



## AMBR

V 1.1

Dec 05, 2020

Software Developers Inc  
20665 4th Street, Suite #204  
Saratoga, CA 95070



## Confidentiality of Important Information

The information in this document is confidential and is intended solely for the attention and use of **AMBR** and its employees. It might contain privileged information. If it has come to you in error and you are not the intended recipient you must not proceed further, disclose, copy, use or disseminate any information contained therein, please delete it and contact us (**sakshi@sdi.la**) without delay so that we may take whatever action we consider appropriate.

## Objective

AMBR intends to launch a web platform that will allow Instagram influencers to become brand Ambassadors. These Ambassadors will be able to accept/decline a campaign (invitation sent by the Platform Admin) and promote them on their Instagram account.

The objective of this platform is to allow brands/businesses to increase its engagement with their potential customers using the power of Ambassadors (Instagram influencers). The platform will connect with influencers that are best suited to promote the brand campaigns. *The influencers will receive free products. The platform will allow influencers to get associated with multiple campaigns and brands. This will help brands to grow its community and build good relationships with ambassadors.*

SDI will design and build a robust, user friendly, and impressive web platform for AMBR that will allow its users to access multiple functions.

## Development Principles

- Smart and clean UI's (User Interfaces)
- Smart Navigation Tabs for easy and fast access to all the functions.
- Language of Development – English
- Language of Data Entry – English



## Technology Stack

- **MongoDB**

MongoDB is a popular NoSQL database. The key advantages are

Scalability - MongoDB offers scale-out features, automatic sharding, and replica set to maintain constant availability

Flexibility - It's schemaless, there is no need to predefine schema.

Performance - Due to the flexibility of JSON documents, it makes apps fast since all the data for an object is stored in a single document.

- **Express.js**

Express.js is a back-end web app framework. The main task of Express.js is to manage the workflow between the client-side and the data model, ensuring easy transferring of data to end-users.

With Express, it's easy to build a robust API. Another thing to love Express.js for is its incredibly accurate error handling.

- **AngularJS / Angular**

Angular is a front-end framework, developed and maintained by Google.

Angular extends the syntax of HTML, runs JavaScript code in the browser and serves to make your web app's UI dynamic and interactive.

- **NodeJS**

NodeJS is an open-source cross-platform engine for building server-side applications. NodeJS serves as an integrated web server for the smooth deployment of MongoDB and the web app itself in the cloud.



It improves runtime performance and successfully handles data-intensive tasks which leads to faster web app development and better scalability.

## Team Structure

- Project Manager
- UX/UI Expert
- Senior Web Programmers
- Quality Assurance Testers
- Server Administrator

## Data Security

- Create Separate Security Credentials  
To enable authentication, we will create login credentials for each user or process that accesses the DB.
- Role-Based Access Control  
Instead of giving authorizations to individual users, we will provide access based on the user roles such as application server, database administrator, developers.
- Limit Connections to the Database  
One way that data leaks occur is that an intruder gains remote access to the database. We will allow connections only from specified IP addresses.
- Encrypt Data  
We will encrypt all personal & confidential data to make it unreadable for those who do not have the keys to decrypt it. All data will be securely transmitted using TLS 1.3.



- Add Extra Encryption for Sensitive Data via client-side field-level encryption.  
Client-side field-level encryption ensures that only relevant users can read their own data on the client-side using their unique decryption key.
- Enable WAF i.e Web Application Firewall  
We will recommend setting WAF to protect the web application by filtering and monitoring HTTP traffic between a web application and the Internet. It will protect the web application from attacks such as cross-site forgery, cross-site-scripting (XSS), file inclusion, and SQL injection.

## Code Security

We will use Vulnerability Scanning Tool to identify and remediate vulnerabilities in the code.

## Main Modules

Web platform for Ambassadors (Instagram Influencers) - The Ambassadors will be able to sign up online and join the platform for promoting brands & running campaigns on their instagram account.

Admin portal for AMBR Owner & its Employees - This will be a browser based web admin which will enable the Super Admin to manage their web platform. The Super Admin will be able to Manage Ambassadors, Manage Employees, Manage Brands & Campaigns, View Analytics, and Communicate with its users via SMS & Email.



## MODULE 1: Web platform for Ambassadors (Instagram Influencers)

### 1. Sign up/ Sign In

- a. Sign Up - It is going to be an invite only request. The Admin will send an email invite to the Instagram influencers to become Ambassadors. The Ambassador will be able to access the AMBR platform and create a profile by providing the following information:

- i. First Name
- ii. Last Name
- iii. Email
- iv. Mobile number
- v. Gender
- vi. Address (City, Country, Postcode / Zip Code)
- vii. Connect to Instagram
- viii. [Checkbox - Ambassador will accept Terms & Conditions](#)
- ix. Get Started

- b. Sign In

- i. Using their Email & Password

**Note** - Password security - The passwords will be alphanumeric, minimum 8 characters, encrypted using SHA-2

### 2. Forgot password

- a. AMBR will ask the Ambassador to provide their email to receive a reset password link which can be used to change the password.
- b. Once the Ambassador clicks on the link, AMBR will ask the ambassador to enter a new password and then confirm the new password.



### 3. **Ambassador Dashboard**

- a. This will provide an overview of:
  - i. Campaigns (Current ongoing or accepted campaigns)
  - ii. Campaigns invites received
  - iii. Content uploads (Media files/ library)
- b. Message center
- c. My account
- d. Help

### 4. **Ambassador campaigns**

- a. The Ambassador can view a list of accepted campaigns
- b. Selecting a campaign will show the campaign details:
  - i. Campaign title
  - ii. Cover image
  - iii. Campaign start date and duration (time period for how long the campaign will remain active)
  - iv. Campaign status - Active or Inactive
  - v. Campaign summary (text/content from the campaign set up page)
  - vi. Content requirements - This will show the content requirements from the campaign set up page.
  - vii. Content brief - This will be a PDF document which is uploaded at the campaign set up page. Ambassadors can click to view the PDF document.
  - viii. Products - This will display the products that are linked to this campaign. These products will be pulled from the Shopify API.
  - ix. Content uploads - This will display the media files (images or videos) linked to this campaign. The Ambassadors will also be able to upload media files.

**Note** - We can allow all ambassadors to view each other's content that is posted by them for the campaign. We can also restrict the content if the ambassador decides that it is viewed only to him or her.

## 5. Campaign invites

- a. View a list of campaigns invite/request
- b. Select an invite to view details:
  - i. Campaign title (date/time & duration of the campaign)
  - ii. Brand name
  - iii. Cover image/logo
  - iv. Campaign summary
  - v. Content requirements
  - vi. Product information
  - vii. View content brief
- c. Ambassador will have options to “accept” or “decline” a campaign invitation.
  - i. If the ambassador “accepts” the invite, a notification will be sent to the admin that the invite has been accepted. This campaign gets added to Ambassador’s campaign list
  - ii. If the ambassador “declines” the invitation, the ambassador will be prompted to provide a reason for declining the invitation (a text box will appear and the ambassador can input the reason and submit)

## 6. Products shopping

- a. Ambassadors can buy the products that are linked to the campaign they are invited for.

Discount code - It will be a unique one time code generated through Shopify which will be specific to a particular campaign and/or to ambassador. This code will be applied automatically to buy the product for free. Or Manually entered by the Ambassador.





It's still in discussion what will work best out of the above 2 options, as the shopify account can be different for different campaigns.

- b. The products catalogue will be pulled from the Shopify API.
- c. Ambassadors will be able to view product details and place orders directly on the platform.
- d. For the first time the platform will ask ambassadors to add their address during the sign up process. At the time of checkout, the provided address will be selected by default. If the ambassador would like to change the address or add a new address during the checkout process, the ambassador can certainly do so.
- e. The Payment method is not required as the discount code will be 100% and the ambassador does not have to pay anything when placing the order.

## 7. Message center

- a. This is for internal communications (between Ambassador and Administrator)
- b. Compose a message
- c. Send a message
- d. Receive & view a response to a message

**Note:** an email notification will be sent to Ambassadors as and when they receive a message/response. A push notification/alert (Only Chrome) will be sent as and when they receive a message.

## 8. Push notifications/alerts - A notification alert will come when ambassadors receive a:

- a. Message
- b. Campaign request
- c. Information or update that is sent by the Administrator

Note - SDI & Client will discuss on the list of notifications the platform should send. For e.g. Notification is sent when the admin invites an ambassador to join the campaign. The



Ambassador will have an option (in the settings) to select from the list of notifications he/she wants to receive.

## 9. **My account**

- a. View / Edit profile
- b. Settings
  - i. Change password
  - ii. Payment methods
  - iii. Billing / Shipping Address
  - iv. Edit push notifications/alerts - Turn on/off
- c. Sign out

## **MODULE 2: Admin portal for AMBR owner & its Employees**

### 1. **Login**

- a. Admin will login with their email & password.
- b. Forgot Password: Admin will be able to reset their password, it will send an email with a link to set up a new password.

### 2. **Employees/Sub-admin management**

- a. Add employees as sub admins
  - i. Name
  - ii. Email
  - iii. Password
  - iv. Status - Active or Inactive



- b. Assign & Manage roles / permissions for each sub admin (The admin can select roles & permissions when creating a sub admin account. This will allow sub admins to access specific modules on the platform)
- c. Edit sub admin details (The admin can make changes to the existing sub admin profile, for e.g. removing access to previously assigned roles & permissions, allowing access to more roles, changing password)
- d. Delete sub admins

### 3. Ambassadors management

#### a. Create a new ambassador

- i. First Name
- ii. Last Name
- iii. Gender
- iv. Location
- v. Categories dropdown - The administrator can select multiple options from the dropdown that matches the Ambassador profile. (List of categories will be pre populated)  

Note - Admin will have a module to manage categories that will be displayed under category dropdown. Admin can add categories, disable or deactivate categories which they do not wish to display under categories dropdown.
- vi. Instagram username
  - 1. The instagram username when added by the admin will be saved as instagram profile page URL/link
- vii. Number of followers
- viii. Engagement rate %
- ix. Reach

x. Average likes

Once the ambassador connects their instagram account to AMBR Platform, the data related to followers, engagement rate, reach, average likes will be pulled through Instagram API.

xi. Average comments

xii. Last post date (Calendar will be integrated to input dates in this field)

xiii. Additional notes - A text box where the admin can add some notes while creating an ambassador's account. This is optional.

xiv. Option to "Add the ambassador to a campaign" while creating the ambassador profile or Administrator can "Save" the profile and add the ambassador to a campaign later.

xv. **Add to the campaign now?**

1. Brand name
2. Campaign title

b. **Manage existing Ambassadors**

i. A list of Ambassadors records will be displayed. A record will contain Ambassador details like their instagram username/handle, full name, followers, gender, category campaign, and shortlist status.

1. They will have the option to add/remove the columns to what they wish to view in the list.

The admin can **view the ambassador's status** (outreach, order placed, order shipped, order delivered, follow up) specific to each campaign. Admin can view the status on Ambassador's details page.

ii. Admin can select the number of records to view per page or can use the "Load more" function to view the next set of records.

- iii. Admin can click on any record which will take the admin to a respective Ambassador's Instagram page.
- iv. Admin can also export Ambassadors list.
- v. Admin can create a new shortlist of Ambassadors by using:
  - 1. "Create new Shortlist" function will ask the admin to select the records and save it by assigning a title/name under which the records will be saved.
  - 2. Admin can assign a campaign at the same time to the shortlisted ambassadors or save shortlist for later.
- vi. Search - Admin can search Ambassadors by inputting a keyword.
- vii. Filter - Admin can complete an advance search by using filter options like:
  - 1. [By campaign](#)
  - 2. All
  - 3. Female
  - 4. Male
  - 5. Existing ambassadors
  - 6. Not interested
  - 7. No response
  - 8. Failed to post previously
- viii. Sort by
  - 1. [By campaign](#)
  - 2. Followers "High to Low"
  - 3. Followers "Low to High"

### c. **My Shortlists**

- i. Click on "+" to create a new shortlist
- ii. View a "Grid view" of saved Shortlists that are assigned to Campaigns
- iii. Search a shortlist by a keyword
- iv. Sort by includes the following filters:

1. Most recent
  2. A-Z
  3. Date
    - a. Selecting the date will ask the admin to input a duration (Start & end date)
- v. Clicking on a “Campaign title” will display the following info:
1. Number of [ambassadors](#)
  2. Total reach
  3. Average followers
  4. Average engagement
  5. List of Ambassadors who are shortlisted for the campaign
    - a. Admin can search (by keyword) ambassadors within a shortlist
    - b. Admin can remove or add ambassadors to a shortlist
    - c. Clicking on an ambassador username will open the Instagram page of the ambassador in a new browser window
- [Note - there may be some ambassadors who are shortlisted for the campaign but they have not signed up with AMBR yet, those ambassadors can be highlighted in a different color so admin knows that these ambassadors have not joined the platform yet. \( The admin can send a link as a DM to the ambassador on Instagram. The admin will be able to tag those ambassadors to whom they have DM the link\).](#)
- vi. Admin will have an option to “Export a shortlist”
- vii. Admin can also assign a shortlist to a campaign ([shortlist can only be assigned to a live campaign](#)). “Assign to Campaign” will include following input fields:
1. Assign to a “single campaign” or “multiple campaigns”
  2. Assigning to a single campaign function will allow admin to select a campaign from a dropdown list.
  3. Assigning to multiple campaigns will allow the admin to multi select campaigns

from a dropdown list of saved campaigns.

**Note:** An Outreach message will be sent to the Ambassador via Email or SMS or Instagram based on Message Preferences defined in the Campaign set up page. [Before sending a message, admin will see a preview of the ambassadors list to whom the message will be sent before they click on the “send” action button.](#)

## 4. Brands management

a. **Create a new brand** - The following information will be provided to create a new brand

- i. Brand name
- ii. Add brand logo
- iii. Add header image
- iv. Instagram Username
- v. Industry (Select from a dropdown list)
- vi. Website
- vii. Brand bio
- viii. Contact name
- ix. Contact email
- x. Mobile number
- xi. Address (includes city, postcode or zipcode, country)
- xii. Save (this function will save the brand details)

Note - Admin will have the option to connect the Brand to its Shopify Account (by providing its login credentials) to list products from Shopify.

**Note:** AMBR will have to create a Partner account on Shopify & create a public App in the Shopify platform that needs to turn into a sales channel App to gain access to Business/Brand Owner's Storefront.

b. **Manage existing brands**

- i. Click on “+” to create a new brand

- ii. View a list view of saved Brands (Brand logo image will appear in search results)
- iii. Search a Brand by keyword
- iv. Sort by includes following filters:
  - 1. Most recent
  - 2. A-Z
- v. Filter brands by a category (select from a list of categories dropdown)
- vi. Clicking on a “Brand logo/ name/ image” will display the following info:
  - 1. Brand image
  - 2. Brand name
  - 3. Activation date & duration
  - 4. Number of Ambassadors (that are associated with the brand), clicking on this will display a list of ambassadors
  - 5. Number of Campaigns, clicking on this will show the campaign details that are linked to this brand
  - 6. Total number of images, clicking on this will display all the images linked to the brand
  - 7. Total number of videos, clicking on this will display all the videos linked to the brand
    - a. [Clicking on a video will play the video](#)
  - 8. Edit function will allow admin to edit brand details
  - 9. Content library will display all the content created for that brand

**c. Edit brands**

- i. Edit function will allow the admin to edit brand details (see above)

**5. Campaigns Management**

- a. **Create a new campaign** - this will include the following steps
  - i. Overview



1. Select brand - It will be a dropdown list of saved brands on the AMBR platform
  2. Campaign name - Provide a title for the campaign
  3. Upload a header image
  4. Add duration of the campaign
    - a. Start date
    - b. End date
  5. Save the campaign
- ii. Shortlist - Assign a shortlist to the campaign you have created in step 1
1. You can skip to the next step by choosing “No” as an option if you do not wish to assign a shortlist to the campaign
  2. If you choose “Yes” a grid view of the existing shortlists will appear. Admin can select a shortlist and assign to the campaign by clicking on the “Save” function
  3. Admin can search the shortlist by keyword and can also sort the results by:
    - a. Most recent
    - b. A-Z
- iii. Products
1. Admin can connect to the brand’s Shopify account at this step in case its not connected at the time of brand creation
  2. If the Shopify is already connected, it will display the products catalog
  3. Admin can select the products and save it
- iv. Content requirements
1. Admin can setup content which the Ambassador has to acknowledge before accepting to participate in the campaign
  2. Admin will also have an option to upload a content brief (it is in PDF format)
  3. The content added/uploaded will be saved using the “Save” function
- [Disclaimer will be added for the ambassadors to acknowledge that the brand may](#)

use their content for its marketing purposes.

## v. Outreach message

1. Draft outreach email or SMS to ambassadors - This will include a compose email window with the default text editing options



2. Save draft - this function will save the email composed
3. Next - this will allow admin to go to the next step

The ambassador will be able to view the campaign details when accepting or declining the campaign invitation.

## vi. Confirmation message

1. Draft outreach email or SMS to ambassadors once they have signed up - This will include a compose email window with the default text editing options



2. Save draft - this function will save the email composed
3. Next - this will allow admin to go to the next step

## vii. Terms

1. Default template to set up terms & conditions
2. Option to upload terms & conditions document (in PDF or Doc formats)
3. Save it as a draft
4. Next - this will allow admin to go to the next step

## viii. Preview & Activate

1. This will show a preview of the Ambassador's dashboard
2. Admin can save it as a draft and activate the ambassador's account later

3. Admin can preview the Ambassador's dashboard and activate the account at the same time

**b. Manage existing campaigns**

- i. Click on "+" to create a new campaign
- ii. View a list view of saved campaigns (Campaigns title along with its active status will appear in the search results)
- iii. Search a Campaign by keyword
- iv. Sort by includes the following filters:
  1. Most recent
  2. Active campaigns
  3. Inactive campaigns (deactivated campaigns)
- v. Clicking on a "Campaign title" in the search results will display the following info:
  1. Campaign image
  2. Campaign title
  3. Activation date & duration
  4. Contacted - Number of Ambassadors to whom the invite was sent
    - a. Clicking on this number will display a list of ambassadors
    - b. Clicking on a username will display the selected ambassador's details on a new browser window
  5. Accepted - Number of Ambassadors who have accepted the invitation
    - a. Clicking on this number will display a list of ambassadors who have accepted the invitation
    - b. Clicking on a username will display the selected ambassador's details on a new browser window
  6. Number of Instagram stories

7. Number of Instagram posts
8. Edit function will allow admin to edit campaign details
9. View content will allow admin to view the content library related with the selected campaign
10. Deactivate - This function will allow the admin to discontinue the campaign. If the campaign is already in “deactivated” status then the option “Activate” the campaign will be available

## 6. Content library

- a. By default this will display the media library of the most recent campaign or selected campaign
- b. Campaign title will appear at the top along with the media files grid view below the title
- c. The admin will have the following options:
  - i. Change view from “Grid view” to a “List view”
  - ii. Option to select all and perform functions like:
    1. Label
    2. Star
    3. Move
    4. Delete

**Note:** Admin can individually select media files and then perform the same functions as listed above.

- iii. Search content by keyword
- iv. Sort by “Most recent”
- v. View results by selecting a campaign from a dropdown list
- vi. Filter options include
  1. Media notes - Input text to search
  2. Media usage
  3. Media type
  4. Time uploaded

## 5. My labels - Input text to search

### vii. Hashtag search

1. Search by hashtag - Admin will have the option to search Instagram images & videos via hashtag.
2. Search history - Admin will be able to view the Search History when the search was made for each hashtag.
3. Search results
  - a. It will display the grid view of Images and/or Videos with the option to add them into Content Library "+ add to library"
  - b. Each image or video will display the number of likes & number of comments
  - c. Clicking on the image it will open the instagram page in a new browser window
  - d. Repost guidelines - The acceptance of repost terms is required to repost

#### **Note -**

<https://developers.facebook.com/docs/instagram-api/guides/hashtag-search/> You can query a maximum of 30 unique hashtags within a rolling, 7 day period. The Brand also need to connect to their Instagram account to do #Hashtag Search

## 7. Customer management

- a. Create customer account
- b. Enable functions access based on the plan the customer has purchased
- c. A subdomain will be created for the customer.
- d. The customer will receive an welcome email along with login information.

## 8. Analytics

- a. This will display the reports that can be pulled using the Instagram Insight API
  - i. Total number of Ambassadors - Filter by Campaigns, Contacted & Responded.



- ii. Total number of Campaigns - Filter by Brand, by Date
- iii. Total number of Brands - Filter by Date, by Number of Campaigns

**Note** - This will be discussed and concluded by both SDI & Clients

## 9. Message center

- a. This includes a history of messages sent to ambassadors & messages received from the ambassadors
- b. Admin can view the messages received under “Inbox”
  - i. Admin can click on the message to view the full message
  - ii. Admin can respond to the message by clicking on “reply”
  - iii. Admin can archive the message by clicking on “Archive”

**Note** - Admin can see which campaign the ambassador was on when they receive a message from the ambassador. “Campaign tagged to the messages received”

- c. Admin can view the sent messages under the “Sent” folder
- d. Archived messages will be under “Archive” folder
- e. Compose - Admin can compose & send new message to Ambassadors

**Note:** all the messages will be date & time stamped. The admin will also be able to search messages & archived messages using keywords & labels.

## 10. Notifications/Alerts

- a. This will include notifications if ambassadors accepted or declined the invitation
- b. A Notification will appear if the message was received

## 11. Help

- a. This will include FAQs - There will be a module where the admin can add questions & answers. The admin will be able to add, edit or delete the questions & answer.

## 12. Settings

- a. Change password

- b. Logout

## MODULE 3: Customer (Features/functions)

1. The customer module will include all the functions that Admin module includes.
2. The access to the customer module will be specific based on the plan they purchase. The admin can also enable or disable access to the list of functions based on the plan that the customer has purchased.
3. The admin can setup 2-3 types of plan which will include the list of features like:
  - a. Number of campaigns they can manage under each brand
  - b. Number of brands
  - c. Number of Ambassadors

Note - The customer will be able to view the plans and will have the option to contact the admin to get more details regarding the cost for the plan they are interested in. The purchase of the plan will be handled offline.

## Investment cost & Delivery Timelines

The total cost to develop the Web platform, Admin portal, Customer module and a basic website is **£20800** and will be delivered within 4 months.

## Payment terms

- 35% upon contract submission
- 35% on mid development completion
- 30% on completion of development (PreLaunch)



## Warranty

SDI will provide a 12 months debugging warranty. For the initial 12 months after delivery, if any bugs occur and are identified, we will fix them without any cost to you.

## Ongoing Maintenance

Beyond the warranty, we provide an optional 12 month Annual maintenance contract at a fixed additional cost of 25% of the original project cost. This will include updates for the latest OS updates and bug resolutions.

## Source Codes

All of the project Source codes will be handed over to the client on project completion. Upon completion and payment of all agreed invoices to SDI, the Client will be the sole and exclusive owner of all software assets and IP of the project.

Thank You,

Sakshi Sharma

Software Developers, Inc