

Software Requirements Specification for



Version 2.0

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1.0 Document History

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Antigone Bellanich, Claudia Bonitatibus, Chris Forsythe, Mel Gross, Nataline Kolbe, Miles Kelly, Kediel Morales, Sam Platek, Caroline Scheinfeld, Kevin Tayah, Ryan Van Dongen	October 22, 2019	Initial Draft	1.0
Antigone Bellanich, Claudia Bonitatibus, Chris Forsythe, Mel Gross, Nataline Kolbe, Miles Kelly, Kediel Morales, Sam Platek, Caroline Scheinfeld, Kevin Tayah, Ryan Van Dongen	May 5, 2020	Updated draft to reflect changes made to Brand Campaign Manager in regards to managing Campaign Participants.	2.0

2.0 Introduction

2.1 Purpose

The purpose of this document is to specify the functional and non-functional requirements for Boldly, a mobile application for iPhone and Android. The document provides details on user interaction with the application program interface, wireframes to aid in the understanding of the requirements, and the system evolution explaining the vision for Boldly's expansion.

2.2 Overview

Boldly is a mobile application used to lower the barrier of entry to social media marketing by creating connections between Creators and Brands based on like-minded values and interests. Boldly has a user experience tailored to meet the needs of both Creators and Brands with a mobile first design having similar functionality to other social media apps that Creators and Brands are most likely familiar with using. To lower the barrier to entry, Boldly features a unique algorithm and collaborative contract process. Boldly's algorithm matches Creators and Brands through a values-based system going beyond the numbers to reach micro-influencers and small brands that are just starting out but have much to contribute. In addition, Boldly features a collaborative contract process that minimizes legal jargon to ensure that Creators and Brands alike are happy with the agreements. The goal of the collaborative contract process is to change the standard for digital agreements.

Boldly is built for both Android and iOS devices. Boldly works in conjunction with Instagram and other social media apps to provide a connectedness and minimal repetition to foster a strong social media presence for both brands and creators. Within the application, Brands can manage multiple campaigns, create new campaigns, set the needs from Creators, review applicants, message applicants, and negotiate contracts without leaving the app. Similarly, for the Creators, they can review and decide which campaigns they would like to take part in, manage multiple campaigns they are engaged with, set the needs from the Brand, message Brands, and negotiate contracts, again all without leaving the app. As Brands and Creators grow within Boldly, their presence will grow on other social media apps and vice versa, creating a well-connected network for influencer marketing.

2.3 Scope

The scope of this document is to provide the software requirement specifications for Boldly's initial release. It serves as the agreement between designers and developers for what is functionally and non-functionally expected in the initial release. Developers will use this document as a guideline to develop the application as specified in the requirements and refer back to it when testing to validate for release. Users may also refer to this document to understand the breadth of the application and future evolution.

2.4 Definitions

Brand - a business that is looking to market and sell its products and/or services.

Creator - an individual person that creates content to promote and market themselves and brands.

Module - a series of requirements that captures an independent unit of functionality of the application and can be reused and built upon throughout the system.

Widget - a top level component with bound data properties.

2.5 Requirements Priority

Priority Level	Description
1	Priority level one are requirements critical to the overall usability of the application and have the greatest importance. Priority level one requirements need to be developed with the first iteration of the application.
2	Priority level two are requirements that add to the usability of the application but are not critical. Priority level two requirements are to be developed after all priority level one requirements have been implemented.
3	Priority level three requirements are added nice to have for future iterations of the application. Priority level three requirements are out of scope for the alpha build.

3.0 User Interface and Functional Requirements

3.1 Onboarding Survey

Displayed are the multiple paths that a new User can take when completing the Onboarding Survey. Screens that are labeled **Both** are screens that both Brands and Creators will see and interact with. Screens that are labeled **Brand** are specific to a new User who decides to create a Brand account. Screens that are labeled **Creator** are specific to a new User who decides to create a Creator account.

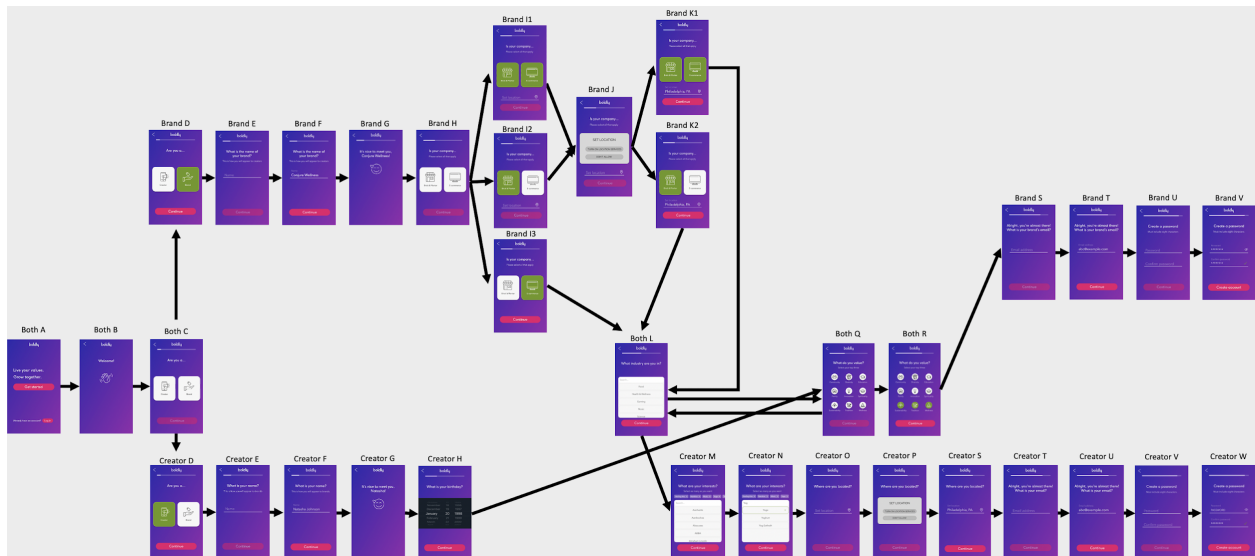


Figure 1. Onboarding Survey for Both Brands and Creators

R3.1 Onboarding Survey Functional Requirements

R3.1.1 Defining Widgets for Onboarding Survey

R3.1.1.1 Back button

R3.1.1.1.1 User taps on the **Back Button** to return to the previous screen they came from. **Priority 1**

R3.1.1.1.2 All **Back Buttons** within the Onboarding Survey follow the requirements specified in section R3.1.1.1. **Priority 1**

R3.1.1.2 Continue Button

R3.1.1.2.1 The **Continue Button** is disabled until User interacts with an input data field within the given page. **Priority 1**

R3.1.1.2.2 Tapping the **Continue Button** is a confirmation of the selected choice(s) visible on the page. **Priority 1**

R3.1.1.2.3 All **Continue Buttons** within the Onboarding Survey follow the requirements specified in section R3.1.1.2. **Priority 1**

R3.1.1.3 Card Selection

R3.1.1.3.1 User makes selection by tapping on the card. **Priority 1**

R3.1.1.3.2 Users can change **Card Selection** by tapping on another option before tapping the continue button. **Priority 1**

R3.1.1.3.3 All **Card Selections** within the Onboarding Survey follow the requirements specified in section R3.1.1.3. **Priority 1**

R3.1.1.4 Progress Bar

R3.1.1.4.1 The **Progress Bar** incrementally increases as the User taps the **Continue Button**. **Priority 1**

R3.1.1.4.2 **Progress Bar** incrementally decreases as the User taps the **Back Button**. **Priority 1**

R3.1.1.4.3 All **Progress Bars** within the Onboarding Survey follow the requirements specified in section R3.1.1.4. **Priority 1**

R3.1.1.5 Input Text Fields

R3.1.1.5.1 When a User clicks into a text field:

R3.1.1.5.1.2 The keyboard animates up from the bottom of the page. **Priority 1**

R3.1.1.5.1.2 The placeholder text within the text field disappears as the new text is inputted. **Priority 1**

R3.1.1.5.1.3 All **Input Text Fields** within the Onboarding Survey follow the requirements specified in section R3.1.1.5. **Priority 1**

R3.1.2 Opening the Application

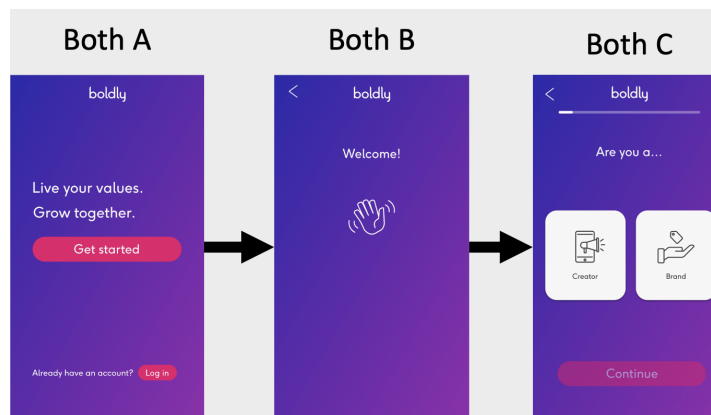


Figure 2. Welcome Screen for Both Brands and Creators

R3.1.2.1 When the User opens the application for the first time, Figure **Both A** is displayed. **Priority 1**

R3.1.2.2 User taps **Get Started** button in Figure **Both A**. **Priority 1**

R3.1.2.3 When the application finishes loading in Figure **Both B**, Figure **Both C** is displayed. **Priority 1**

R3.1.3 Choosing Account Type

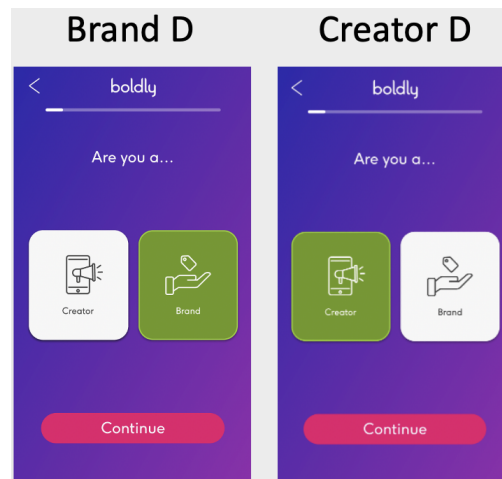


Figure 3. Choosing an Account Type for Both Brands and Creators

R3.1.3.1 The User is prompted to choose whether they want to create a Brand account or a Creator account. **Priority 1**

R3.1.3.2 If the User taps on the **Brand** card, Figure **Brand D** is displayed. **Priority 1**

R3.1.3.3 If the User taps on the **Creator** card, Figure **Creator D** is displayed. **Priority 1**

R3.1.3.4 Refer to [Back Button](#) requirements. **Priority 1**

R3.1.3.5 Refer to [Progress Bar](#) requirements. **Priority 1**

R3.1.3.6 Refer to [Card Selection](#) requirements. **Priority 1**

R3.1.3.7 Refer to [Continue Button](#) requirements. **Priority 1**

R3.1.4 Creator Name

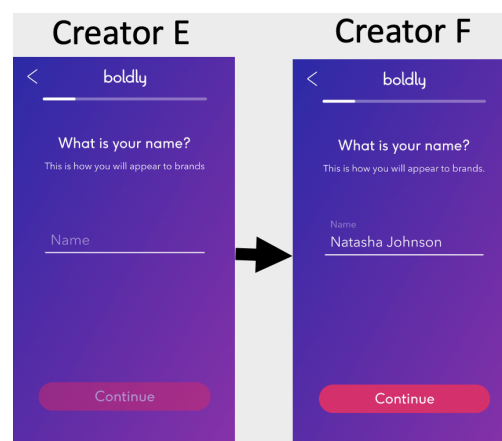


Figure 4. Inputting Name for Creators

R3.1.4.1 User who is a Creator is prompted to input their name in Figure *Creator E*. **Priority 1**

R3.1.4.2 Refer to [Back Button](#) requirements. **Priority 1**

R3.1.4.3 Refer to [Progress Bar](#) requirements. **Priority 1**

R3.1.4.4 Refer to [Card Selection](#) requirements. **Priority 1**

R3.1.4.5 Refer to [Input Text Field](#) requirements. **Priority 1**

R3.1.4.6 Refer to [Continue Button](#) requirements. **Priority 1**

R3.1.5 Creator Greetings Splash Screen

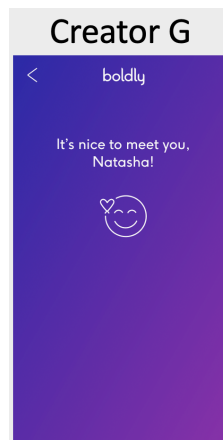


Figure 5. Splash Screen for Creators

R3.1.5.1 System outputs the Creator's name in text format as shown in Figure *Creator G*. **Priority 1**

R3.1.5.2 Refer to [Back Button](#) requirements. **Priority 1**

R3.1.6 Creator Birthday

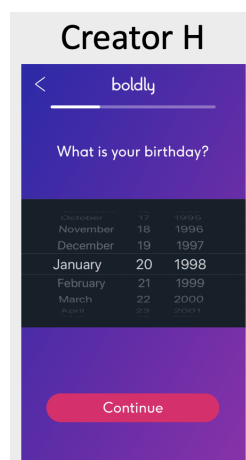


Figure 6. Inputting Birthday for Creators

- R3.1.6.1** Creator is prompted to input their birthday using a *Calendar Input* as shown in Figure *Creator H*. **Priority 1**
- R3.1.6.2** User can scroll through the month, date, and year in the *Calendar Input* to select the desired date. **Priority 1**
- R3.1.6.3** Refer to [Back Button](#) requirements. **Priority 1**
- R3.1.6.4** Refer to [Progress Bar](#) requirements. **Priority 1**
- R3.1.6.5** Refer to [Continue Button](#) requirements. **Priority 1**

R3.1.7 Creator Interests

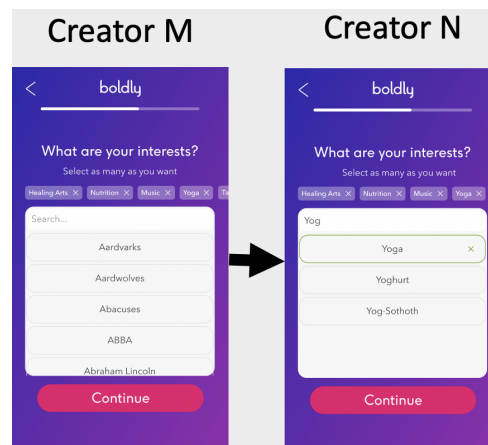


Figure 7. Choosing Interests for Creators

- R3.1.7.1** Creator is prompted to indicate as many interests as they want by generating tags as shown in Figure *Creator M*. **Priority 1**
- R3.1.7.2** Creator begins typing an interest and possible tags are auto generated based on the initial letters typed. **Priority 1**
- R3.1.7.3** Creator tag is created when they select one option from the generated list. **Priority 1**
- R3.1.7.4** If Creator does not type an interest that exists in the list present text *Please choose an interest from the list*. **Priority 1**
- R3.1.7.5** Creator can remove tags from their interest list by clicking the **x** icon associated with the tag. **Priority 1**
- R3.1.7.6** Creator can add as many tags as they would like. **Priority 1**
- R3.1.7.7** As the Creator inputs more tags that can't fit on the screen, the tag list will become horizontally scrollable. **Priority 1**
- R3.1.7.8** Refer to [Back Button](#) requirements. **Priority 1**
- R3.1.7.9** Refer to [Progress Bar](#) requirements. **Priority 1**
- R3.1.7.10** Refer to [Continue Button](#) requirements. **Priority 1**

R3.1.8 Creator Location

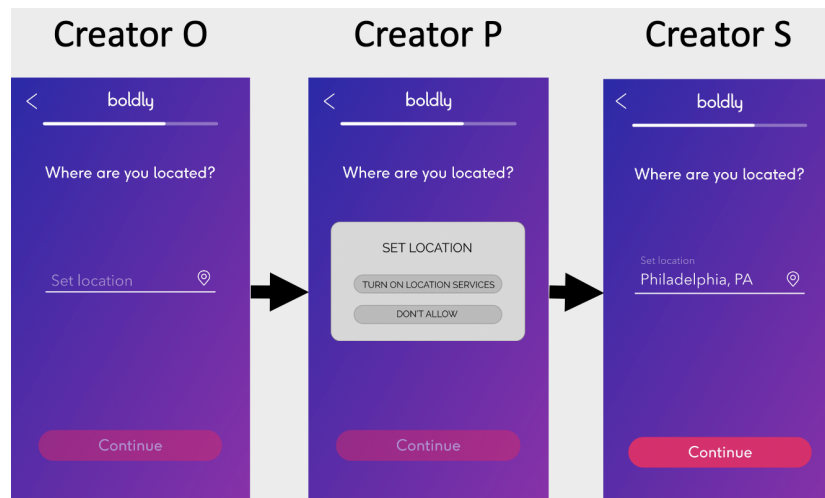


Figure 8. Setting Location for Creators

R3.1.8.1 Creator is prompted to enter their location in Figure **Creator O**. **Priority 1**

R3.1.8.2 When the Creator taps into the text input, the mobile phone system will prompt the Creator for permission to use their current location. **Priority 1**

R3.1.8.2.1 If Creator taps yes, the location will autofill. **Priority 1**

R3.1.8.2.2 If Creator taps no, the brand will manually type in the current location. **Priority 1**

R3.1.4.3 Refer to [Back Button](#) requirements. **Priority 1**

R3.1.4.4 Refer to [Progress Bar](#) requirements. **Priority 1**

R3.1.4.5 Refer to [Input Text Field](#) requirements. **Priority 1**

R3.1.4.6 Refer to [Continue Button](#) requirements. **Priority 1**

R3.1.9 Brand Name

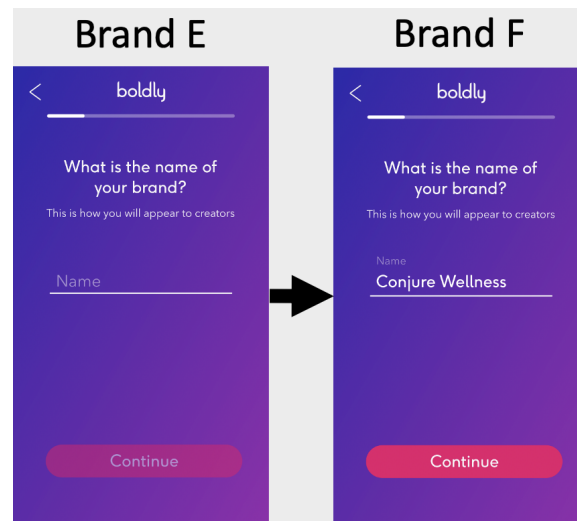


Figure 9. Inputting Name for Brands

R3.1.9.1 User who is a Brand is prompted to input the name of their business as shown in Figure **Brand E**. **Priority 1**

R3.1.9.2 Refer to [Back Button](#) requirements. **Priority 1**

R3.1.9.3 Refer to [Progress Bar](#) requirements. **Priority 1**

R3.1.9.4 Refer to [Card Selection](#) requirements. **Priority 1**

R3.1.9.5 Refer to [Continue Button](#) requirements. **Priority 1**

R3.1.10 Brand Greetings Splash Screen

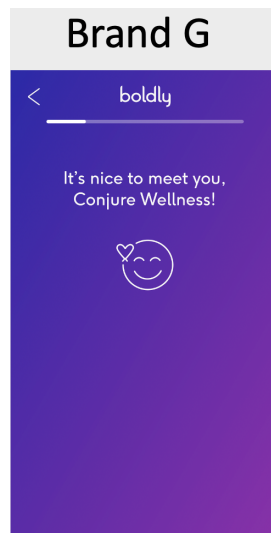


Figure 10. Splash Screen for Brands

R3.1.10.1 System outputs the Brand's business name in text format as shown in Figure **Brand G**. **Priority 1**

R3.1.10.2 Refer to [Back Button](#) requirements. **Priority 1**

R3.1.10.3 Refer to [Progress Bar](#) requirements. **Priority 1**

R3.1.10.4 Refer to [Continue Button](#) requirements. **Priority 1**

R3.1.11 Brand Type

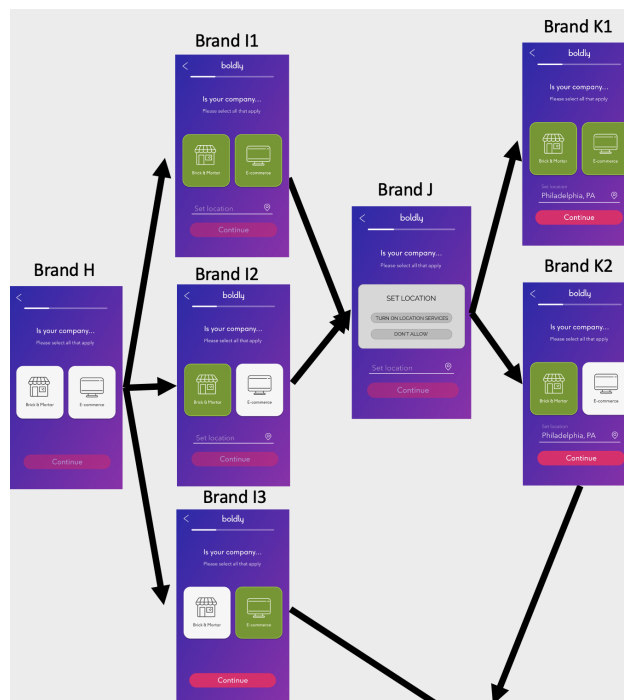


Figure 11. Choosing a Brand Type for Brands

R3.1.11.1 Brand is prompted to select whether they are a Brick-and-Mortar business, an E-commerce, or both in Figure **Brand H**. **Priority 1**

R3.1.11.2 If the Brand selects Brick-and-Mortar business or Brick-and-Mortar business and E-commerce Figure **Brand I1** or Figure **Brand I2**:

R3.1.11.2.1 Brand taps into the text input, the mobile phone system will prompt the Brand for permission to use their current location as shown in Figure **Brand J** and Figure **Brand K**. **Priority 1**

R3.1.11.2.2 If Brand taps yes, the location will autofill. **Priority 1**

R3.1.11.2.3 If Brand taps no, the Brand will manually type in the current location. **Priority 1**

R3.1.11.2 Refer to [Back Button](#) requirements. **Priority 1**

R3.1.11.3 Refer to [Progress Bar](#) requirements. **Priority 1**

R3.1.11.4 Refer to [Card Selection](#) requirements. **Priority 1**

R3.1.11.5 Refer to [Input Text Field](#) requirements. **Priority 1**

R3.1.11.6 Refer to [Continue Button](#) requirements. **Priority 1**

R3.1.12 Industry

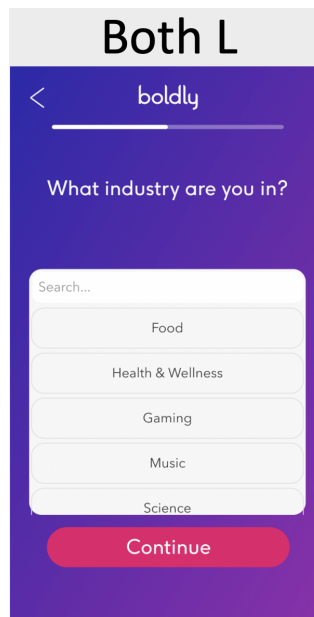


Figure 12. Choosing an Industry for Both Brands and Creators

R3.1.12.1 Creators are prompted to select their industry in Figure *Both L*.

Priority 1

R3.1.12.2 Industries are presented in a scrollable list. **Priority 1**

R3.1.12.3 User can tap to select only one industry. **Priority 1**

R3.1.12.4 User can change industry selection by tapping on another industry.

Priority 1

R3.1.12.5 Refer to [Back Button](#) requirements. **Priority 1**

R3.1.12.6 Refer to [Progress Bar](#) requirements. **Priority 1**

R3.1.12.7 Refer to [Continue Button](#) requirements. **Priority 1**

R3.1.13 Select Values

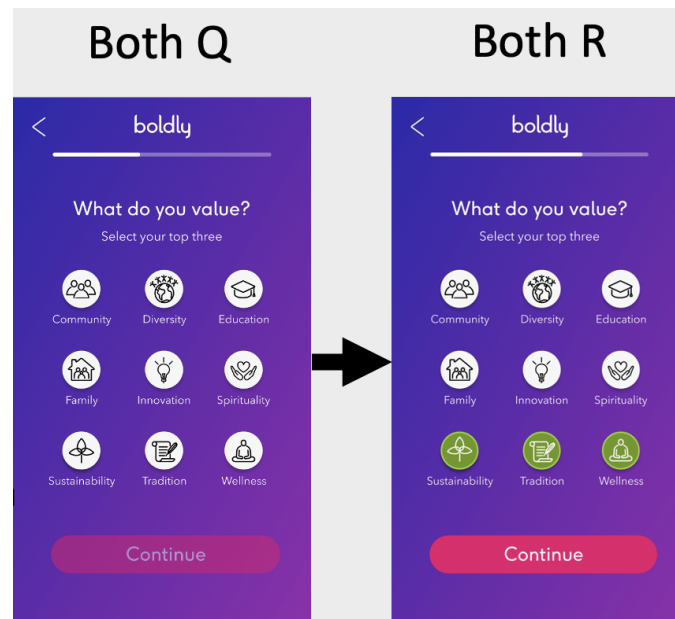


Figure 13. Choosing Values for Both Brand and Creators

R3.1.13.1 Both Brand and Creator are prompted to select their values in Figure **Both Q. Priority 1**

R3.1.13.2 User can select up to 3 values by clicking on it. **Priority 1**

R3.1.13.3 Once 3 values have been selected, the User cannot make any more selections. **Priority 1**

R3.1.13.4 For User to change selection, click a selected button option to deselect before clicking new selection. **Priority 1**

R3.1.13.5 Refer to [Back Button](#) requirements. **Priority 1**

R3.1.13.6 Refer to [Progress Bar](#) requirements. **Priority 1**

R3.1.13.7 Refer to [Continue Button](#) requirements. **Priority 1**

R3.1.14 Create Account Information

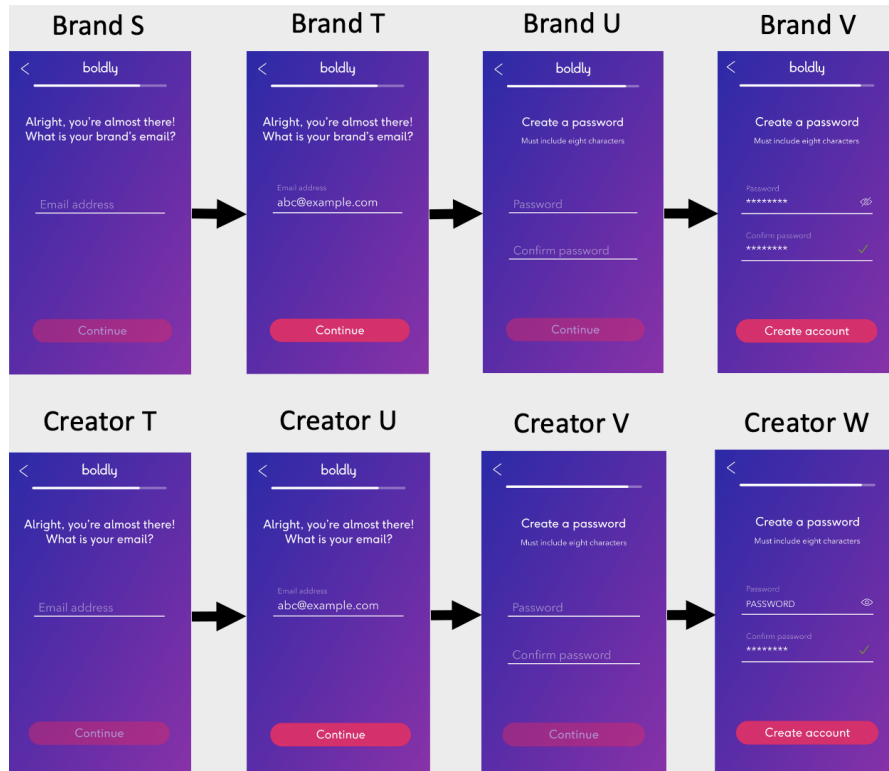


Figure 14. Setting Email and Password for Both Brands and Creators

R3.1.14.1 Both Brand and Creator are prompted to enter an email address in Figure **Brand S** and **Creator T** respectively. **Priority 1**

R3.1.14.1.2 Display keyboard with email input. **Priority 1**

R3.1.14.2 User creates a password and re-types the password to confirm that they match. **Priority 1**

R3.1.14.2.1 Display keyboard with password input. **Priority 1**

R3.1.14.3 Refer to [Back Button](#) requirements. **Priority 1**

R3.1.14.4 Refer to [Progress Bar](#) requirements. **Priority 1**

R3.1.14.5 Refer to [Input Text Field](#) requirements. **Priority 1**

R3.1.14.6 Refer to [Continue Button](#) requirements. **Priority 1**

R3.1.15 Create Profile

R3.1.15.1 Profile is auto generated from survey responses for both Brands and Creators. **Priority 1**

R3.1.16 Post Onboarding Survey

R3.1.16.1 Both Brands and Creators are brought to the [Profile](#) after the survey is complete. **Priority 1**

3.2 Default Header One for Top Level Pages

This is the default header that appears on all top-level pages within the application.



Figure 15. Default Header One

This is the default header with the hamburger menu opened.

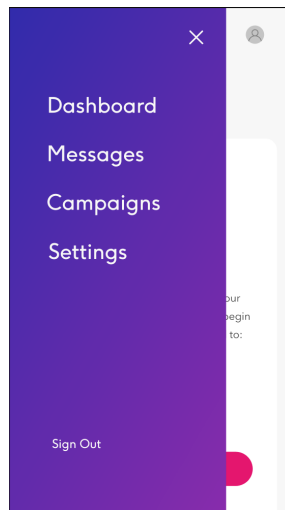


Figure 16. Default Header One with Hamburger Menu Opened

R3.2 Default Header One for Top Level Pages Functional Requirements

R3.2.1 Top level pages with default header one are ***Dashboard*** landing page, ***Messages*** landing page, and ***Campaigns*** landing page for both Brands and Creators.

R3.2.2 Hamburger menu

R3.2.2.1 User taps to open the hamburger menu icon, the menu slides down to cover the full page. **Priority 1**

R3.2.2.2 The menu contains text links to the ***Dashboard***, ***Messages***, ***Campaigns***, ***Settings***, and ***Sign Out***. **Priority 1**

R3.2.3 ***Boldly*** centered title text changes to reflect the current page the User is actively on when navigating throughout the application. **Priority 1**

R3.2.4 Tapping on the ***Profile*** icon links to the User's [Profile](#) page. **Priority 1**

R3.2.5 Default ***Profile*** icon is displayed until the User uploads their own profile image. **Priority 1**

3.3 Default Header Two for Second Level Pages

This is the default header that appears on all second level pages within the application.

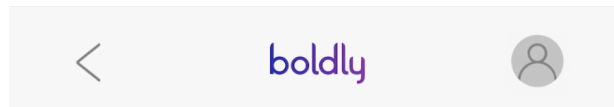


Figure 17. Default Header Two

R3.3 Default Header Two for Second Level Pages Functional Requirements

R3.3.1 All pages *not* identified as top level pages in [3.2 Default Header One for Top Level Pages](#) will utilize **Default Header Two** unless otherwise specified. **Priority 1**

R3.3.2 The left arrow icon serves as a back button that when tapped takes the User back to the previous page they were on. **Priority 1**

R3.3.3 **Boldly** centered title text changes to reflect the current page the User is actively on when navigating throughout the application. **Priority 1**

R3.3.4 Tapping on the **Profile** icon links to the User's [Profile](#) page. **Priority 1**

R3.3.5 Default **Profile** icon is displayed until the User uploads their own profile image. **Priority 1**

3.4 Incomplete Creator Profile Dashboard

This is the Dashboard that is shown to Creators after having completed the [Onboarding Survey](#) and having left the [Profile](#) page without having finished setting up their [Profile](#). A Profile is defined as complete when a Creator has connected their Instagram account, written a bio, and has uploaded a profile picture.

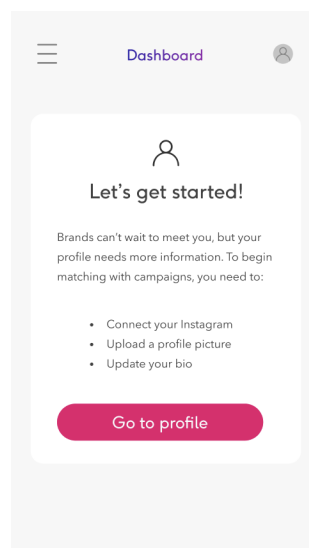


Figure 18. Incomplete Creator Profile Dashboard

R3.4 Incomplete Creator Profile Dashboard Functional Requirements

R3.4.1 Present [Default Header One](#) style with **Dashboard** title. **Priority 1**

R3.4.2 Setup Profile

R3.4.2.1 Display text to prompt the User to connect their Instagram, write a bio, and add a profile picture. **Priority 1**

R3.4.2.2 **Go to Profile** button links User to their [Profile](#) page where they can make the necessary changes to complete their [Profile](#). **Priority 1**

R3.4.2.3 Once User has completed their [Profile](#), they are navigated back to the Dashboard and are presented with the [Creator Dashboard](#). **Priority 1**

3.5 Incomplete Brand Profile Dashboard

This is the Dashboard that is shown to Brands after having completed the [Onboarding Survey](#) and having left the [Profile](#) page without having finished setting up their [Profile](#). A Profile is defined as complete when a Brand has connected their Instagram account, has uploaded a profile picture, and created a campaign.

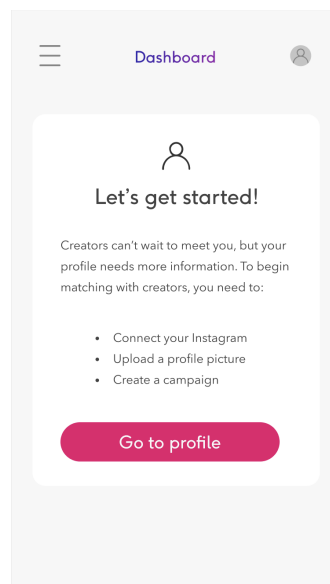


Figure 19. Incomplete Brand Profile Dashboard

R3.5 Brand Profile Default Dashboard Functional Requirements

R3.5.1 Present [Default Header One](#) style with **Dashboard** title. **Priority 1**

R3.5.2 Setup Profile

R3.5.2.1 Display text to prompt User to connect their Instagram, write a bio, and add a profile picture. **Priority 1**

R3.5.2.2 **Go to Profile** button links User to their [Profile](#) page where they can make the necessary changes to complete their [Profile](#). **Priority 1**

R3.5.2.3 Once User has completed their [Profile](#), they are navigated back to the Dashboard and are presented with the [Incomplete Brand Campaign Dashboard](#).
Priority 1

3.6 Incomplete Brand Campaign Dashboard

This is the Dashboard that is shown to Brands after having completed the [Profile](#) page without having yet published a [Campaign](#). This Dashboard prompts Brand Users to **Create a Campaign** to access the [Brand Dashboard](#).

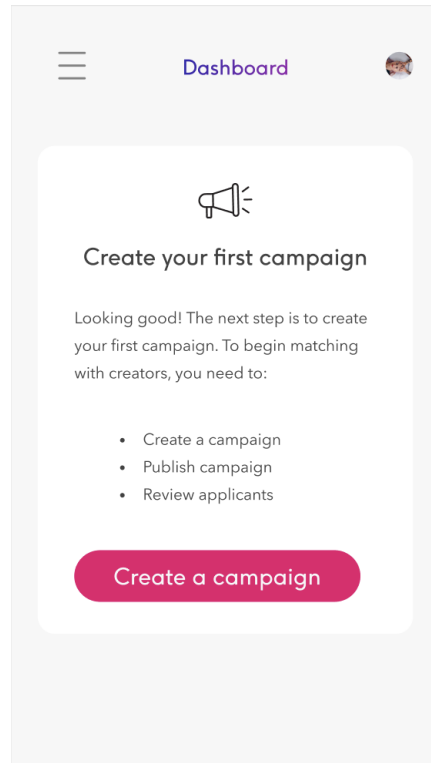


Figure 20. Incomplete Brand Campaign Dashboard

R3.6 Brand Campaign Default Dashboard

R3.6.1 Present [Default Header One](#) style with **Dashboard** title. **Priority 1**

R3.6.2 Setup Campaign

R3.6.2.1 Display text to prompt User to create their first campaign. **Priority 1**

R3.6.2.2 **Create a campaign** button links the User to the [Create a New Campaign](#) page where they can set up a new campaign. **Priority 1**

R3.6.2.3 Once User has created a [Campaign](#), they are navigated back to the Dashboard and are presented with the [Brand Dashboard](#). **Priority 1**

3.7 Creator Dashboard

This is the Dashboard for the Creator once the [Profile](#) has been completed. Here Creators can view top level *Insights*, *Messages*, and *Campaigns*.

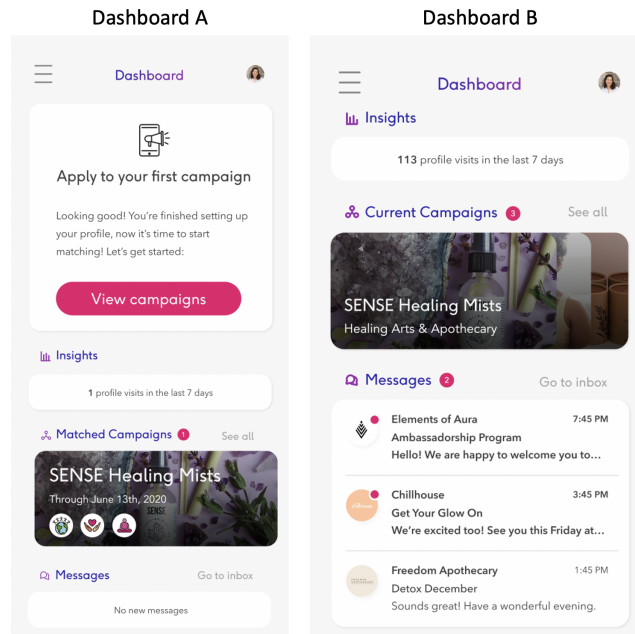


Figure 21. Creator Dashboard

R3.7 Creator Dashboard Functional Requirements

R3.7.1 Present [Default Header One](#) style with *Dashboard* title. **Priority 1**

R3.7.2 Applying to Campaigns

R3.7.2.1 *Apply to your first campaign* card is displayed at the top of the Dashboard prompting User to view and apply to campaigns as seen in **Dashboard A**. **Priority 1**

R3.7.2.2 The User taps *View Campaigns* button and is directed to the [Campaign Manager](#). **Priority 1**

R3.7.2.3 Once the User has applied to a campaign, *Apply to your first campaign* card is removed from the Dashboard as seen in **Dashboard B**. **Priority 1**

R3.7.3 Insights

R3.7.3.1 Present the total number of accounts who have viewed the User's profile within the past 7 days of the current date. **Priority 2**

R3.7.3.2 If the User is new to Boldly and their account is less than 7 days old:

R3.7.3.2.1 Display the total amount of viewers for each additional day. **Priority 1**

R3.7.3.2.2 Display text indicating how many days have passed since the creation of the complete [Profile](#). **Priority 1**

R3.7.3.3 The total number of viewers is recounted and refreshed at midnight each day. **Priority 1**

R3.7.3 Matched Campaigns

R3.7.3.1 Present at most 3 campaigns on the Dashboard with the least number of days from current calendar date to the end date of the campaign. **Priority 1**

R3.7.3.1.1 There will only be less than 3 campaigns presented if the User has less than 3 campaigns to interact with. **Priority 1**

R3.7.3.2 Order campaigns with least number of days from current calendar date to end date of the campaign at the top. **Priority 1**

R3.7.3.3 If there is only one campaign that the User is matched with to present on the Dashboard, display the campaign's values on the campaign card as seen in **Dashboard A**. **Priority 1**

R3.7.3.4 User taps on the campaign and is directed to the [Campaign Manager](#). **Priority 1**

R3.7.3.5 The number within the circle counts the total number of matched campaigns. **Priority 1**

R3.7.3.6 Reduce the number count of campaigns when a User has accepted or rejected a campaign. **Priority 1**

R3.7.3.7 The **See all** button links to [Campaign Manager](#). **Priority 1**

R3.7.4 Messages

R3.7.4.1 Present at most 3 messages from 3 distinct senders on the Dashboard. **Priority 1**

R3.7.4.1.1 There will only be less than 3 messages displayed on the Dashboard if the User has less than 3 messages from 3 distinct senders in their [Messages](#) inbox. **Priority 1**

R3.7.4.1.2 If the User does not have any messages in their inbox, display text **No new messages** as seen in **Dashboard A**. **Priority 1**

R3.7.4.2 Order conversations by displaying the conversation with the timestamp closest to current time at top. **Priority 1**

R3.7.4.3 The number within the circle counts the total number of unread messages from distinct senders. **Priority 1**

R3.7.4.4 Reduce the number of unread messages count when an unread message is opened and read. **Priority 1**

R3.7.4.5 If there are no new messages, the number circle is removed from the dashboard. **Priority 1**

R3.7.4.7 If the User taps within a message field, the message opens the specified chat. **Priority 1**

R3.7.4.8 When exiting an opened message, the User returns to the [Messages](#) inbox. **Priority 1**

R3.7.4.9 The **Go to inbox** button links to [Messages](#) inbox. **Priority 1**

3.8 Brand Dashboard

This is the Dashboard for the Brand once the [Profile](#) has been completed. Here Creators can view top level **Insights**, **Messages**, and **Campaigns**.

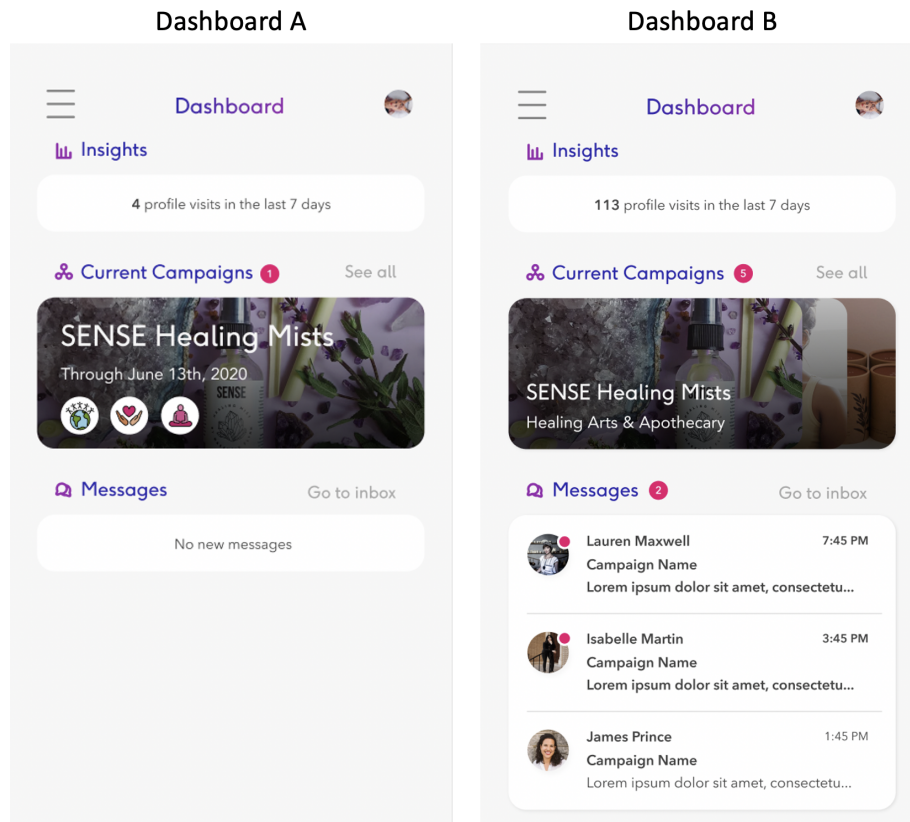


Figure 22. Brand Dashboard

R3.8 Brand Dashboard Functional Requirements

R3.8.1 Present [Default Header One](#) style with **Dashboard** title. **Priority 1**

R3.8.2 Present [Insights](#) module. **Priority 1**

R3.8.3 Present functionality of [Matched Campaigns](#) module with a section title of **Current Campaigns**. **Priority 1**

R3.8.4 Present [Messages](#) module. **Priority 1**

3.9 Profile Header

This is the header style that appears within the Profile page for both Brands and Creators. Within the Profile, the User can edit their Profile, view the edits, and publish the edits. The Profile is available for other Users to view when making decisions about campaigns whether you are a Brand or a Creator.

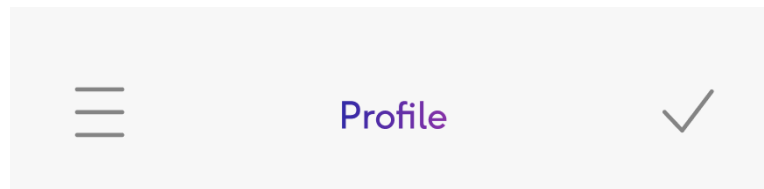


Figure 23. Editing Mode Header

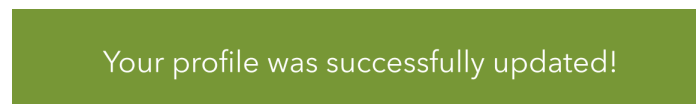


Figure 24. Editing Mode Header

R3.9 Profile Header Functional Requirements

R3.9.1 Hamburger menu

R3.9.1.1 User taps to open the hamburger menu icon, the menu slides down to cover the full page. **Priority 1**

R3.9.1.2 The menu contains text links to the *Dashboard*, *Messages*, *Campaigns*, *Settings*, and *Sign Out*. **Priority 1**

R3.9.1.3 Refer to **Figure 3** for style guidance on the opened hamburger menu within [Default Header for Top Level Pages](#). **Priority 1**

R3.9.2 Center title is displayed as *Profile*. **Priority 1**

R3.9.3 The right *checkmark* icon when tapped publishes the User's edits within the page. **Priority 1**

R3.9.4 When the checkmark is tapped, a pop up appears at the bottom of the page that reads *Your profile was successfully updated!* to confirm that the User's changes have been saved as seen in **Figure 11**. **Priority 1**

3.10 Creator Profile

This is the Profile where Creators can make edits to their Profile and view how it appears to other Users. Creators can edit their profile picture, values, industry, bio, location, website, Instagram photos, and interests. A Profile is defined as complete when a Creator has connected their Instagram account, written a bio, and has uploaded a profile picture.

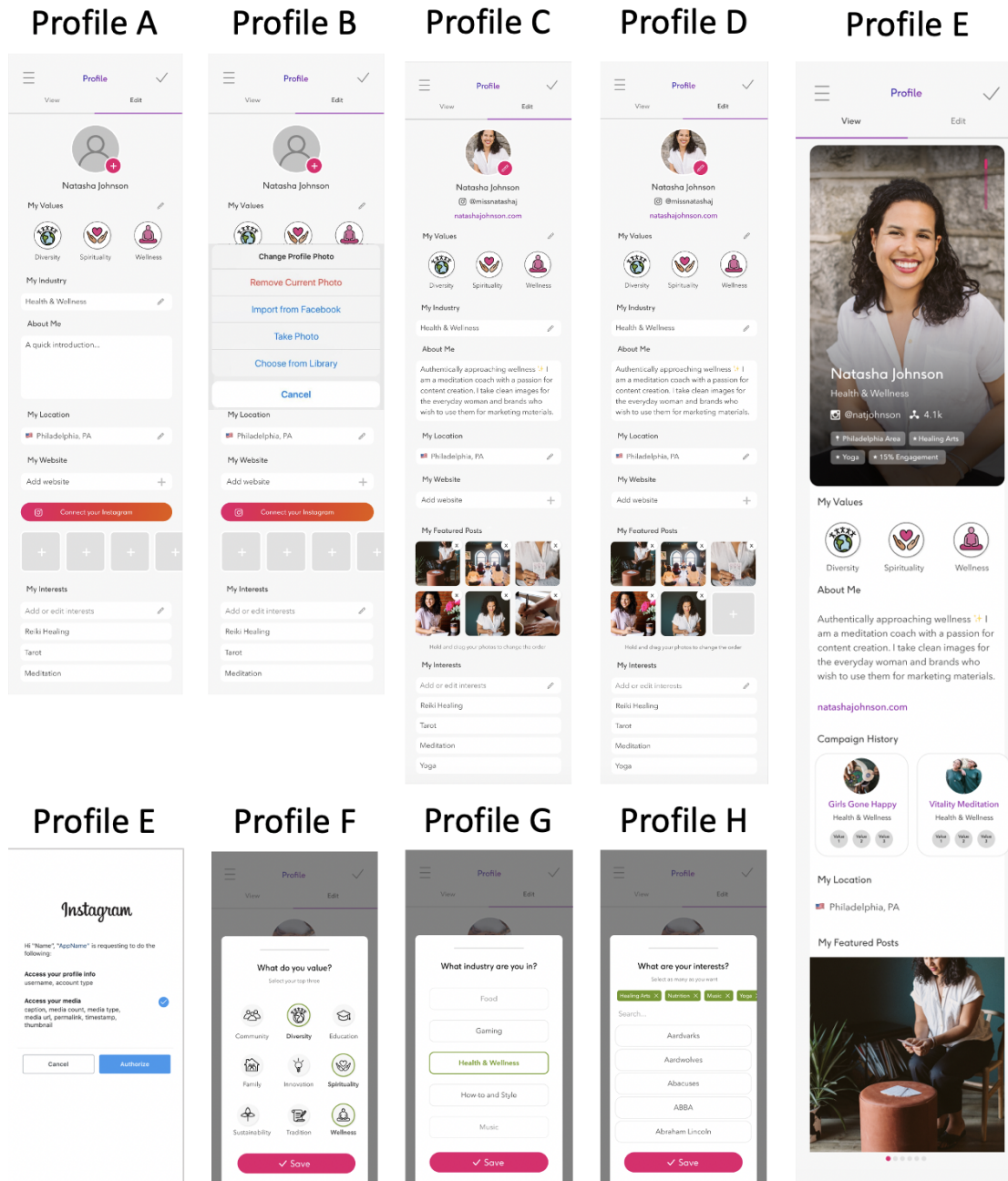


Figure 25. Creator Profile

R3.10 Creator Profile Editing Mode Functional Requirements

R3.10.1 Present [Profile Header](#) style. **Priority 1**

R3.10.2 View and Edit Toggle

R3.10.2.1 When User navigates to the Profile, if the Profile is still considered incomplete, the Profile opens to display the content within **Edit**. **Priority 1**

R3.10.2.2 Once the Profile is complete, when User navigates to the Profile, the content with **View** is displayed. **Priority 1**

R3.10.2.3 Within **View**, User can see how their Profile will appear to other Users within the application. **Priority 1**

R3.10.2.4 If User would like to make edits to their Profile, the User can tap on the **Edit** text button. **Priority 1**

R3.10.2.5 User can toggle back to **View** by tapping the **View** text button. **Priority 1**

R3.10.3 Edit

R3.10.3.1 Profile Picture

R3.10.3.1.1 User taps on **pink plus** icon to add a profile image in Figure **Profile A**. **Priority 1**

R3.10.3.1.2 Mobile phone system displays pop up for User to add a profile picture from Facebook, from Library, or to take a photo in Figure **Profile B**. **Priority 1**

R3.10.3.1.3 Once a profile image has been uploaded, the **pink plus** icon changes to a **pink edit** icon. **Priority 1**

R3.10.3.1.4 To change the profile image, User taps on the **pink edit** icon in Figure **Profile C**. **Priority 1**

R3.10.3.2 Values

R3.10.3.2.1 User taps on the **edit** icon within the **My Values** section in Figure **Profile C** to make changes to their three selected values. **Priority 1**

R3.10.3.2.2 Tapping the **edit** icon opens up Figure **Profile F**. **Priority 1**

R3.10.3.2.3 User can change their values by tapping on a given value to deselect it and then tapping on a new value to make a selection. **Priority 1**

R3.10.3.2.4 User taps the **Save** button to save their changes and returns back to the **Profile Editing Mode** which is Figure **Profile A**. **Priority 1**

R3.10.3.3 Industry

R3.10.3.3.1 User taps on the **edit** icon within the **My Industry** section in Figure **Profile C** to make changes to their selected industry. **Priority 1**

R3.10.3.3.2 Tapping the **edit** icon opens up Figure **Profile G**. **Priority 1**

R3.10.3.3.3 User can change their industry by tapping on a new industry to make a selection. **Priority 1**

R3.10.3.3.4 User taps the **Save** button to save their changes and returns back to the **Profile Editing Mode** which is Figure **Profile C**. **Priority 1**

R3.10.3.4 Bio

R3.10.3.4.1 User taps into the text field within the **About Me** section in Figure **Profile C** to provide a quick introduction. **Priority 1**

R3.10.3.4.2 When the User taps into the text field, the mobile phone system keyboard auto generates up. **Priority 1**

R3.10.3.4.2 When User is done typing their bio, tapping outside of the text input field saves the text and the keyboard auto generates down as shown in Figure **Profile C**. **Priority 1**

R3.10.3.5 Location

R3.10.3.5.1 The location provided in **My Location** is generated from User input from the [Onboarding Survey](#) as shown in Figure **Profile C**. **Priority 1**

R3.10.3.5.2 User taps on the **edit** icon within the **My Location** section to make changes to their location.

R3.10.3.5.3 When User taps on **edit** icon:

R3.10.3.5.3.1 If location services were enabled during the [Onboarding Survey](#), the location updates. **Priority 1**

R3.10.3.5.3.2 If location services were not enabled during the [Onboarding Survey](#), the mobile phone system keyboard auto generates up and the User must manually type in the new location. **Priority 1**

R3.10.3.6 Website

R3.10.3.6.1 User taps into the text field within the **My Website** section in Figure **Profile C** to provide a link to their website. **Priority 1**

R3.10.3.6.2 When the User taps into the text field, the mobile phone system keyboard auto generates up. **Priority 1**

R3.10.3.6.3 When User is done typing their website address, tapping outside of the text input field saves the text and the keyboard auto generates down as shown in Figure **Profile C**. **Priority 1**

R3.10.3.6.4 Once the User adds their website, the **plus** icon changes to an **edit** icon. **Priority 1**

R3.10.3.7 Featured Posts from Instagram

R3.10.3.7.1 User taps on **Connect your Instagram** button in Figure **Profile A** and is prompted by Instagram to add their account credentials as shown in Figure **Profile E**. **Priority 1**

R3.10.3.7.2 Once Instagram is connected, the User's six highest engaged photos are displayed as shown in Figure **Profile C**. **Priority 1**

R3.10.3.7.3 User can remove a photo by tapping on the **x** icon. **Priority 1**

R3.10.3.7.4 If less than 6 photos are displayed, User has the option to tap the *plus square* icon to choose another photo from their Instagram account as seen in Figure **Profile D**. **Priority 1**

R3.10.3.7.5 User can hold and drag the photos to change the order in which they appear. **Priority 1**

R3.10.3.8 Interests

R3.10.3.8.1 User taps on the *edit* icon within the *My Interests* section in Figure **Profile D** to make changes to their selected interests. **Priority 1**

R3.10.3.8.2 Tapping the *edit* icon opens up Figure **Profile H**. **Priority 1**

R3.10.3.8.3 User can change their interests by:

R3.10.3.8.3.1 Typing an interest and possible tags are auto generated based on the initial letters typed. **Priority 1**

R3.10.3.8.3.2 When the User taps into the text field, the mobile phone system keyboard auto generates up. **Priority 1**

R3.10.3.8.3.3 Tag is created when they select an option from the generated list. **Priority 1**

R3.10.3.8.3.4 If Creator does not type an interest that exists in the list present text *Please choose an interest from the list*. **Priority 1**

R3.10.3.8.3.5 User can remove tag from their interest list by clicking the *x* icon. associated with the tag. **Priority 1**

R3.10.3.8.3.6 User can add as many tags as they would like. **Priority 1**

R3.10.3.8.3.7 As the User inputs more tags that can't fit on the screen, the list will become scrollable. **Priority 1**

R3.10.3.8.4 User taps the *Save* button to save their changes and returns back to the *Profile Editing Mode* which is Figure **Profile D**. **Priority 1**

R3.10.4 View

R3.10.4.1 Non-required information for completing profile set-up that remains empty will not appear in the **View**. **Priority 1**

R3.10.4.2 User can vertically scroll through profile to view the content. **Priority 1**

R3.10.4.3 User can click on links to open them for more information. **Priority 1**

R3.10.4.4 User can horizontally scroll through the *Campaign History* list.

R3.10.4.4.1 Only campaigns that have been completed will appear in the list. **Priority 1**

R3.10.4.4.2 The most recently completed campaign will appear first, with the next most recent campaign to follow after in the list. **Priority 1**

R3.10.4.5 User can scroll horizontally to view the photos in *My Featured Posts*. **Priority 1**

R3.10.4.5.1 The circles below the photos in *My Featured Posts* indicate the number of photos in the scroll. **Priority 1**

R3.10.4.5.1 The pink circle indicates the photo that is currently being viewed. **Priority 1**

3.11 Brand Profile

This is the Profile where Brands can make edits to their Profile and view how it appears to other Users. Brands can edit their profile picture, values, industry, bio, location, website, and Instagram photos. A Profile is defined as complete when a Brand has connected their Instagram account and has uploaded a profile picture.

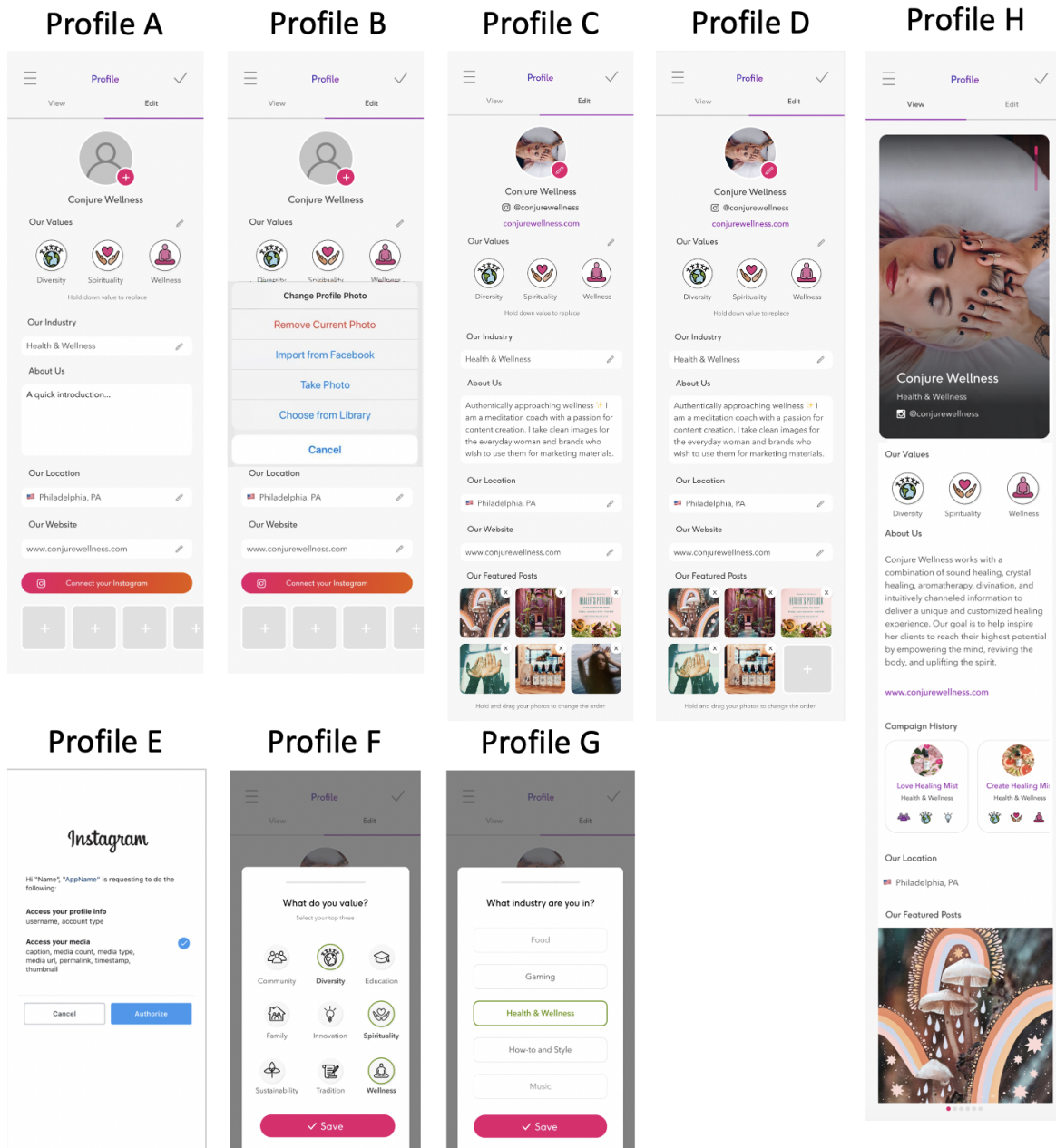


Figure 26. Brand Profile

R3.11 Brand Profile Editing Mode Functional Requirements

R3.11.1 Present [Profile Header](#) style. Priority 1

R3.11.2 Present [View and Edit Toggle](#) style. Priority 1

R3.11.3 Edit

R3.11.3.1 Present [Profile Picture](#) module. Priority 1

R3.11.3.2 Present [Values](#) module. Priority 1

R3.11.3.2.1 Values module is titled *Our Values*. Priority 1

R3.11.3.3 Present [Industry](#) module. Priority 1

R3.11.3.3.1 Industry module is titled *Our Industry*. Priority 1

R3.11.3.4 Present [Bio](#) module. Priority 1

R3.11.3.4.1 Bio module is titled *About Us*. Priority 1

R3.11.3.5 Present [Location](#) module. Priority 1

R3.11.3.5.1 Location module is titled *Our Location*. Priority 1

R3.11.3.6 Present [Website](#) module. Priority 1

R3.11.3.6.1 Website module is titled *Our Website*. Priority 1

R3.11.3.7 Present [Featured Posts from Instagram](#) module. Priority 1

R3.11.3.7 Featured Posts from Instagram module is titled *Our Featured Posts*. Priority 1

R3.11.4 View

R3.11.4.1 Present [View](#) module. Priority 1

3.12 Creator Campaign Manager

The Creator Campaign Manager is where Creators can manage their matched campaigns, saved for later campaigns, applied campaigns, active campaigns, and past campaigns. Here Creators can decide which Brands they would like to work with by applying to campaigns.

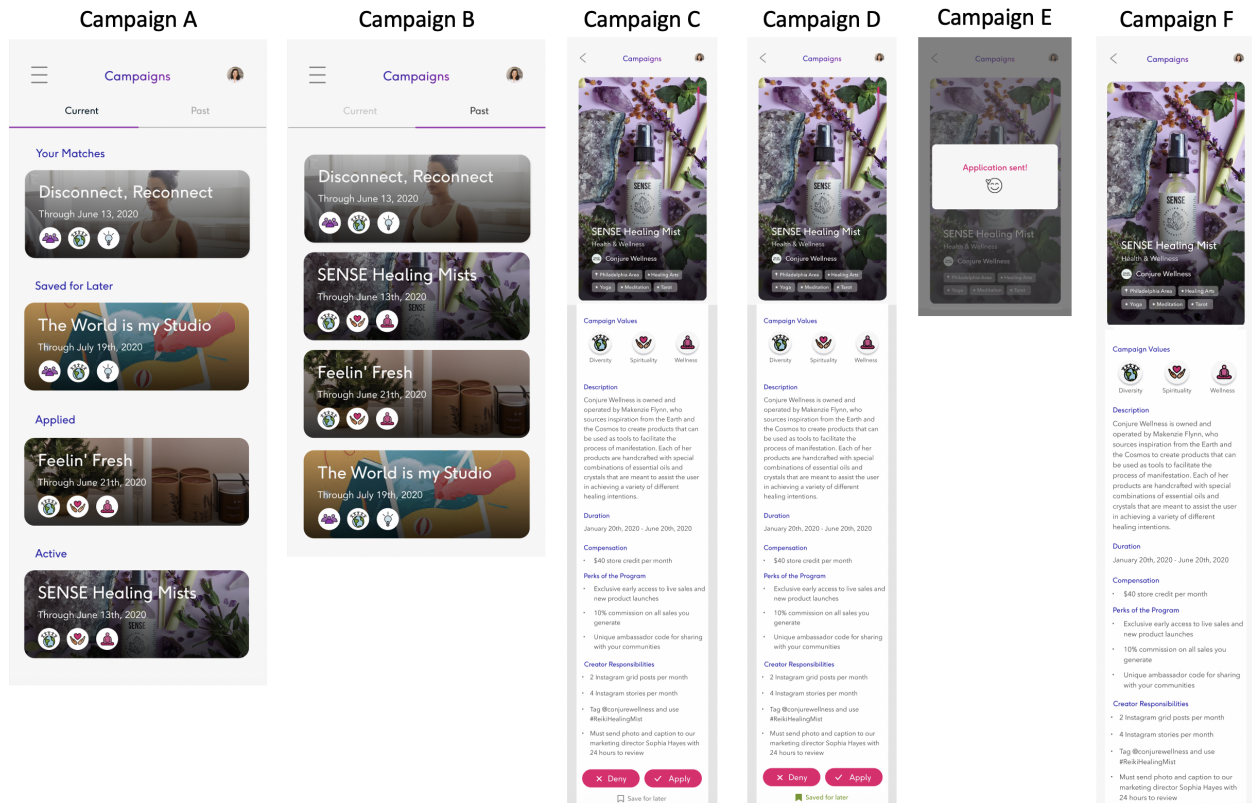


Figure 27. Creator Campaign Manager

R3.12 Creator Campaign Manager Functional Requirements

R3.12.1 Headers

R3.12.1.1 Present [Default Header One](#) style with **Campaigns** title for Figure Campaign A and Campaign B. **Priority 1**

R3.12.1.2 Present [Default Header Two](#) style with **Campaigns** title for Figure Campaign C, Campaign D, Campaign E, and Campaign F. **Priority 1**

R3.12.2 Current and Past Toggle

R3.12.2.1 When User navigates to the Campaign Manager, User is presented with a list of their current campaigns in various states. **Priority 1**

R3.12.2.2 If User would like to see a list of their past campaigns, they can tap on the **Past** text button. **Priority 1**

R3.12.2.3 User can toggle back to the current list of campaigns by tapping the **Current** text button. **Priority 1**

R3.12.3 Current

R3.12.3.1 Your Matches

R3.12.3.1.1 User taps on a campaign card within ***Your Matches*** as seen in Figure **Campaign A** and is taken to the full campaign view as seen in Figure **Campaign C. Priority 1**

R3.12.3.2 Full Campaign View

R3.12.3.2.1 Within the full campaign view, the User can learn about the campaign and decide whether they want to delete, apply, or save for later the campaign. **Priority 1**

R3.12.3.2.2 If User taps the ***Delete*** button, the campaign card is removed from their matched campaigns. **Priority 1**

R3.12.3.2.3 If User taps the ***Apply*** button, a confirmation message appears on the screen to confirm that the application was sent to the Brand as seen in Figure **Campaign E. Priority 1**

R3.12.3.2.4 After User successfully sends the application, User is directed back to Figure **Campaign A. Priority 1**

R3.12.3.2.3.1 The campaign that User applied to is moved to the ***Applied*** section as seen in Figure **Campaign A. Priority 1**

R3.12.3.2.4 If User taps the ***Save for Later*** button icon, the campaign is moved to the ***Saved for Later*** section as seen in Figure **Campaign A. Priority 1**

R3.12.3.3 Saved for Later

R3.12.3.3.1 Campaigns listed under ***Saved for Later*** are campaigns User has matched with but have yet to decide if they would like to accept or reject the campaign. **Priority 1**

R3.12.3.3.2 If User taps on the campaign card, the campaign will open to show the full campaign details as seen in Figure **Campaign D. Priority 1**

R3.12.3.3.2.1 Within the campaign full details the User can decide to either delete or apply to the campaign. **Priority 1**

R3.12.3.3.2.2 If User taps the ***Delete*** button, the campaign card is removed from their ***Saved for Later*** campaign list. **Priority 1**

R3.12.3.3.2.3 If User taps the ***Apply*** button, the campaign is moved to the ***Applied*** section, the confirmation pop up appears, and User is directed back to Figure **Campaign A. Priority 1**

R3.12.3.3.3 Once a campaign is saved, User cannot tap the ***Saved for Later*** button to move the campaign back to ***Your Matches*** list. **Priority 1**

R3.12.3.4 Applied

R3.12.3.4.1 Campaigns that User has applied to are listed under ***Applied*** and are pending review from the Brand campaign manager. **Priority 1**

R3.12.3.4.2 If User taps on the campaign card, the campaign will open to show the full campaign details as seen in Figure **Campaign F. Priority 1**

R3.12.3.4.3 If User is accepted to participate in the campaign, the campaign card will be moved from the **Applied** section to the **Active** section. **Priority 1**

R3.12.3.5 Active

R3.12.3.5.1 Campaigns that User is actively participating in are listed under **Active**. **Priority 1**

R3.12.3.5.2 If the User taps on the campaign card, the campaign will open to show the full campaign details as seen in Figure **Campaign F. Priority 1**

R3.12.4 Past

R3.12.4.1 If User has not completed any past campaigns, present text that says ***You have not completed any campaigns.*** **Priority 1**

R3.12.4.2 Campaigns that the User has completed participating in are listed under **Past** with most recently completed campaigns in descending order. **Priority 1**

R3.12.4.3 If User taps on the campaign card, the campaign will open to show the full campaign details as seen in Figure **Campaign F. Priority 1**

3.13 Brand Campaign Creator

This is where Brands can create, save, and publish new campaigns. The type of information the Brand inputs to create this campaign directly affects the type of Creators that are matched with the campaign. Not all information is required to be filled out to create a campaign, but is an option if Brands are looking to be matched with specific Creators.

Create A
Create B
Create C
Create D
Create E
Create H

Create A

Name *
Conjure Wellness's Campaign

Photo *
+ Upload your campaign photo

Description *

Values
Diversity Spirituality Wellness

Duration *
Previous May 2020 Next
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

Creator Responsibilities *
Post requirements, accounts to tag, hashtags to use, additional requirements (such as sending content for approval)

Compensation *
Compensation Type
Payment
Credit
Product

Perks of the Program
Any extra perks for the participants? This includes exposure, swag, etc...

Participant Information
Industry *
Select industry

Follower Count
Minimum # of followers

Engagement Rate
Minimum % of engagement

Interests
Select interests

Age Range
Select age range

Location
Philadelphia, PA
☐ This campaign is specific to this location

Save & publish
Save as draft

Create B

Name *
Conjure Wellness's Campaign

Photo *
+ Upload your campaign photo

Description *

Values
Diversity Spirituality Wellness

Duration *
Previous May 2020 Next
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

Creator Responsibilities *
Post requirements, accounts to tag, hashtags to use, additional requirements (such as sending content for approval)

Compensation *
Compensation Type
Payment
Credit
Product

Perks of the Program
Any extra perks for the participants? This includes exposure, swag, etc...

Participant Information
Industry *
Select industry

Follower Count
Minimum # of followers

Engagement Rate
Minimum % of engagement

Interests
Select interests

Age Range
Select age range

Location
Philadelphia, PA
☐ This campaign is specific to this location

Save & publish
Save as draft

Create C

Name *
Conjure Wellness's Campaign

Photo *
+ Upload your campaign photo

Description *
Conjure Wellness is owned and operated by Makenzie Flynn, who sources inspiration from the Earth and the Cosmos.

Values
Diversity Spirituality Wellness

Duration *
Previous May 2020 Next
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

Creator Responsibilities *
2 Instagram grid posts per month, 4 Instagram stories per month, tag @conjurewellness.

Compensation *
Compensation Type
Payment
Credit
Product

Perks of the Program
10% commission on all sales you generate

Participant Information
Industry *
Select industry of participants

Follower Count
Minimum # of followers

Engagement Rate
Minimum % of engagement

Interests
Select interests

Age Range
Select age range

Location
Philadelphia, PA
☐ This campaign is specific to this location

Save & publish
Save as draft

Create D

Name *
Conjure Wellness's Campaign

Photo *
+ Upload your campaign photo

Description *

Campaign Photo
Your custom campaign image should be as large as possible. It will be used as the main photo for your campaign. We recommend your image:
• Have a resolution of 1280x720 (with minimum width of 640 pixels)
• Be uploaded in image formats such as JPG or PNG
• Remain under the 2MB limit
• Try to use a 9:16 aspect ratio

Create E

Name *

What are your campaign values?
Select your top three

Community Diversity Education
Family Innovation Spirituality
Sustainability Tradition Wellness

✓ Save

Create H

Name *

What are your campaign values?
Select your top three

Community Diversity Education
Family Innovation Spirituality
Sustainability Tradition Wellness

✓ Save

Create F

Name *

What is your targeted industry?

Food
Gaming
Health & Wellness
How-to and Style
Music

✓ Save

Create G

Name *

What are your targeted interests?
Select all that are relevant

Healing Arts X Nutrition X Music X Yoga X

Aardvarks
Aardwolves
Abacuses
ABBA
Abraham Lincoln

✓ Save

Create H

Name *

What are your campaign values?
Select your top three

Community Diversity Education
Family Innovation Spirituality
Sustainability Tradition Wellness

✓ Save

Create F

Name *

What is your targeted industry?

Food
Gaming
Health & Wellness
How-to and Style
Music

✓ Save

Create G

Name *

What are your targeted interests?
Select all that are relevant

Healing Arts X Nutrition X Music X Yoga X

Aardvarks
Aardwolves
Abacuses
ABBA
Abraham Lincoln

✓ Save

Figure 28. Brand Campaign Creator

R3.13 Brand Campaign Creator Functional Requirements

R3.13.1 Header

R3.13.1.1 The left **x** icon when tapped cancels any changes the User has made to the campaign. **Priority 1**

R3.13.1.2 Center title is displayed as ***New Campaign***. **Priority 1**

R3.13.1.3 The right **checkmark** icon when tapped publishes the User's edits within the page. **Priority 1**

R3.13.1.4 When the checkmark is tapped, a pop up appears to confirm that User's changes have been saved. **Priority 1**

R3.13.2 View and Edit Toggle

R3.10.2.1 When User navigates to the Campaign Creator, the Campaign Creator opens to display the content within ***Edit***. **Priority 1**

R3.10.2.3 User can tap on the ***View*** text button to see how the campaign will appear to other Users within the application. **Priority 1**

R3.10.2.5 User can toggle back to ***Edit*** by tapping the ***Edit*** text button. **Priority 1**

R3.13.3 Edit

R3.13.3.1 User is required to complete all fields marked with an asterisk to create a new campaign as seen in Figure **Create A**. **Priority 1**

R3.13.3.2 Information that is not marked with an asterisk and left unanswered by the User will not appear in the published version of the campaign as seen in Figure **Create H**. **Priority 1**

R3.13.3.3 Info Buttons

R3.13.3.3.1 User can tap ***info*** buttons to reveal more information about the field to complete it. **Priority 1**

R3.13.3.3.2 Tapping the ***info*** button causes additional information to animate up from the bottom of the screen to provide more context to the specific section as seen in Figure **Create D**. **Priority 1**

R3.13.3.3.3 User swipes the card down in order to see less information. **Priority 1**

R3.13.3.3.4 The informative text associated with each info button is provided in the [Campaign Setup Flow](#) document. **Priority 1**

R3.13.3.4 Name

R3.13.3.4.1 User taps into the text field within the ***Name*** section in Figure **Create A** to provide the name of the campaign. **Priority 1**

R3.13.3.4.2 When the User taps into the text field, the mobile phone system keyboard auto generates up. **Priority 1**

R3.13.3.4.3 When User is done typing the campaign name, tapping outside of the text input field saves the text and the keyboard auto generates down. **Priority 1**

R3.13.3.5 Photo

R3.13.3.5.1 User taps on ***Upload your campaign photo*** button to add a campaign image in Figure **Create A**. **Priority 1**

R3.13.3.5.2 Mobile phone system displays pop up for User to add a campaign photo from Facebook, from Library, or to take a photo. **Priority 1**

R3.13.3.5.3 To change the profile image, User taps on the ***Edit your campaign photo*** button in Figure **Create C**. **Priority 1**

R3.13.3.6 Description

R3.13.3.6.1 User taps into the text field within the ***Description*** section in Figure **Create A** to provide a description about the campaign. **Priority 1**

R3.13.3.6.2 When the User taps into the text field, the mobile phone system keyboard auto generates up. **Priority 1**

R3.13.3.6.3 When User is done typing their description, tapping outside of the text input field saves the text and the keyboard auto generates down. **Priority 1**

R3.13.3.7 Values

R3.13.3.7.1 User taps on the ***edit*** icon within the ***Values*** section in Figure **Create A** to make changes to the three selected values taken from the User Profile. **Priority 1**

R3.13.3.7.2 Tapping the ***edit*** icon opens up Figure **Create E**. **Priority 1**

R3.13.3.7.3 User can change their values by tapping on a given value to deselect it and then tapping on a new value to make a selection. **Priority 1**

R3.13.3.7.4 User taps the ***Save*** button to save their changes and returns back to the ***Campaign Creator*** which is Figure **Create A**. **Priority 1**

R3.13.3.8 Duration

R3.13.3.8.1 User needs to set the duration of the campaign by setting the start date and end date. **Priority 1**

R3.13.3.8.2 User taps and holds the start date on the calendar and drags their finger over the subsequent days to the end date where they lift their finger as seen in Figure **Create A**. **Priority 1**

R3.13.3.8.3 To change the highlighted date selection, the User can tap, hold, and drag from start to end date again. **Priority 1**

R3.13.3.9 Creator Responsibilities

R3.13.3.9.1 User taps into the text field within the ***Creator Responsibilities*** section in Figure **Create A** to provide an explanation of what is expected of Creators if they are accepted to participate in this campaign. **Priority 1**

R3.13.3.9.2 When the User taps into the text field, the mobile phone system keyboard auto generates up. **Priority 1**

R3.13.3.9.3 When User is done typing the Creator responsibilities, tapping outside of the text input field saves the text and the keyboard auto generates down. **Priority 1**

R3.13.3.10 Compensation

R3.13.3.10.1 User taps on the *Compensation Type* input box to reveal a dropdown menu within the *Compensation* section as seen in Figure **Creator A**. **Priority 1**

R3.13.3.10.2 User can select as many of the options that apply to the campaign from the dropdown menu by tapping on the text as seen in Figure **Create B**. **Priority 1**

R3.13.3.10.3 Once User taps to make their selection, the drop-down menu closes, and the selection is displayed in the input box. **Priority 1**

R3.13.3.11 Perks of the Program

R3.13.3.11.1 User taps into the text field within the *Perks of the Program* section in Figure **Create A** to provide a description on how Creators can further benefit from participating in this campaign. **Priority 1**

R3.13.3.11.2 When the User taps into the text field, the mobile phone system keyboard auto generates up. **Priority 1**

R3.13.3.11.3 When User is done typing the description, tapping outside of the text input field saves the text and the keyboard auto generates down. **Priority 1**

R3.13.3.12 Participant Information

R3.13.3.12.1 Industry

R3.13.3.12.1.1 User taps on the *edit* icon within the *Industry* section in Figure **Create A** to make changes to their selected industry. **Priority 1**

R3.13.3.12.1.2 Tapping the *edit* icon opens up Figure **Create F**. **Priority 1**

R3.13.3.12.1.3 User can change their industry by tapping on a new industry to make a selection. **Priority 1**

R3.13.3.12.1.4 User taps the *Save* button to save their changes and returns back to the *Campaign Creator* which is Figure **Create A**. **Priority 1**

R3.13.3.12.2 Follower Count

R3.13.3.12.2.1 User taps into the text field within the *Follower Count* section in Figure **Create A** to provide the minimum number

of followers a Creator would need to participate in the campaign.

Priority 1

R3.13.3.12.2.2 When the User taps into the text field, the mobile phone system keyboard auto generates up. **Priority 1**

R3.13.3.12.2.3 When User is done typing, tapping outside of the text input field saves the text and the keyboard auto generates down. **Priority 1**

R3.13.3.12.3 Engagement Rate

R3.13.3.12.3.1 User taps into the text field within the *Engagement Ratio* section in Figure **Create A** to provide the minimum percentage of engagement a Creator would need to participate in the campaign. **Priority 1**

R3.13.3.12.3.2 When the User taps into the text field, the mobile phone system keyboard auto generates up. **Priority 1**

R3.13.3.12.3.3 When User is done typing, tapping outside of the text input field saves the text and the keyboard auto generates down. **Priority 1**

R3.13.3.12.4 Interests

R3.13.3.12.4.1 User taps on the *edit* icon within the *Interests* section in Figure **Create A** to make changes to their selected interests. **Priority 1**

R3.13.3.12.4.2 Tapping the *edit* icon opens up Figure **Create G**. **Priority 1**

R3.13.3.12.4.3 User can change their interests by:

R3.13.3.12.4.3.1 Typing an interest and possible tags are auto generated based on the initial letters typed. **Priority 1**

R3.13.3.12.4.3.2 When the User taps into the text field, the mobile phone system keyboard auto generates up. **Priority 1**

R3.13.3.12.4.3.3 Tag is created when they select an option from the generated list. **Priority 1**

R3.13.3.12.4.3.4 If Creator does not type an interest that exists in the list present text *Please choose an interest from the list*. **Priority 1**

R3.13.3.12.4.3.5 User can remove tag from their interest list by clicking the *x* icon. associated with the tag. **Priority 1**

R3.10.3.8.3.6 User can add as many tags as they would like. **Priority 1**

R3.13.3.12.4.3.6 As the User inputs more tags that can't fit on the screen, the list will become scrollable. **Priority 1**

R3.13.3.12.4.4 User taps the **Save** button to save their changes and returns back to the **Campaign Creator** which is Figure **Create A**. **Priority 1**

R3.13.3.12.5 Age Range

R3.13.3.12.5.1 User taps into the **Select Age Range** input text field within the **Age Range** section in Figure **Create A** to provide the age criteria Creators need to meet to participate in this campaign. **Priority 1**

R3.13.3.12.5.2 When the User taps into the text field, the mobile phone system keyboard auto generates up. **Priority 1**

R3.13.3.12.5.3 When User is done typing the age range, tapping outside of the text input field saves the text and the keyboard auto generates down. **Priority 1**

R3.13.3.12.6 Location

R3.13.3.12.6.1 The location provided in **Location** is generated from User input from the [Profile](#) as shown in Figure **Create A**. **Priority 1**

R3.13.3.12.6.2 User taps within the text field in the **Location** section to make changes to their location.

R3.13.3.12.6.3 When User taps on within the text field:

R3.13.3.12.6.3.1 If location services were enabled during the [Onboarding Survey](#), the location updates. **Priority 1**

R3.13.3.12.6.3.2 If location services were not enabled during the [Onboarding Survey](#), the mobile phone system keyboard auto generates up and the User must manually type in the new location. **Priority 1**

R3.13.3.12.6.4 User can tap the check box to specify that **This campaign is specific to this location** that way only Creators in the area can participate in the campaign as seen in Figure **Create A**. **Priority 1**

R3.13.3.13 Campaign Options

R3.13.3.13.1 User can tap **Save as a draft** text button to save the work they have done on creating the campaign as seen in Figure **Create A**. **Priority 1**

R3.13.3.13.2 User can tap the **Save & Publish** button to publish the campaign to make available for Creators to match with as seen in Figure **Create A**. **Priority 1**

R3.13.4 View

R3.13.4.1 User can tap on the **View** toggle to view how the campaign will appear to other Users when published.

R3.13.4.2 Within **View** User has the option to **Save as a draft**, **Save & Publish**, or tap on **Edit** toggle to continue making changes to the campaign. **Priority 1**

3.14 Brand Campaign Manager

The Brand Campaign Manager is where Brands can create new campaigns, manage their published campaigns, drafted campaigns, and past campaigns. Here Brands can decide which Creators they would like to work with by reviewing and accepting applicants as well as negotiate compensation.

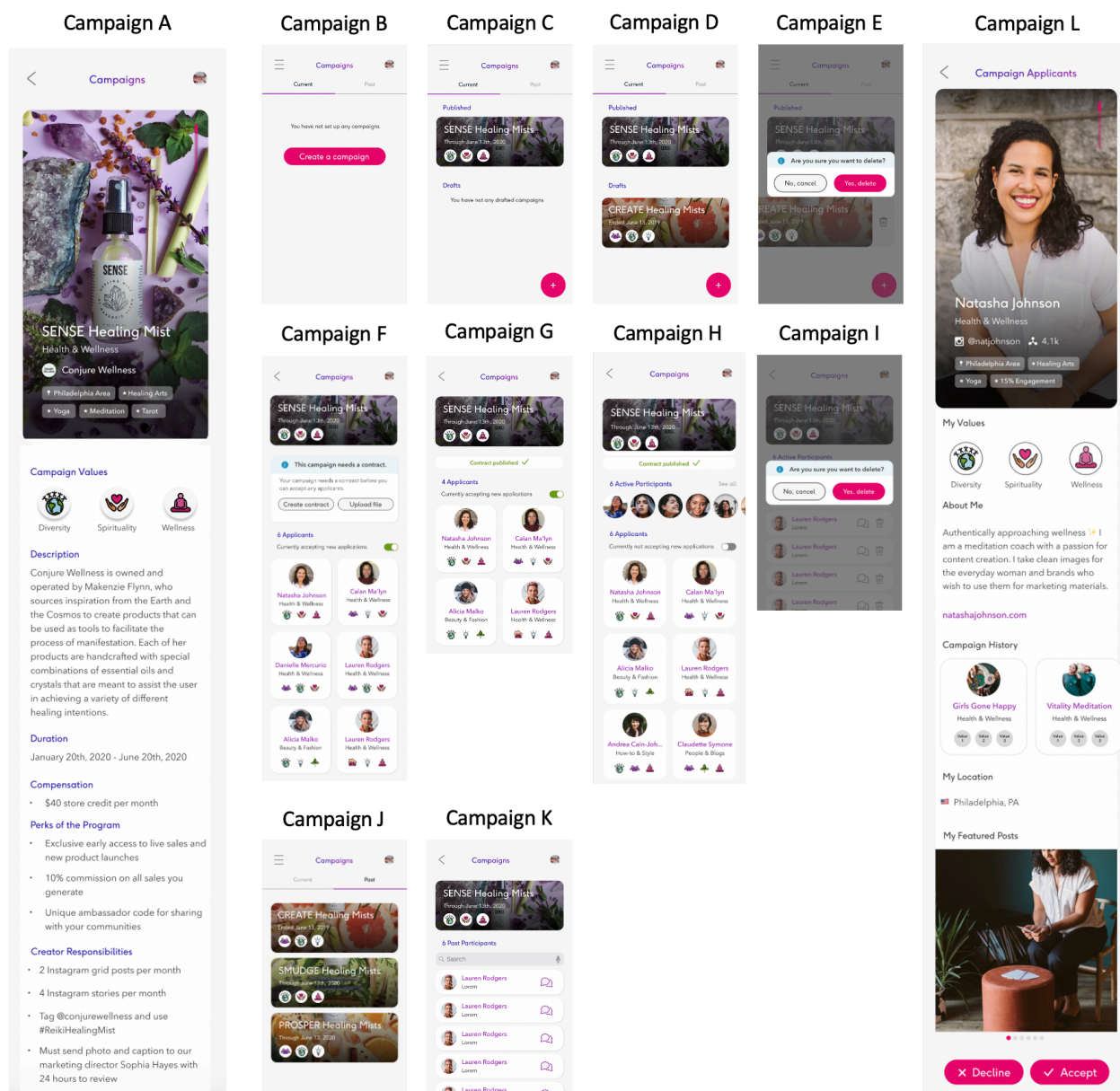


Figure 29. Brand Campaign Manager

R3.14 Brand Campaign Manager Functional Requirements

R3.14.1 Headers

R3.17.1.1 Present [Default Header One](#) style with **Campaigns** title for figures **Campaign B, Campaign C, Campaign D, Campaign E, Campaign J**. **Priority 1**

R3.17.1.2 Present [Default Header Two](#) style with **Campaigns** title when User taps to open a specific campaign as shown in Figures **Campaign A, Campaign F, Campaign G, Campaign H, Campaign I, Campaign K**. **Priority 1**

R3.14.2 Current and Past Toggle

R3.17.2.1 When User navigates to the Campaign Manager, the Campaign Manager opens to display the content with **Current**, which is a list of their current campaigns in various states. **Priority 1**

R3.17.2.2 If the User would like to see a list of their past campaigns, they can tap on the **Past** text button. **Priority 1**

R3.17.2.3 The User can toggle back to the current list of campaigns by tapping the **Current** text button. **Priority 1**

R3.14.3 Current

R3.14.3.1 Create a Campaign

R3.14.3.1.1 If User has not yet created a campaign, User is presented with text **You have not set up any campaigns** and a **Create a campaign** button as seen in Figure **Campaign B**. **Priority 1**

R3.14.3.1.2 User can tap on **Create a campaign** and is navigated to the [Campaign Creator](#). **Priority 1**

R3.14.3.1.3 Once the User publishes their first campaign, the screen is split into **Published** and **Drafts** as seen in Figure **Campaign C**. **Priority 1**

R3.14.3.1.3.1 **Published** campaigns are campaigns that are available to other Creators to match with and apply to. **Priority 1**

R3.14.3.1.3.2 **Drafts** campaigns are campaigns that have not yet been published and can be edited by the User. **Priority 1**

R3.14.3.1.4 User can create a new campaign by tapping the **pink plus** icon as seen in Figure **Campaign C** and is navigated to the [Campaign Creator](#). **Priority 1**

R3.14.3.2 Drafts

R3.14.3.2.1 If the User does not have any drafted campaigns within the **Drafts** section **You have not drafted any campaigns** text will be displayed as seen in Figure **Campaign C**. **Priority 1**

R3.14.3.2.2 Once the User has drafted a campaign, it will appear within the **Drafts** section as seen in Figure **Campaign D**. **Priority 1**

R3.14.3.2.3 To edit a draft, User taps on the campaign card and is navigated to the [Campaign Creator](#) to continue working on the campaign. **Priority 1**

R3.14.3.2.4 To delete a draft, User can swipe left on drafted campaign cards or tap the 3-dot vertical menu to reveal a **trash can** icon as seen in Figure **Campaign E**. **Priority 1**

R3.14.3.2.5 User taps on the **trash can** icon and a pop up appears with **Are you sure you want to delete** text with **No, cancel** or **Yes, delete** buttons. **Priority 1**

R3.14.3.2.6 If the User taps the **No, cancel** button, the draft will remain in the **Drafts** section. **Priority 1**

R3.14.3.2.7 If the User taps the **Yes, delete** button, the draft will be removed from the **Drafts** section. **Priority 1**

R3.14.3.3 Published Campaigns

R3.14.3.3.1 Once campaigns are published, they can only be viewed by the User. **Priority 1**

R3.14.3.3.2 User taps on the campaign card within the **Published** section as seen in Figure **Campaign C** and it opens up the screen as seen in Figure **Campaign F**. **Priority 1**

R3.14.3.3.3 Campaign Details

R3.14.3.3.3.1 User can view the campaign details by tapping the campaign card as seen in Figure **Campaign F** and is navigated to Figure **Campaign A**. **Priority 1**

R3.14.3.3.3.2 User can return back to the screen seen in Figure **Campaign F** by tapping the **back-arrow** icon as seen in Figure **Campaign A**. **Priority 1**

R3.14.3.3.3.3 User will be prompted to add a contract to the campaign as seen in Figure **Campaign F**. **Priority 1**

R3.14.3.3.4 Campaign Contracts

R3.14.3.3.4.1 User will be prompted with **This campaign needs a contract** text to either **Create contract** or **Upload a file** as seen in Figure **Campaign F**. **Priority 1**

R3.14.3.3.4.2 If User taps the **Upload file** button, a pop up will be displayed explaining how best to name the file along with system native upload options. **Priority 1**

R3.14.3.3.4.3 If User taps the **Create contract** button, the User will be navigated to the [Collaborative Contract Building](#) tool. **Priority 2**

R3.14.3.3.4.4 Once a contract has been added to the campaign, the prompt informing the User to add a contract will be removed

and replaced with ***Contract Published*** as seen in Figure **Campaign G. Priority 1**

R3.14.3.3.4.5 User can tap ***Contract published*** to view the published form of the contract. **Priority 1**

R3.14.3.3.4.6 Once a contract has been added to the campaign, User can begin accepting applicants to the campaign. **Priority 1**

R3.14.3.3.5 Applicants

R3.14.3.3.5.1 Applicants are Creators that have applied to the campaign but have not been yet accepted to participate in the campaign. **Priority 1**

R3.14.3.3.5.2 Applicants are listed within the ***6 Applicants*** section as seen in Figure **Campaign F. Priority 1**

R3.14.3.3.5.2.1 The number listed before ***Applicants*** is the total number of users that have applied to the campaign. As Users are accepted or denied to the campaign, the number will change to reflect the total. **Priority 1**

R3.14.3.3.5.3 A campaign is ***Currently accepting new applications*** when the ***toggle*** button is green as seen in Figure **Campaign G. Priority 1**

R3.14.3.3.5.4 User can stop other Users from applying to the campaign by tapping the ***toggle*** button to its gray state and ***Currently not accepting new applications*** as seen in Figure **Campaign H. Priority 1**

R3.14.3.3.5.5 User can review applicants by tapping on an applicant's card. **Priority 1**

R3.14.3.3.5.5.1 Tapping on an applicant's card will bring User to the applicant's [***Published Profile Page***](#). **Priority 1**

R3.14.3.3.5.5.2 Here User can tap the ***Accept*** button to accept an applicant in which the applicant would then become a ***Pending Participant*** as seen in Figure **Campaign L. Priority 1**

R3.14.3.3.5.5.3 Here User can tap the ***Decline*** button to prevent the applicant from participating in the campaign which would remove their card from the list **Campaign L. Priority 1**

R3.14.3.3.6 Active Participants

R3.14.3.3.6.1 Active Participants are those that have been accepted to participate in the campaign and are actively participating in the campaign. **Priority 1**

R3.14.3.3.6.2 Active Participants are listed within the ***6 Active Participants*** section as seen in Figure **Campaign H. Priority 1**

R3.14.3.3.6.2.1 The number listed before **Active Participants** is the total number of users that are actively participating in the campaign. As more Users complete their contract negotiation, the number will change to reflect the total. **Priority 1**

R3.14.3.3.6.3 User can tap *see all* for a full list of active participants in Figure **Campaign H** and is navigated to Figure **Campaign I**. **Priority 1**

R3.14.3.3.6.4 If Brand and Creator cannot come to an agreement on the contract and the Creator does not sign the contract, Brand can remove Creator by tapping on the *trash can* icon as seen in Figure **Campaign I**. **Priority 1**

R3.14.3.3.6.4.1 User taps on the *trash can* icon and a pop up appears with *Are you sure you want to delete* text with *No, cancel* or *Yes, delete* buttons. **Priority 1**

R3.14.3.3.6.5 User can do a text search or a voice search to find a specific participant in the list as seen in Figure **Campaign I**. **Priority 2**

R3.14.3.3.6.6 If a User taps on a Participant profile image within the card seen in **Campaign I**, they are navigated to the User's [Published Profile Page](#). **Priority 1**

R3.14.4 Past Campaigns

R3.14.4.1 User can view past campaigns by tapping on **Past** and is brought to a list of past campaign cards as seen in Figure **Campaign J**. **Priority 1**

R3.14.4.2 User taps on the campaign card as seen in Figure **Campaign J** and it opens up the screen as seen in Figure **Campaign K**. **Priority 1**

R3.14.4.3 User can view the campaign details by tapping the campaign card as seen in Figure **Campaign K** and is navigated to Figure **Campaign A**. **Priority 1**

R3.14.4.4 User can return back to the screen seen in Figure **Campaign K** by tapping the *back-arrow* icon as seen in Figure **Campaign A**. **Priority 1**

R3.14.4.5 Users that participated in the campaign are listed under the **6 Past Participants** section as seen in Figure **Campaign K**. **Priority 1**

R3.14.4.5.1 The number listed before **Past Participants** is the total number of users that participated in the campaign. **Priority 1**

R3.14.4.6 User can do a text search or a voice search to find a specific participant in the list. **Priority 2**

R3.14.4.7 If a User taps on a Participant profile image within the card, they are navigated to the User's [Published Profile Page](#). **Priority 1**

R3.14.4.7 If a User taps on a Pending Participant *message* icon within the card, they are navigated to [Messages](#). **Priority 1**

3.15 Brand Messages

Messages is where Brands can interact with other Users within Boldly who are participating in their campaigns. Messages are unique to both an individual Creator and Campaign. Brands have the ability to search for Users within their inbox. When direct messaging, Users can upload files or have access to the Collaborative Contract Builder to actively negotiate and agree on terms.

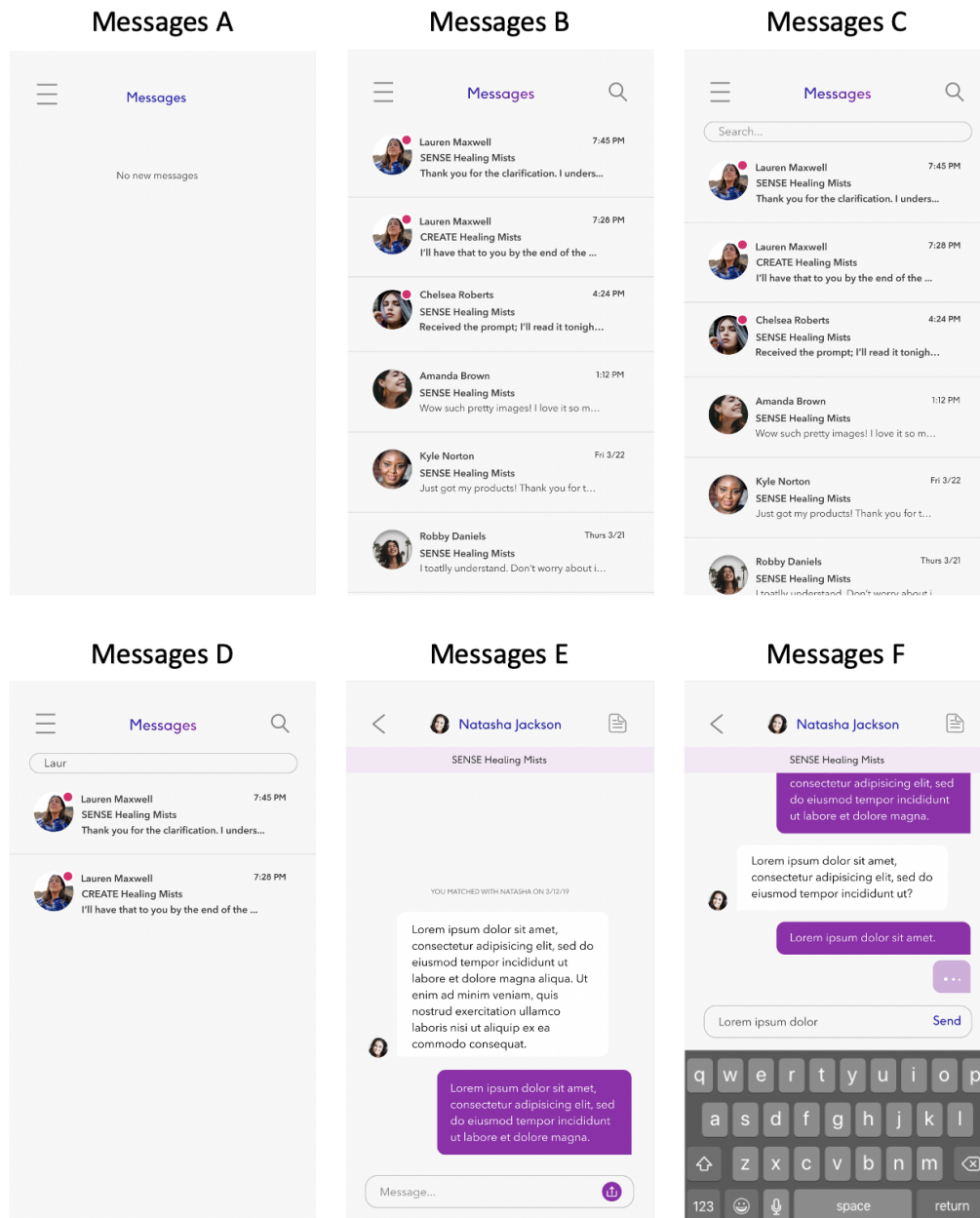


Figure 30. Brand Messages

R3.15 Brand Messages Functional Requirements

R3.15.1 Header for Inbox

R3.15.1.1 User taps to open the hamburger menu icon, the menu slides down to cover the full page. **Priority 1**

R3.15.1.2 The menu contains text links to the *Dashboard*, *Messages*, *Campaigns*, *Settings*, and *Sign Out*. **Priority 1**

R3.15.1.3 Refer to **Figure 3** for style guidance on the opened hamburger menu within [Default Header for Top Level Pages](#). **Priority 1**

R3.15.2 Center title is displayed as *Messages*. **Priority 1**

R3.15.3 The right *search* icon when tapped reveals a search bar for the User to search for another User's name in the **Inbox**. **Priority 1**

R3.15.4 This header applies to Figure **Messages B**, Figure **Messages C**, and Figure **Messages D**. **Priority 1**

R3.15.5 When a new User has not received any messages in their **Inbox** yet, remove the *search* icon from the header as seen in Figure **Messages A**. **Priority 1**

R3.15.2 Header for Direct Message Conversations

R3.15.2.1 User taps the *back-arrow* icon to return to their Inbox from a direct message conversation as seen in Figure **Messages E**. **Priority 1**

R3.15.2.2 Center title is displayed with the User's **Profile** icon followed by the name of the User being messaged. **Priority 1**

R3.15.2.3 If the User's name within the chat exceeds 14 characters, the last name is shortened to the first initial followed by a *dot*. **Priority 1**

R3.15.2.4 User can tap on the name or Profile icon and will be directed to the published [Profile](#) of the User they are messaging. **Priority 1**

R3.15.2.5 The left *document* icon when tapped navigates the User to the [Collaborative Contract Builder](#). **Priority 1**

R3.15.4 This header applies to Figure **Messages E** and Figure **Messages F**. **Priority 1**

R3.15.3 Inbox

R3.15.3.1 If a User has not yet received any messages display text that reads *No new messages* until the User receives their first message. **Priority 1**

R3.15.3.2 Messages within the Inbox show the sender's name, the name of campaign being discussed, the first few words of the most recent message sent or received, the User's whom you are communicating with profile picture, and the time the message has been sent as seen in Figure **Messages B**. **Priority 1**

R3.15.3.2.1 Messages sent on the current date stamp will display the time of the most recent message sent. **Priority 1**

R3.15.3.2.2 Messages from days previous of the current timestamp will display day abbreviation with numerical date for example *Fri 3/22*. **Priority 1**

R3.15.3.2.3 Words of the most recent message sent or received that do not fit within the message preview are cut off with ... **Priority 1**

R3.15.3.3 Most recent messages to the current timestamp are displayed at the top and are in descending order. **Priority 1**

R3.15.3.4 If the User receives a new message, a ***pink circle*** positioned overlapping the Profile icon and bolded text will appear to indicate the message is unread as seen in Figure **Messages B**. **Priority 1**

R3.15.3.5 Once the User reads the messages, the ***pink circle*** and bolded text will be removed as seen in Figure **Messages B**. **Priority 1**

R3.15.3.6 The Inbox functions with messages threads specific to campaign title and not User. **Priority 1**

R3.15.3.7 User can tap anywhere within the information provided about a User's message to be directed to a direct message conversation as seen in Figure **Messages E**. **Priority 1**

R3.15.4 Direct Message Conversations

R3.15.4.1 Underneath the header is a persistent banner of the name of the campaign being discussed between the two Users as seen in Figure **Messages E**. **Priority 1**

R3.15.4.2 At that start of the chat, display text that reads ***You matched with*** the name of the User ***on the date in this format X/XX/XX*** for example as seen in Figure **Messages E**, ***You matched with Natasha on 3/12/19***. **Priority 1**

R3.15.4.3 User can tap on a message to reveal the time the message was sent. **Priority 1**

R3.15.4.4 To send a message, User taps into the ***Message...*** input box field and the keyboard animates up as seen in Figure **Messages F**. **Priority 1**

R3.15.4.5 As the User types, animated dots within the conversation message list appear to indicate that a User is typing as seen in Figure **Messages F**. **Priority 1**

R3.15.4.6 User taps ***Send*** within the ***Message...*** input box field to send their message for the other User to view. **Priority 1**

R3.15.4.7 User can tap the ***upload*** icon within the ***Message...*** input box field to upload and add a file to the conversation as seen in Figure **Messages E**.

R3.15.4.8 If the User created a contract using Boldly's [***Collaborative Contract Builder***](#), as action is made to the clauses within the contract, Users will be messaged that updates have been made and can click on ***View Contract*** to get navigated to the [***Collaborative Contract Builder***](#). **Priority 1**

R3.15.4.9 User who made changes within the [***Collaborative Contract Builder***](#) will have the message with updates sent from their account. **Priority 1**

3.16 Creator Messages

Messages is where Creators can interact with other Brands within Boldly who have campaigns the Creator is trying to become active within. Messages are unique to both an individual Brand and Campaign. Creators have the ability to search for Users within their inbox. When direct messaging, Users can upload files or have access to the Collaborative Contract Builder to actively negotiate and agree on terms.

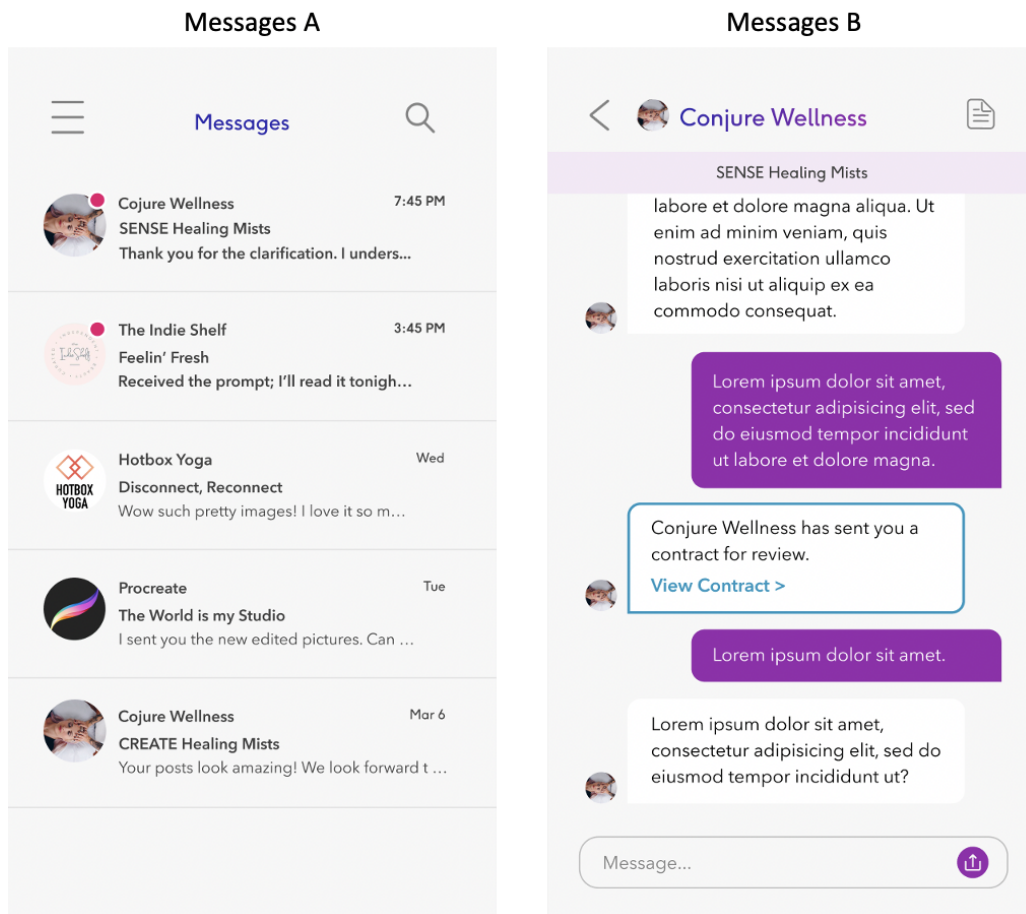


Figure 31. Creator Messages

R3.16 Creator Messages Functional Requirements

R3.16.1 Present [Header for Inbox](#) module. **Priority 1**

R3.16.2 Present [Header for Direct Message Conversations](#) module. **Priority 1**

R3.16.3 Present [Inbox](#) module. **Priority 1**

R3.16.4 Present [Direct Message Conversations](#) module. **Priority 1**

3.17 Brand Collaborative Contract Builder Setup

Brands have the option and are encouraged to create a contract through the Collaborative Contract Builder Setup to allow for a collaborative negotiation process with Creators. Contracts come preloaded with a set number of categories and clauses and provide information on what to include for Brands who are new to contract writing. Brands have the flexibility to add new categories and clauses to the contract to meet campaign needs.

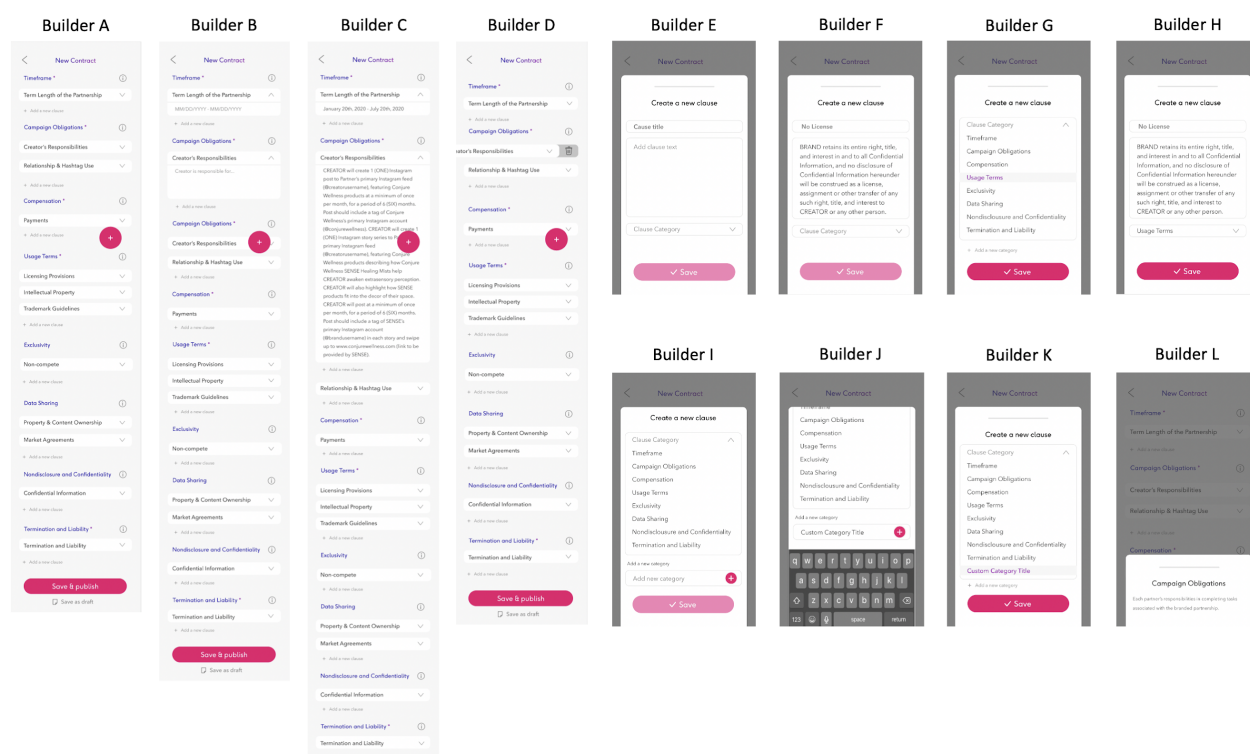


Figure 32. Collaborative Contract Builder Setup

R3.17 Brand Collaborative Contract Builder Setup Functional Requirements

R3.17.1 Header

R3.17.1.1 User taps on the left **back arrow** icon to navigate back to the [Campaign Manager](#) screen that the User originally came from. **Priority 3**

R3.17.1.2 Centered title is displayed as **New Contract**. **Priority 3**

R3.17.2 Contract Interactivity

R3.17.2.1 The contract is organized into sections identified by a section heading that is then made up of one or more clauses as seen in Figure **Builder A**. **Priority 3**

R3.17.2.2 Contract clauses that are displayed in Figure **Builder A** are pre-loaded every time the User creates a new contract and is required for the User to complete. **Priority 3**

R3.17.2.3 User can tap *Add a new clause* button as seen in Figure **Builder A** to add a new clause within a section. **Priority 3**

R3.17.2.4 User can tap *info* buttons to reveal more information about the field to complete it as seen in Figure **Builder A**. **Priority 3**

R3.17.2.5 Tapping the *info* button causes additional information to animate up from the bottom of the screen to provide more context to the specific section as seen in Figure **Builder L**. **Priority 3**

R3.17.2.6 User swipes the card down in order to see less information. **Priority 3**

R3.17.2.7 The informative text associated with each info button is provided in the [CCB Information Cards](#) document. **Priority 3**

R3.17.2.8 User can tap on the *pink plus* button to either create a new clause in a pre-existing clause category or to create a new clause category. **Priority 3**

R3.17.2.9 User can swipe left to delete a clause by tapping on the *trash can* icon as seen in Figure **Builder D**. **Priority 3**

R3.17.2.10 If User creates a new category and no longer wants to add clauses to that section, the category title would remain on the contract with the *Add a new clause* button. **Priority 3**

R3.17.2.11 If User creates a new category and deletes all the clauses within the category, the category title would remain on the contract with the *Add a new clause* button. **Priority 3**

R3.17.2.12 When the User publishes the contract, if there are non-required section titles with no clauses within the section, the title will be deleted from the contract. **Priority 3**

R3.17.2.2 Adding a New Clause and Category

R3.17.2.2.1 If User taps the *Add a new clause* button or the *pink plus* button, the contents within Figure **Builder E** auto animate up. **Priority 3**

R3.17.2.2.2 User taps within the *Clause title* input text field and the keyboard auto animates up for the User to input the clause title. **Priority 3**

R3.17.2.2.3 User taps within the *Add clause text* input text field and the keyboard auto animates up for the User to input text about the clause as seen in Figure **Builder F**. **Priority 3**

R3.17.2.2.4 User taps on the *Clause Category* drop down menu to select from the list what section the new clause should be added to as seen in Figure **Builder G**. **Priority 3**

R3.17.2.2.5 If the User would like to create a new clause category, the User can scroll down to the bottom the *Clause Category* drop down menu to the *Add a new category* section to tap on *Add new category* as seen in Figure **Builder I**. **Priority 3**

R3.17.2.2.6 User taps into the *Add new category* input text field and the keyboard auto animates up for the User to input the category title as seen in Figure **Builder J**. **Priority 3**

R3.17.2.2.7 User taps the *pink plus* button to add the custom category title to the bottom of the **Clause Category** drop down menu list and select it as seen in Figure **Builder K**. **Priority 3**

R3.17.2.2.8 User taps the **Save** button and the changes are reflected in the contract. **Priority 3**

R3.17.3 Clause Interactivity

R3.17.3.1 User taps on any clause title within the contract to expand and reveal an input text field to input information relevant to the clause as suggested by the *info* buttons. **Priority 3**

R3.17.3.2 Filler text is revealed to guide the User on what text to input, as seen in Figure **Builder B**. **Priority 3**

R3.17.3.3 User taps on input text field causing the filler text to disappear and the keyboard to auto animate up. **Priority 3**

R3.17.3.4 As User continues to add text to the input field, the input field will vertically expand to accommodate the text length. **Priority 3**

R3.17.3.5 Tapping outside the field causes the keyboard to auto animate down and saves the text. **Priority 3**

R3.17.3.6 User can tap on the *carrot* icon to expand or collapse the text with the clause. **Priority 3**

R3.17.4 Saving and Publishing

R3.17.4.1 If User is done making changes to the contract and all required fields are complete, User can tap the **Save & publish** button to publish the contract. **Priority 3**

R3.17.4.2 Publishing the contract sends the contract to all campaign specific pending participants' message inbox so they may begin the contract negotiation process. **Priority 3**

R3.17.4.3 The published contract also exists within the [Campaign Manager](#) campaign card where the User can access the contract in an un-editable form to refer back to. **Priority 3**

R3.17.4.4 If User taps **Save as a draft**, the contract will exist within the [Campaign Manager](#) campaign card where the User can access the contract to continue making changes until the contract is published. **Priority 3**

3.18 Collaborative Contract Builder

This is the Collaborative Contract Builder where both Brands and Creators negotiate the terms of the contract through a series of accepting, editing, or denying contract clauses. Brands and Creators access the contract from their [Messages](#). The goal is for Brands and Creators to agree on all clauses within the contract and then begin their partnership for the campaign.



Figure 33. Collaborative Contract Builder

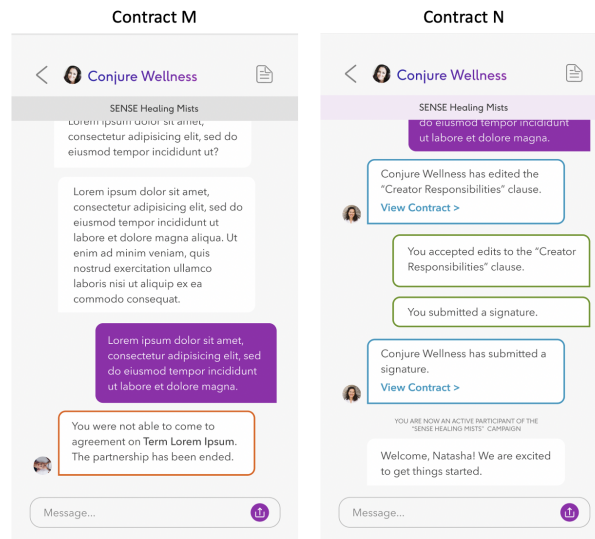


Figure 34. Direct Messages as a Result of Collaborative Contract Builder Actions

R3.18 Collaborative Contract Builder Functional Requirements

3.18.1 Header

3.18.1.1 User taps on the left **back arrow** icon to navigate back to the [Direct Message Conversation](#) that the User originally came from. **Priority 3**

3.18.1.1.1 If User is directed to a prompt asking about ending the negotiation process and terminating the partnership as seen in Figure **Contract J** and Figure **Contract K** the **back arrow** will direct the User back to the main contract page as seen in Figure **Contract A**. **Priority 3**

3.18.1.2 Centered title is displayed as **Contract**. **Priority 3**

3.18.1.3 The progress bar incrementally increases as clauses within the contract are being accepted by both Users with the bar being completely filled once all clauses are agreed upon. **Priority 3**

3.18.2 Contract Interactivity

3.18.2.1 User opens the contract for the first time from their direct messages to see all the clauses within the contract colored white as seen in Figure **Contract A**. **Priority 3**

3.18.2.2 White colored clauses mean that no action has yet been taken on the clause. **Priority 3**

3.18.2.3 User expands the clause by tapping on to reveal three actions, **Deny**, **Edit**, **Accept**, that can be taken against the card as seen in Figure **Contract A**. **Priority 3**

3.18.2.4 User taps on the **Deny** button if the User does not agree with anything in the clause. **Priority 3**

3.18.2.5 Denying a clause causes the clause card to turn orange to indicate that the clause has been denied as seen in Figure **Contract D**. **Priority 3**

3.18.2.6 User taps on the **Edit** button to make changes to the clause. **Priority 3**

3.18.2.7 Editing a clause causes the clause to lock in place preventing the User from scrolling to and interacting with other clauses within the contract. **Priority 3**

3.18.2.8 User taps on the text within the clause to have the keyboard to auto animate up to make changes to the text as seen in Figure **Contract H**. **Priority 3**

3.18.2.9 Changes made within the clause are highlighted blue as seen in Figure **Contract I**. **Priority 3**

3.18.2.10 User can scroll within the clause that is being edited. **Priority 3**

3.18.2.11 If User no longer wants to make the edits to the clause, they can tap **Cancel edits** to discard any changes and keep the clause at the state it was before any edits were attempted to be made as seen in Figure **Contract I**. **Priority 3**

3.18.2.12 Once the User is done making edits, User can tap **Send changes for review** as seen in Figure **Contract I**. **Priority 3**

3.18.2.13 Sending changes for review causes the clause to turn blue to indicate that edits have been made to the clause as seen in Figure **Contract B**. **Priority 3**

3.18.2.14 User taps on the **Accept** button if the User agrees to the terms of the clause. **Priority 3**

3.18.2.15 Accepting the clause causes the clause card to turn green to indicate that the clause has been accepted as seen in Figure **Contract B**. **Priority 3**

3.18.2.16 Underneath each colored clause is the type of action taken against the clause, the profile picture of the User who performed the action, the name of the User who performed the action, and the time the action occurred. **Priority 3**

3.18.2.17 The action text that can be displayed are:

3.18.2.17.1 **Edited by** when the User has edited the clause. **Priority 3**

3.18.2.17.2 **Approved by** when the User has accepted the clause. **Priority 3**

3.18.2.17.3 **Denied by** when the User has denied the clause. **Priority 3**

3.18.2.17.4 **Edit denied by** when the User has denied the edits to the clause. **Priority 3**

3.18.2.18 Action taken against a clause on the current date will display the time of the action occurred. **Priority 3**

of the current on previous day displays the date

3.18.2.19 Action taken against a clause previous to that of the current date will display the date of when the action occurred in XX/XX/XX format. **Priority 3**

3.18.2.20 If User taps **Deny** button on a clause that has had edits already twice denied by either User, User is directed to a new screen where prompted to decide whether or not to continue negotiation as seen in Figure **Contract J**. **Priority 3**

3.18.2.21 User is presented with text that reads ***You didn't agree on this term! It looks like you weren't able to agree on the term: x. Is that a deal-breaker for you?***

3.18.2.21.1 The x in the text above is replaced with the name of the clause that has been denied three times. **Priority 3**

3.18.2.21.2 User can tap **No, continue negotiation** causing User to get directed back to the main contract as seen in Figure **Contract E**. **Priority 3**

3.18.2.21.3 User can tap **Yes, end partnership** causing User to get directed to the contents of Figure **Contract K**. **Priority 3**

3.18.2.22 If User chooses to end the partnership, User is asked ***Are you sure? Ending a partnership means you will no longer be connected with x1 for the campaign, x2.***

3.18.2.22.1 The x1 in the text above is replaced with the name of the User negotiation is occurring with and x2 is replaced with the name of the campaign. **Priority 3**

3.18.2.22.2 User can tap **No, continue negotiation** causing User to get directed back to the main contract as seen in Figure **Contract E**. **Priority 3**

3.18.2.22.3 User can tap **Yes, end partnership** causing User to get directed to the contents of Figure **Contract F**. **Priority 3**

3.18.2.23 User can view the contract in its most current state without being able to perform action to the clauses once the contract has ended. **Priority 3**

3.18.2.24 If User agrees to all clauses within the contract, the *signature* button becomes available for the User to sign the contract. **Priority 3**

3.18.2.25 User taps on the *signature* button and is navigated to Figure **Contract L**. **Priority 3**

3.18.2.26 User is prompted to *Draw your signature with your finger* and read *I understand this is a legal representation of my signature* as seen in **Contract L**. **Priority 3**

3.18.2.26.1 User taps the *Clear* text button if User would like to sign their signature again. **Priority 3**

3.18.2.26.2 User taps the *Insert signature* button to legally agree to the contract. **Priority 3**

3.18.2.27 User is directed to Figure **Contract F** where User can view the terms of the contract without any actions taken against the clauses.

3.18.3 Contract Interactivity shown in Direct Messages

3.18.3.1 User will systematically send and receive direct message notifications in regard to actions taken against the contract as seen in Figure **Contract N**. **Priority 3**

3.18.3.2 Systematic messages sent can have one of three border colors each having a different meaning. **Priority 3**

3.18.3.2.1 Message receives a blue border if the contract is being sent for the first time or if edits were made to the contract. **Priority 3**

3.18.3.2.2 Message receives a green border if the User accepts the clause or the User has submitted a signature. **Priority 3**

3.18.3.2.3 Message receives an orange border if the term is denied or the partnership has ended. **Priority 3**

3.18.3.3 User can tap on *View Contract* text links in the messages that are systematically sent by the User negotiation is taking place in collaboration in order to navigate to the contract. **Priority 3**

3.18.3.4 If both Users sign the contract, a statement appears in the direct message that reads *You are now an active participant of the x campaign*. **Priority 3**

3.18.3.4.1 The x in the text above is replaced with the name of the campaign whose contract was negotiated. **Priority 3**

3.18.3.5 If User has ended the partnership, a message will systematically be sent with text that read *You were not able to come to agreement on x. The partnership has been ended* as seen in Figure **Contract M**. **Priority 3**

3.18.3.5.1 The x in the text above is replaced with the name of the clause that has been denied three times resulting in the partnership to end. **Priority 3**

3.18.3.6 The campaign banner below the header in the direct messages turns gray when the partnership has ended as seen in Figure **Contract M**. **Priority 3**

3.19 Creator Settings

The Creator Settings is where Creators can manage their Settings by setting preferences for notifications, updating their email, changing their password, selecting a payment method, updating their account status, learning more about the application, and deleting their account.

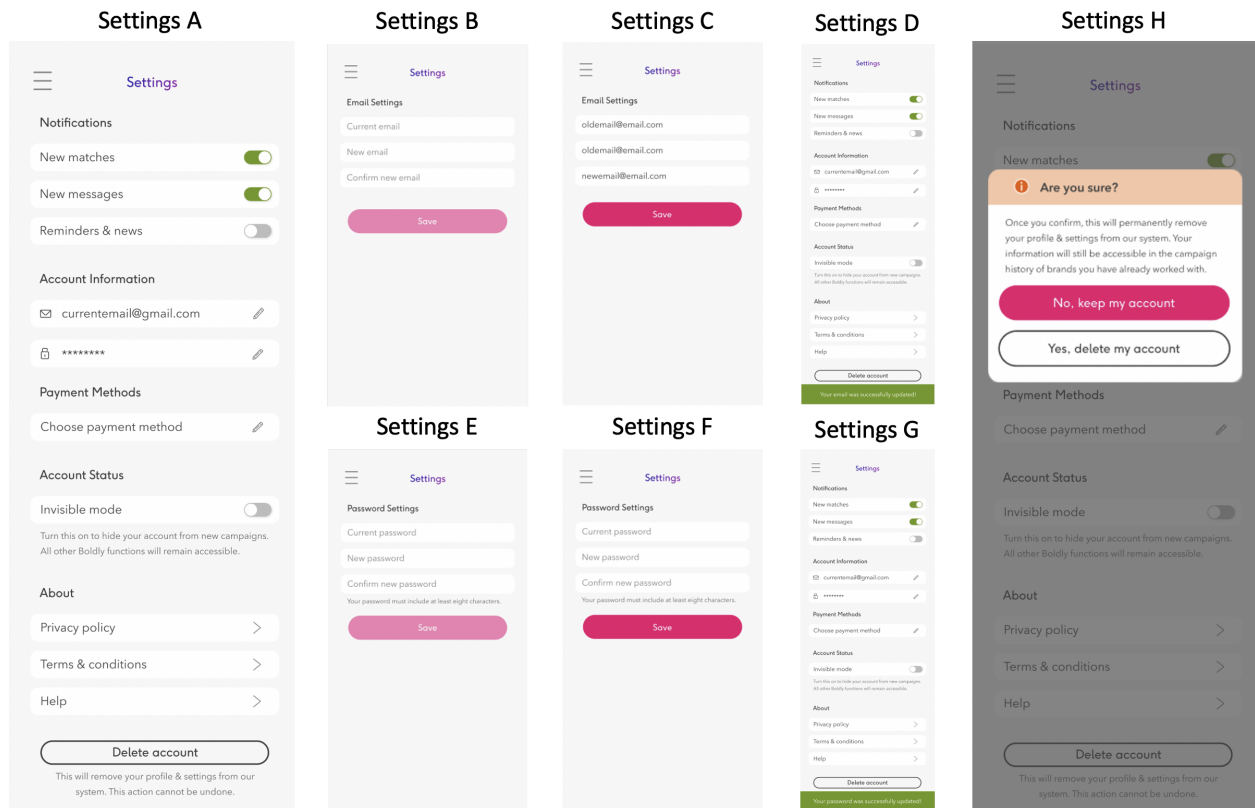


Figure 35. Creator Settings

R3.19 Creator Settings Functional Requirements

3.19.1 Header

R3.19.1 Hamburger menu

R3.19.1.1 User taps to open the hamburger menu icon, the menu slides down to cover the full page. **Priority 1**

R3.19.1.2 The menu contains text links to the ***Dashboard, Messages, Campaigns, Settings,*** and ***Sign Out.*** **Priority 1**

R3.19.1.3 Refer to **Figure 3** for style guidance on the opened hamburger menu within [Default Header for Top Level Pages](#).

R3.9.2 Center title is displayed as **Settings**. **Priority 1**

3.19.2 Notifications

3.19.2.1 The default settings for every User account is to receive notifications for

all three notification categories. **Priority 2**

3.19.2.2 User can receive notifications for up to three categories defined as:

3.19.2.2.1 *New Matches* - when a Creator is algorithmically matched with a Brand's campaign. **Priority 2**

3.19.2.2.2 *New Messages* - when a Creator has received a new, unopened message in their inbox from another User. **Priority 2**

3.19.2.2.3 *Reminders & news* - updates about the Boldly application. **Priority 2**

3.19.2.3 User has the option to turn off notifications by tapping the toggle button as seen in Figure **Settings A**. **Priority 2**

3.19.2.4 When the toggle is to the right and colored green, that means the User will receive notifications from the specified category as seen in Figure **Settings A**. **Priority 2**

3.19.2.5 When the toggle is to the left and colored gray, that means the User will not receive notifications from the specified category as seen in Figure **Settings A**. **Priority 2**

3.19.3 Account Information

3.19.3.1 Display current email address with an *edit* icon button for Users to tap on to change their preferred email as seen in Figure **Settings A**. **Priority 1**

3.19.3.2 User taps on the *edit* icon button and is navigated to the *Email Settings* page as seen in Figure **Settings B**. **Priority 1**

3.19.3.3 Email Settings

3.19.3.3.2 User taps into the input text field of *Current email* causing the keyboard to auto animate up. **Priority 1**

3.19.3.3.3 As the User begins to type their current email address, the placeholder text will disappear. **Priority 1**

3.19.3.3.4 User taps into the input text field of *New email* causing the keyboard to auto animate up. **Priority 1**

3.19.3.3.5 As the User begins to type their new email address, the placeholder text will disappear. **Priority 1**

3.19.3.3.6 User taps into the input text field of *Confirm new email* causing the keyboard to auto animate up. **Priority 1**

3.19.3.3.7 As the User begins to type to confirm their new email address, the placeholder text will disappear. **Priority 1**

3.19.3.3.8 The *New email* text input must match the *Confirm new email* input text for the password change to be accepted by the system. **Priority 1**

3.19.3.3.9 The *Save* button is deactivated until the User is done making changes that meet the requirements of all fields being correctly completed as seen in Figure **Settings B**. **Priority 1**

3.19.3.3.10 User can tap on the *Save* button to save the changes made to their account as seen in Figure **Settings C** and is navigated to Figure

Settings D with the message **Your email was successfully updated!**.

Priority 1

3.19.3.3.11 The new email address is reflected on the main **Settings** page under **Account Information** as seen in Figure **Settings D**. **Priority 1**

3.19.3.4 Display current password hidden with asterisks to represent the password length with an **edit** icon button for Users to tap on to change their preferred password. **Priority 1**

3.19.3.5 User taps on the edit icon button and is navigated to the **Password Settings** page. **Priority 1**

3.19.3.5 Password Settings

3.19.3.3.2 User taps into the input text field of **Current password** causing the keyboard to auto animate up. **Priority 1**

3.19.3.3.3 As the User begins to type their current password, the placeholder text will disappear. **Priority 1**

3.19.3.3.4 User taps into the input text field of **New password** causing the keyboard to auto animate up. **Priority 1**

3.19.3.3.5 As the User begins to type their new password, the placeholder text will disappear. **Priority 1**

3.19.3.3.6 User's password must be at least eight characters in length to be accepted as a new password. **Priority 1**

3.19.3.3.7 User taps into the input text field of **Confirm new password** causing the keyboard to auto animate up. **Priority 1**

3.19.3.3.8 As the User begins to type to confirm their new password, the placeholder text will disappear. **Priority 1**

3.19.3.3.9 The **New password** text input must match the **Confirm new password** input text for the password change to be accepted by the system. **Priority One**

3.19.3.3.10 Display next to User that reads **Your password must include at least eight characters**. **Priority 1**

3.19.3.3.11 The **Save** button is deactivated until the User is done making changes that meet the requirements of all fields being correctly completed as seen in Figure **Settings E**. **Priority 1**

3.19.3.3.12 User can tap on the **Save** button to save the changes made to their account as seen in Figure **Settings F** and is navigated to Figure **Settings G** with the message **Your password was successfully updated!**. **Priority 1**

3.19.3.3.13 The new password is reflected on the main **Settings** page under **Account Information** as seen in Figure **Settings G**. **Priority 1**

3.19.4 Payment Methods

3.19.4.1 Display **Choose payment method** with an **edit** icon button for the User to tap on to select their preferred payment method as seen in Figure **Settings A**. **Priority 3**

3.19.4.2 Payment option card auto-animates to display a choice of PayPal or Venmo. **Priority 3**

3.19.4.3 Chosen payment method is displayed on the main **Settings** page instead of the ***Choose payment method*** text. **Priority 3**

3.19.5 Account Status

3.19.5.1 User has the option to turn on and off ***Invisible mode*** by tapping the toggle as seen in Figure **Settings A**. **Priority 1**

3.19.5.2 All Creator account Users have Invisible mode off as the default. **Priority 1**

3.19.5.3 When the toggle is to the left and colored gray, that means the User will have Invisible mode turned off. **Priority 1**

3.19.5.4 When the toggle is to the right and colored green, that means the User will have Invisible mode turned on. **Priority 1**

3.19.5.5 Display text that defines Invisible mode: ***Turn this on to hide your account from new campaigns. All other Boldly functions will remain accessible.*** **Priority 1**

3.19.6 About

3.19.6.1 User taps on ***Privacy policy*** and a card animates up to display informative text associated with Boldly's privacy policies. **Priority 1**

3.19.6.2 User can scroll within the card to access more information. **Priority 1**

3.19.6.3 User swipes the card down to exit the card overlay and returns to Figure **Settings A**. **Priority 1**

3.19.6.4 User taps on ***Terms & conditions*** and a card animates up to display informative text associated with Boldly's terms and conditions. **Priority 1**

3.19.6.5 User can scroll within the card to access more information. **Priority 1**

3.19.6.6 User swipes the card down to exit the card overlay and return to Figure **Settings A**. **Priority 1**

3.19.6.7 User taps on ***Help*** and the ***Boldly website*** animates up. **Priority 1**

3.19.6.8 Tapping on the ***Delete account*** button deletes the User's account and all information associated with it.

3.19.6.9 When User taps on the ***Delete account*** button, a pop up appears to confirm whether the User would like to delete their account. **Priority 1**

3.19.6.9.1 Pop up displays text that reads ***Are you sure? Once you confirm, this will permanently remove your profile & settings from our system. Your information will still be accessible in the campaign history of brands you have already worked with*** as seen in Figure **Settings H**. **Priority 1**

3.19.6.9.2 Tapping the ***No, keep my account*** button will stop the User's account from being deleted as seen in Figure **Settings H** and the User will return to Figure **Settings A**. **Priority 1**

3.19.6.9.2 Tapping the ***Yes, delete my account*** button will cause the User's account to be deactivated as seen in Figure **Settings H**. **Priority 1**

3.19.6.10 Display text under **Delete account** button that reads ***This will remove your profile & settings from our system. This action cannot be undone*** as seen in Figure **Settings A**.

3.20 Brand Settings

The Brand Settings is where Brands can manage their Settings by setting preferences for notifications, updating their email, changing their password, selecting a payment method, learning more about the application, and deleting their account.

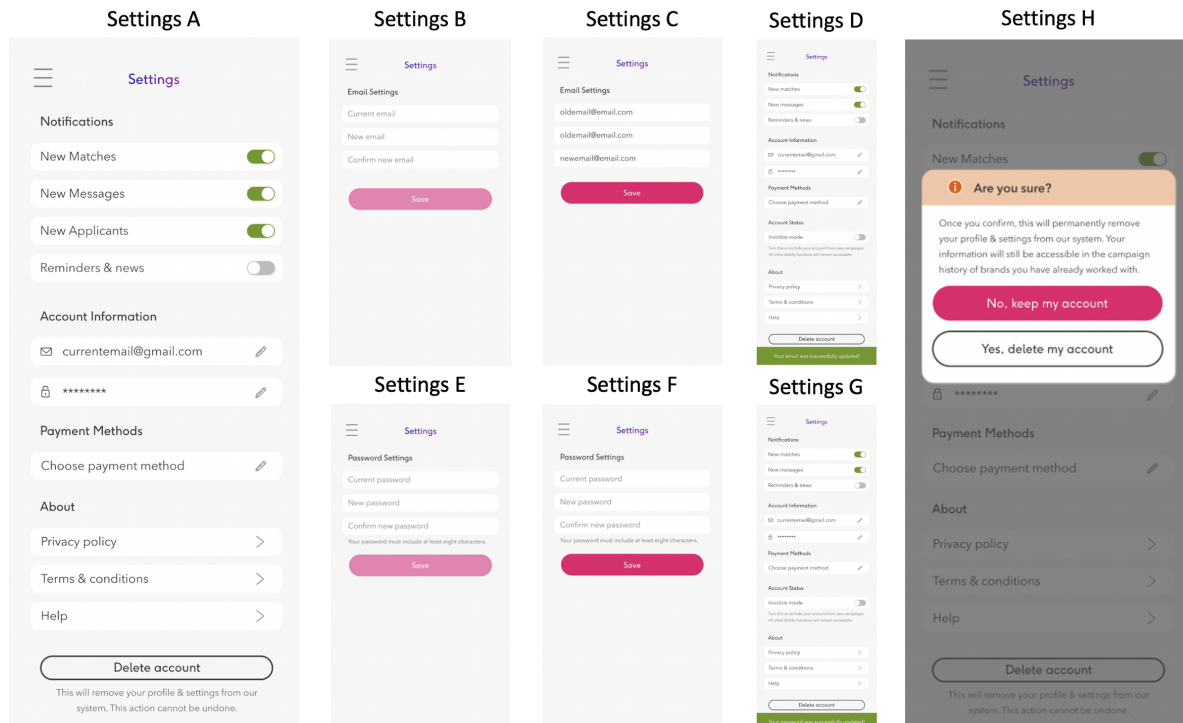


Figure 36. Brand Settings

R3.20 Brand Settings Functional Requirements

R3.20.1 Present [Header](#) module. **Priority 1**

R3.20.2 Present [Notifications](#) module. **Priority 1**

R3.20.2.1 Display **New Applicants** notification category. A new applicant is when a Creator applies to a campaign. **Priority 1**

R3.20.3 Present [Account Information](#) module. **Priority 1**

R3.20.4 Present [Payment Methods](#) module. **Priority 1**

R3.20.5 Present [About](#) module. **Priority 1**

3.21 Login

Creators and Brands can login into their account by providing their email and password specified during the [Onboarding Survey](#).

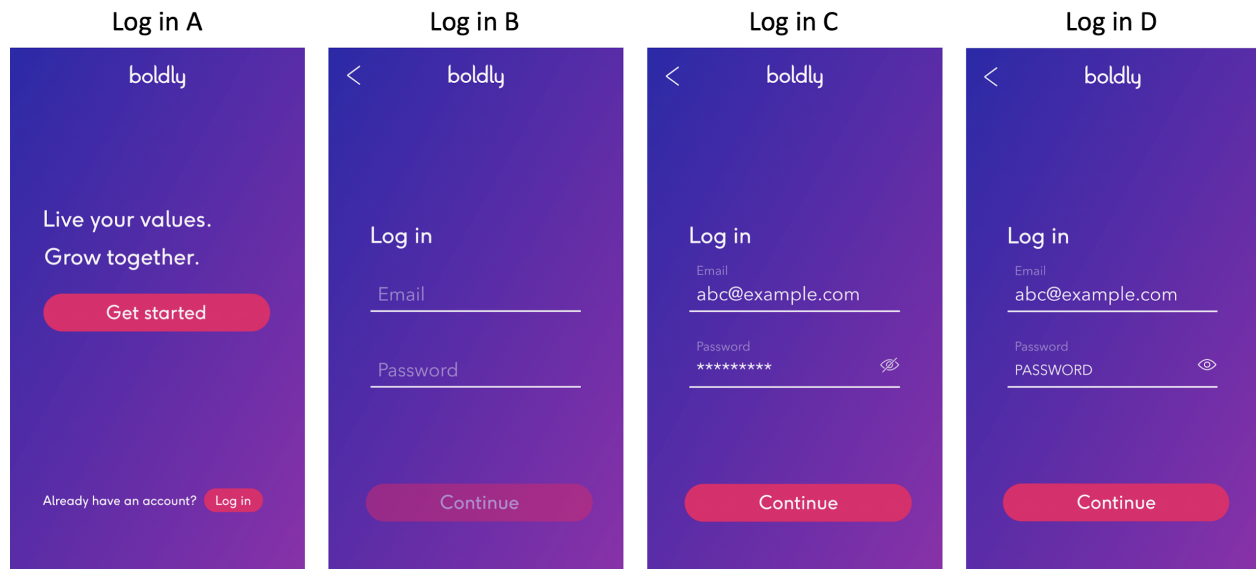


Figure 37. User Login

R3.21 Login Functional Requirements

R3.21.1 User taps on the **Log in** button in Figure **Log in A** to navigate to Figure **Log in B** to provide their credentials. **Priority 1**

R3.21.2 Users taps into the text field and the keyboard animates up from the bottom of the page. **Priority 1**

R3.21.3 The placeholder text within the text auto animates up as the new text is inputted. **Priority 1**

R3.21.4 User taps outside the text field and the keyboard animates down. **Priority 1**

R3.21.5 The **Continue** button is disabled until **Email** and **Password** text has been inputted as seen in Figure **Log in B**. **Priority 1**

R3.21.5 User can tap on the **eye** icon to reveal the letters of the password as seen in Figure **Login D** and can tap on the **eye** icon again to re-hide the **Password** as seen in Figure **Log in C**. **Priority 1**

R3.21.6 User taps the **Login** button in Figure **Login D** and is brought to their [Dashboard](#). **Priority 1**

4.0 Nonfunctional Requirements

4.1 Human Factors

4.1.1 Types of Users

4.1.1.1 Users who are new to using social media applications and are new to social media micro influencer marketing.

4.1.1.2 Users who are experienced using social media applications and are familiar with social media micro influencer marketing.

4.2 Documentation

4.2.1 Software Requirements Specification

4.2.1.1 Documentation is provided for the full interaction of the application for developers and Users to understand the application's functionality.

4.3 Hardware

4.3.1 User must have iPhone 6S or newer iPhone models to run the necessary iOS to install the application.

4.3.2 User's mobile phone must have a network connection.

4.4 Software

4.4.1 User with an iPhone must have iOS 12 or iOS 13 installed to use the application.

4.4.2 User with an Android must have Android 9 or Android 10 installed to use the application.

4.4.3 User must have 70 MB of available storage to download the application onto their mobile device.

4.5 Performance

4.5.1 Response Time

4.5.1.1 User's interaction with the system or third party systems' that does not require data is loaded in under 0.5 seconds.

4.5.1.2 System response time is less than 1 second when data is being loaded and saved.

4.6 Error Handling and Reliability

4.6.1 System Downtime

4.6.1.1 Acceptable downtime for the application varies based on the needs and scheduled downtime should occur between 2 am and 5 am having given Users advanced notice.

4.6.1.2 The database server is not down during times when Boldly is available to Users.

4.6.1.3 The database is not down during times when Boldly is available to Users.

4.6.2 Input Errors

4.6.2.1 User input errors result in an error message being displayed.

4.6.2.2 User must acknowledge the input error before continuing to use the application.

4.7 Security

4.7.1 User's data that is not publicly available is kept private from other Users.

4.7.2 Database access is restricted to system administrators and other required personnel with administrator privileges.

4.8 Usability

4.8.1 Imported photos and documents maintain their integrity when uploaded into the Boldly application.

4.8.2 Exporting photos and documents maintain their integrity when downloaded from the Boldly application.

5.0 System Evolution

Within this initial release of Boldly, scope has been limited to provide Users with the most comprehensive functionality of the application with start to finish processes. The goal in evolving Boldly in a second iteration is to provide greater functionality to the Users to limit the use of third party vendors to accomplish tasks. The following are features Boldly plans to incorporate in forthcoming iterations.

5.1 Insights Data Visualizations

Provide data visualizations with more depth and interactivity. Currently data insights are limited to showing the most up to date statistics on followers and engagement rates. The goal is to show changes over time and take user input to generate graphs for specific time frames for granular understanding of performance. This can help Creators and Brands perform better and achieve further business success.

5.2 Expand Social Media Platforms

For this initial release, Boldly chose to limit itself to incorporating Instagram. In the following iterations the hope is to allow Users to connect their Facebook and YouTube profiles. We understand Instagram is one of many creative outlets and by expanding to Facebook and YouTube we are making progress towards a diversified environment supporting the many channels in which Creators can share their content.

5.3 Bold Academy

Bold Academy is the training portion within the app. The goal of the academy is to teach Creators and Brands new to social media micro influencer marketing how to be successful with this type of marketing channel. Bold Academy is yet another feature meant to lower the barrier to entry to the micro influencer marketing. As Users complete tutorials and gain experience among other Boldly Users, they will be awarded badges to proudly display on their profile and boast their experience to other Users.

5.4 Blocking and Reporting User Profiles

To create and foster an inclusive environment within Boldly, we want to provide users with opportunities to report malicious user profiles and block user profiles from continuing to interact with them. As a community, this feature will allow Users to hold each other accountable for their words and actions as we strive to provide a safe and inclusive environment for Creators and Brands to achieve their business goals.