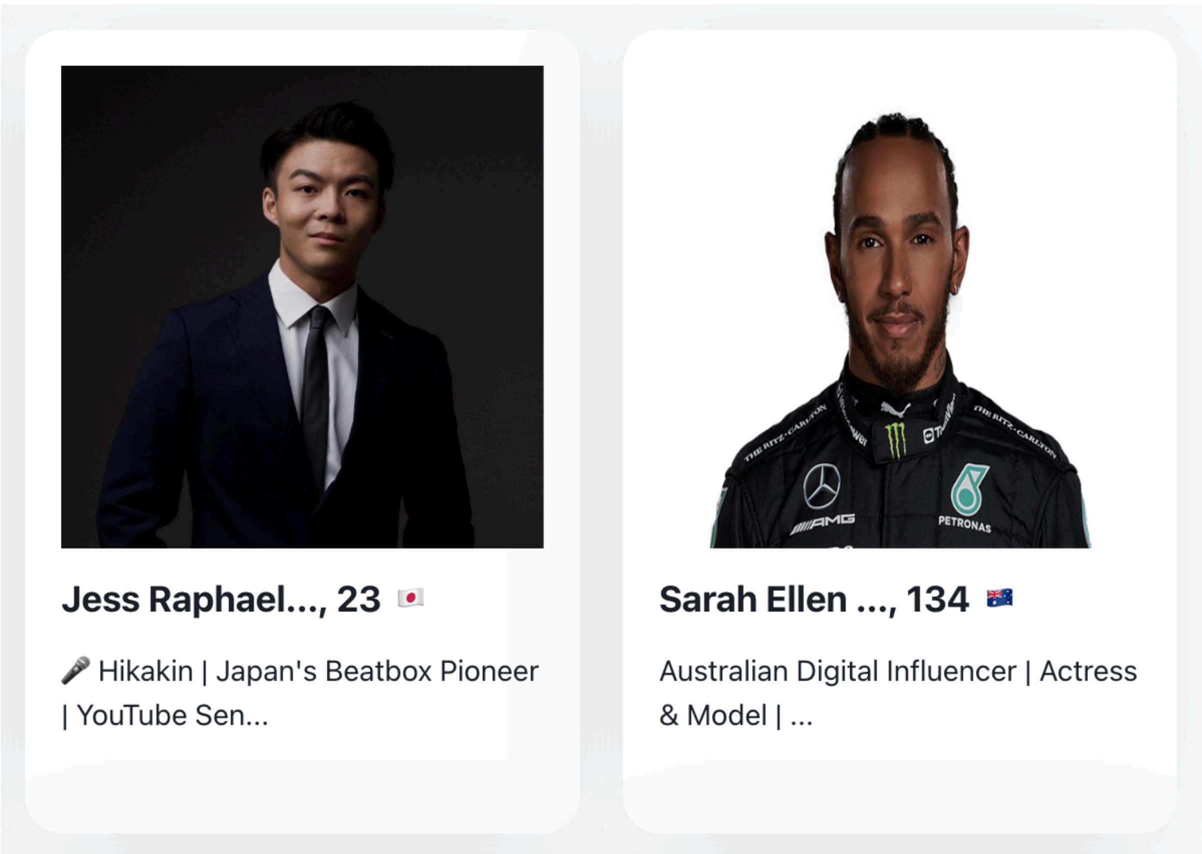


The written word in our portal is dressed in the typeface 'Inter', a sans-serif that prides itself on its clean, modern lines and exceptional on-screen readability. This isn't a random selection; it's a deliberate choice to ensure clarity, simplicity, and adaptability. For our logo, we've gone with 'Baloo Bhai', a round font whose uniqueness is as eye-catching as it is distinctive, setting the tone for the creative and vibrant marketplace we house.

C. Grids and Layout

In crafting the UI/UX for our platform, we've implemented a carefully structured grid and layout system to ensure content is organised in a manner that is both aesthetically pleasing and functionally clear. The design's foundational grid uses a two-column structure to distinguish between the platform's main elements: navigation and content. This systematic approach to grids and layout underpins a harmonious visual order, promoting a seamless user experience by aligning content with the user's navigational flow.

D. Consistency



Examples of how our UI/UX design employs a consistent design would be the use of cards for presenting influencers/brands on the discovery page, enhancing visual harmony and ease of information processing. The design's uniformity in size and shape allows users to quickly scan and understand content.

For navigation within the campaign management and profile pages, we've introduced a tab system that categorises information pertaining to the feature, simplifying the user's interaction with the platform. This intuitive and familiar tabbed structure enables efficient in-page navigation without the need to leave the current context.

E. Background Colour and Texture

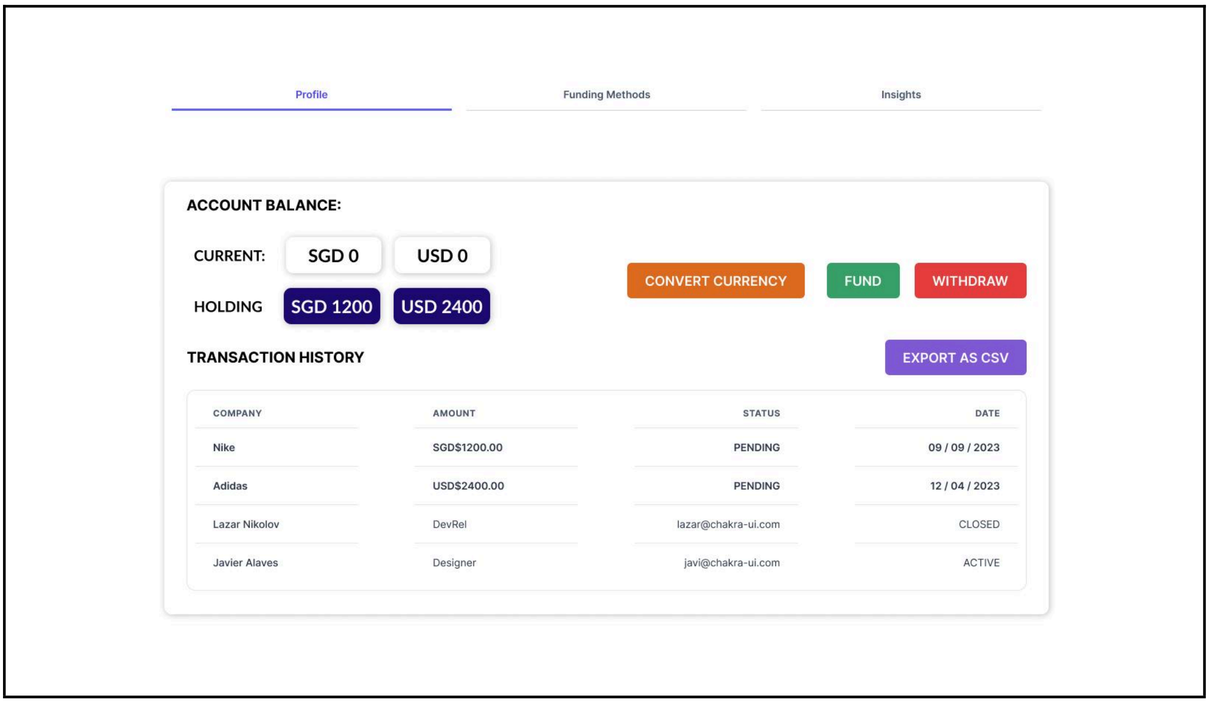


Image 6.2.1.3 - Initial Figma background and in-page navigation for users

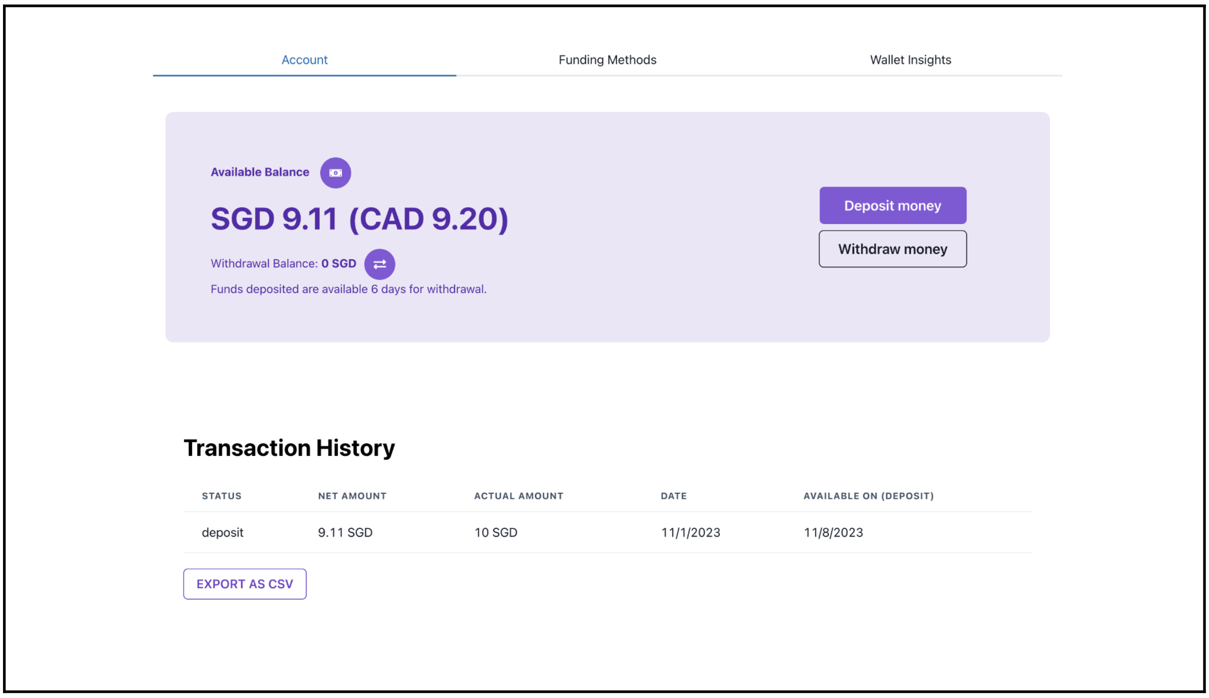


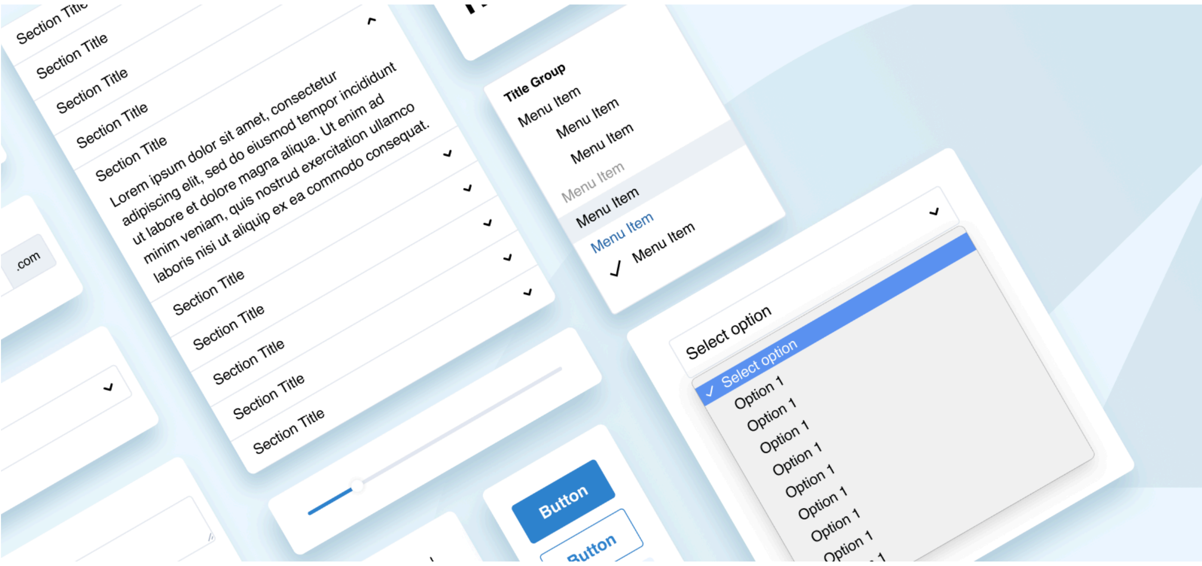
Image 6.2.1.4 - Implemented App background and in-page navigation for users

In designing the UI/UX for our app, we prioritised clarity and focus. Adhering to our colour palette, we selected a white background, which serves to sharpen the contrast and allow the use of other colours for directing the user's attention to key content.

To further enhance the user interface, we employed subtle shadowing, especially on card elements, to create a visual hierarchy that intuitively encourages interaction.

For features we aimed to highlight, a black backdrop was employed to draw the user's eye, thereby naturally promoting engagement with these specific functions. This thoughtful use of contrast and shadow not only adds depth to the visual experience but also guides the user seamlessly through the app's navigation.

F. Design System



In the pursuit of creating an intuitive and visually cohesive job portal for brands and influencers, we have established a design system anchored in Figma, with the integration of Chakra UI and Tailwind components. This decision serves multiple purposes: it ensures design consistency across the application, accelerates the development process with reusable components, and facilitates a collaborative environment for our design and development teams. The system not only aids in maintaining a high standard of UI/UX but also supports scalability and adaptability as user needs evolve. Adopting this system is a strategic move to enhance user engagement and satisfaction through a harmonious and efficient design language.

As we progress through this report, we will explore how these foundational choices in colour and typography interweave with the practical requirements and advanced design concepts to create a job portal that stands out in the digital landscape.

6.2 User Platform

6.2.1 Standard Functional Element

6.2.1.1 Landing Page

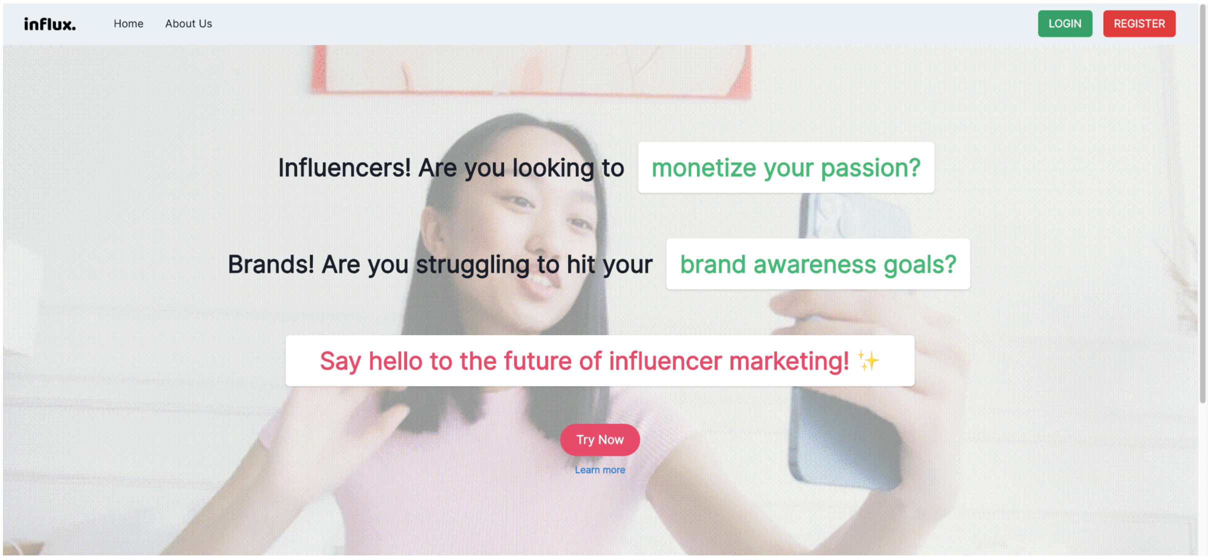


Image 6.2.1.1.1 - Implemented App Landing Page for guests

For the landing page of our app, we've strategically chosen to feature a GIF of an influencer. This decision is twofold: firstly, the dynamic nature of a GIF instantly draws the eye, providing visual engagement that static images simply cannot match. Secondly, the use of an influencer adds a human element that potential users can relate to, offering a familiar face that may enhance trust and relatability.

This approach aims not only to captivate guests upon their first visit but also to leverage the influence and credibility that comes with a well-known persona to foster a connection with the audience.

6.2.1.2 Login Page

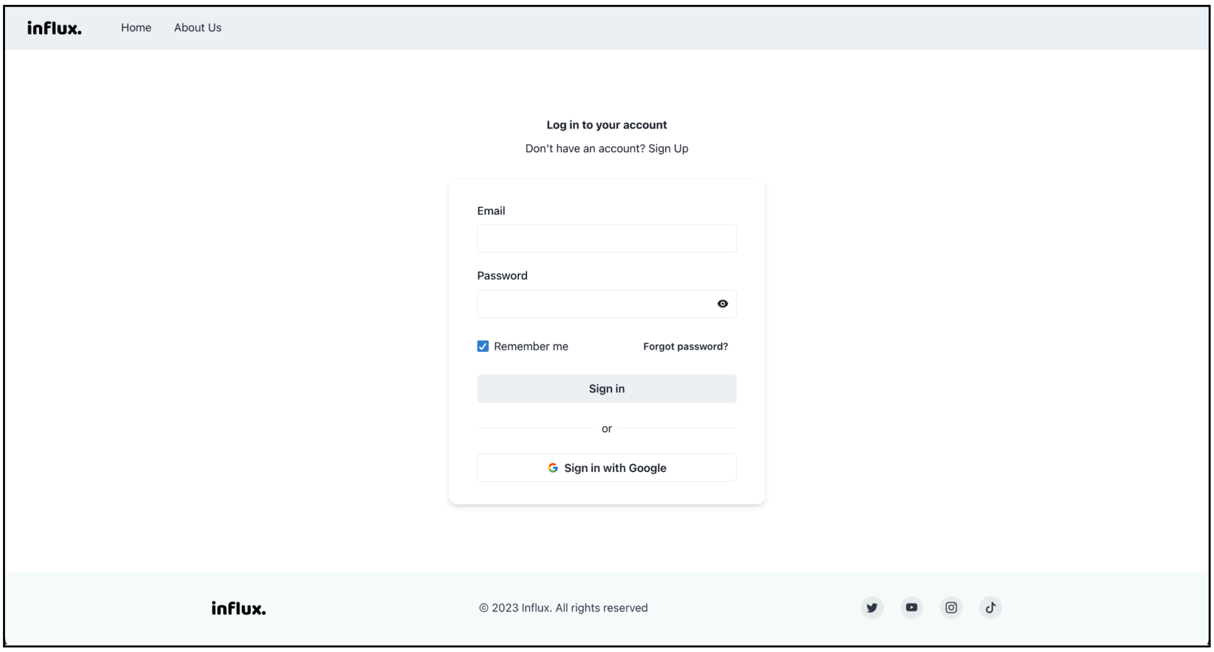


Image 6.2.2.1.1 - Implemented App Login Page for users

In crafting the login page for our app, we have adhered to established UI conventions to foster an intuitive user experience. To mitigate confusion and potential misinterpretation, we've implemented a single-column form layout, a familiar structure that guides users smoothly through the login process.

Additionally, we have incorporated error handling protocols for both the username and password fields. These checks are designed to promptly alert users in the event of incorrect credentials being entered, thereby simplifying the process of troubleshooting and re-entry during sign-in, and ensuring a user-friendly interaction from the outset.

6.2.1.3 Home / Discovery Page

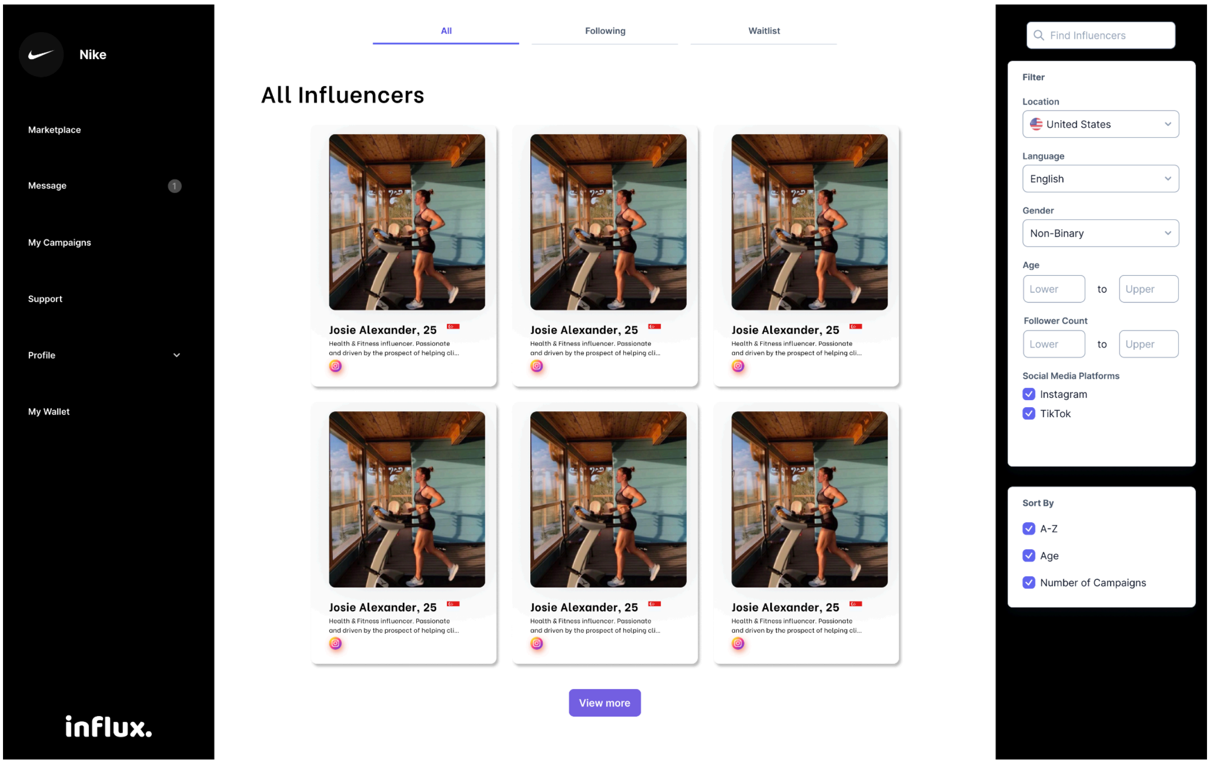


Image 6.2.2.3.1 - Initial Figma Discovery Page design for brands

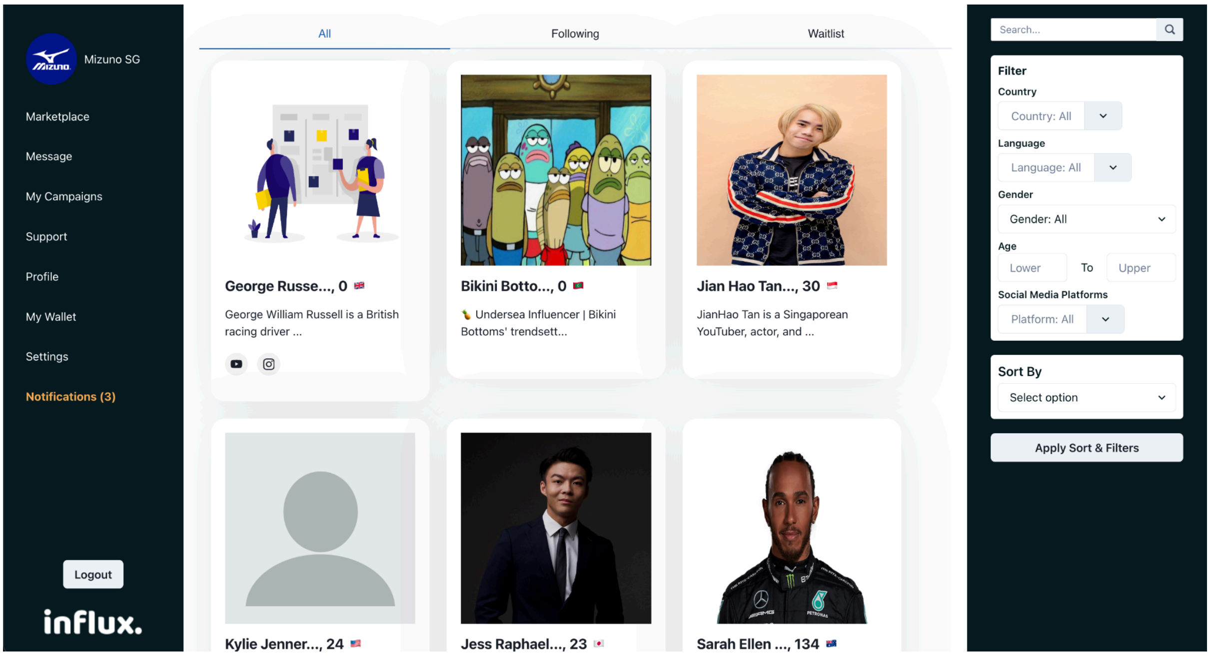


Image 6.2.2.3.2 - Implemented App Discovery Page design for brands

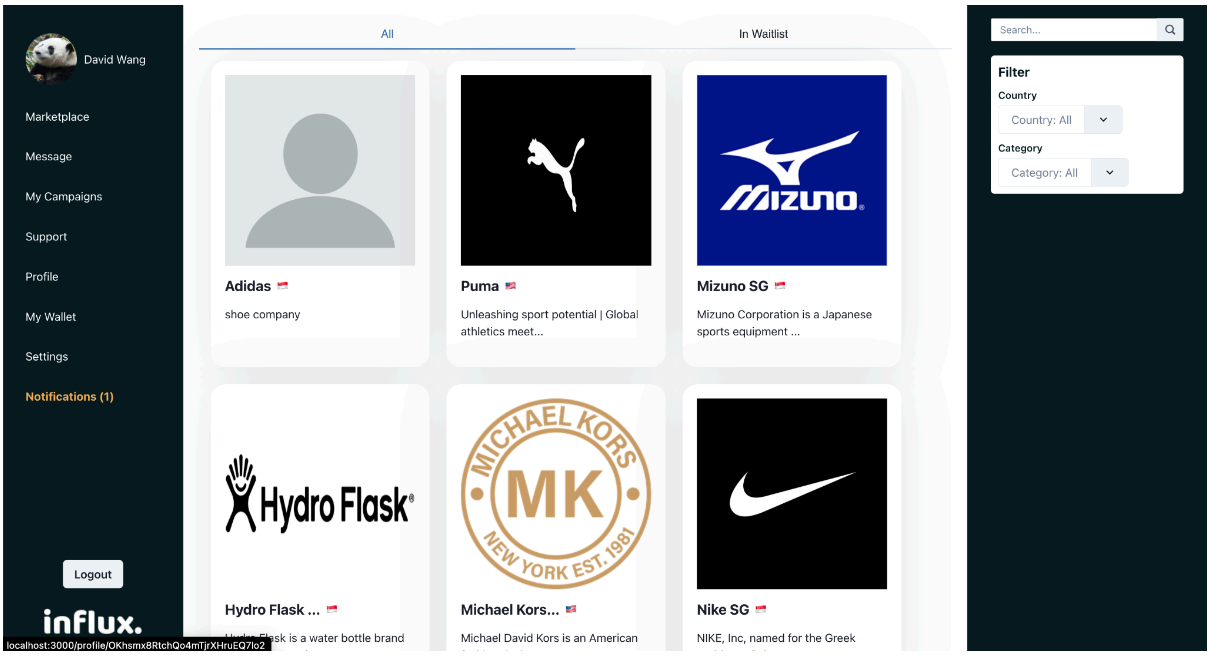


Image 6.2.2.3.3 - Implemented App Discovery Page design for influencers

In the design of our app's Discovery Page, which doubles as the home page upon login, our strategy centres around prominently showcasing a curated list of influencers and brands. This curation serves a dual purpose: for brands, it highlights potential influencers for collaboration, and conversely for influencers, it displays potential brands to partner with.

By doing so, we leverage psychological cues that naturally encourage users to explore the profiles of these featured members. Additionally, we spotlight new users on the platform to foster community growth and engagement. The design is carefully crafted with ample negative space, ensuring that the focus remains on the content, thereby minimising distractions and guiding users' attention to the most pertinent information.

6.2.1.4 Primary Navigation

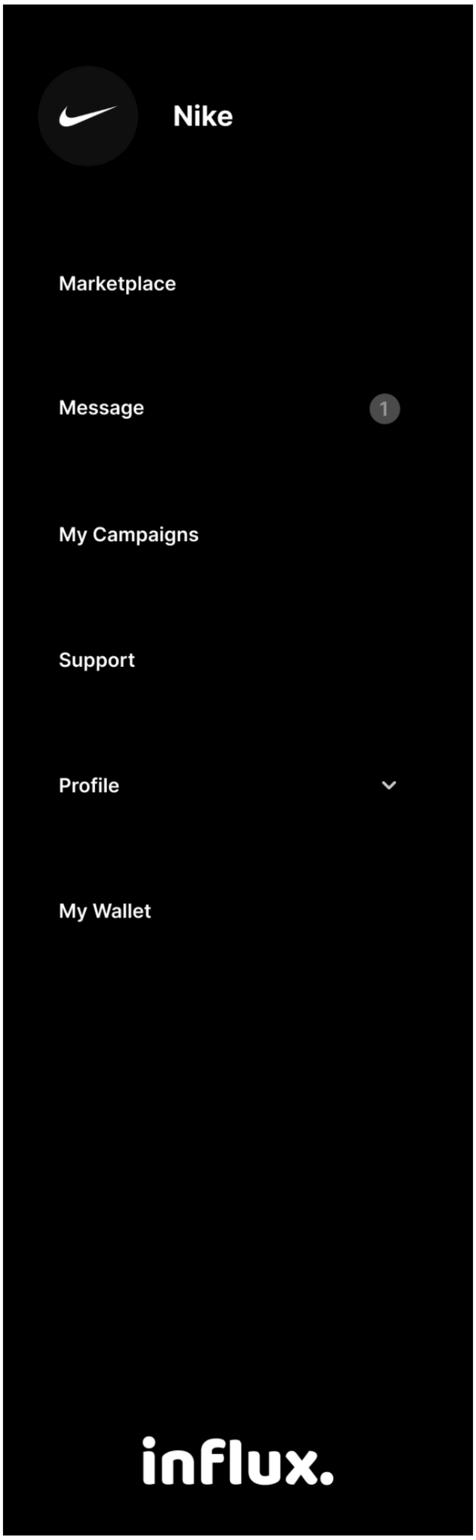


Image 6.2.1.4.1 - Initial Figma side menu design for users

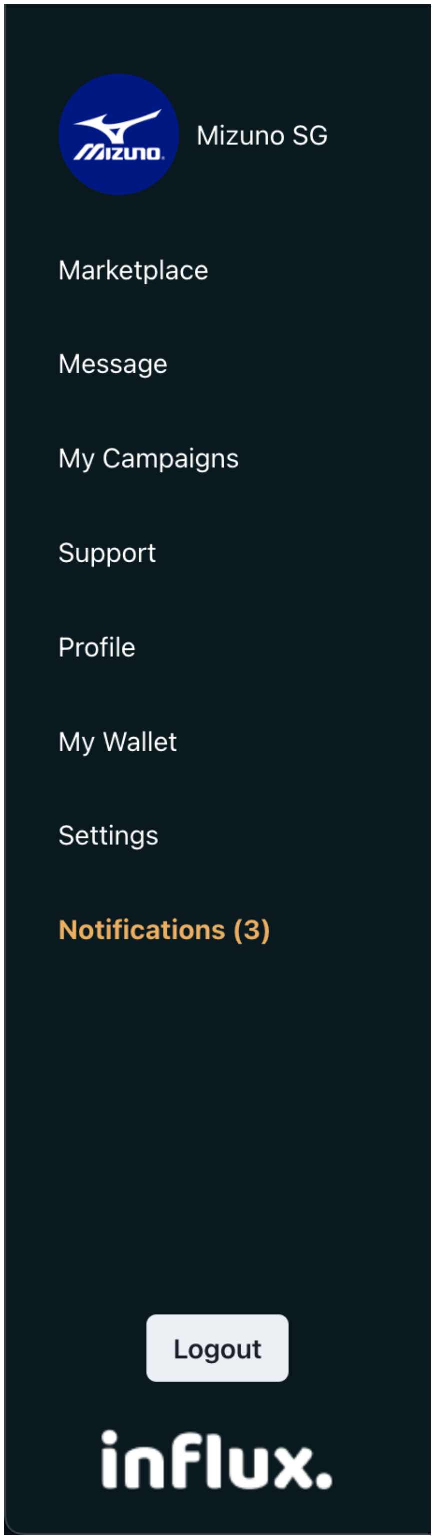


Image 6.2.1.4.2 - Implemented App side menu design for users

Visual Cues

In refining our platform's sub-menu, we have made strategic design choices to enhance user experience and facilitate intuitive navigation. Recognizing the importance of drawing attention to new features and interactions, we amplified the visual cue from a subtle bubble to a more conspicuous illumination of the relevant sub-menu item. This approach aligns with our overarching design principle of utilising familiar UI conventions to ensure ease of use, especially for newcomers.

Clean and Simple Aesthetics

Mindful of the user interface's clarity and simplicity, we consciously preserve ample negative space within the navigation bar to maintain a clean and uncluttered aesthetic. To further this goal, the profile image size was increased, providing a clear and accessible user reference point which improves recognition and personalises the user experience.

Vertical vs Horizontal decision

The decision to implement a vertical sub-menu, as opposed to a horizontal one, was informed by the design choice of embedding in-page sub-menus. This orientation provides a structured and expandable framework that can elegantly support an array of options and facilitate depth in navigation, ensuring that the menu can evolve with the platform without sacrificing user accessibility.

6.2.1.5 In Page Navigation

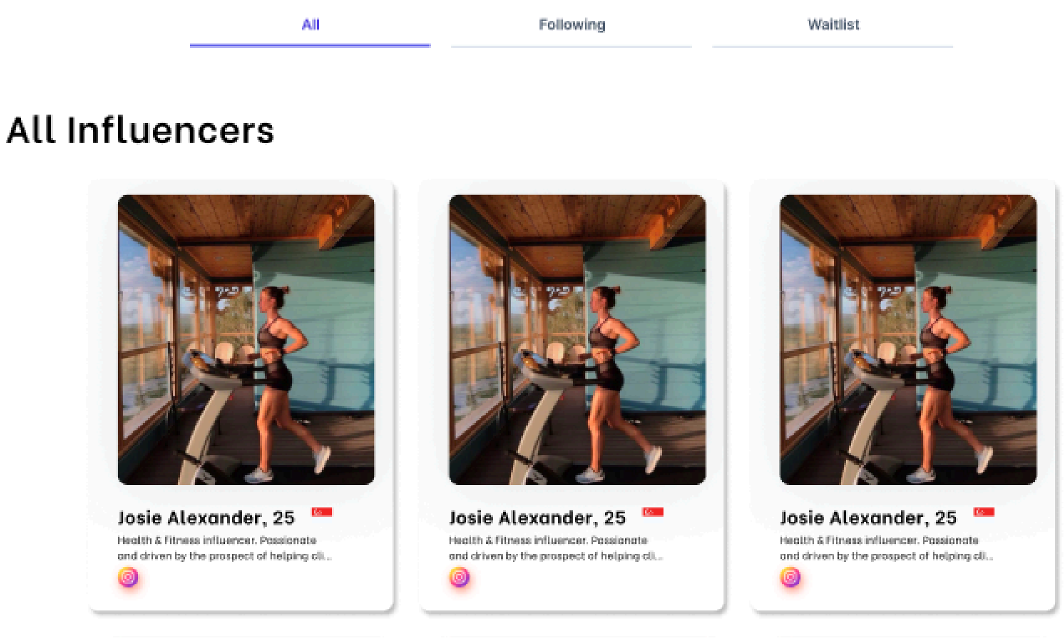


Image 6.2.1.4.1 - Initial Figma In-Page Sub-menu design for users

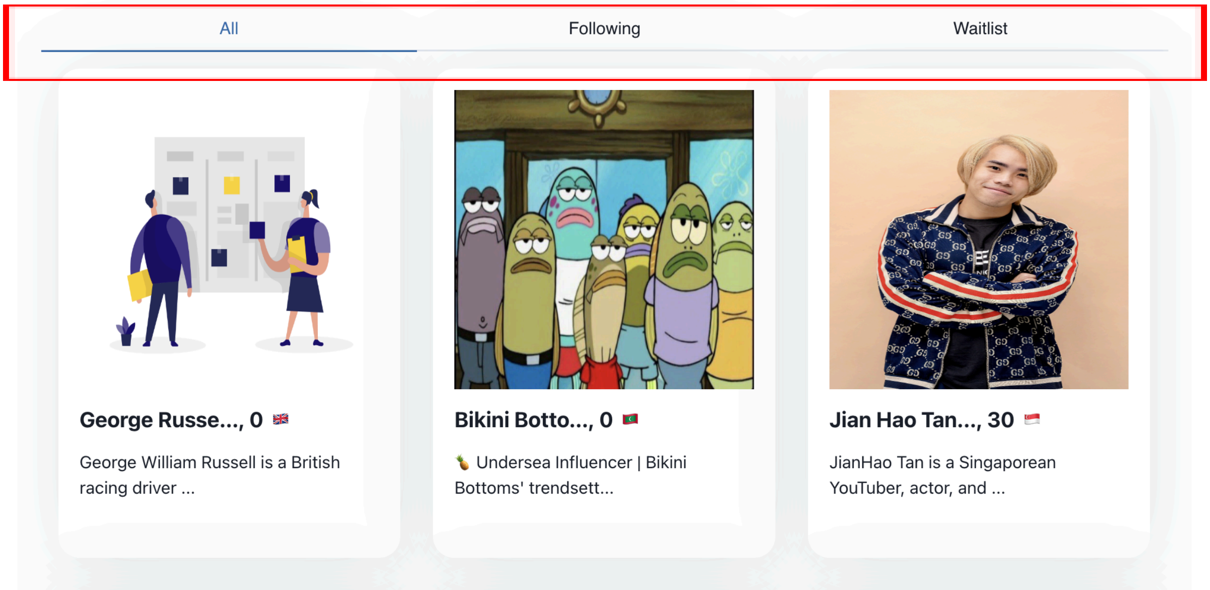


Figure 6.2.1.5.2 - Implemented App In-Page Sub-menu design for Marketplace

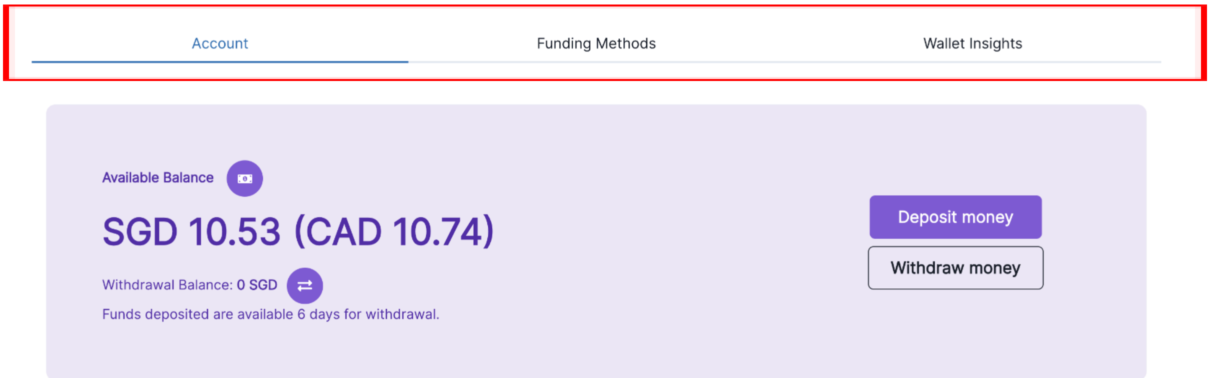


Image 6.2.1.5.3 - Implemented App In-Page Sub-menu design for Wallet

In the interest of creating a streamlined and user-friendly interface, we opted to incorporate a secondary, in-page sub-menu. This design decision was aimed at avoiding clutter in the main vertical side menu by relegating sub-menu options to a more discrete area within the pages themselves.

The sub-menu, presented in a horizontal format, mirrors the clarity and intuitive navigation of the primary menu. Consistent tab design across various pages—such as the wallet and campaign management sections—promotes familiarity, enabling users to navigate more efficiently.

The wallet page design utilises tabs at the top to categorise and streamline navigation between different sub-pages such as "Account," "Funding Methods," and "Wallet Insights." This tabbed approach adheres to familiar web conventions, making it intuitive for users to switch contexts within the wallet interface without feeling disoriented. The tabs are prominently placed and highlighted when active, providing clear visual feedback about the currently viewed category.

Similarly, this in-page tab design is used in the marketplace page to efficiently organise and display the influencers that a brand is currently following or has placed on a waitlist. This design choice facilitates easy navigation between different sections of the marketplace, allowing brands to seamlessly switch views and manage their relationships with influencers.

This thoughtful placement of navigation tabs and filters respects the user's need for quick, effortless control over the content they wish to view, thus enhancing the overall user experience with effective information architecture and interactive elements.

6.2.1.6 Data Input Form

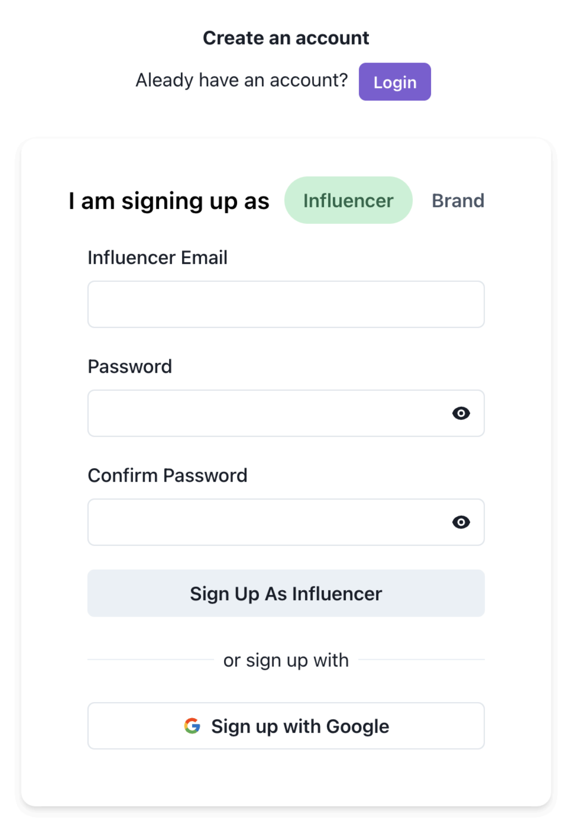


Image 6.2.1.6.1 - Implemented App Sign Up for Influencers

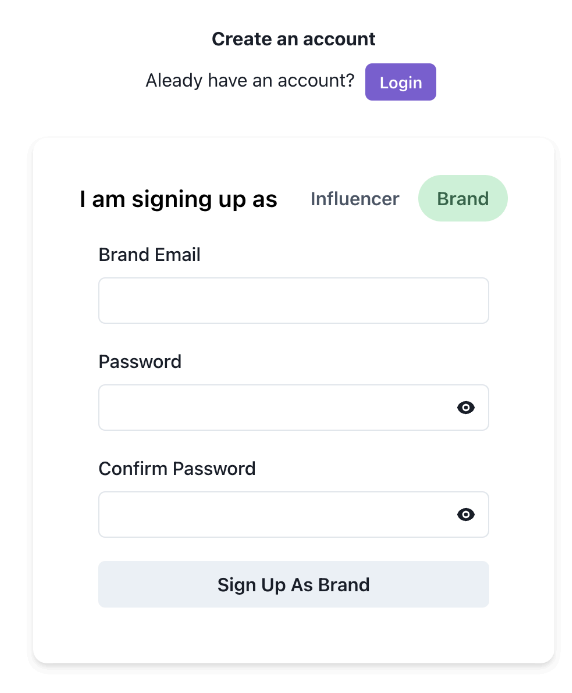


Image 6.2.1.6.2 - Implemented App Sign Up for Brands

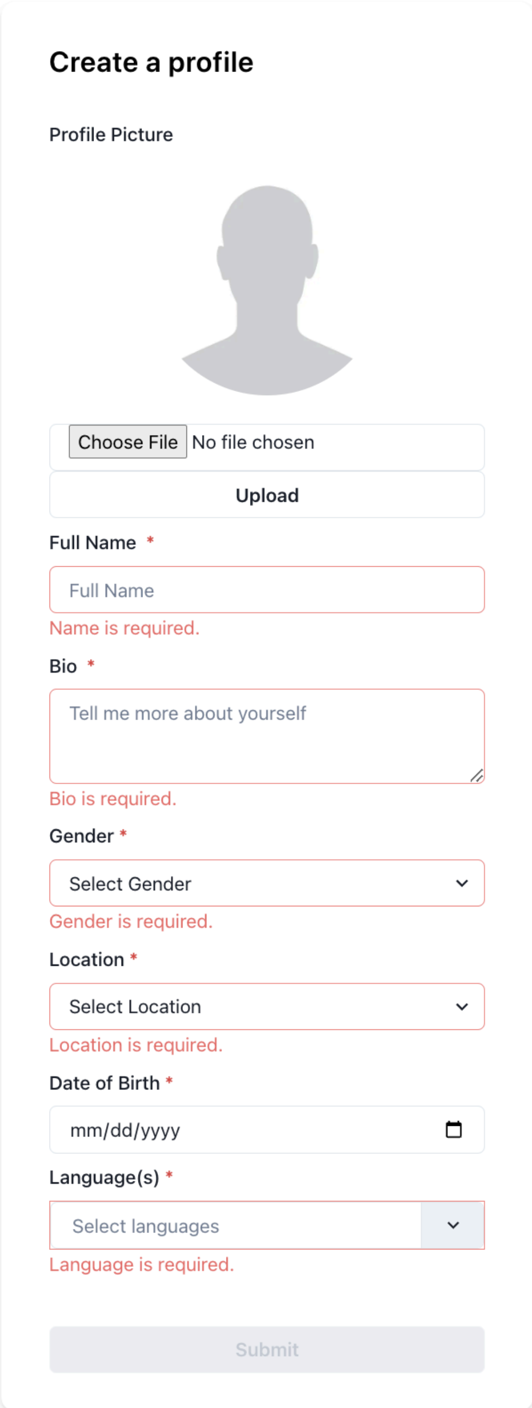


Image 6.2.1.6.3 - Implemented App Profile Form for Influencers

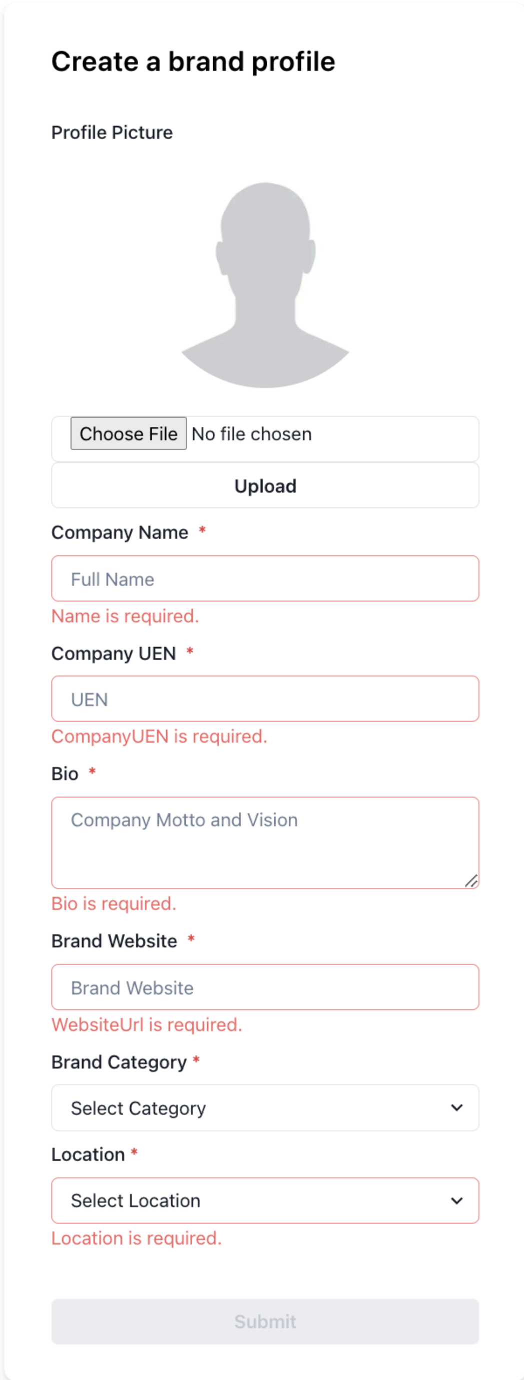


Image 6.2.1.6.4 - Implemented App Profile Form for Brands

In the design of our app's profile form for influencers and brands, we opted for a single-column layout to streamline the data entry process and minimise errors. Multi-column forms often lead to skipped fields or misplaced data entries, issues our design strategically avoids.

Additionally, we've clearly indicated all mandatory fields to ensure users can easily identify and complete essential information without oversight. This focused approach enhances form usability and accuracy, facilitating a smooth onboarding experience for our users.

6.2.2.7 Data Display

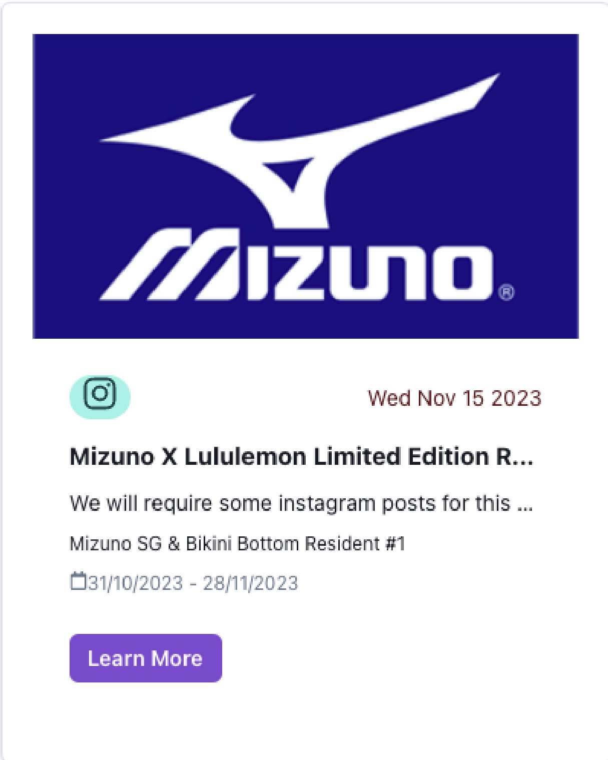


Figure 6.2.2.7.1 - Implemented App Campaign Card (Tentative)

Transaction History

STATUS	NET AMOUNT	ACTUAL AMOUNT	DATE	AVAILABLE ON (DEPOSIT)
deposit	9.11 SGD	10 SGD	11/1/2023	11/8/2023

EXPORT AS CSV

Image 6.2.2.7.2 - Implemented App Transaction History Table

The presentation of data is carefully curated to optimise user comprehension and engagement. When determining the layout for our pages displaying data, we opt for card layouts or tables based on the volume and nature of information that users need to access at a glance. For instance, as illustrated in Figure 6.2.2.7.1, detailed information about a user's campaign is best accommodated within card structures, which allow for a more descriptive and visually engaging presentation of each campaign element. On the other hand, the transaction list depicted in Figure 6.2.2.7.2 is presented in a tabular format, which efficiently organises critical data points to facilitate quick scanning, leading users to further interact with the entries for more details. Across all data displays, we conscientiously incorporate ample negative space, ensuring the interface remains uncluttered and that pivotal information is prominently highlighted, aiding in a seamless and intuitive user experience.

6.2.2.8 Sort and Filtering

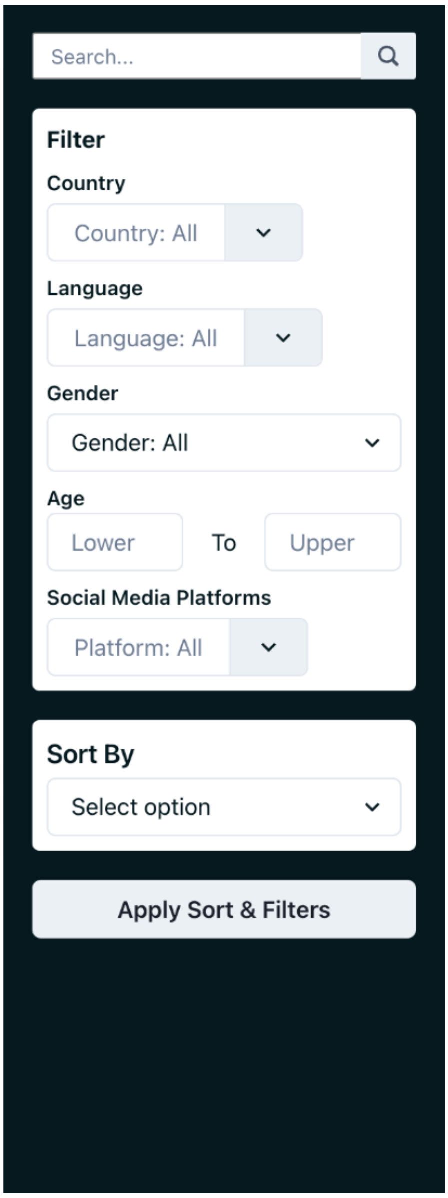


Image 6.2.2.8.1 - Implemented App Influencer Marketplace Sort and Filter

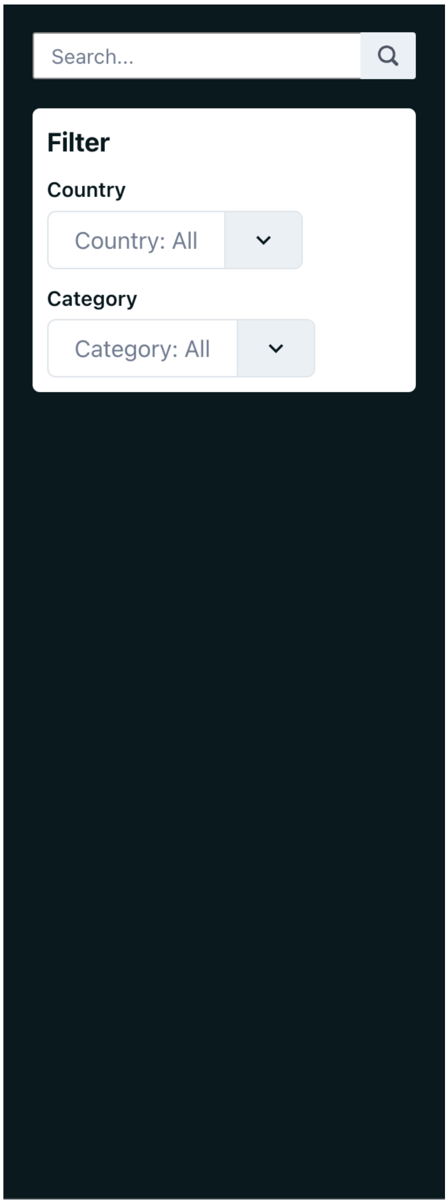


Image 6.2.2.8.1 - Implemented App Brands Marketplace Sort and Filter

The design of our sorting and filtering interfaces in the Influencer and Brands Marketplaces is centred around ease of use and clarity. By incorporating drop-down menus, we provide a streamlined, clutter-free visual appeal while also facilitating user interaction with the interface.

The clear and prominent 'Apply Sort & Filters' button is strategically placed to minimise errors, reassuring users that their selections will not be applied until they are ready. This thoughtful arrangement aims to ensure that users can navigate and tailor their search effortlessly, enhancing their overall experience within the application.

6.2.2 Unique Aesthetic Elements

6.2.2.1 Social Media Profile

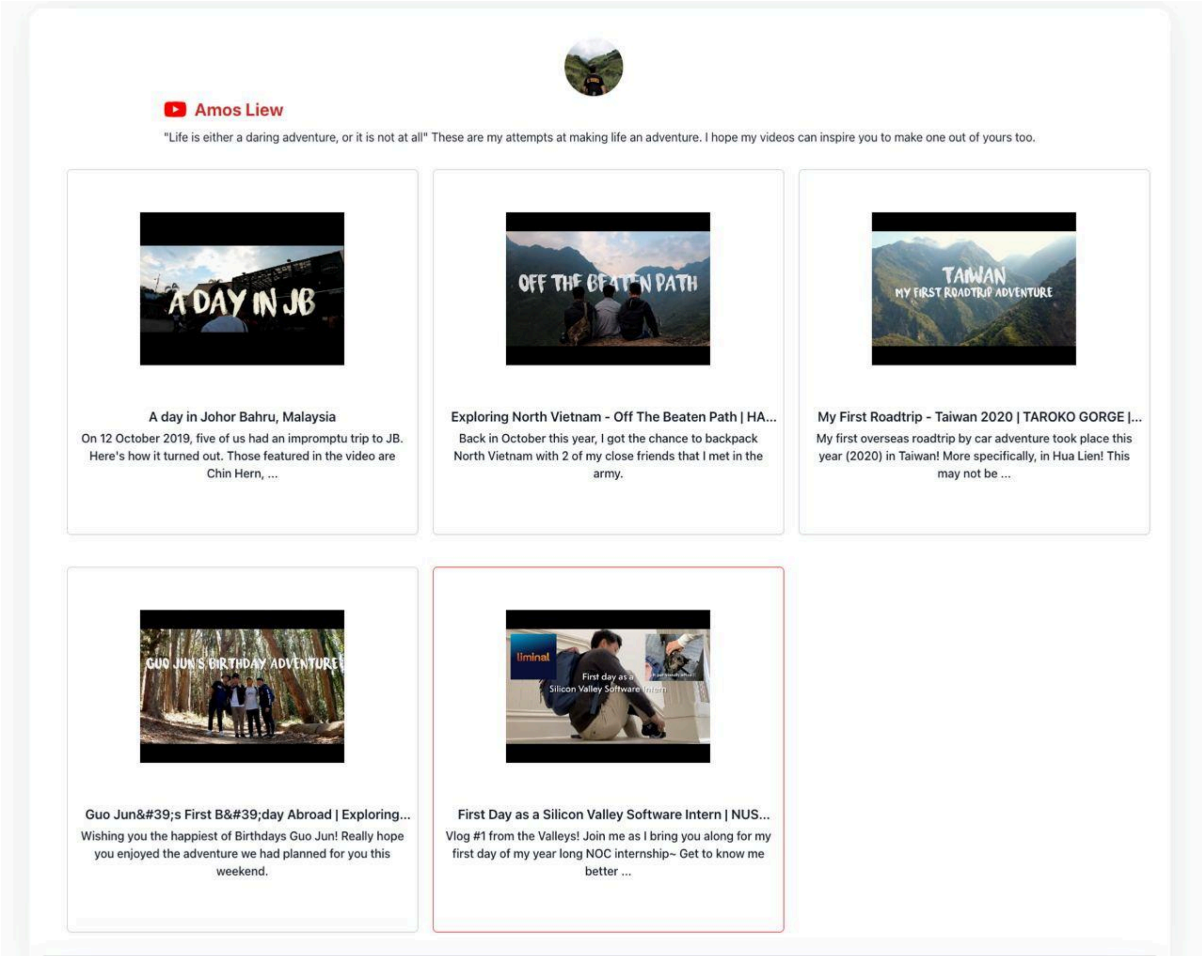


Image 6.2.3.1.1 - Implemented App User's linked YouTube profile

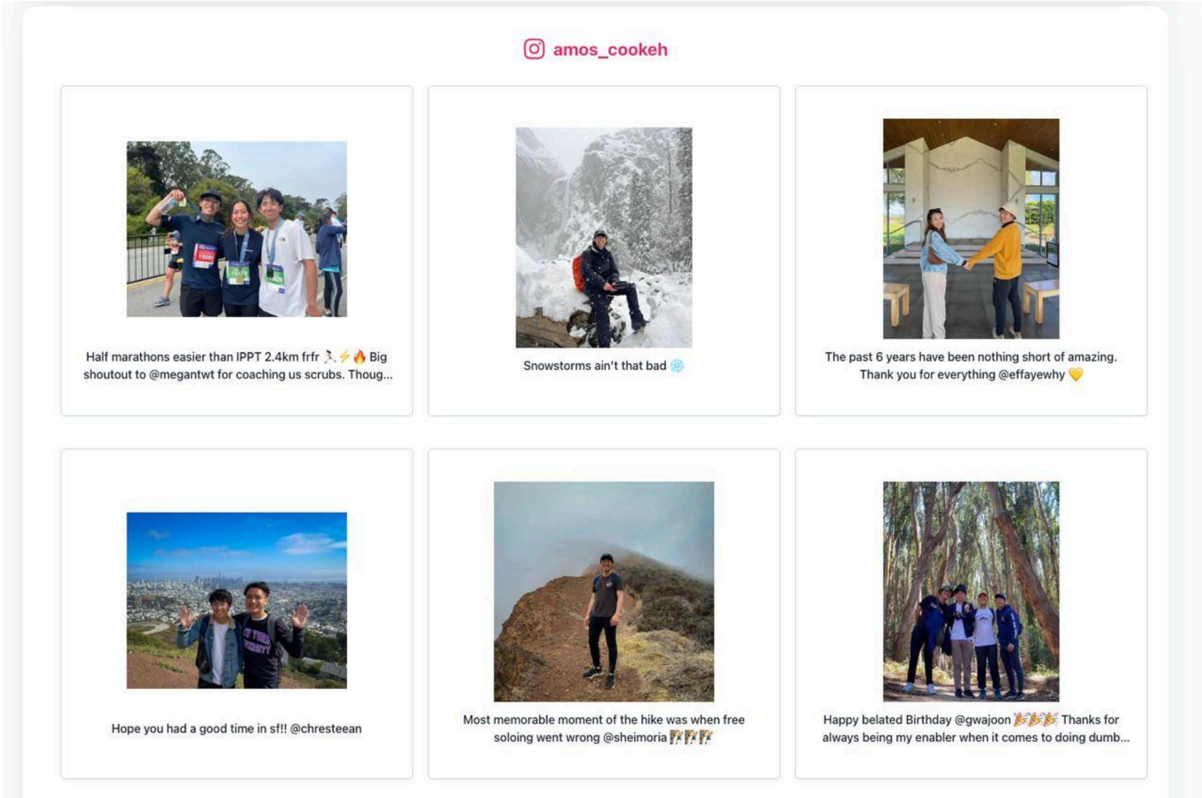


Image 6.2.3.1.2 - Implemented App User's linked Instagram profile

The UI design employs a grid layout, which is a staple for image-centric platforms like Instagram, allowing for a visually pleasing and organised display of content. Both sections leverage a clean, white background, which accentuates the content and uses space effectively to prevent the interface from feeling crowded.

6.2.2.2 Currency Conversion Pop-up

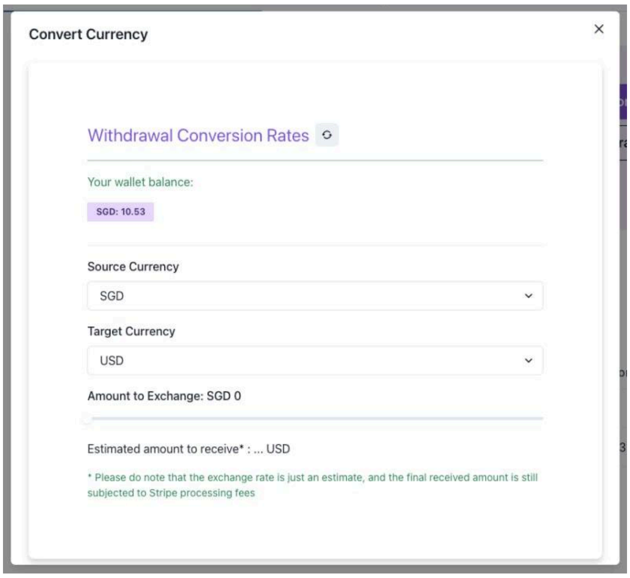


Image 6.2.2.2.1 - Implemented App Currency Conversion Modal Pop-up

The module floats above the main interface, capturing user focus while dimming the background, a common modal technique that ensures the task at hand commands attention. Key information like the user's wallet balance is boldly emphasised, reinforcing its importance in the transaction decision-making process.

Functional elements such as drop-downs for currency selection are styled to be easily identifiable, with ample white space around them to enhance user interaction on both desktop and mobile interfaces. The deliberate placement of the 'Estimated amount to receive' field directly below the 'Amount to Exchange' input field establishes a logical flow, mirroring the user's thought process and likely sequence of actions.

6.2.2.3 Wallet

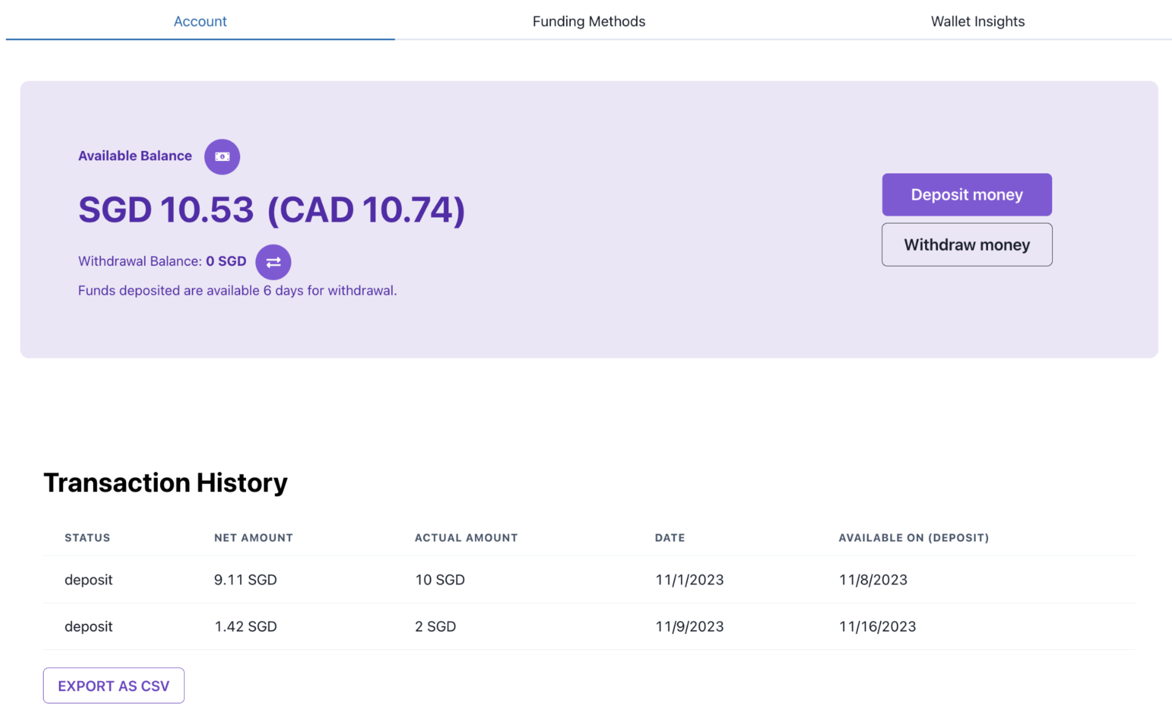


Image 6.2.2.3.1 - App screenshots of the Wallet

The balance component is strategically placed at the top, immediately drawing the user's attention to the most critical piece of information, their current balance. The use of a subtle colour gradient and an accompanying icon provides a pleasant visual cue while clearly distinguishing this section from the rest of the page.

The balance display is a notable feature in the wallet application's UI design, where it provides the available balance in two different currencies: the primary currency (SGD) and a secondary currency of the user's choice. By placing the secondary currency in parentheses and slightly grayer, the design maintains a visual hierarchy that emphasises the primary currency while still making the converted value readily accessible.

Below the balance, the transaction history is laid out in a simple, easy-to-read table format, prioritising functional simplicity. Each transaction is listed with necessary details such as status, net amount, actual amount, and date, presented in a font that's both legible and aesthetically in line with the overall design language of the app. The choice of a monochromatic colour scheme with accents of colour allows for a focused interaction without overwhelming the user with too much visual information.

Overall, the UI/UX design decisions here are informed by the principles of clarity, hierarchy, and ease of use, ensuring that users can manage their finances efficiently within a visually harmonious and intuitive interface.

6.2.2.4 Rating and Reviews

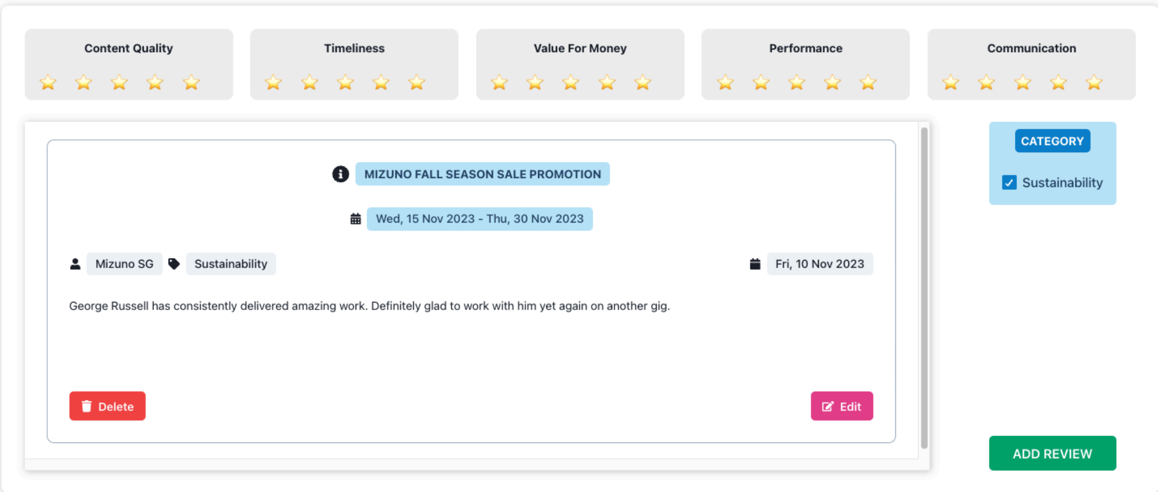


Image 6.2.2.4.1 - App screenshots of the Wallet

The five categories are neatly presented with a star-rating system, instantly familiar to users as a method of evaluation. This allows for a quick assessment of a user's performance in each area at a glance.

For the campaign reviews, the UI uses cards to segregate individual reviews, which helps in organising information and making it digestible. The use of icons next to the campaign name and the date range provides a visual anchor, aiding users in quickly identifying the type of content and the relevancy of the time frame.

The action buttons for 'Delete' and 'Edit' are colour-coded—red for deletion, suggesting caution, and a lighter shade for editing, indicating a less critical action—reinforcing their function through colour psychology. Additionally, the 'Add Review' button is green, which is commonly associated with positive actions, encouraging users to contribute feedback.

The category tag on the right is highlighted, allowing users to filter reviews based on the campaign type, such as 'Sustainability', enhancing the navigability of the review system. The tag's placement outside the review card makes it stand out, suggesting it applies as a filter for all reviews rather than just an individual one.

6.2.2.5 Social Media Analytics

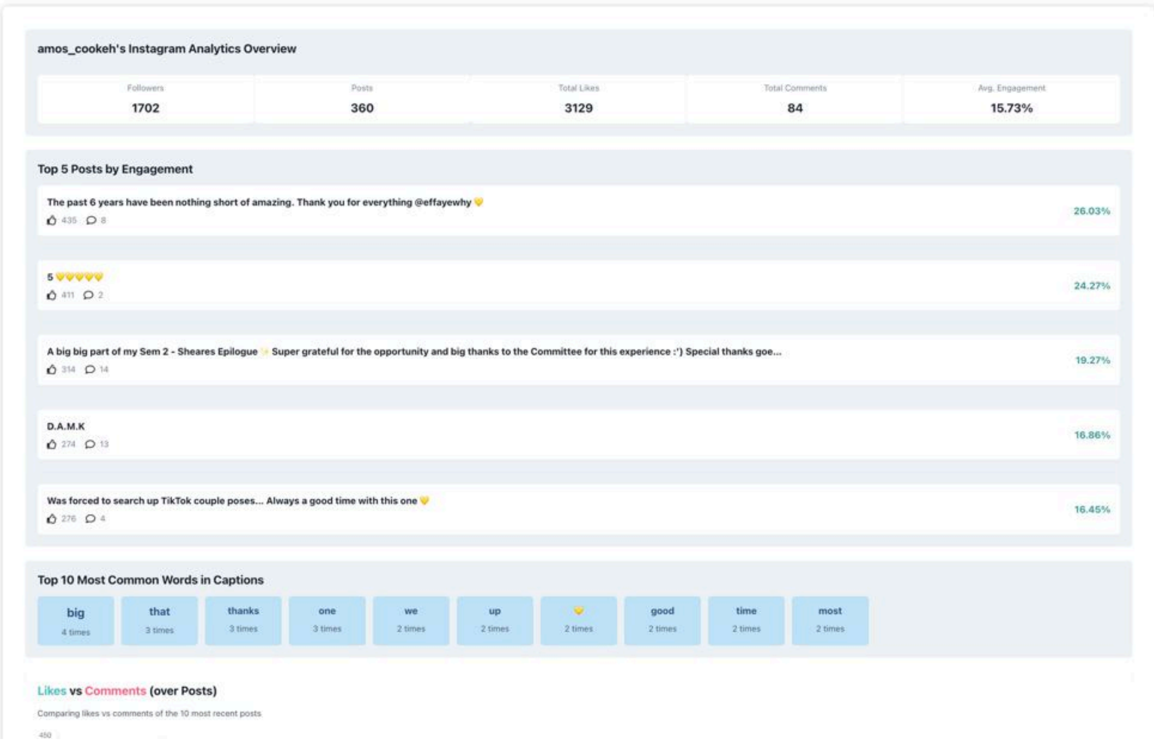


Image 6.2.2.5.1 - Implemented App Task Management

The social media analytics page, as presented, employs a clean, data-driven design that emphasises readability and quick comprehension of key metrics. The top section provides a snapshot of the account's overall performance, including follower count, post number, total likes, comments, and average engagement rate. This high-level overview is neatly organised, offering immediate insight into the account's reach and audience interaction.

Further down, the page breaks down analytics into more detailed segments. The 'Top 5 Posts by Engagement' section lists the most engaging posts, combining visual thumbnails with engagement metrics, which allows users to visually correlate content with performance quickly.

The 'Top 10 Most Common Words in Captions' section offers a unique word frequency analysis, displayed using colored tags that differentiate the frequency of usage. This is a useful tool for understanding content strategy and audience resonance at a glance. The 'Likes vs Comments' chart further down adopts a minimalist bar graph approach, allowing for a quick comparative analysis of interactions over recent posts.

6.2.2.6 Messaging

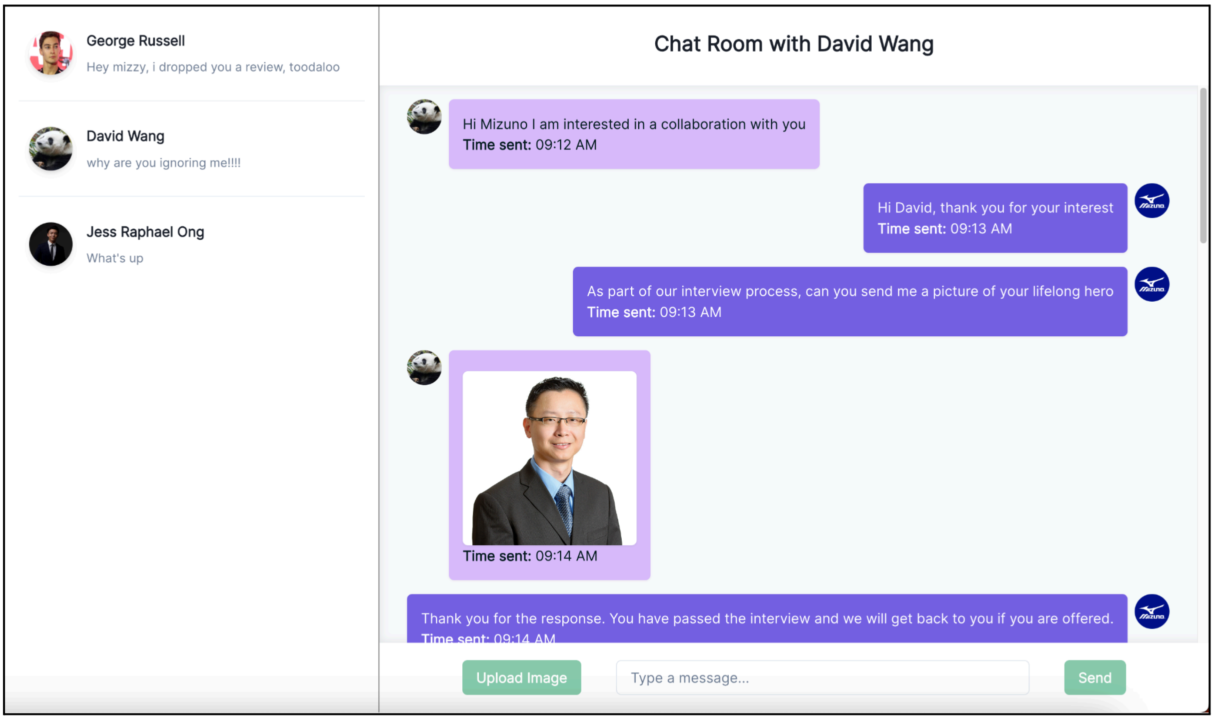


Image 6.2.2.6.1 - Implemented App Chat Room

The UI is divided into two main sections: on the left, a list of conversations provides a quick overview of all active chats, with the most recent message previewed for each contact, allowing users to switch between discussions effortlessly. On the right, the selected chat room is displayed, featuring a clean and straightforward messaging layout.

The use of profile pictures next to each message enhances recognizability and personalises the conversation, while the colour contrast between received and sent messages helps users easily follow the conversation flow.

Timestamps are subtly included beneath each message, offering context without cluttering the chat window. Selecting a darker background with a shadow effect creates a sense of depth in the chat area, while the lighter sidebar reduces visual distractions, thereby centering the user's focus on the dialogue at hand.

6.2.2.7 Notifications

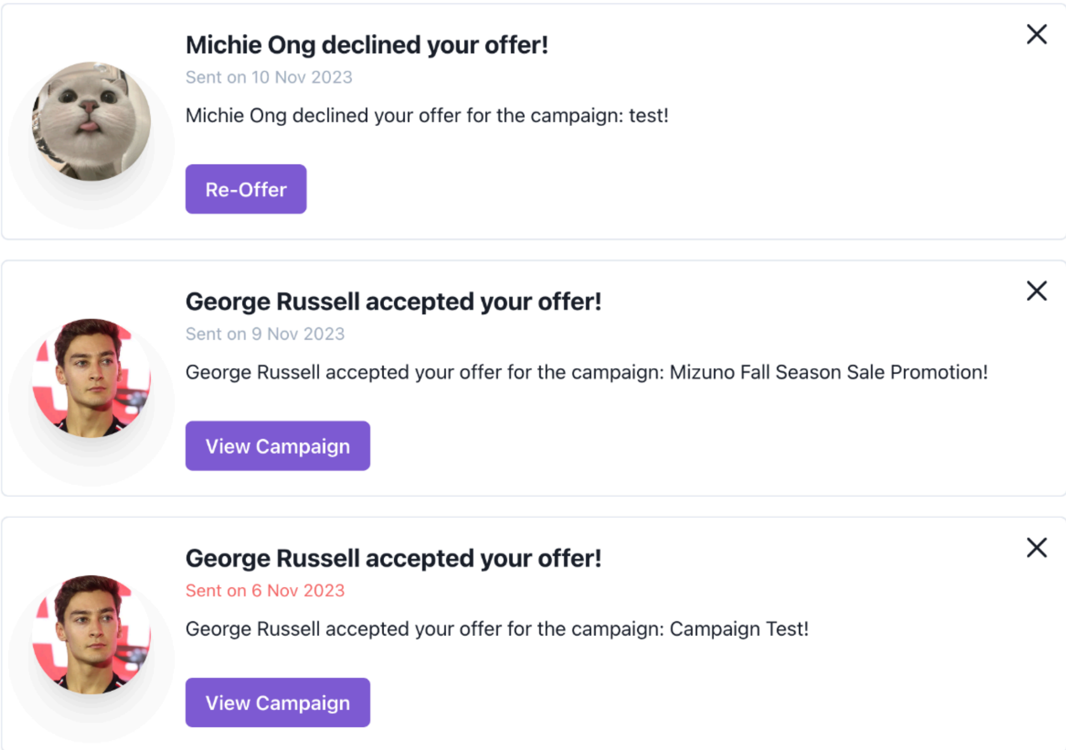


Image 6.2.2.7.1 - Implemented App Notifications Page

UI effects such as hover shadows provide interactive feedback, subtly elevating the card to indicate selectable content, thus improving user engagement. The decision to change the colour of the date for unread messages older than a week is an excellent use of visual cues to prioritise user attention towards older, potentially overlooked notifications. This helps ensure important updates are not missed and allows for easier navigation through the notification history.

Each notification card also includes a direct action button—'Re-Offer' for declined offers and 'View Campaign' for accepted ones—which streamlines the user's journey to take the next steps without unnecessary searching or clicking around. The cross icon for dismissing notifications is a familiar interactive element, ensuring users can intuitively manage their notification feed.

6.2.2.8 Progress / Loading

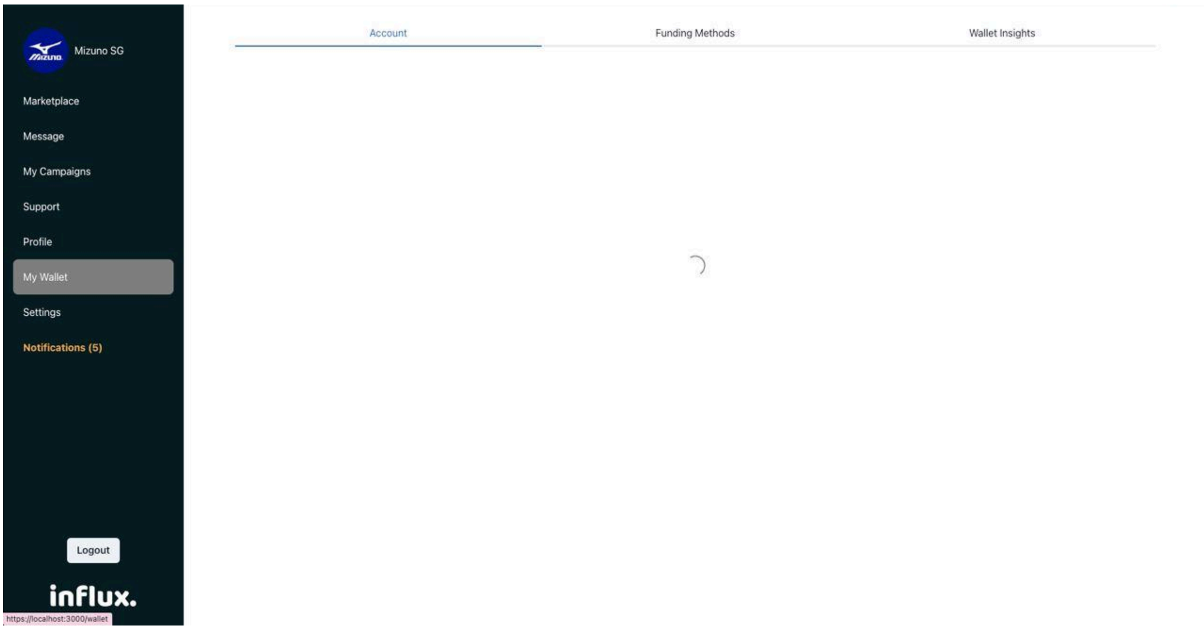
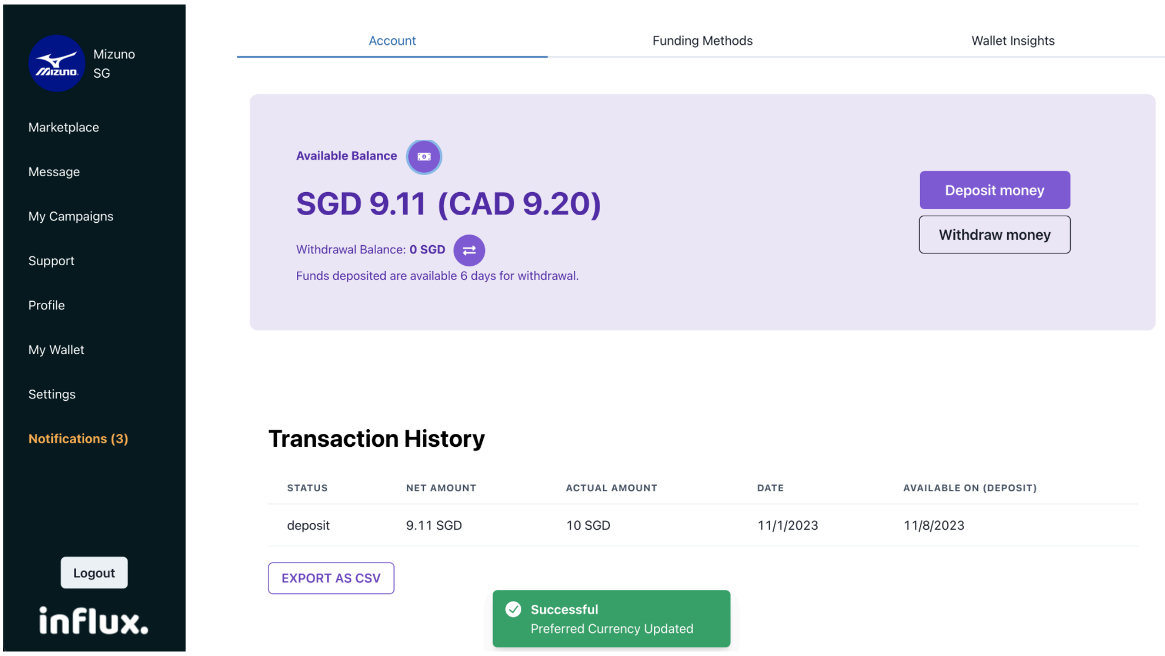


Image 6.2.2.8.1 - Implemented App Loading Spinning Icon

The loading icon displayed across pages serves as an effective visual indicator that data is being fetched, providing immediate feedback to the user that the system is processing their request. This reassures users that the application is responsive and working in the background, even if the content isn't instantly available. The choice of a simple, animated grid pattern is a modern and unobtrusive design that aligns with the clean and professional aesthetic of the admin interface. It avoids distracting the user with overly complex animations, maintaining a focus on functionality and efficiency. This subtle visual cue helps manage user expectations and reduces perceived wait times, which is an essential aspect of maintaining a positive user experience.

6.2.2.9 Toasts



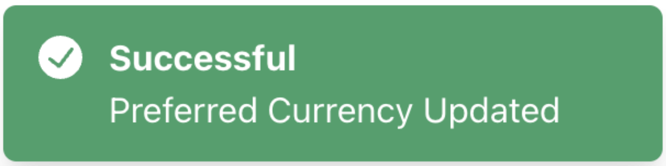


Image 6.2.3.10.1 - App screenshot of a Toast Notification

In the UI/UX design of our platform, toast notifications serve as an immediate communication tool to inform users of the results of their actions. Referencing the image provided, the use of a green toast notification signifies a successful operation, in this case, the successful update of preferred currency. This colour coding is intuitive—green universally suggests 'go' or 'success'—and allows for quick recognition of the outcome.

Similarly, other colours are employed for different types of notifications, such as red for errors, which is commonly associated with stopping or caution, alerting the user to an issue that requires attention. The choice of colours, placement, and duration of these toasts is carefully calibrated to ensure they convey the message without disrupting the user flow, providing a seamless and efficient user experience.

6.2.2.10 Campaign Management

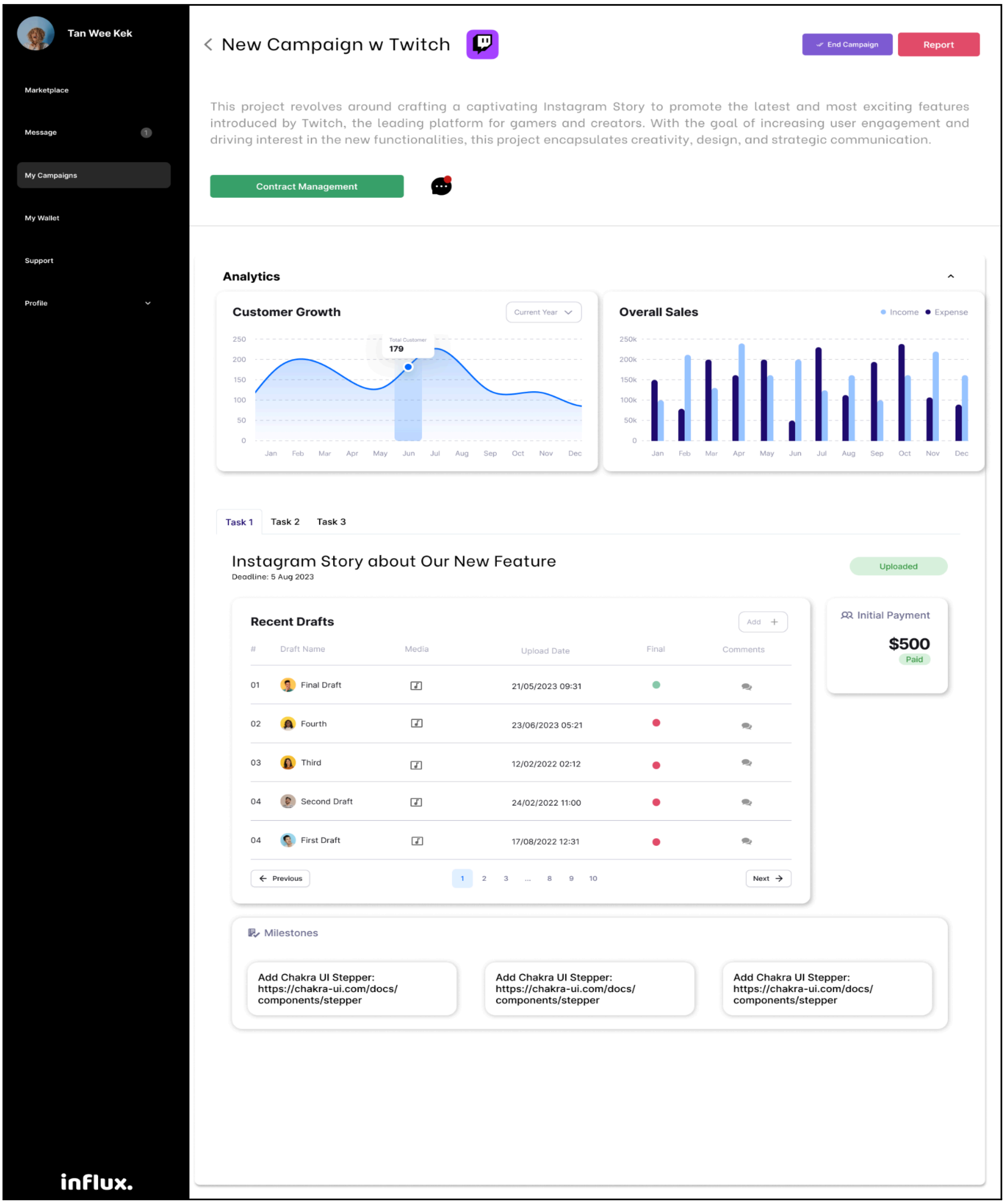


Image 6.2.2.10.1 - Initial Figma Campaign Details Page design for Brands and Influencers

The Campaign Details Page design smartly segments comprehensive campaign information into cards, creating an organized visual structure that enhances usability. This layout allows brands and influencers to effortlessly locate and process details specific to their needs. The card format ensures a clear distinction between different sections, facilitating quick navigation and making the management of campaign data straightforward and less overwhelming.

The strategic use of cards aids in establishing a straightforward mental map of the page, streamlining the user experience for both influencers and brands in the campaign management process.

6.3 Admin Platform

6.3.1 Standard Functional Elements

To maintain a cohesive and seamless user experience, we've decided to streamline our design efforts by aligning the styling of our UI components with the aesthetic already established in the User Platform. The elaboration of the following functional elements are those not covered in the User Platform.

6.3.1.1 Login Page

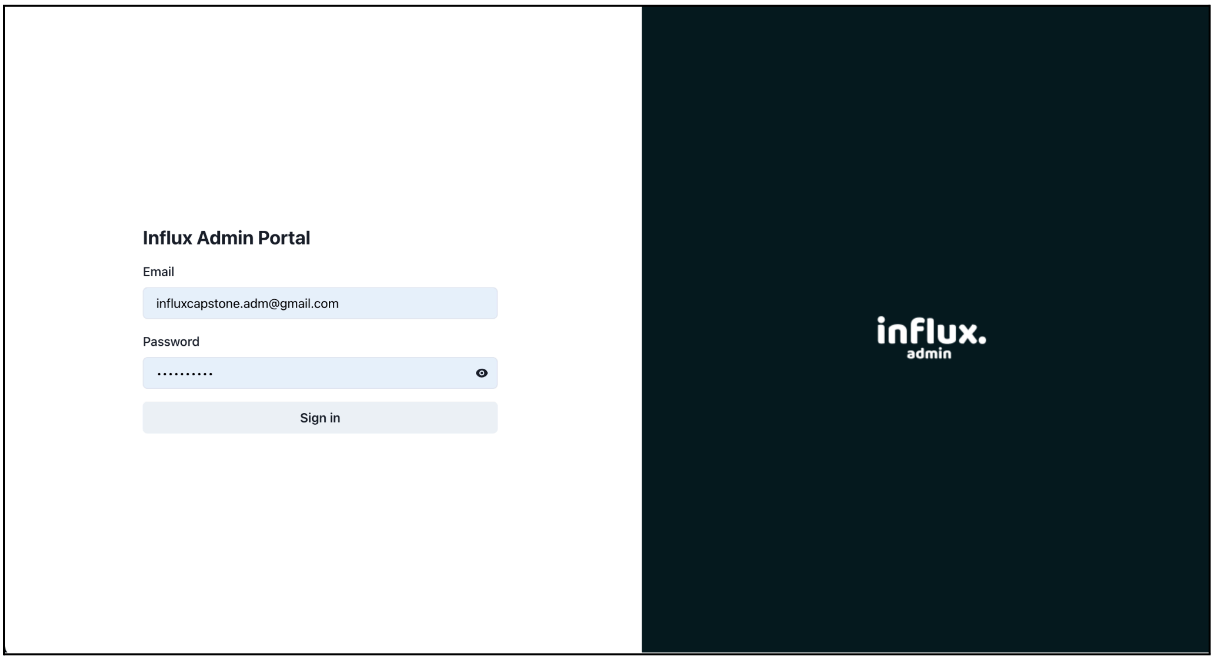


Image 6.3.1.1.1 - Implemented App Login Page for Admins

The login page for the Influx Admin Portal is designed with a minimalist aesthetic, prioritising clarity and ease of use. The dark background contrasts with the input fields, ensuring administrators can quickly navigate the login process. Familiar single-column layout and intuitive icons, such as the password visibility toggle, enhance the user experience. The prominent 'Sign in' button clearly signals the next action step, emphasising functionality in a professional environment.

6.3.1.2 Home / Main Page(s)

Image 6.3.1.2.1 - Implemented App Home Page for Admins

Embracing a minimalist aesthetic, the admin home page is marked by its spaciousness and order, prominently featuring the "Admin's Creed" against a pared-down navigation pane. The contrasting visual elements and judicious use of negative space not only enhance readability but also reinforce the platform's ethos of conscientious stewardship and seamless functionality. This design choice underscores a culture of integrity and vigilance, subtly reminding administrators of their pivotal role in preserving a trustworthy, fair, and dignified digital ecosystem for every participant.

6.3.1.3 Data Display

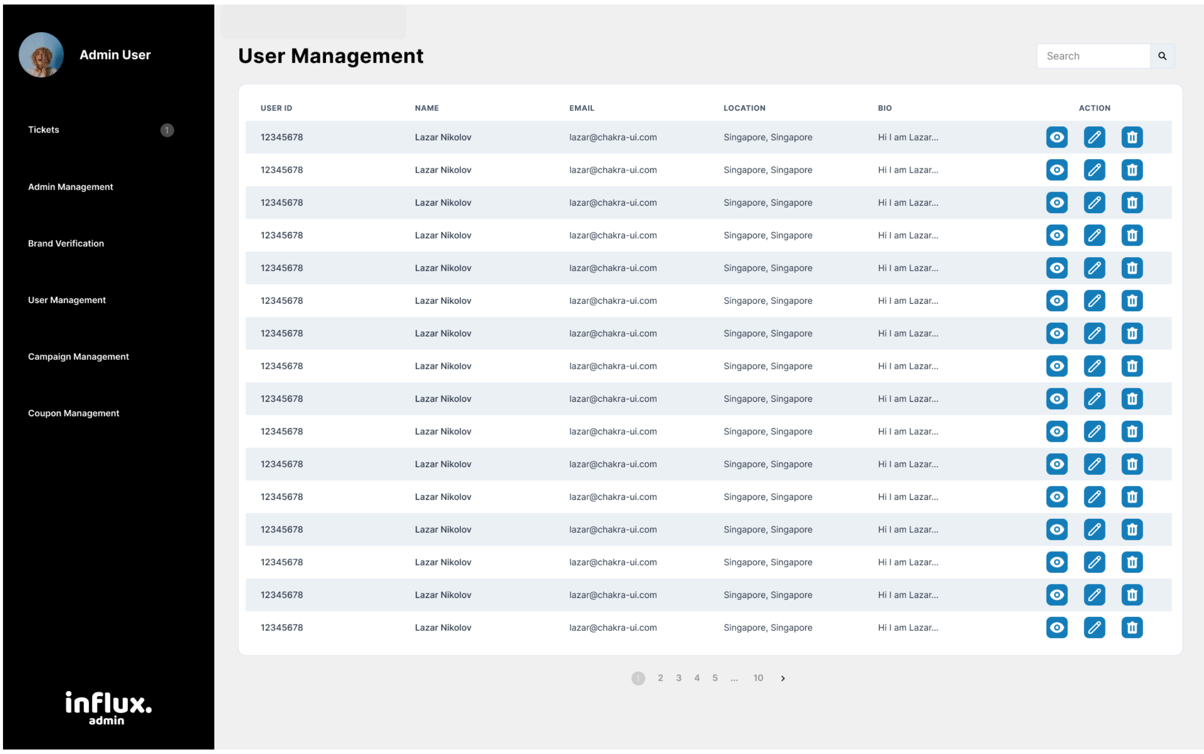


Image 6.3.1.3.1 - Initial Figma User Management Page design for Admins

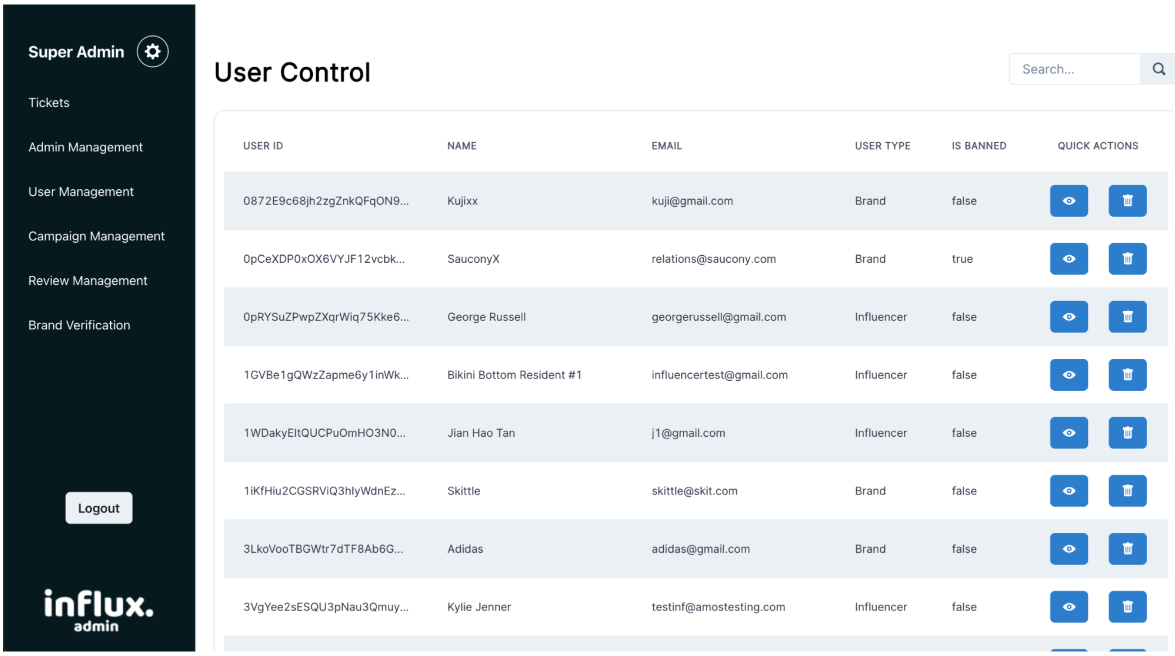


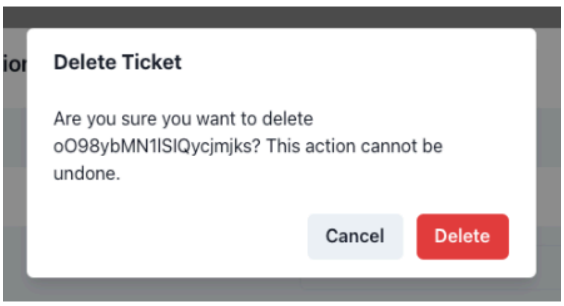
Image 6.3.1.3.2 - Implemented App User Management Page for Admins

Image 6.3.1.3.3 - Implemented App User Management - User Information Pop-up

We carefully design data displays to improve user comprehension and engagement. Depending on what users need to see quickly, we decide whether to use card layouts or tables in our page designs. For instance, Figure 6.3.1.3.3 uses a card format to give a detailed and visually appealing overview of a user's campaign.

In contrast, Image 6.3.1.3.2 shows transaction records in a table format. This approach neatly organises important details, making them easy to scan and inviting users to explore further. We consistently apply plenty of white space across our designs to avoid a crowded interface. This ensures important information is easily noticeable, contributing to a smooth and user-friendly navigation experience.

6.3.1.4 Confirmation Based Modals



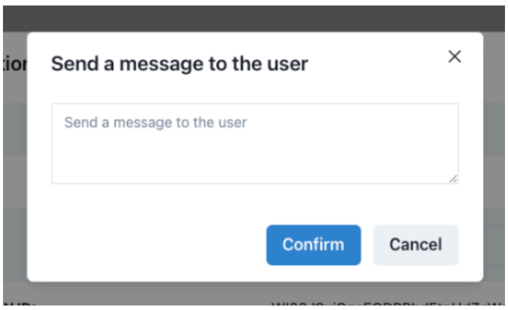


Image 6.3.1.4.1 - Implemented App Confirmation Modal Pop-up

The design of confirmation-based modals aims to prompt careful consideration from the user before taking irreversible actions. The 'Delete Ticket' modal uses a bold colour on the 'Delete' button to highlight the seriousness of the action, contrasting it with the more neutral 'Cancel' option. On the other hand, the 'Send a message to the user' modal balances the 'Confirm' and 'Cancel' buttons without emphasising one over the other, suggesting that the action is less critical.

Both modals are straightforward, using clear language and a clean layout to enable quick and easy decision-making. Aligning the 'Cancel' button to the left and the primary action button to the right follows standard UI practices, which helps users interact with the modals intuitively.

6.3.1.5 Updating Functionality

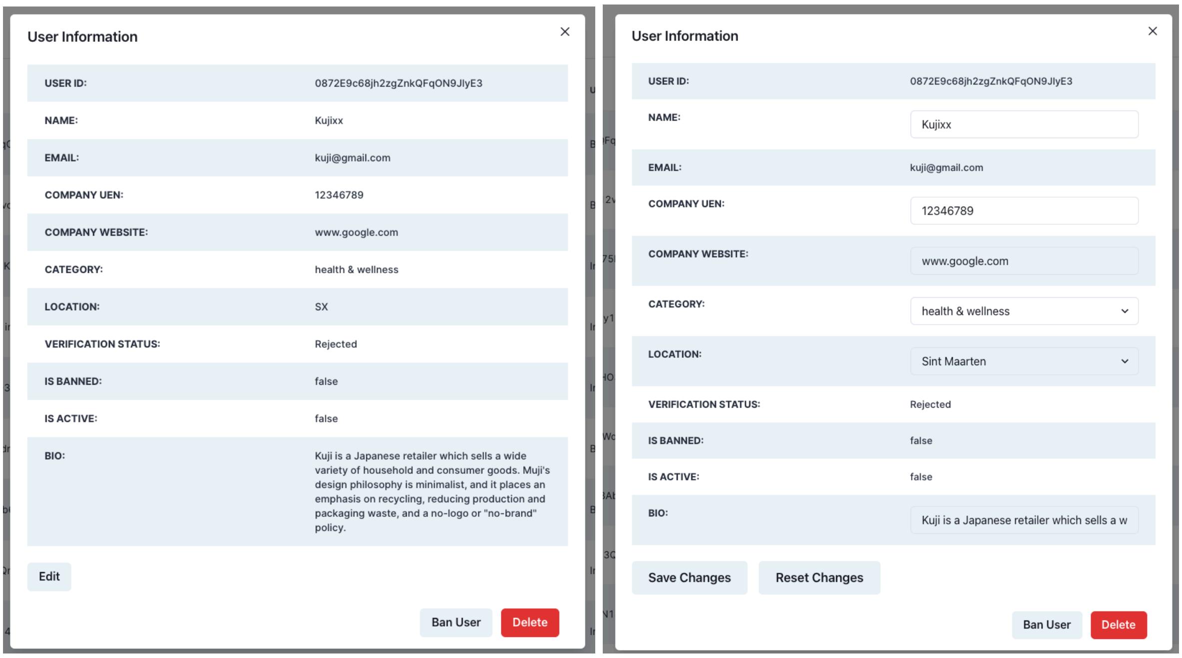


Image 6.3.1.3.3 - Implemented App Updating Functionality

The user information modals facilitate updates with a design that prioritizes clarity and user workflow. The pre-edit modal displays user details statically, and once the 'Edit' button—conveniently located next to the header—is clicked, the modal transitions to an editable format. This design choice clearly demarcates the editing process, minimizing user confusion.

Fields become editable with text boxes and dropdown menus for straightforward data entry. 'Save Changes' and 'Reset Changes' buttons are prominently displayed for easy decision-making, while critical actions like 'Ban User' and 'Delete' are kept separate to prevent accidental selections. This approach ensures a user-friendly and efficient administrative process.

6.3.2 Unique Aesthetic Elements

6.3.2.1 Progress / Loading

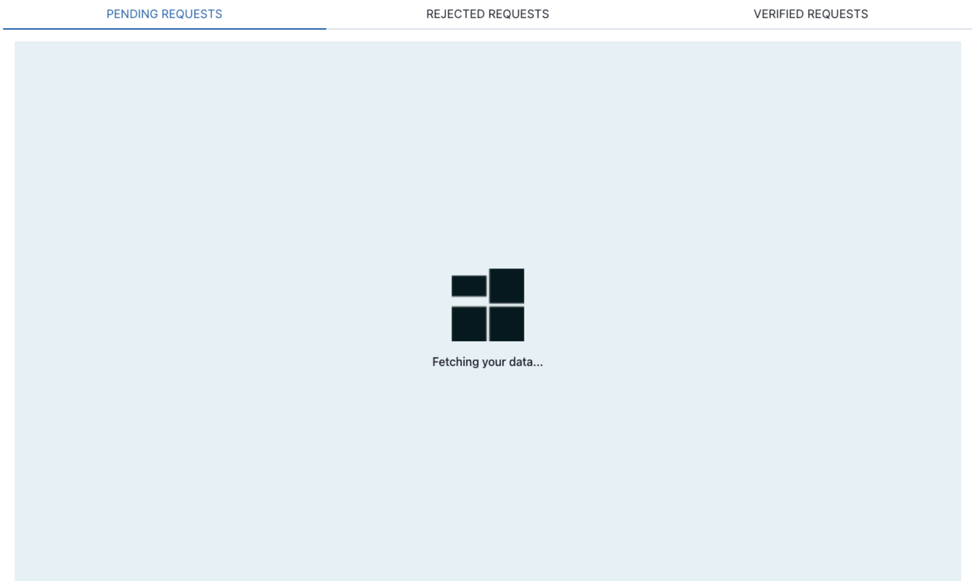


Image 6.3.2.1.1 - Implemented App Loading Spinning Icon

The loading blocks icon, which appears on various pages, acts as a clear signal to users that their data is on the way. It's a reassuring sign that the system is active and processing the request, even if there's a momentary wait for the content to appear. The icon's simple, animated grid is modern yet unassuming, fitting well with the admin interface's sleek and professional look. It steers clear of complex animations that might distract, keeping the user's attention on what's important. This design choice effectively sets user expectations and lessens the impact of loading times, contributing to a better overall experience with the application.

6.3.2.2 Statistics

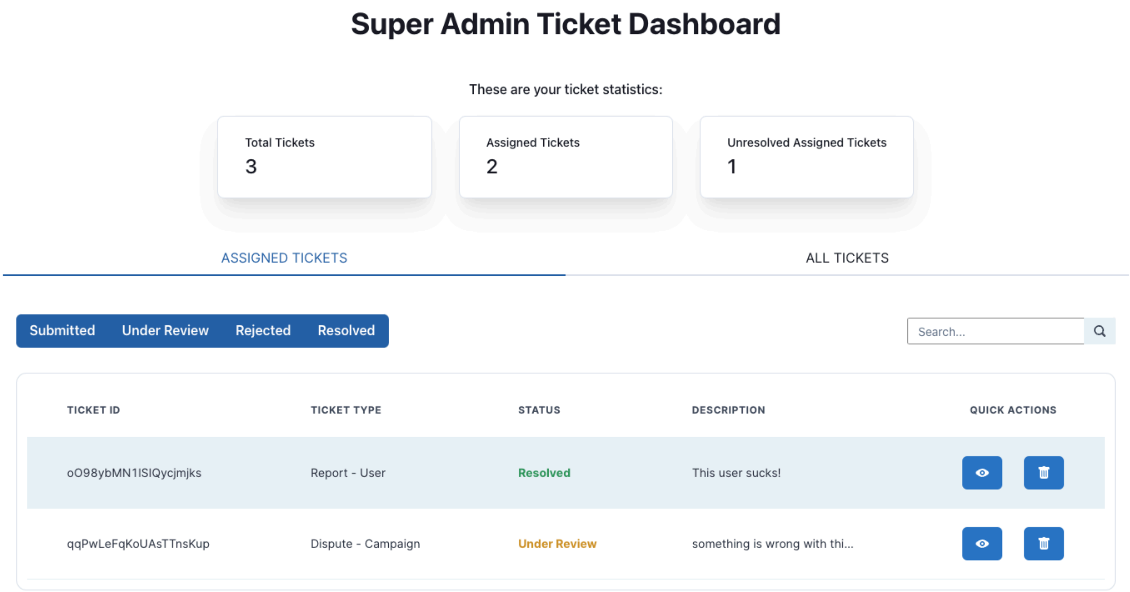


Image 6.3.2.2.1 - Implemented App Ticket Management Statistics

The design approach focuses on administrative efficiency, allowing for quick action and easy oversight of the ticketing system. Key statistics are immediately visible, with total ticket count, assigned tickets, and unresolved tickets prominently displayed in individual panels for quick reference. This at-a-glance visibility allows admins to quickly gauge their workload and prioritize tasks. The tabbed interface beneath the statistics segments tickets by their status—'Submitted,' 'Under Review,' 'Rejected,' 'Resolved'—which streamlines the workflow and enables efficient sorting of tickets. Each ticket entry is paired with 'Quick Actions' for rapid processing, enhancing the dashboard's functionality. This UX design prioritizes efficiency, clarity, and ease of use, allowing admins to manage tickets effectively with minimal navigation.

6.3.2.3 Image Previews

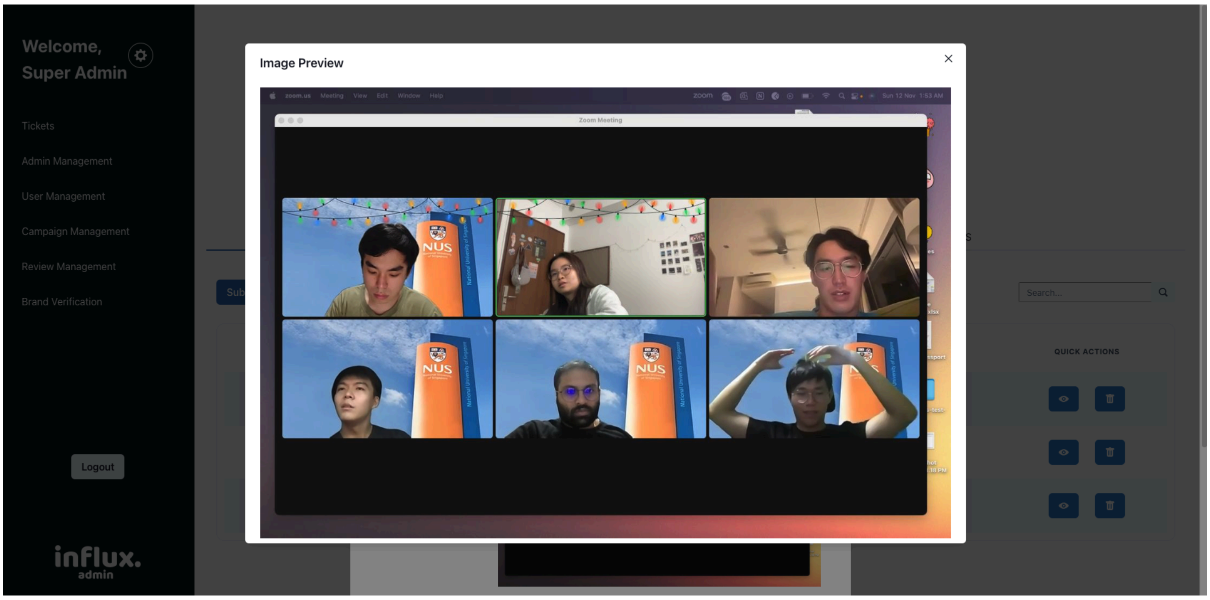


Image 6.3.2.2.1 - Implemented App Image Previews for Ticket Management Page

The Ticket Management Page incorporates an Image Preview function that enhances administrative tasks. Upon selecting a ticket, admins can view image previews in a pop-up modal, enabling quick and direct visual assessment without leaving the current page. This design choice promotes efficiency by streamlining the review workflow. The modal showcases images in an easy-to-navigate gallery format, and when clicked into, a clear 'X' to close the window, adhering to familiar user interface conventions. A dimmed background focuses attention on the images, minimising distractions and supporting task concentration.

7. Naming and Package Conventions Used

S/N	Convention Type	Description	Example
01	Backend Package Naming	Top level package begins with **src** and contains the different sub packages **constants, helpers, routes, services, util** and others. The **routes** directory contains sub-directories with files named after their relevant modules. The **background-workers** directory contains job files with jobs named after their relevant use case followed by **'worker'**.	 **routes/Notifications/index.ts** **routes/Admins/index.ts** **background-workers/jobs/update-actual-balance-worker.ts**
02	Frontend Package Naming	Frontends are broken down into user-frontend and management-frontend. Top level for each frontend package begins with **src**. Each page has its own directory and respective sub-pages are stored in directories. Sub-components are stored in files. Files are named with CamelCase.	 **src/pages/campaign/index.tsx** **src/pages/CampaignCard.tsx** **CampaignCard.tsx**
03	Repository Naming	All Repositories begin with their purpose (feat - feature, fix - bug fix, etc) and continue with the name.	**feat/notification-module** **fix/broken-review-button**
04	Model (Entity Class)	All Models only have their	**Brands**

	Naming	relevant names.	**Influencers**
05	Services and Implementations Naming	All Services contain their names and are consolidated under the services directory.	**services/firebase** **services/stripe**

Table 7.1 - Naming Conventions

8. Declaration of Open-source Codes Used in the Project

S/N	Type	Complete Name with Version (Filename)	Source	Usage Location
01	FR	React v18.2.0	React	Front-Ends
02	LI	Chakra UI v2.8.0	Chakra UI	User Interface Design
03	LI	Axios v1.5.0	Axios	API calls
04	LI	Firebase v10.4.0	Firebase	Backend-as-a-Service
05	LI	Next.js v13.4.19	Next.js	Front-End Framework
06	LI	Stripe v13.9.0	Stripe	Payment Processing
07	LI	Express v4.18.2	Express	Backend Framework
08	LI	@emotion/react v11.11.1	Emotion	Styling
09	LI	@emotion/styled v11.11.0	Emotion	Styling
10	LI	Chakra React Select v4.7.2	Chakra React Select	Dropdowns and Selects
11	LI	Chart.js v4.4.0	Chart.js	Data Visualization
12	LI	Framer Motion v10.16.1	Framer Motion	Animations
13	LI	is-url v1.2.4	is-url	URL Validation
14	LI	Next Auth v4.23.1	NextAuth.js	Authentication and Authorization
15	LI	Next Transpile Modules v10.0.1	Next Transpile Modules	Transpiling Modules
16	LI	QS v6.11.2	qs	Query String Parsing
17	LI	React Hook Form v7.46.1	React Hook Form	Form Handling
18	LI	React Icons v4.11.0	React Icons	Icons

19	LI	UUID v9.0.1	UUID	Unique ID Generation

Table 8.1 - Declaration of Open-source Codes

9. Project Management Plan

9.1 Final Project Gantt Chart

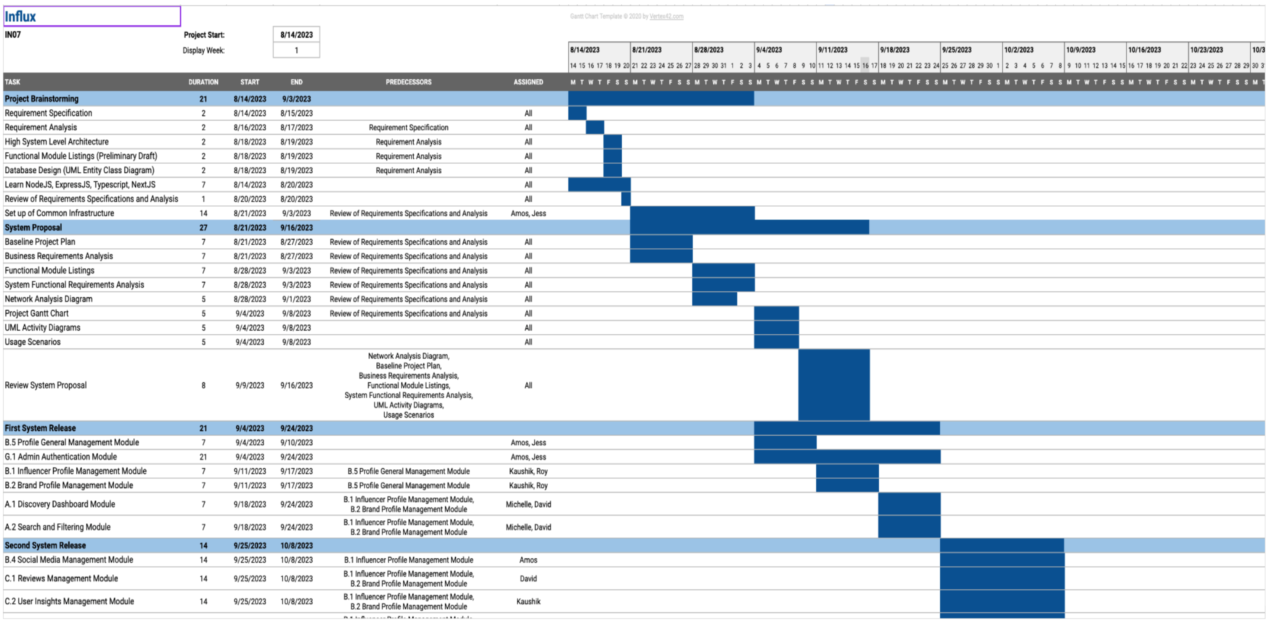


Figure 9.1 - Final Project Gantt Chart

Please refer to the original provided in a separate folder for the Final Project Gantt Chart.