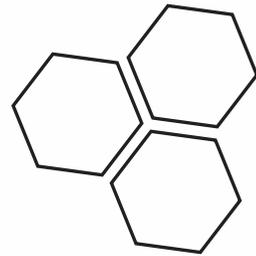




dotfarm



INFLUENCER APP

# INTRODUCTION



## What do fans want?

When talking about the relation between fans and celebrities, we can say that what most fans want is to feel closer, to penetrate into their idol's private life. In broad terms, they want to follow them.

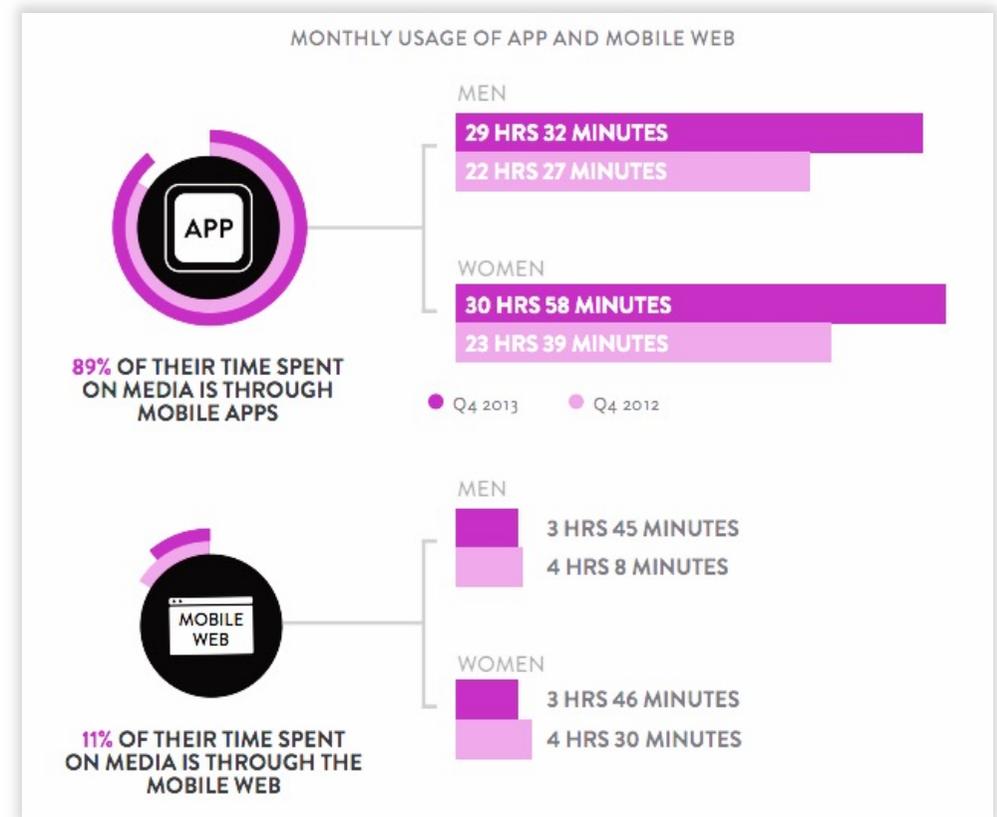
## The challenge

Every **INFLUENCER** is different from the other. The app must reflect his/her personality. It is important to handle the communication on the social network and to produce and manage a real-time content targeted to the celebrity's audience.

## THE NEED

“Get a Targeted, Engaging, Digital Experience”

- ✓ **Trend:** the mobile target is more interactive than the traditional one.
- ✓ **Numbers: Mobile** data traffic will grow at a compound **annual growth rate of 57%**
- ✓ **Conversions:** thanks to mobile technology a brand could achieve 30% more of conversion
- ✓ **89% of internet time:** is spent on mobile apps



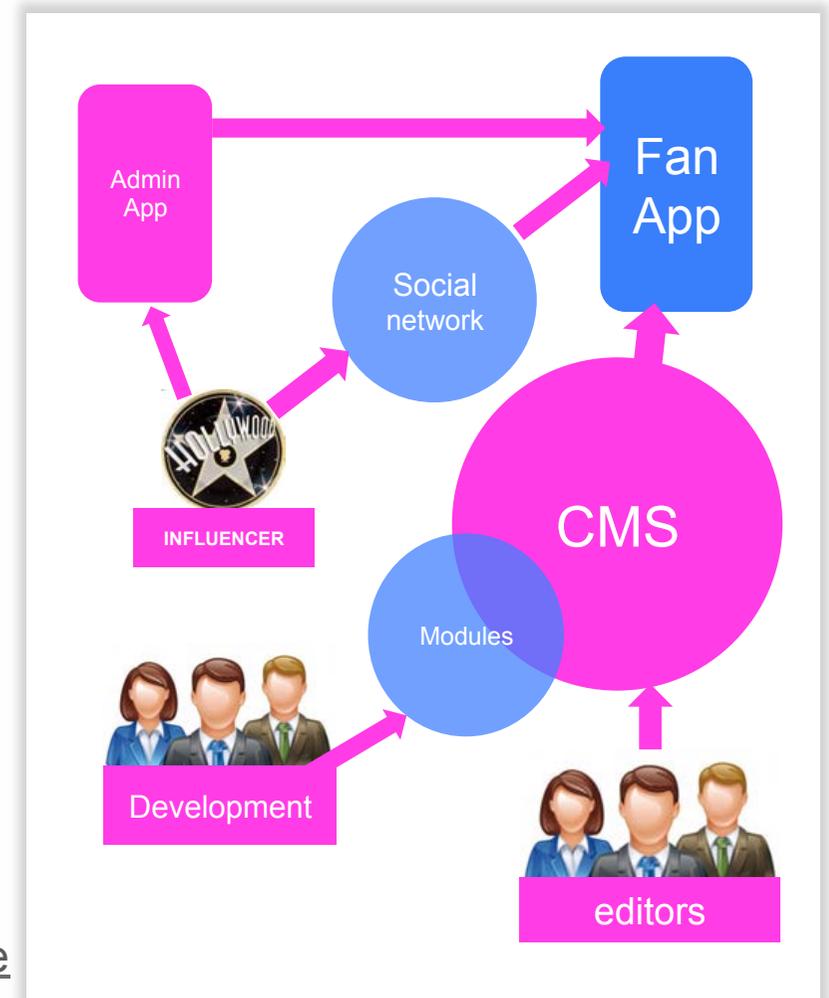
## HOW IT WORKS?



The Influencer APP is a product based on three elements: the fan app, the admin app and a centralised CMS

- ✓ **Fan App** : will be available on the app stores
- ✓ **Admin App**: it will allow the influencer to manage the contents of the Fan App
- ✓ **CMS**: will allow a more advanced management of the contents by the editorial team.

Thanks to CMS the app has a Changeable Graphical Interface

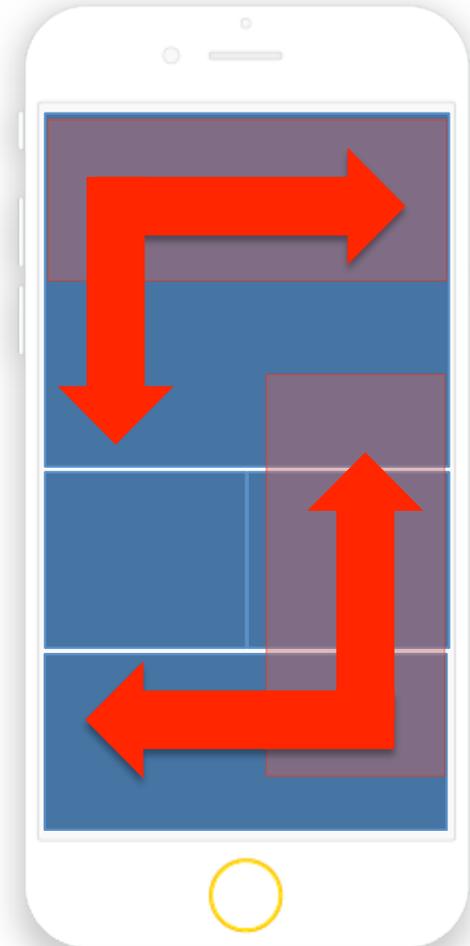


## INTERACTIVE UX



- ✓ **Dynamic interface:** a fluid grid that changes in real-time, according to the editor's choice
- ✓ **Frequency of use:** it is possible to value modules by dimension and position.
- ✓ **Modules:** this kind of interface will allow to easily switch on and off the different modules.

*This design solution allows a scalable format! Apps with a nearly identical structure but with a completely different layout and features, are modular!*



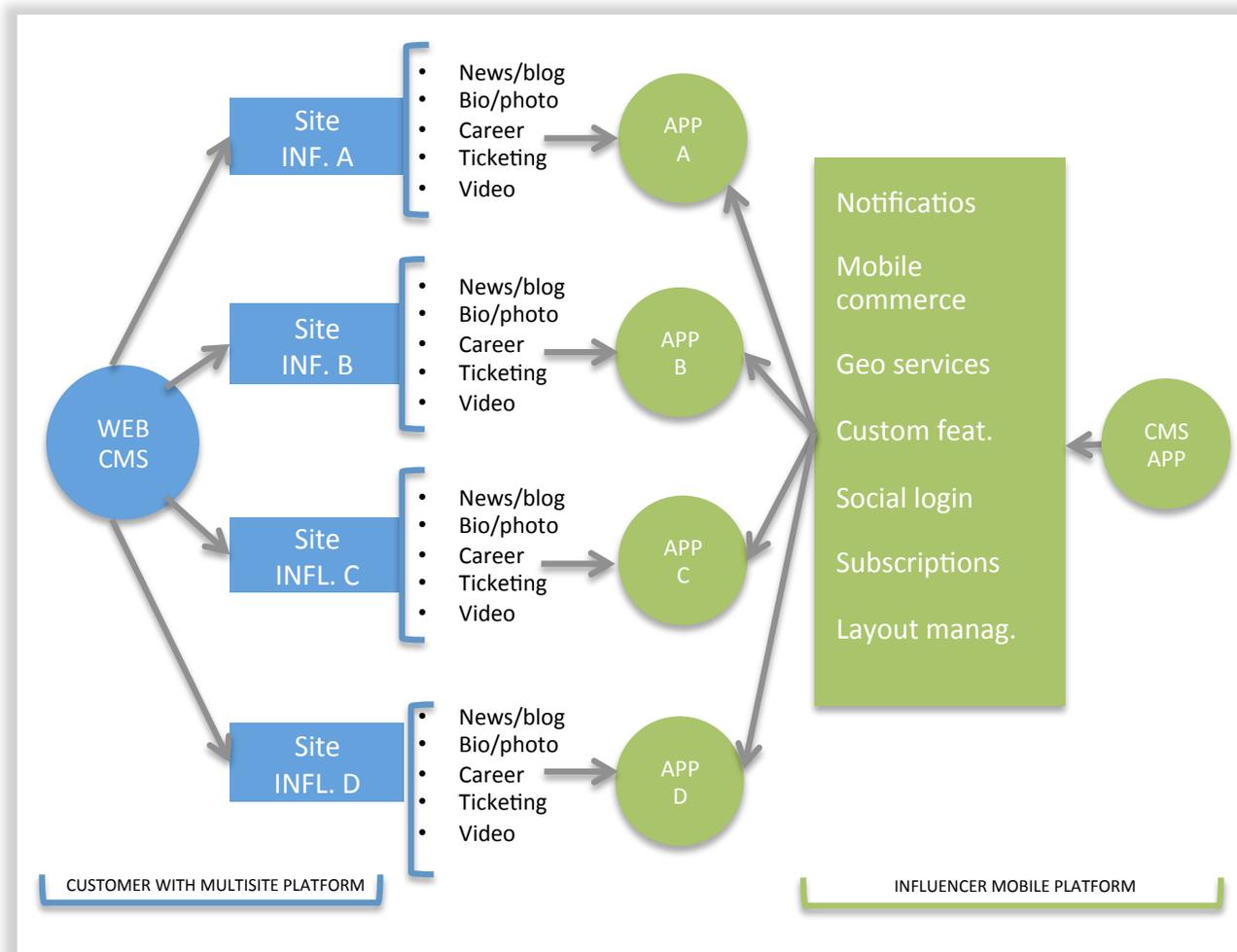
## HOW IT WORKS?

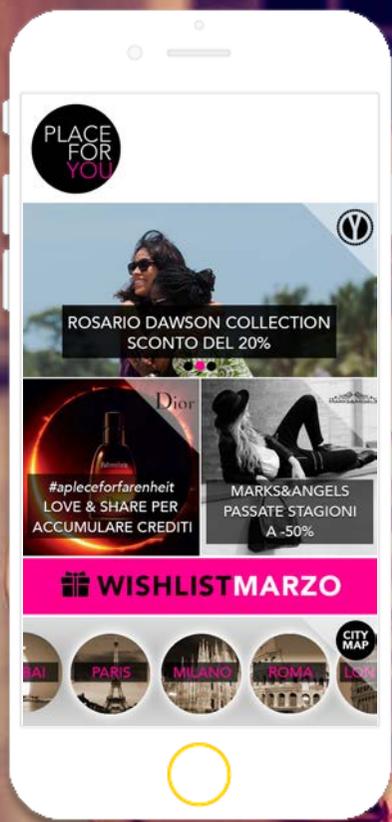
**INFLUENCER PLATFORM** supports your web content through API. Your content are redefined to fit the mobile ecosystem.

it is possible to add peculiar mobile features such as:

- ✓ buying digital music,
- ✓ notifications,
- ✓ geo-localization

The platform allows you to manage more app than one on the same CMS.

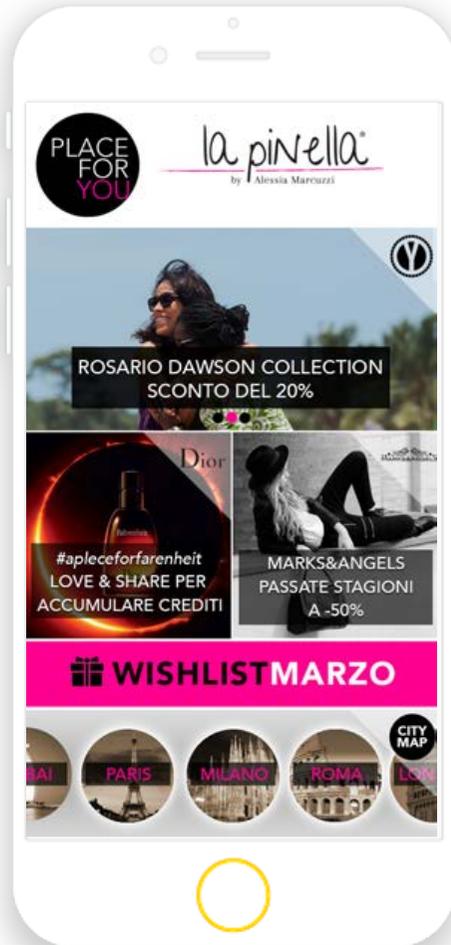




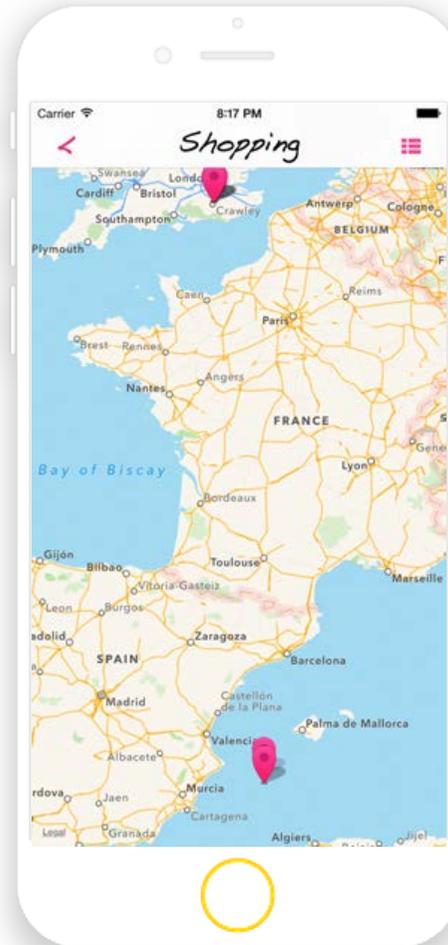
INFLUENCER APP

FASHION INDUSTRY

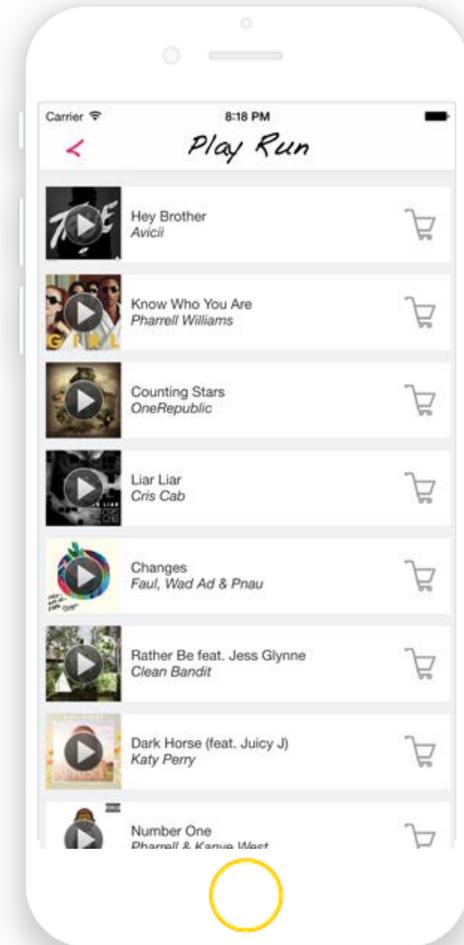
# MOCKUPS



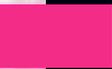
Home screen aggregator  
fashion version/mobile commerce



Shopping Tips



Multimedia interaction



INFLUENCER APP

MUSIC INDUSTRY

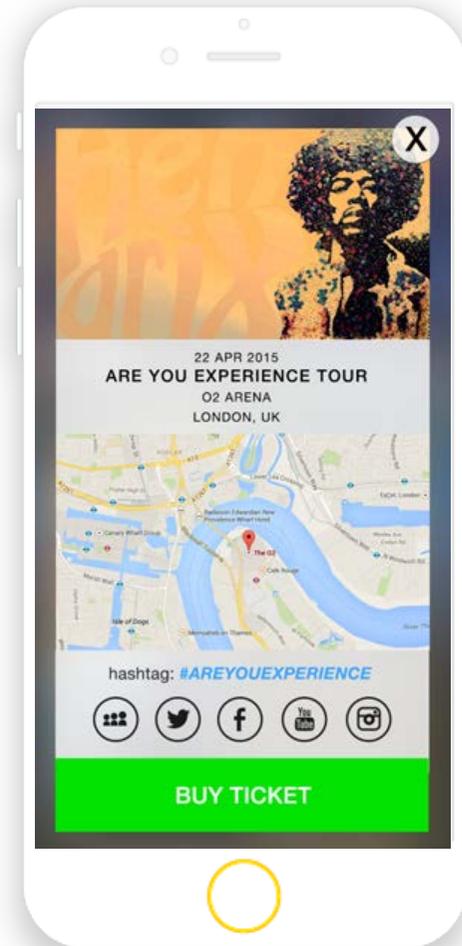
# MOCKUPS



Home screen aggregator  
music/artist version



Bio/discography/multimedia  
Artist screen



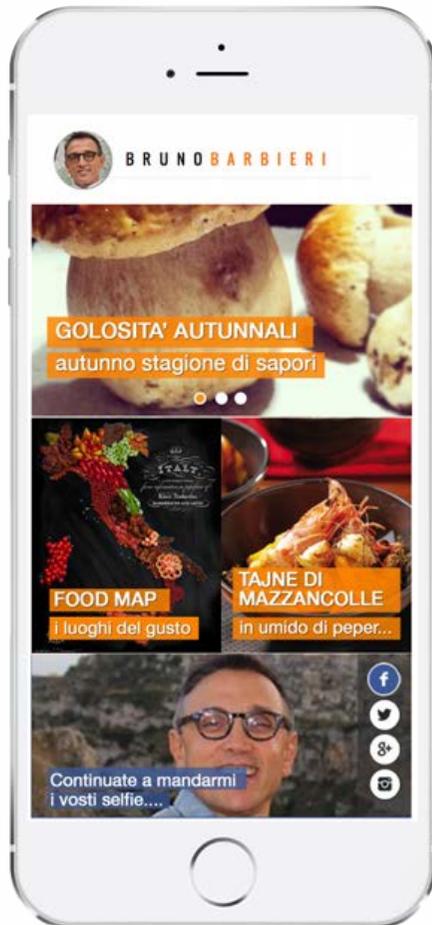
Mobile Ticketing



INFLUENCER APP

FOOD MARKET

# MOCKUPS



home screen aggregator,  
chef/food version



Tagging food for recipe  
personalized tag



Tagging page  
even sponsored