



National College *of* Ireland

MyNCI: Student Information Tool

IEEE Website Requirements Specification Document

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Course Name: *BSc (Honours) In Technology Management*

Course Specialisation: *Business Analysis*

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Declaration Cover Sheet for BSHTM4 Project Submission

SECTION 1 *Student to complete*

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SECTION 2 Confirmation of Authorship

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I confirm that I have read the College statement on plagiarism (summarised overleaf and printed in full in the Student Handbook) and that the work I have submitted for this assessment is entirely my own work.

Signature: Melisa Hemedý

Date: 10th May 2023

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Complete the sections above and attach it to the front of one of the copies of your assignment.

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Paraphrasing refers to taking the ideas, words or work of another, putting it into your own words and then crediting the source. This is an acceptable academic practice provided you ensure that credit is given to the author. Plagiarism refers to copying the ideas and work of another and misrepresenting it as your own. This is completely unacceptable and is prohibited in all academic institutions. It is a serious offence and may result in a fail grade and/or disciplinary action. All sources that you use in your writing must be acknowledged and included in the reference or bibliography section. If a particular piece of writing proves difficult to paraphrase, or you want to include it in its original form, it must be enclosed in quotation marks and credit given to the author.

When referring to the work of another author within the text of your project you must give the author's surname and the date the work was published. Full details for each source must then be given in the bibliography at the end of the project.

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- That a student's marks shall be reduced.
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- That other examinations sat by the same student at the same sitting be declared void.

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- Suspending a student from college for a specified time.
- Expelling a student from college.
- Prohibiting a student from sitting any examination or assessment.
- The imposition of a fine.
- The requirement that a student to attend additional or other lectures or courses or undertake additional academic work.

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1. Requirements Elicitation & Analysis Planning

1.1 Introduction

Mela is a platform which aims to assist upcoming content creators in Ireland who want to get the same leverage as successful content creators overseas.. These roles used to be seen as “side-hustles” or hobbies but a lot of people in this industry have made it a full-time job as it is becoming a great way to make money while also inspiring people and expressing creativity. A lot of people want to join this industry and become an influencer or content creator but don’t know how to. From how to reach their target audience, what equipment to use, best places in Ireland to take pictures and more or even how to plan their content. This is where Mela comes in, it assists those to build portfolio’s that will help them succeed in working in an agency or even on their own and to help leverage their platform. I’m aware YouTube is available and TikTok which are very popular platforms and useful for research but Mela saves them having to search accounts and not know whether people are posting just for fun or to monetise their account or posting to genuinely help them and not only because this will be focused on Ireland they only have to worry about the resources in their country and know everything that is there to help will actually

help them. Mela will be specifically for those who want to become influencers or content creators full time or part time or even as a hobby. Mela will allow them to link their social media accounts and explain a little bit about their brand and what they represent. Mela will also have influencers and content creators who are more established in the industry and successful, and they will share tips on how to get noticed by certain agencies and how to create content that will catch their target audience and places to take pictures in Ireland and more. This will come at a price as this can be a side hustle for influencers who are willing to help upcoming influencers and content creators where they can create an account where they will be qualified to charge people to have access to this exclusive information. This will also help with getting referred by an established influencer and content creator to an agency they work with. Mela is an investment for those who are really trying to understand what it takes to be successful in influencing and content creating in Ireland and will be worth the investment as they will have all the information, they need in one place. Mela will also advertise all the upcoming events in Ireland which would be good for networking. Mela is a community.

1.2 The Business Need:

Irish Influencers and content creators don't seem to connect and network as well as other countries such as the UK, America, Canada etc. There isn't a place in Ireland where they can all come together and connect unless they know each other mutually. Mela will be a place where they can meet different kinds of content creators with different niches. Content creating isn't as popular in Ireland as it is in other countries yet there is a lot of people who are interested in it. There isn't a platform to help those use the resources in Ireland which will leverage their platform as anytime I search on TikTok or YouTube 9/10 the person lives outside of Ireland and for some reasons a lot of times when people move out of Ireland, they tend to get more exposure and their platform grows. I believe if everyone is aware of each other and support each other as much as they do with other influencers overseas, they will grow just as well as other influencers and content creators do.

Approach:

My best approach with this is to make people realise how in Ireland there isn't a set place where Irish Influencers can go and get advice and tips and network and that it's important not only celebrate others but celebrate and acknowledge our own community of influencers and content creators.

1.3 The Business case:

My vision with Mela is not only to have a place where Irish content creators and Influencers to network but to also learn from each other. The Mela app will be like their starter pack to leveraging their platforms and for people who are also established in the industry to also monetise this app and create their own group of people which are focused on the same niche to teach them

certain things. This can include how to increase their following, who to connect with in Ireland, upcoming brand events which will best suit them, places to take pictures if they're into fashion, how to plan out their content for the week and become more consistent with their posting. If I was thinking big Mela will also host, its own events for these people to network with one another and maybe have others from other countries such as UK to come and network with them on a personal level. There are some people who have services which involve them having 1 on 1 sessions with people and providing them with information but what makes Mela greater is that there is room for different minds, so you don't have to only look at one way of doing something as this platform is about diversity and uniqueness.

As mentioned previously there is no platform for Irish content creators or Influencers to network or learn how to leverage their platform and gain more exposure or followings in Ireland. A lot of people follow people from other countries and myself I watch a lot more American or Uk content creators and Influencers so I want a place where they can compare their work and see what they are doing differently that makes them have more exposure. Content creating and Influencing isn't talked about too much as much as other places because the community is smaller, but it shouldn't take away the fact there are extremely talented content creators and influencers who can make it to the top just as these other influencers in other countries. My app will be a place where they can learn and connect which there isn't really in Ireland that I know of myself. People can create private groups where they can help each other but not everyone will know about it so they won't be aware that there is somewhere they can connect and learn from others in the content creating and influencing industry.

This app would be a benefit as it saves time for those who are lost and don't know where to start with their career in Content creating or influencing. This platform would potentially grow as needs are constantly changing and people are always wanting something new and fresh. Mela will update those to make them aware as to what is trending and what isn't anymore. It will show them how they can use their talent to their greatest potential and reach a high level of success in their content creating and influencing career. Because there will be people who are established in the industry, they will get genuine feedback and know that what they are being told isn't a potential but a fact.

What I need to consider with this app is that some people may not find it worth investing they're into this and paying for someone to teach them something they can find on YouTube or TikTok. But not everyone is willing to give the actual blueprint to leveraging their platforms for free. So, with Mela their not only helping others but also making money from it and they can make this their side hustle or even a full time job and create their own platform within Mela.

Another risk is because Mela can be so scalable that it can become bigger than it is now, there is a risk of it losing its purpose and becoming something

completely different but it's up to me to make sure the message I'm trying to portray from this app sticks and doesn't get lost.

People may use this platform for money does not give genuine guidance and try to scam people. A lot of business nowadays especially small businesses tend to get so excited to see the money coming that they forget to treat their customers with best service so I have to ensure that the people that become a part of Mela are genuine and care about the people they are helping are actually established in their own career as an Influencer or content creator and have testimonials proving that they are.

The way I will develop this app is surrounding myself around those in the content creating and influencing industry and watching how they work and maintain their platform. It's all about connecting with those in the industry and learning and to also see what may be needed that can help them. My target audience is upcoming Influencers or content creators and those who are doing well in the industry in Ireland and to compare them to those who are in countries such as UK and see differentiate both and see what is been done different that makes the other somehow better than the other. I want to have a step-by-step guide to help those become better but in order to do so I have to learn from others. I need first focus on the "customers" and see exactly what is it that they need and how can offer that to them to help them in their career.

I also need to see other people who may be doing something similar to myself and see if what they are doing is making an impact and if it is how can follow that same strategy but make it better. If they aren't doing well, what do I think is missing and how can I apply that into my own website. There isn't a lot of people doing what I'm doing in Ireland so how can introduce it in the best way and is their longevity to what I'm doing.

Mela will produce information for content creators and influencers. This will include templates for content planning and how to plan content, lessons on algorithm whether its YouTube, TikTok or Instagram, nice places to take pictures for content in places such as Dublin. how to build relationships with brands, upcoming brand events, how to take nice pictures and will also include daily motivational posts to inspire them and boost them in their career.

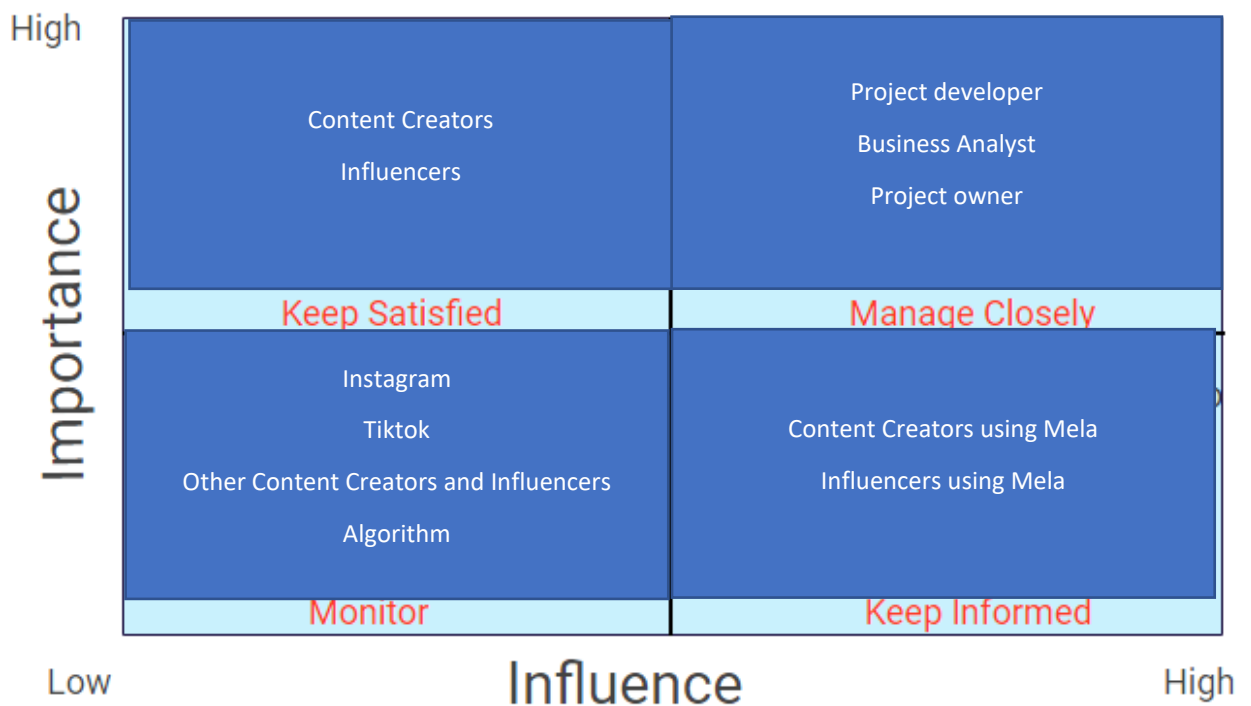
Mela is quite big and although I have more ideas, I must scale it down to fit it within the time frame I have to complete it. Maybe in the future I can expand it and have more time work on and let it evolve a lot more.

The impact I want Mela to have is a positive impact, to let anyone in the content creating and influencing industry know that there is ways to grow and expand their platform that it doesn't just happen to those overseas but it can happen in Ireland too. There are those who are doing very well but in my opinion from my own experience people don't really support them as much as they do to others in other countries so as Mela grows and gets more

exposure they will too as they will be part of the community and have a place of support.

1.4 Stakeholders List & Power/Influence Matrix:

- A. Influencers
- B. Project Owner
- C. Developer
- D. Content Creators
- E. People who are on social media
- F. Upcoming Content Creators
- G. Upcoming Influencers
- H.



Importance/Influence Matrix in regards to Mela:

The Importance/ Influence matrix shows where the stakeholders rank within the project. In relation to the Mela app the business analyst and the product owner are the most important to the project. They make the final decision as to what happens to the app and how they will approach any issues or challenges. The product owner is the one that really makes the final decision and the business analyst will have to know everything that is needed to carry out certain task and analyse each approach and if it is useful for the company or not. The developer is the one that creates the app and is control of the overall maintaince of the app and ensure everything is working smoothly in the app and the navigation is straightforward. Content creators

and Influencers will be needed to be informed for any updates and features on the app and they are who Mela is trying to satisfy as they are the target audience they want to reach. Mela will have to monitor Instagram and Tiktok to see whats trending and what posts are getting the most views and what is seen as popular at a certain time so they can also teach their customers how to create what is been seen as popular. Mela will also monitor other content creators and influencers to see exactly how they maintain their platform and see how they connect with their audience to also gain tips. The algorithm will also need to be monitored so they can see what is in demand and what is actually getting people views for an example now "reels" which are videos on instagram are getting more views than pictures and videos are more short now as people don't like to watch long tutorials and prefer shorter videos.

Requirements Elicitation Techniques

1.4.1 Survey

Survey Participants:

- Content creators
- Influencers
- Students who use social media

Distribution:

There were various methods of distribution used for the survey:

- 1) I shared my survey through my social media account, I shared through my Instagram account as I have a lot of people who follow me who are content creators and influencers. I also shared survey on snapchat and WhatsApp.
- 2) Another method I used was personally contacting mutual friends whom I know are successful in the industry on content creating and they agreed to share to their content creating friends who would be more fit for the survey and resonated with it.
- 3) I also shared my link through email.

Objectives:

The objective of creating this survey is to gain more insight into what people actually expect from Mela and that they gain a better understanding of what Mela is and what expect. This also helped me gain closer relationships with those in the industry which allowed me to have more intimate conversations which were filled with information to help me develop the app and what to put into it. Survey's to me bring a positive impact as I find it quite myself doing them and seeing the new ideas people are trying to bring as it's a great to start conversations with others and discuss the idea and be given constructive criticism and also compliments as it boosts your overall confidence on the idea when people seem happy with the idea.

Questions:

Q1: Would you consider yourself an influencer or a content creator?

- Influencer
- Content Creator
- Other

Q2: what's the difference between an influencer and Content Creator in your opinion?

Long-answer text

Q3: what do you believe your part to play in influencing/content creating is?

- Fashion
- Lifestyle
- Health/wellness
- Art
- Make up
- Other...

Q4: How long have you been in the industry of influencing/content creating.

Short-answer text

Q5: How did you become an influencer/content creator?

Long-answer text

Q6: As an Irish influencer or content creator, do you think you get as much exposure as other influencers or content creators compared to others in countries such as the UK or America.

Long-answer text

Q7: What's the most difficult part of being an influencer or content creator?

Long-answer text

Q8: If there was platform where you could learn from established influencers/content creators to become successful as an Irish influencer/content creator but could also monetise the platform by teaching those who want to be where you are, would you invest into that?

- Yes
- No

Q9: What would you expect to see on this platform?

Long-answer text

Q10: what would be your number 1 advice to those who are looking to become influencers/content creators in Ireland?

Long-answer text

Link to survey: <https://forms.gle/aKS29C1J424R172X6>

1.4.2 Interviews:

Interview one: Content Creator

Participants:

Content Creator

Interview location:

The location of this interview took place on Teams

Date of interview:

The interview took place on Thursday the 30/05/2023.

Time of Interview

The interview was conducted at 15:36 pm and lasted 26 minutes

Objective of this interview:

Understanding an Irish content creator and/or Influencers point of view of how it is being an Influencer in Ireland and how they feel about the idea of Mela and how they feel it will help them and others. Also see what they would expect on the app and any improvements that can be made based on their point of view. By doing this interview it will allow them to voice their experience as being an influencer or content creator in Ireland and any challenges they may face and what they wish they had when they started. This will help me with knowing what is required in this app and how I can leverage the app to being an asset in their journey. This interview will be significant as they will give their input, ideas and this will help with my directory for Mela. This will be helpful for the business analyst.

Interview Questions:

Mela is an app which brings content creators and influencers in Ireland together to help each other grow and learn from each other and a place where those who are established can also make money by creating their own groups to teach and help assist those who are trying to get into the content creating and influencing industry.

Q1: Would you consider yourself a content creator or influencer?

Q2: What's the difference between the two?

Q3: How long have you been doing this?

Q4: Why did you start this job?

Q5: Is it full time/part time?

Q6: How was the process at first living in Ireland?

Q7: When did you see growth?

Q8: What would you be your number one advice to anyone starting?

Q9: If there was platform where you could learn from established influencers/content creators to become successful as an Irish influencer/content creator but could also monetise the platform by teaching those who want to be where you are, would you invest into that?

Link to Interview: [Meeting with Melisa Hemedey-20230430_163707-Meeting Recording.mp4](#)

Interview two: Digital Marketer and PR-Megan Maguire

Participants:

The interview was conducted with Megan who is a digital marketer and does PR

Interview location:

This interview took place in Rocksalt café in BlackRock, Dundalk

Date of interview:

This interview was conducted on 1/05/2023

Time of Interview:

The time of the interview was 13:45 and lasted around 15 minutes

Objective of this interview:

A digital marketer and someone who does PR is a perfect person to get requirements from as they do content creating and monitor marketing strategies and analyse data. This will help Mela navigate their information being as useful as possible and really giving those advice and tips with substance. This person has experienced having collaborations with brands and attending events, so I wanted to know exactly what they did to get involved in those events and how they grow their platform.

Interview Questions:

Q1: What does your role as a digital marketer and PR involve?

Q2: Would also consider yourself a content creator?

Q3: How long have you been doing this?

Q4: Why did you start this job?

Q5: Is it full time/part time?

Q6: How was the process at first living in Ireland?

Q7: When did you see growth?

Q8: What would you be your number one advice to anyone starting?

Q9: If there was platform where you could learn from established influencers/content creators to become successful as an Irish influencer/content creator but could also monetise the platform by teaching those who want to be where you are, would you invest into that?

Q10: How do you get involved in these big events and what is one event that really stood out to you?

Q11. What would you say is the reason some people don't see growth on their platforms?

Interview three: Influencer

Participants:

This interview was conducted with an Influencer.

Interview location:

This interview took place in fairways hotel.

Date of interview:

The interview took place on Tuesday 25/05/2023.

Time of Interview:

The interview took place at 15:00 pm and lasted 33 minutes.

Objective of this interview:

The objective of this interview was to get another perspective on Mela but from an Influencers point of view. I asked the same questions but was expecting different answers as I know everyone's journey is different and I wanted to see how they

experienced be an Irish influencer as both are similar but different in small ways. I did this one in person as this is a mutual friend of mine and she is thriving not only on Instagram but also TIKTOK and YouTube and found her a perfect fit for this interview as she can speak about the three platforms and how she manages to be consistent and grow each one.

Interview Questions:

Q1: Q1: Would you consider yourself a content creator or influencer?

Q2: What's the difference between the two?

Q3: How long have you been doing this?

Q4: Why did you start this job?

Q5: Is it full time/part time?

Q6: How was the process at first living in Ireland?

Q7: When did you see growth?

Q8: What would you be your number one advice to anyone starting?

Q9: If there was platform where you could learn from established influencers/content creators to become successful as an Irish influencer/content creator but could also monetise the platform by teaching those who want to be where you are, would you invest into that?

Q10: How do you manage all your platforms?

1.4.3 Brainstorming:

Why brainstorming?

Brainstorming to me is a perfect way to just write everything down in my head and get a clearer vision as to what I'm trying to create and see if everything flows together. I personally like how its summarised and it's almost like a picture and I'm a visual person so I would rather a diagram than big paragraphs.

What is the objective?

For the Mela app was to get a group of people I know that are in the influencing industry to come together and expand the idea of Mela. I decided to this as it allows me to have multiple perspectives and not just mine as a group of people is always better one and to ensure that nothing, I put is BIAS.

Who will take part:

Two other girls one who is an influencer and the other is a content creator

Location of brainstorm:

The brainstorm took place at fairways hotel

Date of brainstorm:

This brainstorm took place on 02/18.2023

Time of brainstorm:

This brainstorm took place at 17:00pm and lasted 45 minutes

Brainstorm guidelines:

- a) Participants must arrive minimum 5 minutes early to ensure we begin on time.
- b) Everyone must have a note pad and pen.
- c) Phones will be required to view social media accounts.
- d) Nobody is allowed to discuss any ideas brought up outside of the meeting.
- e) Everyone has a right to voice their opinion respectfully.
- f) There is room for constructive criticism amongst one another.

1.4.4 Prototype:

Objective of the prototype:

The aim of doing this is to create a prototype which isn't functionable using wireframes which will help my stakeholders have a visual representation as to how I want Mela app to look. This will allow room for any mistakes seen to be fixed and improvements to be made. Although it's not digital and may not exactly look perfect it still gives them an idea of what to expect and also helps the developer know how to go on about creating the app. This will done by sketching out the wireframe and second hand there will be wireframe made online and here contents can be moved around and added or taken away.

Participants:

1. Business analyst.
2. Developer
3. Content creator
4. Influencer

1.4.5 Requirements Workshop:

Objective:

The main objective of a workshop is to talk about how the layout of the Mela app is and the information which will be included in the app. This allows the stakeholders to have an idea as to how the app will look and so they get a better understanding of how they will work and what it will contain. A way that this can be done is seeing

what other websites that were created by other students are. The aim is here is to come to a common ground of understanding.

Participants:

- Business analysist
- Content creator
- Influencer

Workshop location:

The requirement workshop took place in Dkit library, study group room

Date of workshop:

The workshop took place on the 1/05/2023

Time of workshop:

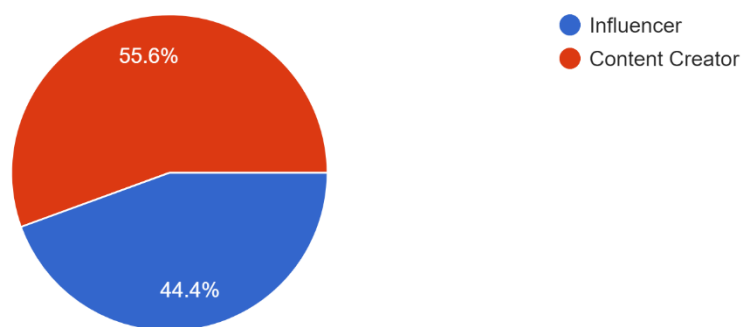
The workshop took place at 13:30pm and lasted for an hour and 30 minutes

2. Requirements elicitation results and conclusions:

2.1 Survey results & conclusion:

Would you consider yourself an influencer or a content creator ?

27 responses



whats the difference between an influencer and Content Creator in your opinion ?

Influencer promotes things like products eg makeup. Content creator could be someone who just posts travel videos, day in my life ect

Content creating can be anything from editing to putting videos together whereas with influencers they are having an influence on a certain audience

Yes there is a difference. Influencers try product for companies in order for their followers to buy them. Content creators create videos and etc for entertainment purposes

Influencers are promoters whilst content creators work behind the scenes of online content They both produce content so in some form they are both content creator

Nothing really, a content creator is just more humble in my opinion
I don't really see much of a difference

Influencers promote and have online personalities while content creators create entertaining material

Influencer is some who promotes brands and content creator is someone who makes unique videos, for example, day in the life, GRWM, hauls, etc.

No

An influencer is someone, usually with fame and/or popularity that are able to influence people without necessarily going through traditional methods such as sponsored posts. An example of this would be Lori Harvey's major influence on the popularity of Pilates when she was asked about how she keeps fit in an interview. A content creator can be all of this but makes content as a way of advertising products and services for brands

No difference

Content creation for fun, influencer is a job

Influencer influences people

Influencer has more reach/audience

Noting

Content creator creates things influencer actually influences people

Content creators make the content that influencers may be sharing, or what brands use to promote their brands, and influencers share their day-to-day lives and products they love to influence their audience.

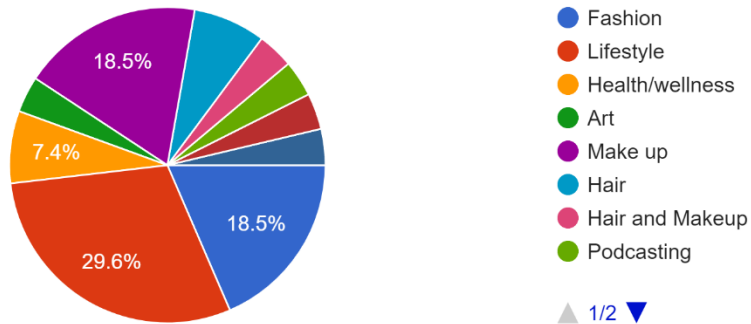
Content creator eg YouTube, vlogs etc influencer instagram they influence people to buy or wear certain things

Influencers are more insta people content creators more tiktok

Influencer has a level of persuasion towards their audience. Content creator just create content
Not much difference

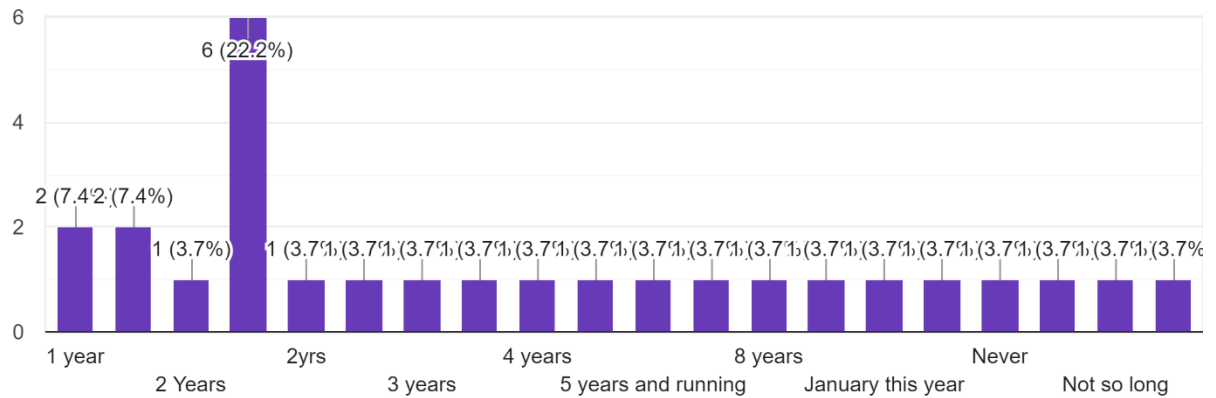
what do you believe your part to play in influencing/content creating is

27 responses



How long have you been in the industry of influencing/content creating

27 responses



How did you become an influencer/content creator?

- Healing journey and growth wanted to share it with other people
- Hair
- Through tik Tok
- Social media
- Making tik Tok, posting on Insta
- Posting makeup looks
- Mistake
- I became an influencer by reaching out to a company to try a new product they were selling, and they gave it to me for free in exchange for a good review.
- Uploading content online

Did it out of Borden

Posting on insta.

Posting on Tik Tok

I'm not one.

I started posting my podcast on Spotify.

Constantly posting on social media

I've always loved watching YouTube and taking pictures for Instagram. It wasn't until vlogs became a trend for content creators during covid, did I think i could do that too! So, I made my first vlog and starting creating content.

Just started posting on Tik Tok

People encourage me.

Hmm just happened naturally.

Social media

Me I just started posting videos I enjoyed making and people really appreciated it!
Just enjoyed fashion and wanted to show the world.

Snapchat/Instagram

Got good interactions from my posts.

Through my business

Through my craft

As an Irish influencer or content creator, do you think you get as much exposure as other influencers or content creators compared to others in countries such as the UK or America?

No

No

No, cause Ireland is smaller less known which means we're less relatable plus we copy off and feed off other big countries etc we're not as original as we should be.

Living in Ireland limits the amount of exposure you can get as it has a smaller demographic and audience when it comes to the content creator lifestyle.

First of Ofc population compared to the UK and Ireland does play a big part.

Lack of exposure comes from people also witnessing the lack of support or hate those who are already in the content creating industry or influencing trend are getting. This can be a major setback.

In the UK they are big on support which leads to more exposure all round.

I also in the UK and America there is a lot of more opportunity in terms of going into influencing fashion or beauty related. There is a lot less opportunities in Ireland, but I do think there is improvements as of recent.

It can be bettered because less opportunity here leads to people fleeing to countries such as UK or Ireland for better opportunities in that industry. Which decreases the number of successful influencers or content creators we have in the country.

No because a lot of Irish creators are afraid to put themselves out there and post like UK and American creators because of many reasons but one that comes to mind is "small town mentality" where people want to create content but are surrounded by people with this mentality.

Yeah, I believe everybody craft is different.

No. I think it's because of the smaller population in Ireland compared to the likes of the UK and the USA

No because it's not taken as seriously in Ireland.

No. I think it easier for UK or American influencers or content creators to get exposure. even random people from the UK or American get better exposure than Irish content creators or influencers.

No, the algorithm here is not as good.

Not really feel like already being from a small country has its disadvantages.

Not sure

No because those countries have a wider audience, in Ireland I feel you get exposure when it's for something bad that's when people want to start watching your videos.

No, I don't think Ireland has a large enough audience. Also, the type of audience you attract is very important. In Ireland, there is only one or two 'types' of content creators that are popular amongst the larger audience and so, if you don't fit into these specific categorises, it's a lot harder to gain an audience.

Not necessarily tbh , not that many people in Ireland

A lot

Yes, I actually do, if your work is good people will support!

Not as much as UK/America for population reasons more so

No, it's not as great as the UK. The UK has better opportunities such as more events to socialise and help grow your platform or page.

It depends on the content being made.

What's the most difficult part of being an influencer or content creator?

Being consistent

The consistency even when you don't feel like it

Posting

Keeping the engagement high

Judgemental people.

Other people's opinions.

Consistency, the public being too opinionated.

Having to get ready.

The most difficult part of being a hair influencer is never being able to fully enjoy the wigs that I install because I'd have multiple others to install and review that same week.

Coming up with ideas for content and staying on trends

Having to consistently put yourself out there.

Maybe getting exposure

Not sure

Maybe the followers

The fact that your life is out there.

Having to put out content all the time.

Thinking of new ideas

Staying consistent

Getting your content to as many ppl

Posting

Hmm being consistent

Having to post frequently to keep followers active.

Being creative as a lot of stuff becomes repetitive.

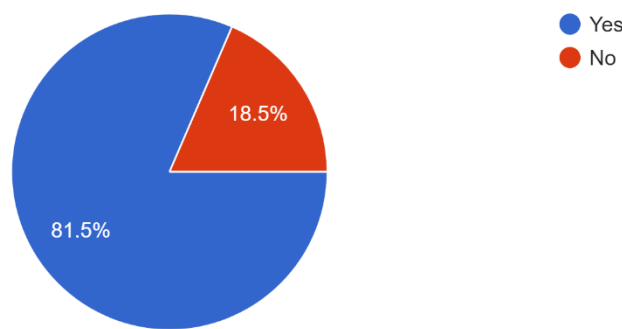
Living up to people's perception of you

The time and effort

Creating new ideas

If there was platform where you could learn from established influencers/content creators to become successful as an Irish influencer/content cr... to be where you are, would you invest into that ?

27 responses



What would you expect to see on this platform?

different tips on consistency, day to days videos etc ,

Vendor list

How to get brand deals

I would expect to see realistic goals set for those who want to be at the level the influencer or content creator in question is. Honest methods of becoming successful that were used by the said influencer in question. A way to also contact the influencer or content creator if other inquiries arise that weren't provided on the page so more detail could be given on how to reach said goals.

Tips to putting yourself out there. How to build a following. How to create good content like editing videos

Tips, support, beneficial information regarding legality and earning \$\$

Everything like a handbook, I guess.

Tips on how to increase my exposure.

A page with different categories (e.g., Fashion, food, or makeup) so certain content creators and influencers who make and promote videos on these things can have their own space to communicate.

Tips and trick to get and retain an audience.

Advice

Tips to stay consistent etc
guides and steps on how to become an influencer. And example of someone's journey
Information to help me.

Tips

Personally, I feel like all the information you need in order to be a successful content creator/
influencer is already out there. It's about whether you are able to do (consistently) what it is they are
telling you to do.

What they did to become an influencer, what did it take etc
In's and out

Hmm easily accessible networks to other influencers.

Support

People
Not sure tbh, but it would be a really good idea. Maybe contacts?

Different methods on how to increase exposure.

More support

Ways to make money as an influencer and how to grow your brand.

Their journey, how much they've invested themselves, tips.

I don't know.

what would be your number 1 advice to those who are looking to become influencers/content
creators in Ireland?

How hard it would be to stay consistent and give yourself to it 100 percent all the time, and to not
compare yourself to other ppl.

Just do it.

You have to be consistent.

Be you, people will judge regardless but as long as you keep yourself happy and busy and doing what make you an income at the same time enjoying learning new skills and adding to your hobbies, people's judgement and comments become very irrelevant.

Don't worry about what other people might say or think about you. At the end of the day, it's YOUR social media page and not theirs and if they have some type of opinion about you for putting themselves out there, they can simply unfollow you xx

Enjoy it.

Post

To not expect for things to take off immediately. It takes time to establish an active following. Upload as often as you can!

Your see the true colours of the people around you!

Don't stop posting.

Be yourself and never quit.

Not too sure

Be confident.

Do what makes you happy and don't be someone you're not to please the audience. To just start. Starting when you are too 'polished' takes away from your authenticity and growth journey, which to me, is why I love content creators such as alliyahsface and lisajemide, you have seen where they started and where they are now and where they are growing to. This is inspiring and shows others, if I can do it, so can you.

Be yourself.

Just do it, don't be scared.

Stay consistent and be creative.

Don't give up.

Try your best.

BE CREATIVE BE YOURSELF

If you enjoy it keep doing it

Keep posting.

Just be unique.

To find a niche.

Stay consistent.

Survey Conclusion:

The survey conducted of the content creators and Irish influencers of Ireland. The survey was made in one week and the stakeholders that took part in this survey were content creators and influencers who were involved in different niches this varied from fashion, make up, art and more. In the first question 55.6% of them were content creators and 44.4% of them were Influencers. Because this survey was to be done by a very select few as there isn't a lot of well-known influencers in Ireland the responses were 27 but this were doing very well in the industry or are upcoming. I also had casual conversations with some people to broaden my point of view on the survey and to build more knowledge on the industry. I also went into NCI campus to gather some people who may be interested in the idea and to gain their point of view even if they were not exactly content creators or influencers. I wanted to make sure that I had clarity in these surveys and although there aren't many questions that I still got a lot of information based on the answers. I then followed on by asking people how they differentiate between a content creator and influencer. Although there is a clear definition about both, I found it important to get a different take on it and seen some people actually don't see a difference between both which I found interesting. And mentioned this survey was given to people with various types of interest and in one of my questions I seen the 18.5% niche was make up, 7.4% was health/wellness, 29.6% was lifestyle, 18.5% was fashion, 7.4% was hair, 3.7% was hair and make up, 3.7% was podcasting, 3.7% was comedy and 3.7% was barbering. I then seen that the time range that they have done content creating or influencing ranged from 1-8 years. Knowing how they become content creators and/or influencers helped me to see which platform was most used which seemed to be Instagram, TikTok and one was Spotify which something different to investigate to. A lot of people agreed that the lack of influencers and content creators in Ireland resulted to lack of exposure and growth in the industry, so this gave me something to think about as to how to bring a solution to this problem. And people seem to struggle a lot with consistency, so I took note of that and made it a goal to know how to help people with being consistent. 81.5% said that they would invest into Mela and 18.5% said they wouldn't. Knowing what they would expect to see on mela helped me know how construct the website and ensure the information provided had substance and was helpful. I then finished of with asking what would be their number one advise as people need to inspiration in their creativity sometimes and these advises were helpful as I would want to have a page filled with words of positivity not only from myself but people who are going through the same thing that are in the industry which makes it more authentic.

Results of the survey:

After analysing the survey results the results clearly show there is a requirement for:

- Assistance in giving clarity in the difference between a content creator and influencer.
- Showing people how to get more exposure in Ireland as content creators and influencers.
- Teaching people how to be more consistent on their platform and because people may not be full time, they may find it difficult balancing their personal life and this can include content planner templates.
- Testimonials feature/page
- Networking with other influencers feature/page
- Networking with other influencers feature/page
- Content planner template feature/page
- Creating content and planning feature/page
- A content creator support feature/page
- Branding support feature/page
- An influencer support feature/page
- Lessons on marketing on Instagram, TikTok and Spotify feature/ page
- Notification system for Mela
- Motivational quotes feature /page
- Progress tracker

2.2 Interviews results and conclusions

2.2.1 Interview one conclusion and results:

Interview questions for Content Creator:

Mela is an app which brings content creators and influencers in Ireland together to help each other grow and learn from each other and a place where those who are established can also make money by creating their own groups to teach and help assist those who are trying to get into the content creating and influencing industry.

Q1: Would you consider yourself a content creator or influencer?

I would consider myself as a content creator.

Q2: What's the difference between the two?

Okay so I feel like the reason why I'm just calling myself a content creator is cause like I mostly create content like fashion videos, fashion content, pictures and yeah just that's why I feel like I'm a content creator. I feel like another reason why I tried to shy away from the word like influencer is cause of like the negative.

The words like the whole influencing you like I don't really influence, although I do want to start influencing like that's when I get more active on my insta story. I'm active on tick tock like speaking, you know, just sharing my personality and things

that I like, you know, speaking about things that like are dear to me and I feel like people can relate. Then maybe you can start calling me an influencer. Yeah. Sorry, sorry. I feel like I'm just no, but there's nothing wrong being an influencer. If an influencer big ups to you. If you're content creator big ups to what some people would just classify the two of them as the same thing. But yeah.

Q3: How long have you been doing this?

OK, so I would say I've been on Instagram for a while now but like in terms of like creating content and like people noticing what I'm doing and working with brands, I would say.

And properly since after COVID or like during COVID like I've been taking my friends like I I was always taking pictures and Instagram anyway. But like it like.

After a dream lockdown, slash just after lockdown like I was like recognising, like noticed by brands and you know, people like just I was more out there. Ohh I would say.

Q4: Why did you start this job?

And so why did I start? And I just say because I've always liked fashion like, even like when off. Like I remember I remember, like grown up like after church going to church, going out like my mom would always take pictures. My family, my aunties would always like take pictures. I all I knew was like pictures like taking pictures like capturing your outfit, making sure that people see when I look good. So that was kind of what made me on what like you know brought the passion but yeah you like taking pictures. I like looking good.

I love when people I love capturing my outfits. My looks. Yeah, just like putting pieces together. Styling. Yeah, just think.

Exactly. I just put in pieces together, making sure that I look good, making sure my bank. Yeah, that was just came from.

Q5: like influencing and creating content becomes like a full time like a job like would you consider what you're doing? Would you ever take it to the point where it's like this is my job or it's just like a side like a hobby kind of?

100% percent, please. I'm there. Extra money is money, and you work at your own pace. You're your own boss. You can do it like you have your free time. You don't have to book annual leave like your let's eat in control of like your job, your life, your income, everything.

It is part time yet, but like I'm still trying to be like I'm trying to be very consistent so that I can one day reach that level where like it's full time for me to get what I mean.

Q6: How was the process at first living in Ireland?

It definitely Oh my God, because I remember um, is it just after lockdown and the restrictions like how you couldn't go on buses if you were only if you were a what's it was it priority. No what's that healthcare worker like you had to show your proof that your healthcare worker things like that cause I wasn't driving then and then cause all the nice place to take pictures are like in Dublin away from Dundalk like Dundalk is very limited like there's let me touch bases.

There's nothing take pictures. So, like always had like back then I used to always have to go to Dublin and it was cold. It was just and you know sometimes when you take you do your bulk pictures and then sometimes you post it and it doesn't like. It doesn't reflect it. It does back doesn't reflect. Maybe the engagement is poor this and that it's very discouraging as well. And I just don't like you have to be looking for place to take, which is like I'm from like loud. I have to go all the way to. Unfortunately, I take my pictures myself and that was harder but that's it really.

Q7: When did you see growth?

And I would say 20, I think either 2020 or 20.

Yeah, because I reached like 5K and on all but then started working with friends. I started working with. I remember the first. No. I'm going to go to my Instagram because I remember I always wanted to work with like PLT. And then the first time they me was in.

And then first, I went to the boots and Christmas party as well and I was like, what, what do you actually mean? Like, I got the e-mail I was like Oh my God. And you know, it's funny. Yeah. I got the e-mail. I was I was in, I think I was in Italy when I got that e-mail. And I was like, it's probably a scam and speak to you. What I mean out. And then the lady reached out to me again. I was like me. You reached out to me again and you reach out to me again and then she reached out to me, and I'll send it to my friends. I was like I think this is real like it's actually legit.

Let me, I and I replied that she was like, yeah, yeah, yeah. And then I went. I was like Oh my God. Like, you know what I wanted to start crying that that day because I was. I was in rooms. You like, peep like big, big people. People that had like over 20K followers like over tank was like I'm literally in the same room.

Exactly like they've seen that you're out there and you know, creating like styling videos with like other like, no with other brands, but let's just say I buy something, and I start like creating like styling videos with the things that I got, and I tagged the brand.

They would now see that. Ohh OK. She loves this brand. And let me send her clothes. And then if they send me clothes and create content for them or the brands you see. And I think that's kind of what it was. And then just being consistent.

Q8: What would you be your number one advice to anyone starting?

Be yourself, be yourself. Try to be like Jackie, Susan, Betty, do yourself. Be yourself and know your niche. So, know the kind of things that you want to create. I just feel like just don't be doing everything. Everything that anything bigger.

I don't speak too much, cause your master of none sharing. Just be yourself. No, like be let people know.

You for what you do and like, let them like for this. Obviously, you can branch out, but I feel like if you're starting off, just know your niche, know where you want to like and where you want to be in the market and the industry everything and.

And I feel like I said, be yourself to your personality and your story, to be fair. Like, don't because I feel like at the start when I first started like concrete, and I used to see people try and do like aesthetics where like you just they just put their pictures and they go. But I feel like when you show your personality like your target audience,

like your people, your followers, like, they will like you will stick in your memory more like cause like you remember what you said like there was doing that you're funny, you are just not a pretty babe, but you're funny, you're smart. If you're funny, show your personality. If you're not, don't force it.

Q9: If there was platform where you could learn from established influencers/content creators to become successful as an Irish influencer/content creator but could also monetise the platform by teaching those who want to be where you are, would you invest into that?

Yeah, definitely. Cause I remember. I did think about it. I I thought of like doing something where like I help people like find like locations to take pictures up there with if they want their pictures to be edited and styling.

Ohh yeah, like yeah, definitely. I'll be so like, yeah, I would. I would love to do something like that. Yeah. Don't mind.

Interview one conclusion:

The interview with this content creator was filled with a lot information which helped me gather requirements for content creators what would be expected for them. I got listen to her input about the app which was helpful information also.

Q1: Before beginning the interview, I wanted to first clarify whether she considers herself a content creator or influencer. As some people may consider themselves content creators but people consider them influencer, so I found it imperative to clarify that.

Q2: I wanted to know what's her definition as to what a content creator and influencer as this will be mentioned in Mela so people know which one they want to become.

Q3: Knowing how long she has been in the industry was imperative as this also has a play into how experienced she is in the industry and also can have an idea as to how it may be few years ago for Irish content creators compared to now as back then there weren't many content creators.

Q4: Everyone's reason to start something is important its either it's for money or it's a genuine passion and I wanted to see how many people do this genuinely as an interest or money.

Q5: I asked to see if content creating or influencing can be taken as full time and it will actually be substantial and her answer helped me clarify as she was very keen to becoming full time.

Q6: Knowing what it was at first starting as a content creator was very helpful as I can see what she may have needed and how mela can provide that. She mentioned struggling with finding places to take pictures and having to take them by herself. Mela will provide go to places for pictures and links to tripods and how to take nice pictures by yourself.

Q7 This was helpful as her answered showed what steps she took to get more growth on her platform, and she mentioned she began to post consistently and that lead her to collaborations with famous brands such as Pretty Little Thing and being invited to an event hosted by them.

Q8 Her I got her opinion on Mela and if she would see the app as a a benefit for this doing content creating and influencing.

Q9 I want to create a page of motivational quotes so I wanted to share authentic advice from those in the content creating and influencing industry.

2.2.2 Interview two conclusion and results:

Interview two: Digital Marketer and PR

Participants:

The interview was conducted with someone who is a digital marketer and does PR.

Interview location:

This interview took place in Rocksalt café in BlackRock, Dundalk

Date of interview:

This interview was conducted on 1/05/2023.

Time of Interview:

The time of the interview was 13:45 and lasted around 15 minutes.

Objective of this interview:

A digital marketer and someone who does PR is a perfect person to get requirements from as they do content creating and monitor marketing strategies and analyse data. This will help Mela navigate their information being as useful as possible and really giving those advice and tips with substance. This person has experienced having

collaborations with brands and attending events, so I wanted to know exactly what they did to get involved in those events and how they grow their platform.

Interview Questions:

Q1: What does your role as a digital marketer and PR involve?

The digital marketer and PR involved in me understanding how to do branding and knowing what niche were required to do. So, for example if your niche wasn't makeup knowing how to orchestrate your content and how to brand your page accordingly as a fashion content creator or influencer. We would also do campaigns for businesses and for example that was Pretty Little thing or b cosmetics.

Q2: Would also consider yourself a content creator?

I never really seen myself as a content creator as that's not my role and in my opinion, I don't really post to purposely be creative and find my feed is just my interest. But over time I have seen growth in my page which was unintentional and because I have learnt a lot from digital marketing, I do have a good idea how to create posts which catch people's eye, but one thing is consistency. And that consistency has led to brands reaching out to me to collab and these collabs have been paid. During the pandemic I'd say that was when I mostly consistent but to be honest this was because I needed to create some more income with money. I'm posting quite a lot now and have learnt how to take good pictures and I post almost every single time I'm out and that has given me an opportunity to build my portfolio. So, yes, I think I would consider myself a content creator.

Q3: How long have you been doing this?

I have been this for 3 years plus and it really all started with makeup and I'm currently doing a cosmetics course and although it wasn't content of me. It was content of my work, and I'd say that's where I build most of my following but now, I'd say I have a mixed audience as I don't only post make up but fashion too.

Q4: Is it full time/part time?

It's not a full-time job as I have other things such as my cosmetic course and I'm leading towards that more. I'd say digital marketing and PR was like a stepping for me as I used everything I have learned from and it and apply it in all the work I provide on my Instagram and TIKTOK

Q5: How was the process at first living in Ireland?

I wouldn't exactly say it was the easiest because there isn't a lot. There was not a lot of fan influencers or content creators at that time, so it was quite difficult knowing how to like network with people and who to network with and knowing exactly what cautious people's eyes because a lot of times. No one was really focused on content creating or influencing in Ireland, so trying to find exactly like what do people in Ireland like was quite difficult, so it was kind of. Like we had to. Create our own idea of what would be seen as nice and aesthetically pleasing, and obviously as time went on like trends change and everything, so trying to keep up with that and we may not have the same resources as other countries or you know places and just taking pictures and. Things are quite different, so just knowing how to use. What we have was a bit difficult, but I feel like because of my digital marketing and PR experience, it has helped me to understand exactly what's needed and how to differentiate different niches and knowing what to do within that niche because someone who does

makeup will have to provide different content. To someone who had, who doesn't fashion and knowing how to reach the target audience within your niche. And just branding as well, knowing how-to do-good branding for your page, catch people's eyes and UM, just knowing exactly what is fit for what you're trying to bring out. So that was quite difficult at first, but because like I said, because of my Digital marketing and PR experience. It really helped me have some clarity with that. So, which is really helping me now with my posting like even the hashtags I use knowing what hashtag to put knowing and What to post some things I may post on my TikTok may not do what's good on Instagram. So, I say now I'm a lot more educated and I do see there is a bigger community of content creators and influencers now and it's a bit more. There's a bigger range of Instagram and content creators now than it was back then, and so it's a bit better now, but it's still. I'm still like growing and learning, so it's still a bit of a process, but like I said before, I never really see myself as a content creator, but I did post a lot, so just buy this interview I would.

Q6: When did you see growth?

I would say I seen growth on my Instagram and tip talk when I started to post consistently which was during the pandemic. And because of my experience with digital marketing and PR as mentioned before I had a good understanding an idea as to how to brand my page and once I knew exactly what was needed from my nation at the time I was posting more make content as I was doing makeup for people and which led me into my cosmetic course which I'm doing now and because of that experience that has helped me to understand exactly how to grab people's eyes and what hashtags to use and how to be more consistent with my posting. But as of right now I do have a lot more growth because my content isn't just makeup it's a mixture of makeup fashion there is a good mix of different types of people with different interests, so I have a bigger audience with different interests which has led me to the following which I have today.

Q7: What would you be your number one advice to anyone starting?

Number one advice would just to be consistent and to understand exactly what is wanted from your audience if you're someone who just post just for fun then you don't need to care about that. But if you're someone who is trying to you know have a good solid foundation and to have followers that don't follow you after some time that they are consistent with you coz if you're consistent than people be consistent with your content as well so just understanding exactly what they like and understanding what is trending as well obviously you want to be authentic and unique but it's still important to keep in mind that some certain things are just not being seen as interested and like before. For an example Instagram it was all about pictures and now Instagram is all about reels which are videos and people you would usually go to YouTube that people now go on to talk because they prefer shorter videos and people want something quick and understandable and not a long 20-minute video if they can learn something in 5 minutes, they would rather pick that. So just taking the time to understand exactly what your target audience wants and needs and what is trending and being consistent so that would be my advice.

Q8: If there was platform where you could learn from established influencers/content creators to become successful as an Irish

influencer/content creator but could also monetise the platform by teaching those who want to be where you are, would you invest into that?

Of course, yes if there was a platform an where I would learn from people who were doing really good in the industry and in Ireland, I would have definitely invested into that when I first started, I would invest into it now because there's always room for growth and always room to learn something new. For people who are for them because it can be quite daunting and overwhelming when you see a lot of influences and content creators have up to 10,000 to 20,000 followers and you are stuck wondering how did they get to that point even though I've learnt what I've learnt and it would have been nice to have a space where it was all set there for me and I wouldn't have to go through some mistakes that I've made in order to figure that out. And also being an island there figuring out how to use the resources here would be very helpful or were to take pictures and who to connect, knowing what brands to work with and how to work with those brands would also be very helpful and an just understanding what it takes to have a good solid and consistent following and to avoid making major mistakes so I would definitely say this is a great idea and also for those who would love to monetise the platform where they can also teach them I would definitely would be interested into that because although I would love to help people also be helpful for myself but it's nice to Ann go to the extent of you know helping people almost have their own part time job or side hustle where their teaching and their learning and connecting and networking with people because it's an all-rounder an both sides win.

Q9: How do you get involved in these big events and what is one event that really stood out to you?

I got involved in these big events by first posting the products that they are selling the most important thing is to show that chat with genuine interest in the products so for an example I was invited to PrettyLittleThing for their Christmas Anne party. And that was an amazing experience as I got to connect with other people and got to see the members which were in love island from the previous season. And yeah, so just posting that you're interested in the product an whether it's making a video of you trying their clothes or whether it's you are putting on their makeup and I've also been a part of the cosmetics an event where I was invited, I did a makeup tutorial using their makeup products. So, to get involved in these big events is to first show a genuine interest and obviously you need to have a certain amount of following so they can see that you are consistent and that you have a good foundation because although it's great for them to be inviting you, they still need to see that you're an asset to their brand as well and for them to know that this person is consistent and they actually post a lot and they have a good amount of following and people are interactive with them and they have a genuine interest in what they're doing and in their product.

Q10. What would you say is the reason some people don't see growth on their platforms?

I don't think a lot of people see grows in their platform because they are not consistent. Consistency is the number one route to gross and success in the content creating and influencing industry. Also, people need to find their own niche because when you have a different kind of videos, and they aren't coherent it kind of confuses your audience. Will

have an unstable following where people may not always be able to come to your account because one day or posting about fashion and another dare posting about the interior of cars so it's important to know your niche and you can always make a separate page where you can separate both so on page can be specialised in fashion and another page can be specialized in interior. There are certain niches do not go well together for example fashion and makeup a lot of people are interested in both fashion and makeup and they're quite coherent. But if it's completely different to one another and it's like I said interior and fashion it doesn't really go out together. So, my number one advice is to understand what niche you're in an what you need to be providing for that target audience and to also be consistent with the content that you're posting.

Interview two conclusion:

This interview was very informative as I got to see someone who is experienced in Instagram and tick tock and who truly understands how to brand and find your target audience in understanding your niche. She knew a lot more than I did and is very qualified and what she does as she's been doing it for many years. This has given me ideas as to what to put on my features page for branding and content planning and contact the content planner templates. She is very keen on people being consistent on their page so that's something that I would have on my app to teach people how to be consistent. And she's also been in rooms with very successful people and has been invited to big brand events such as PrettyLittleThing and be cosmetics. So, this gave me an understanding as to how she was invited into brand events and with this information this will then allow me to have advice which is useful and has substance to people to understand how they can also be put in the same rooms as she has been.

Q1: The question asked here validated my point to use a branding feature page and a page which helps people understand how to grow their content within their niche. A lot of people don't understand the importance of finding your niche and creating content based on your niche.

Q2: This question validated my intent to create a content creating and influencing support feature page. It's clear that there are differences between both, and some people don't consider themselves an influencer and a content creator they just consider themselves as one or the other. So having a page where people can either go to content creating or influencing will help them have some sense of clarity knowing that what they're doing is specifically for content creating or influencing. At first, she didn't consider herself a content creator but as the interview went on, she realised that the way she conducted her page it was more of a content creator and this would also be helpful for people who may not know exactly where they are trying to reside. Whether it's concentrating or influencing so having a clear understanding between both would be very helpful to implement that onto the app.

Q3: on how long she has been in the industry has validated that networking with other influencers feature page and networking with other content creators features page would be very useful. Because there are some people who are still new into the industry and to be able to network with people who have been in the industry for a lot longer than they

have been, this will ensure that they are going to leave the mela app learning something new every day. And this will allow them to network and to build and grow a community of influencers or content creators.

Q4: Shane helped me validate support feature page once again. As this allowed me to see that you can not only be full time but also part time cons in creator on this support page it will allow people to understand how to deal with their platform full time or part time and to balance between both.

Q5: this question validated the running support feature page and testimonials feature page and content planner template feature page. It's clear that she is an advocate of consistency and understanding how to brand your content according to your niche and your target audience. On with the planning support feature page this will help people understand how to brand their Instagram account accordingly and with the testimonials feature page it would be nice to share how others have ground their own platform and methods that they used and how they went from A-Z. And also, with the content planning template feature page it would be helpful to teach people how they can plan their content and become more organised specially if they have a very busy personal life I know how to split out their content that would not cause too much disruption in their personal life but also not affect their growth under platforms negatively.

Q6: this question validated the influencer support feature page content creator feature page and lessons on marketing on Instagram tick tock and Spotify feature page. She gave me great pointers as to how she grew her platform and steps she has taken to a bigger following add with this advice I definitely will be implementing this onto mela to also share to people how they can also grow on Instagram tick tock and Spotify.

Q7: this question validated my motivational quotes feature page, I would want to share other people's opinions and how they face think is the best way to see growth on their platforms. I also wanted something more authentic coming from people who are in the industry.

Q8: this question validated the Mal app as I wanted to see if she would be also interested in investing into something like this and the idea of it.

Q9: This validated the branding support page. As she shares how she got invited into brand events and she spoke about how it was important to know how to brand your page and to be consistent with a certain brand product and supposed that you're genuinely interested as a lot of people want to work with brands but don't know exactly how to work with brands. And paradise would be very useful for people who would love to work with brands and to be invited into events.

Q10: this question validated the influencer and content creating support feature page and the networking with other influences and content created feature page as she felt as if there wasn't a lot of people for her to connect without the beginning and she didn't know a lot of content creators or influencers so mela will allow people to create a community of influencers and content creators where they can also share their experiences and help each other out as to how they can grow their platform as Irish influencers and content creators.

Results of Interview two: Digital Marketer and PR

There should be a page that segregates content creators and influencers from one another. As they both require different actions to grow their platform.

Setting the branding feature page there should be a section which shows people how they can run their content and their Instagram or tick tock page and how they can be involved with brands and have brand deals and be invited to brand events. And be kept updated whenever there are big brand events happening and how they can also be involved with these brand events.

Page which provides testimonies of people's experiences as Irish and content creators, and their journey would also be very helpful and useful as people can not only relate but learn from other people's experiences and mistakes that they may have made and also learn what they did to grow their platform.

A page for content creators and influencers to connect is also an important asset to the page as there isn't a lot of content creators or influencers and they are not always known so to have a space where they can get to know each other and connect with people who are in their niche would be useful and helpful as they can all help each other get more exposure.

Lessons on marketing on Instagram tick tock and Spotify feature page would also be very helpful. As we can clearly see from the girl I interviewed because she had her experience, she had an upper hand. So, to have a page where people can learn how to market their page would be very useful.

Motivational quotes feature page will bring a positive light on to mela as it can be very daunting starting this this new journey as an influencer Content creator.

2.2.3 Interview three conclusion and results:

Interview three: Influencer

Participants:

This interview was conducted with an Influencer.

Interview location:

This interview took place in fairways hotel.

Date of interview:

The interview took place on Tuesday 25/05/2023.

Time of Interview:

The interview took place at 15:00 pm and lasted 17 minutes.

Objective of this interview:

The objective of this interview was to get another perspective on Mela but from an Influencers point of view. I asked the same questions but was expecting different answers as I know everyone's journey is different and I wanted to see how they experienced be an Irish influencer as both are similar but different in small ways. I did this one in person as this is a mutual friend of mine and she is thriving not only on Instagram but also TIKTOK and YouTube and found her a perfect fit for this interview as she can speak about the three platforms and how she manages to be consistent and grow each one.

Interview Questions:**Q1: Would you consider yourself a content creator or influencer?**

I would consider myself an Influencer. I aim to inspire people and to motivate people and I focus mainly on fashion makeup, and I also do speak about God.

Q2: What's the difference between the two?

The difference between a content creator and influencer is a content creator creates content. A content creator creates content to inspire people on it's based on creativity and it's more about aesthetics and entertainment. Ensure what you're doing brings influence into people so whether it's influenced people to change how they dress or how they do their makeup and influencers are a bit more interactive with their audience than a content creator would be so for example an influencer would have more lives on Instagram. And a lot of influencers when they become big, they host events and meet and greets. And they have a more interactive audience.

Q3: How long have you been doing this?

I've been doing this for five years plus.

Q4: Why did you start this job?

I started with content creating because I had a genuine passion for fashion and makeup and when I first started, I did create a YouTube channel and at that point it was very popular, and my only problem was I didn't really have an niche. I would have videos where I would have fashion and makeup then I have videos where I talk about topics with a group of my friends and this was quite messy as my audience was filled with a variety of people but not everyday someone who knows fashion can come to my YouTube channel because sometimes I would have a video on me my

friends talking about a certain topic will stop so I had to figure out exactly what is my niche and what is it that I'm really trying to put out. So, I had to figure out what was my reason and as I've gotten older my interests have changed and obviously, I've gotten closer to God, so I wanted to create a platform which brings people closer to God I understand the word of God and to be more confident in being Christians. So how I did that is now I create videos on me going to church and fashion videos on how to dress for church and inspire people to put certain outfits that are also nice but also appropriate for church or just appropriate in general as being a Christian you have to carry yourself a certain way. It is quite a touchy subject, but I've built myself to be unapologetic about being confident in my religion. Because of the small impact I have made I would say that now makes me an Influencer

Q5: How was the process at first living in Ireland?

The process of first was very tedious and it was very slow because being a black content creator I personally feel that that had an influence in my growth. It's something a lot of people don't want to be honest about but I have become more fearless to speak about that because I find it important for people to not shy away from the fact that being a black content creator influencer is a bit more difficult than it is for others but I have learned to navigate my way through having a sense of diversity on my page where there's people with different backgrounds feel comfortable on my platform and everyone is welcome and I'm speaking to not only certain type of people but a polite Also with that being said beauty standards were quite different back then and there are certain speedy standards today that make it a bit difficult with my growth on Instagram. But then everyone was all about being skinny and being more light skinned if we're to get into the topic of colourism so that did affect my page has everyone were more intrigued by seeing girls who were slimmer than I was and had a lighter skin tone or had a smaller nose than me smaller lips whereas now it's all about hips and big lips and now people are starting to celebrate all different types of shapes and sizes and I'm really happy to see that because people are becoming more confident in their skin and don't feel like they have to look a certain way in order to be more popular. I'd also say being an island because there isn't a lot of content creators and influencers there's not that much exposure so that is quite difficult so I have went out my way to sometimes travel and to connect with different people and to just open more doors for myself but I definitely would love to have the same opportunities in Ireland without having to go out and connect with other people and to meet with people who are actually interested in the same thing as I am in Ireland and I would say I have as time went on.

Q6: What would you be your number one advice to anyone starting?

Within the last few months in my Instagram, I do feel like my YouTube is still in process of rolling, but my Instagram and my tick tock has grown a lot. And I'd say the reason for that is because I have found myself and I know what I love and what I want to put out and I'm not focused on what others see as good content but what I want to do but with saying that I still keep in mind to create content that still is going to attract people's eyes. Because what I'm talking about usually on my Instagram is not always spoken about which is the word of God it is quite hard to have a big following but I feel like what I'm growing right now is more authentic following because this is something that I'm truly passionate about and I get to also use my

interests such as fashion and makeup and intertwine the three together and it really works and I'm really happy to see that and I have a nice small community of people who have been constantly supporting me and I know for sure that this will stick. And I'd say I seen growth when I was more consistent because I've graduated have more free time now to post a lot more content and more disciplined.

Q7: Is content planning difficult?

Content planning is quite difficult because I am working full time and it's hard to sometimes find time to create content and to also know what content to put out. So, I had to sit down and really dissect my next few months and figure out how I can fit my content creating career within my personal life. For example, recently I went to travel for my friend's birthday so I came up with ideas of content that I can make without obviously intervening with activities I may have with my friends so while we're getting ready, I'd film a get ready with me or I would blog for my YouTube channel. So, once I got into the rhythm of things, I started to have a clearer outlook as to how to plan my content and to see watch trending and to make sure that what I'm putting out is going to get views and reach out to people's feed.

Interview three: conclusion and results:

It's very informative just as the previous interviews. This allowed me to see the perspective of a content creator and to see how they crew their platform and what they do to create their content and how they create their content. I wanted to look more on how she planned her content and how she balanced her content planning and creating with her personal life as I know her personally and she is a full-time worker so with the amount of content she is posting as she is very consistent, I wanted to know exactly how she balances to both. This would be very useful for the content planning support page.

Q1 The clear difference between a content creator and influencer so having two separate pages for both would be very useful so people know which page to go on to.

Q2 This question was also very useful for the content creating an influencer support page as I wanted to also get another perspective on how she differentiates both. So as mentioned although there is a second and I found it important to ask this question as well so I can see exactly how she views herself and what she does as a content creator.

Q3 She has been in the industry for five years plus so this is great for people who would want to network with her and to get advice from her as she's been in the industry for a long time. So, this validates the testimonial and the networking support page as people can network with her and if they share the same interests, you can also advise them as to how they can also grow their page.

Q4 This question validates the testimonial page on the content creators support page and the motivational support page as I found it important to know the reason for people to start what they're doing. She can share her experience and people can also relate with her. On this content support page, I could implement reasons why

people should start content creating and how that can Bring a great impact in their life.

Q5 this question validates lessons on Instagram to talk Spotify and it also validates the content support page and the networking page. We get to see how she grew her page and the steps that she took to see results in all the work that she's put in. The advice that she's given would also be very helpful for people who are also trying to grow their platform.

Q6 This question validates the testimony page where she shares her number one advice for people and the motivational feature page where I will be implementing people's advice to those who are trying to step into the influencing and content creating industry.

Q7 discussion validates the content planning support page, and the content planner templates feature page as she explains how it's important to know how to balance your personal life and figure it out how you can implement your content creating within your personal life. So, these pages will show people how they can plan their content accordingly without causing too much disruption within their personal life especially if this isn't full time for them and they don't have that much free time. And with these templates it also will save people time having to sit down and make them and all they have to do is just write in their information.

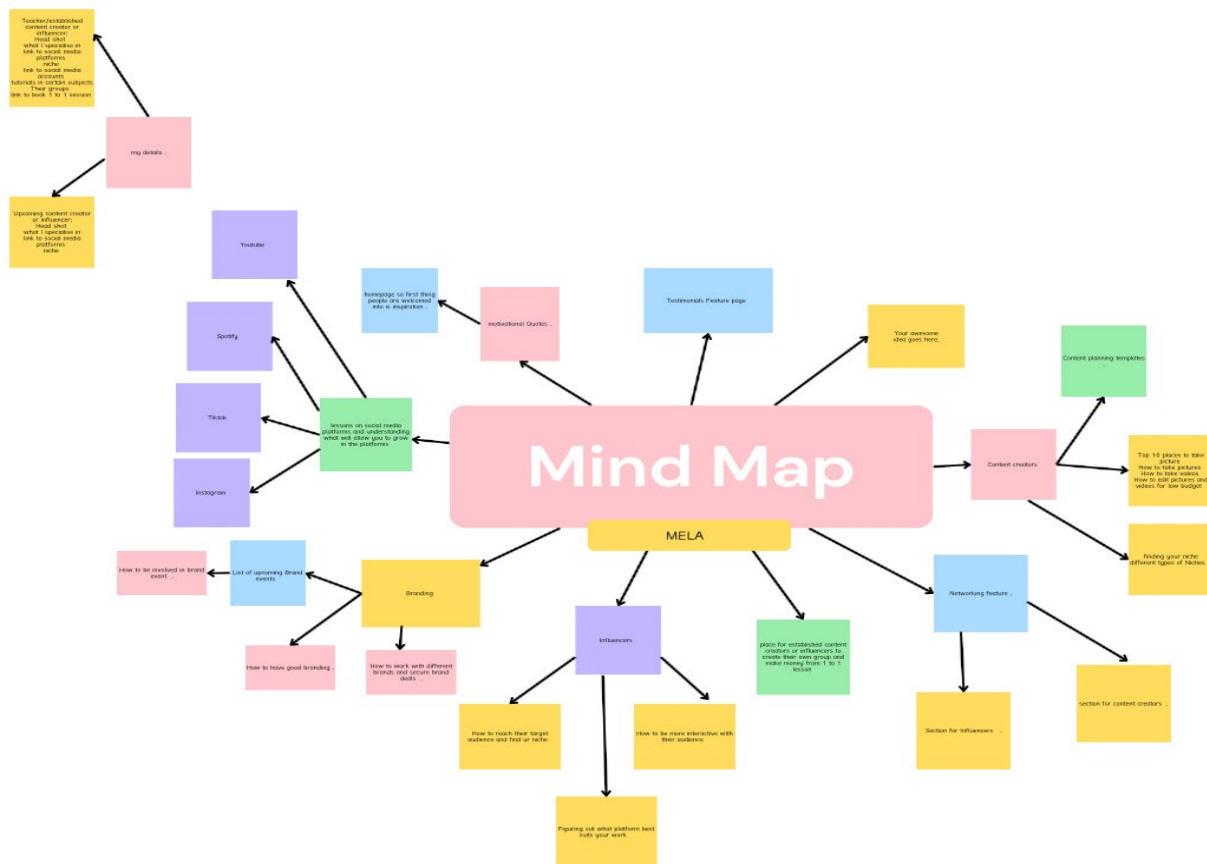
Requirements from interview three:

A content planner template page

Open content planner template page it will have the days of the week the time and empty boxes that people can fill out according to their liking.

on the Browning page it will explain the importance of finding your niche and knowing how to brand your page accordingly to your target audience.

2.3 Brainstorm:



Link to mind map:

https://www.canva.com/design/DAFi5BGq80g/u7BoJORNIIK6KFSiLQw20A/view?utm_content=DAFi5BGq80g&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink

The brainstorm allows me to have a visual perspective on how the features all flowed together. I did this with my friend who is quite established in the content creating industry and the same person who I interviewed, and this allowed me to have another perspective on whether what I was planning made sense and if it all flowed very well together. I also got to list out the pros and cons which is the second phase of each feature and how useful it is and if it is worth putting into mela. Then later on then had a session with my other friend who considers herself a influencer and just to get both perspectives and to see if what I'm putting would actually help a content creator or influencer.

Content Creator:

This content creator provided a variety of features that were of value to Mela app that included.

Pros	
1.	A functional content planner template which includes days, month, and year with empty boxes big enough to fill in information. With the option to highlight according to importance or what kind of content it is
2.	The app also has a list of places to take pictures, how to take pictures and edit on a low budget
3.	The app also shows how to take videos and edit them and what apps to use
4.	There is an option to select what niche you're in to ensure you provided the correct information
Cons	
1.	There may be difficulty in making the page not too overwhelming with information but making sure they are learning something
2.	Pages may not have enough content
5.	Very unattractive appearance

Influencer

This influencer had more advise on how to reach the right target audience and wants to push people to be confident in voicing their opinions.

Pros	
1.	A page showing different ways to be interactive with audience without speaking directly for people who may be shy
2.	How to maintain and reach your target audience
Cons	
1.	Tips may not work for everyone

Results from brainstorm:

The completion of phase one and phase two resulted in the Content creators and Influencers identifying different features that were considered important to the Mela app. As seen in the actual brainstorm that has been mapped out the requirements that have been gathered from the brainstorming session are:

- Creating an account so when networking you are networking with people within your niche.
- Testimonial feature page
- Content creating and Influencer support page – tips on content creating, where to take pictures or videos, how to edit, how to reach target audience and maintain them, how to find your niche, find out what platform works best for you.
- Established content creators and Influencers having their own page to create their own groups on their accounts.
- Content planning templates
- Lessons on branding
- Branding events notifications and how to be a part of them.
- Motivational Quotes on homepage
- Networking page for content creators and influencers to connect but will segregate based on speciality.
- Feature page explaining how to grow on Instagram, YouTube, TikTok, and Spotify

2.4 MoSCoW Analysis:

Must

FR1: A log in account

FR2: A Home page with motivational quotes

FR3: A notification system for Mela (when brand events are happening, anyone new is requesting to join a group under a certain content creator and/or influencer)

FR4: A content planner template

FR5: Information must be broken according to what the person specialises in and their niche

FR6: Easy to navigate

NF1: People can link their social media accounts to their account Mela

NF1: Only allow people with subscriptions to have access to Mela

FR7: Can speak with other people on the app through networking feature

FR8: Branding feature page must have list of upcoming brand events in Ireland

FR9: Testimonials can be anonymous or names can be displayed

FR10: have a progress tracker to see over the months how their page is growing

Should

FR14: Have comment area on Networking feature page

FR15: Have multiple quotes on motivational section on homepage

FR16: different boxes for each social media platform

FR17: A notification every time an update is made, and a new trend is starting

Could

1:link Agencies to the app so they can view each members portfolio

FR31:Events hosted by Mela to connect the members and a link to buy tickets

Wont

1:Wont make people pay to be a part of Mela unless joining a group hosted by an established content creator or Influencer

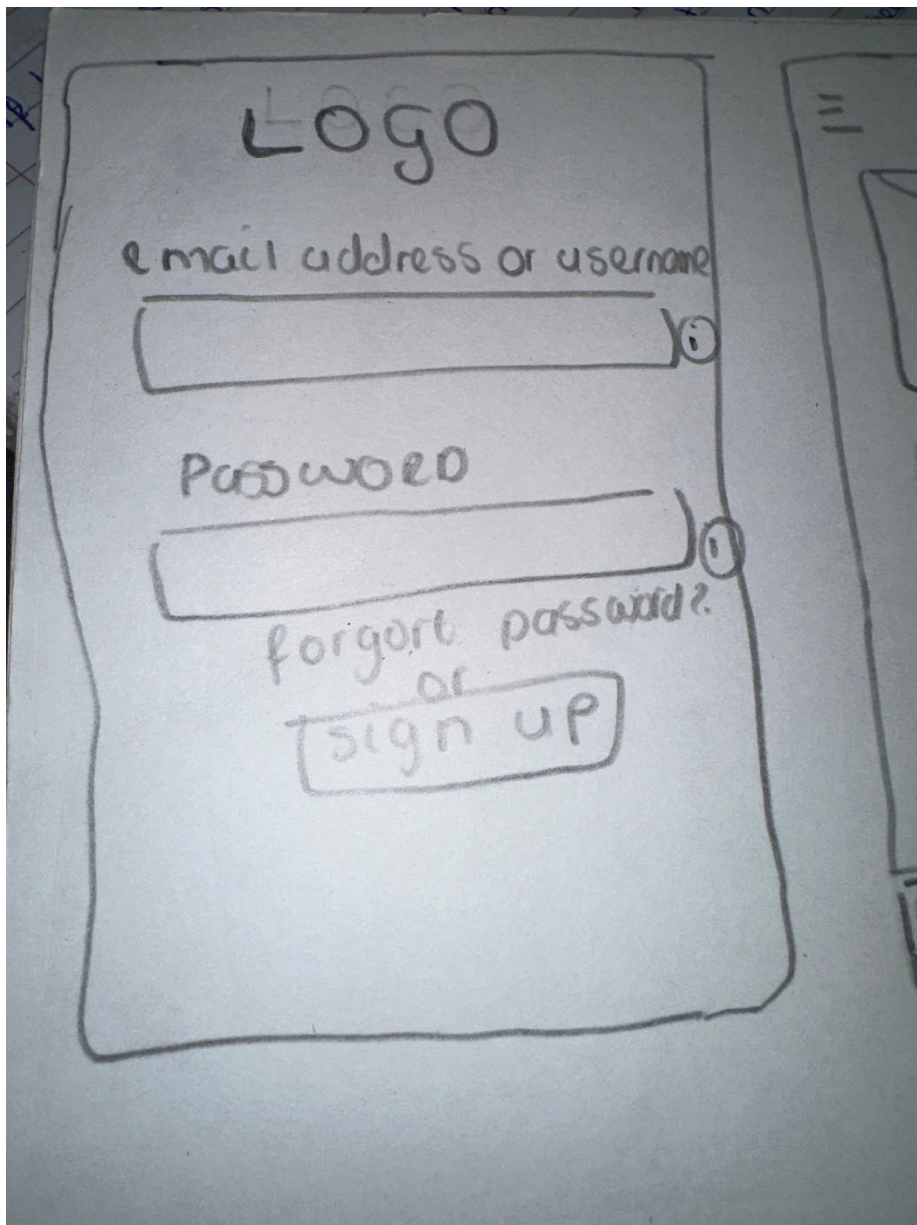
The Moscow analysis was used to prioritise the requirements that were gathered from the elicitation process that included.

- A brainstorm conducted with two people (1; content creator, 1: influencer)
- A survey that was conducted among the Content creators and Influencers.
- Interview one which was conducted with a Content Creator
- Interview two which was conducted with a digital Marketer.
- Interview three which was done with an influencer.
-

Making the Moscow analysis was very important as this gave me a sense of Clarity with how to go on about making the Mela app. I was able to prioritise what was important and see what features were not needed and to see what should be implemented in the mail app to make sure that it is very functional.

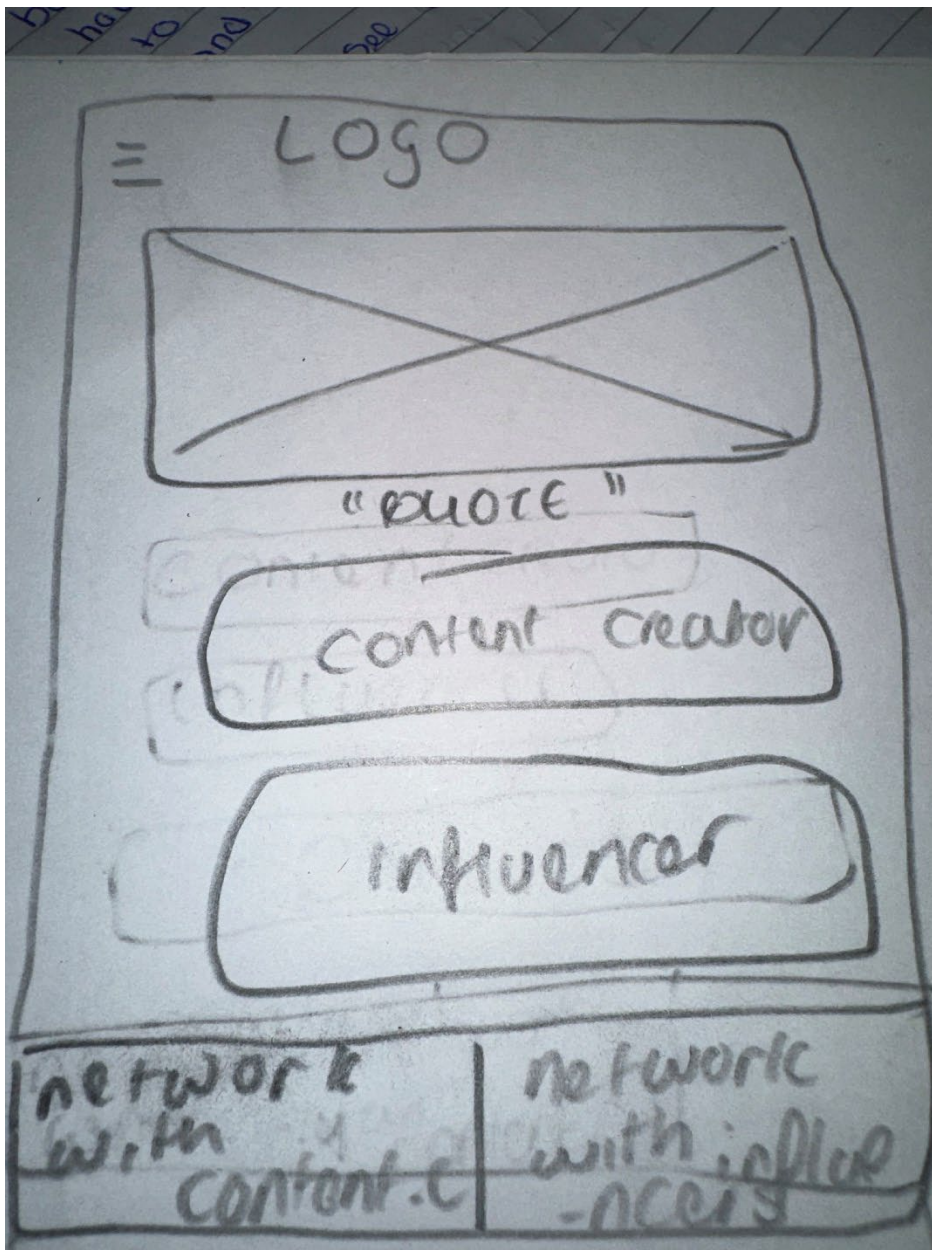
N.B: The requirement number does NOT represent their importance. i.e., all requirements in the 'Must' section carry equal weight.

2.5 Wire Frame



The first thing the user will see when opening the Mela app is the log in page, they can either log in or sign up if they are new and if they have forgotten their password, they can reset it.

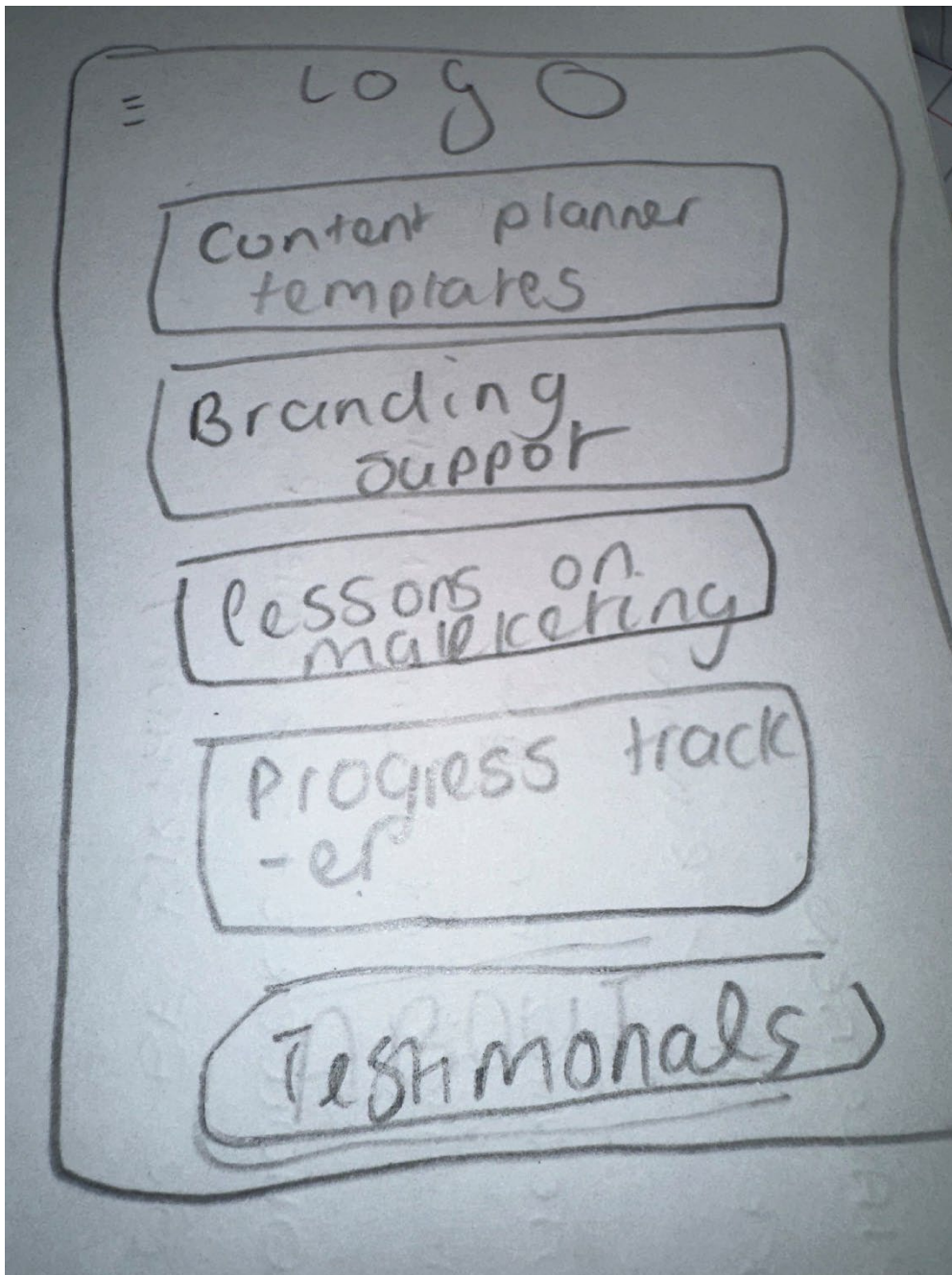
This highlights the must have FR1 that people must be a part of Mela to see content.



Followed on by that is the homepage which will display a picture and on the right hand side a drop bar. Once you scroll down there is a quote which like on Fr15. Mentions that app must have quotes.

Beneath that is a picture labelled Content creator and Influencer and this will bring the user to a page filled with information based on their selection, which is a must have in FR5.

There is network section which will then lead to comment section based on what the user specializes in. This is a must have on FR7.



Once clicking the three lines on the side the user will see:

Content Planner Templates -Is a must have FR4 and this will have multiple content planner templates to choose from and for the user to use.

Branding Support- This follows up from FR8, this page will contain all the tips on branding your page and how to be noticed by brands and get brand deals and invitations to events.

Lessons on Marketing; Once this is clicked it will bring user to a page where they will be taught how marketing works.

Progress Tracking- This will allow the user to track how they are progressing on their social media account. This follows up from FR10.

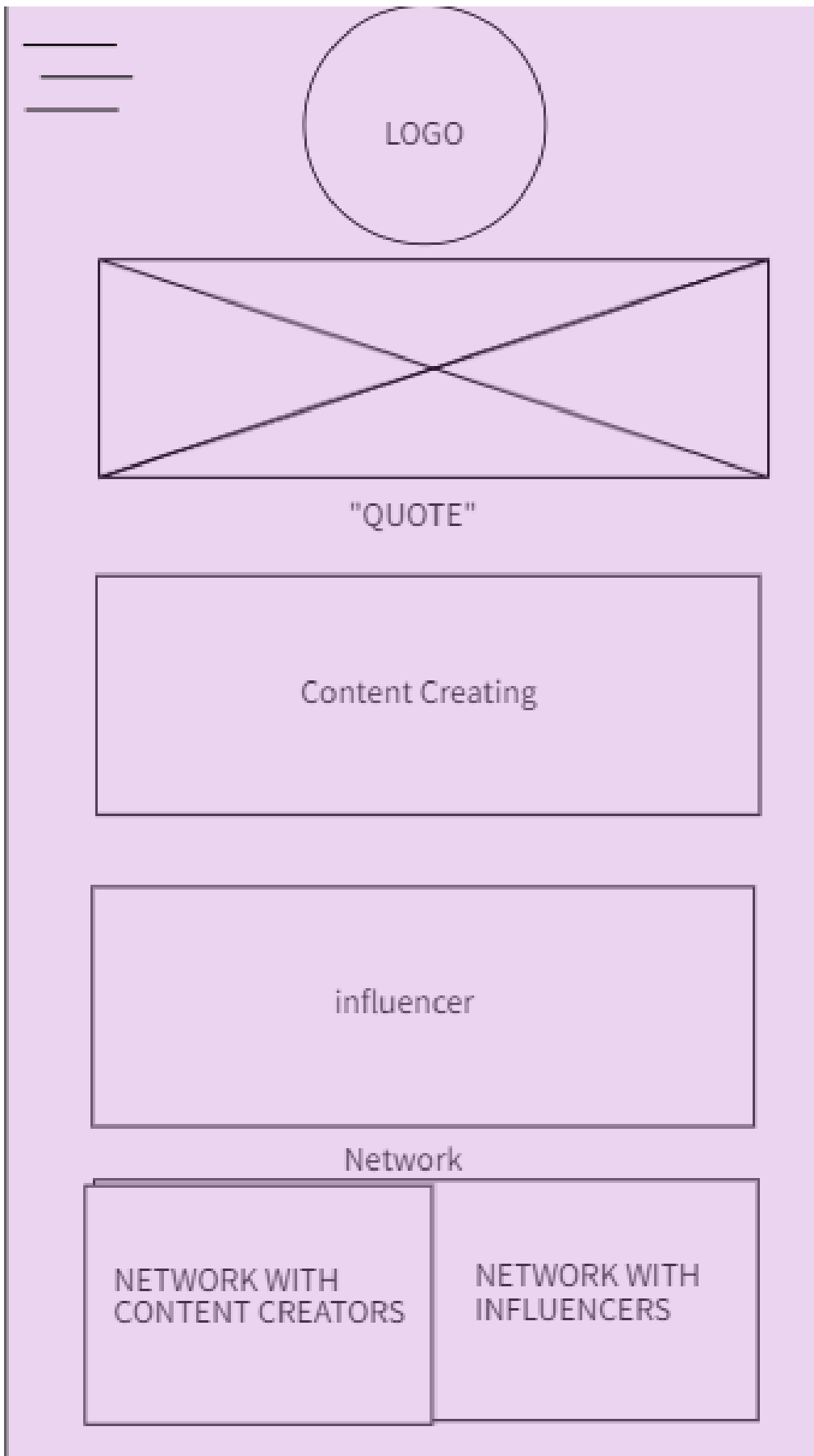
Testimonials – This follows up from must have FR9, people can share their story of being and Influencer or content creator.

2.6 Requirements workshop: conducted after wire frames set one:

2.7 Wire Frames set 2: Digital.



2.8





2.8 UML Use Case Diagram:

3.IEEE Requirement Specification

3.1 Introduction

Purpose:

The purpose of the IEEE requirement specification document is to clearly identify and list the key functional requirements that are required to make sure that the Mela is developed properly and that the finished product meets the stakeholders expectations.

Scope:

There is no app that not only connects content creators and influencers but also provides them with all the information needed for them to improve their work on their social media accounts. My love is an innovative idea and with the hopes of expanding and having its own events that not only helps these content creators on influencers network online but in person. With all the information provided it will surely help them boost their following and give them cartly as to how they can improve their work craft.

3.2 Functional Requirements

3.2.1 Class one: User

Functional requirement 1	
Identification Code:	FR1
Title:	A log in account
Description:	The Log in account will request their username or email address and password
Location:	This is in the right-hand side within the drop bar.
Priority:	Must have.

Functional requirement 2	
Identification Code:	FR2
Title:	A Home page with motivational quotes
Description:	The motivational quotes will be the advice that was given by the people who did the survey and interview
Location:	The homepage
Priority:	Must Have

Functional requirement 3	
Identification Code:	FR3
Title:	: A notification system for Mela (when brand events are happening, anyone new is requesting to join a group under a certain content creator and/or influencer)
Description:	The notification system will be used in many different areas of the app and this includes when there is an update on Mela, so if a new feature is added or there is a new motivational

	quote which will be daily, if you your own group of people to teach and someone has sent a message or is requesting a one to one session.
Location:	Throughout the Mela app
Priority:	Must have.

Functional requirement 4	
Identification Code:	FR4
Title:	A content planner
Description:	The content planner feature will consist of empty boxes for people to fill in their do list for the week or month and organise their content and set important deadlines
Location:	This will be in the right-hand side within the drop bar
Priority:	Must have

Functional requirement 5	
Identification Code:	FR5
Title:	Information must be broken according to what the person specialises in and their niche
Description:	This means that people can either select content creator or Influencer to then be brought to a page filled with information according to their specialisation
Location:	Content creator support/page or Influencer support/page
Priority:	Must have,

Functional requirement 6	
Identification Code:	FR6
Title:	Easy to navigate
Description:	Everything must be easy to read and minimal and must flow well together
Location:	The drop bar will contain everything they need to find, and the homepage won't be too clustered
Priority:	Must have

Functional requirement 7	
Identification Code:	FR7
Title:	People can link their social media accounts to their account Mela
Description:	Their accounts will have a section where it shows their social media accounts if they have linked it
Location:	My account
Priority:	Must have

Functional requirement 8	
Identification Code:	FR8
Title:	Only allow people with subscriptions to have access to Mela
Description:	People who have log ins will have access to the exclusive things for example content planner templates, networking feature page and brand event notifications
Location:	My account
Priority:	Must Have

Functional requirement 9	
Identification Code:	FR9
Title:	Can speak with other people on the app through networking feature
Description:	MynCI will have access to Summon. This will allow students to search Summon from within the app.
Location:	The library pages.
Priority:	Must have

Functional requirement 10	
Identification Code:	FR10
Title:	Branding feature page must have list of upcoming brand events in Ireland

Description:	MyNCI should display the users exam and ca results within the app.
Location:	My Details page
Priority:	Must have

Functional requirement 11	
Identification Code:	FR11
Title:	Testimonials can be anonymous, or names can be displayed
Description:	The user implementing their testimony as a content ceator and/or influencer can be private or display their name
Location:	Testimonies feature/page
Priority:	Must have

Functional requirement 12	
Identification Code:	FR9
Title:	have a progress tracker to see over the months how their page is growing
Description:	They can track their following and see how much they are gaining or losing followers
Location:	My accounts page
Priority:	Must have

Functional requirement 13	
Identification Code:	FR10
Title:	have a progress tracker to see over the months how their page is growing
Description:	When the user accesses the clubs and society page they will be able to select an individual club. This will also contain their individual communication board
Location:	Clubs and Societies page.
Priority:	Must have

Functional requirement 14	
Identification Code:	FR14
Title:	Have comment section on Networking feature page
Description:	This will allow the users to communicate with one another
Location:	Within Networking feature page
Priority:	Should have.

Functional requirement 15	
Identification Code:	FR15
Title:	Have multiple quotes on motivational section on homepage
Description:	Big quotes will be displayed so users are welcomed in by positive words.
Location:	Home page
Priority:	Should have.

Functional requirement 16	
Identification Code:	FR16
Title:	Different boxes for each social media platform
Description:	Information on Instagram, YouTube, TikTok and Spotify will be in separate segments so the user can click onto which one they want to see and learn about
Location:	Lessons on social media platforms

Priority:	Should have.
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Functional requirement 17	
Identification Code:	FR17
Title:	A notification every time an update is made and there is a new trend
Description:	Any time there is updates the user will get a notification on their device from the app in their myaccount section
Location:	Myaccount
Priority:	Should have.

Functional requirement 18	
Identification Code:	FR18
Title:	Link agencies to the Mela app so they can view the members account
Description:	This will broaden Mela and expose the users to bigger opportunities such as getting noticed by an agency
Location:	Homepage
Priority:	Could

Functional requirement 19	
Identification Code:	FR19
Title:	Events hosted by Mela to connect the members who use Mela
Description:	This will allow people to network in person and links for tickets will be sent to each user if interested
Location:	Networking with content creators/page Networking with Influencers feature/page
Priority:	Could

Functional requirement 20	
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Identification Code:	FR20
Title:	Payments won't be required in order to join Mela unless joining a group under an established influencer or influencer
Description:	The users won't need to pay to have access to Mela
Location:	Log in page
Priority:	Wont

Poster:



Canva was used to create this Poster.

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9 Appendix

5.1 Project Proposal:

5.1.1 Project objectives

- Mela is a platform which aims to assist upcoming content creators in Ireland who want to get the same leverage as successful content creators overseas and agencies will be listed for them and information. These roles used to be seen as “side-hustles” or hobbies but a lot of people in this industry have made it a full-time job as it is becoming a great way to make money while also inspiring people and expressing creativity. A lot of people want to join this industry and become an influencer or content creator but don’t know how to. From how to reach their target audience, what equipment to use, best places in Ireland to take pictures and more. This is where Mela comes in, it assist those to build portfolio’s that will help them succeed in working in an agency to help leverage their platform. Mela will also have influencers and content creators who are more established in the industry and successful and they will share tips on how to get noticed by certain agencies and how to create content that will be successful and places to take pictures in Ireland and more. This will come at a price as this can be a side hustle for influencers who are willing to help upcoming influencers and content creators where they can create an account where they will be qualified to charge people to have access to this exclusive information. This will also help with getting referred by an established influencer and content creator to an agency they work with. Mela is an investment for those who are really trying to understand what it takes to be successful in influencing and content creating and will be worth the investment as they will have all the information they need in one place. Mela will also advertise all the upcoming events in Ireland which would be good for networking.

Mela will require you to create an account and have a subscription. This will allow you to be aware any events or trends in your field whether its fashion or make up etc.

You will be able to contact successful influencers which have joined Mela to share advice and you can choose which influencers group to join. The person you choose would be based on the industry you specialize in and they may also be in the agency you want to work in and this will push your rate in successfully getting noticed by the agency. They will charge for this service.

Mela will offer free advice and places to take pictures for good content, link videos that can help with taking videos, equipment to use, while boosting motivation and self-love and helping those to be resilient as social media is a tough place to be a part of.

Background

Mela is an idea which came from my genuine interest in YouTube and the life of an influencer and content creator. I have been watching YouTube since the age of twelve and a lot of the videos were made from people who live in America. I then slowly drifted to Instagram and feel in love with concept of sharing memories with others and socialising and meeting new people around the world while being inspired. But as time went on Instagram became a platform that was used to make money and create content that can lead up to brand collaborations. But I noticed at first a lot of people were from overseas and there wasn't a lot of Irish Influencers or content creators. And I was someone who actually had an interest in it but I didn't see much of a community of Irish influencers or content creators to look up to. But during the past 3 years I have noticed a growth in the influencing and content creating industry in Ireland and there is many more but still don't get as much exposure and I don't think everyone is known. So, I wanted to create a place where Irish influencers and content creators can come together and learn from one another as to how to grow their platform and network. This can also lead to events hosted by Mela which allow them to connect in person and maybe in the future have influencers and content creators to become a part of these events because at the end of the day Mela is about representing diversity, uniqueness and creativity.

5.1.3 Technical Approach:

WordPress will be used to create the website. I attended a class with Emer which she assisted us in creating an account and navigating our way through WordPress. In this class she showed us how to create an account and how to navigate our way through the website in order to make our app.

Canva was also be used to make the poster.

5.1.4 Special Resources Required.

The special resources that I require to complete my project are.

- A. Word press instruction document
- B. Wire Frame- Mock flow
- C. Access to a variety of books such as BABOK v3
- D. Canva-to make poster.

5.1.5 Technical Details

I will be using programs such as mock flow to develop my wireframe and Canva to make the poster and WordPress to develop the app.

5.1.6 Evaluation

I have Full understanding of the project's objectives and what is needed by my stakeholders. The wire frame which I'll be providing for the midpoint presentation will have displayed the features on the app and the wire thing is done I will show the stakeholders this wire frame so that they also have a visual representation of the op and a good idea of how it will be presented. I'll be editing and fixing my wire frame throughout until the final submission.

6. Reflective Diary's:

Student name: Melisa Hemedy

Programme: BSc in Technology Management

September

This month I'm given the chance to come up with an idea of my final project. I did think about it during summer, but I was quite indecisive and came up with a lot of ideas so with this idea that I have is quite broad so this month I'm aiming to try break it down as best as possible.

October

This month I am starting to have more clarity as to what I want my idea to be it's taking a little bit longer than expected but because of how big it is I have to break it down but still have the same outcome that I would want even if some features and ideas have to be taken out.

November

I had a call with Eugene who is my supervisor. And in this call, I got to explain what my idea is to him and have a bit of clarity as to what I want to do. He did it acknowledged the fact that my idea was quite big, and it was too big to do in such little time that we have so he made it my mission to go home and try to break it down a little bit more yet still have the same meaning as I intended at the beginning.

December

I'm starting to investigate the requirements of my project and reached out to one of the influencers that I know personally who is very well known in Ireland. She also started her own business where she is also giving services to people in Ireland and helping them grows our platforms and how to take pictures and build our brand. So, this was a really nice conversation to have with her because of her busy schedule it was quite difficult to find a perfect time for us to have a one-to-one long interview. But she said that once I had my surveys done that, she would fill them out for me and send them to her friends who are also content creators and influencers.

January

I'm still navigating my way through my project and trying to figure out the best way to bring it out and have a good effect from it. The times getting closer to the submission date although we still have three months it is still quite daunting and I'm trying to get as much out of the time we have.

March

I've reached out to a few other people for interviews although I know some people may not be available as they have college and I aimed to have at least two to three people and so far, I have two girls who are willing to do the interview and just waiting for hopefully one more person.

April

I have now completed my interviews and they went exceedingly good I've now gotten so much more information about what is required for my project and have so much more clarity and happy to know that what I've been doing and working on is having a good effect.

Link to wordpress: <https://mela487.wordpress.com>