STREAKLING

A creative networking platform that connects content creators with businesses. From building portfolios to landing collaborations, it streamlines the process of showcasing talent, finding opportunities, and growing your creative career in today's connected world.

A comprehensive project submitted in partial satisfaction of the requirements for the degree Bachelor of Science (Hons) in Software Engineering with Multimedia

By

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Abstract

Streakling is a creative networking platform designed to support content creators, brands, and creative communities by bringing them together in one connected ecosystem.
The system allows creators to build a digital name card and portfolio, helping them present their work and creative identity professionally through a single shareable link or QR code.
It also features a challenge system, where creators can join or host creative competitions with transparent submission and ranking processes.

This project was developed to address three main challenges faced by modern creators:
(1) the difficulty of showcasing their work professionally across multiple platforms,
(2) limited visibility within and beyond their own creative industries, and
(3) the lack of a proper system for submitting and managing creative challenges, which are often done through hashtags on social media.

Streakling integrates these needs into a single, user-friendly platform that combines identity, portfolio, and participation.
With built-in security using Clerk authentication, JWT, and Cloudflare protection, the platform ensures both accessibility and data privacy.
By offering one centralized hub, Streakling helps creators grow their audience, connect with brands globally, and participate in creative challenges more effectively—empowering the next generation of digital creators to collaborate, showcase, and succeed in a more professional and organized way.

Dedication

This project is dedicated to all the **content creators** who continue to share their stories, passions, and creativity with the world. To the dreamers who stay up late editing videos, the designers perfecting every detail, and the storytellers who use social media to inspire others **Streakling** was built for you.

It is also dedicated to the creative communities that believe collaboration is stronger than competition, and to every individual who strives to turn ideas into opportunities.
Finally, I dedicate this work to my family, mentors, and friends for their endless encouragement, support, and belief in my vision.

Mr. Ly Bunlong

15 October 2025

Table of Illustrations

Chapter 1: Introduction

1.1 Project Background

What is StreakLing?

StreakLink is an innovative online platform that bridges the gap between content creators, small business owners, and media agencies. It serves as a centralized hub where creators can showcase their portfolios, join campaigns, and connect with businesses seeking creative talent. For businesses, it provides a streamlined way to discover, compare, and collaborate with the right creators eliminating the inefficiencies of traditional manual searches through social media.

Why is StreakLing Needed?

The growing influence of social media has made influencer marketing a powerful strategy for brand promotion. However, without a dedicated system, both businesses and creators face significant challenges. Businesses often struggle to identify the right collaborators, leading to mismatched partnerships and wasted time. Creators, on the other hand, may miss out on opportunities due to limited visibility and networking options.

StreakLing solves these problems by offering a smart, organized, and easy-to-use platform that integrates talent discovery, project posting, and campaign management into one seamless experience. This not only saves time and resources but also fosters more effective and successful collaborations in today's fast-paced digital environment.

1.2 Current Problems

In today's digital marketing landscape, both businesses and creators face significant challenges in building effective partnerships:

- **Hard to Find the Right Creators or Brands**
  Many businesses struggle to identify creators who align with their brand style, target audience, or campaign goals. Likewise, creators often find it difficult to connect with brands that fit their niche or values. Manual searching across various social media platforms is slow, unreliable, and prone to mismatches.

- **Lack of Professional Portfolios**
  Most creators and small businesses do not have a proper online portfolio to showcase their past work, audience demographics, engagement statistics, or brand identity. This lack of transparency makes it harder to build trust, assess credibility, and secure partnerships.

- **Difficulty Tracking Campaign Performance**
  After collaborations, many participants have no clear method to measure the success of their campaigns. Without a centralized place to track results, engagement metrics, or trends over time, it becomes challenging to evaluate performance an improve future strategies.

These issues highlight the need for a dedicated platform such as **StreakLing** that can connect creators and businesses, provide professional portfolio tools, and offer reliable campaign tracking features.

1.3 Project Goals

The goal of **StreakLing** is to simplify and streamline the collaboration process between content creators, brands, and media agencies by providing a single, efficient platform that addresses the challenges of discovery, communication, and project management. The platform aims to:

- **Make it Easy to Find the Right Match**
  Enable businesses and creators to discover each other quickly using smart search filters based on industry, content style, location, and audience demographics.

- **Create One Central Platform for Collaboration**
  Provide a unified space where users can connect, communicate, and manage projects from showcasing portfolios to tracking campaign performance in one organized environment.

- **Reduce Repetitive Tasks**
  Save time and effort by offering tools such as templates, saved messages, auto-fill data, and a centralized dashboard to efficiently manage multiple collaborations at once.

By achieving these goals, **StreakLing** seeks to create a seamless, professional, and results-driven environment for influencer marketing and creative partnerships.

1.4 Methodology & Project Plan

Below is the project planning schedule outlining the various activities and their corresponding timelines.

Phase 1: Initial setup

- Discuss and choose the project topic.
- Define project background, goals, and objectives.
- Conduct research on the participants.

Phase 2: Research and user analysis

- Conduct primary research.
- Develop a journey map and identify user pain points.
- Research and define user typology.

- Define user personas.

Phase 3: Design and development

- Define design criteria.
- Develop a concept statement.
- Specify functions and features.
- Draft design elements and logo.
- Create a Figma prototype.

PROJECT PLANNING

PROJECT TITLE: EzCloud Website   DATE

PROJECT MANAGER   DEADLINE

WBS NUMBER	TASK TITLE	PHASE ONE			PHASE TWO			PHASE THREE	
		WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8
		M T W R F	M T W R F	M T W R F	M T W R F	M T W R F	M T W R F	M T W R F	M T W R F
Phase 1	Discuss and choose the project topic								
	Define project background, goals, and objectives								
	Conduct research on the participants								
Phase 2	Conduct research								
	Research and define user typology								
	Define user personas								
Phase 3	Define design criteria								
	Develop a concept statement								
	Specify functions and features								
	Draft design elements and logo								
	Create a Figma prototype								

Figure 1.3 Project Planning Timeline

Chapter 2: Research & Opportunity

2.1 Primary Research

The primary research aimed to gain a deeper understanding of the challenges faced by content creators, small businesses, and media agencies when collaborating online. The research focused on three key areas: discovering suitable partners, managing collaborations, and tracking campaign performance. Fifteen participants, including creators and business representatives, were surveyed and interviewed to gather firsthand insights.

Core Research Questions

The research was guided by the following questions:

1. How do businesses currently find and evaluate content creators for collaborations?

2. What methods do creators use to showcase their work and connect with potential clients?

3. What challenges do both parties face in managing campaigns and tracking results?

4. What are users' expectations and preferences for a digital collaboration platform?

Research Findings

1. Difficulty Finding the Right Match

- Businesses struggle to identify creators who align with their brand, audience, and campaign goals.

- Creators find it challenging to locate brands that match their niche or values.

- Manual searching across social media is time-consuming and often results in poor matches.

2. Lack of Professional Portfolios

- Many creators and small businesses do not have structured online portfolios to showcase past work, audience stats, or brand identity.

- This lack of transparency makes it harder to build trust and secure collaborations.

3. Challenges in Campaign Management

- After collaborations, participants lack a centralized method to track results, engagement, or trends over time.

- Communication and feedback are often fragmented, leading to delays and inefficiencies.

4. Demand for Centralized Digital Solutions

- Participants expressed interest in a single platform that allows:

  - Professional portfolios for creators and businesses

- ○ Smart search filters to find suitable collaborators

- ○ Centralized campaign tracking and performance analytics

- ○ Tools to reduce repetitive tasks, such as templates.

5. User Preferences and Willingness to Pay

- Users value mobile-friendly, intuitive platforms requiring minimal training.

- While some prefer free solutions, the majority are willing to pay a reasonable subscription fee for a platform that saves time, simplifies workflows, and improves collaboration quality.

The primary research confirms a clear need for a centralized, user-friendly platform like **StreakLing**, which can simplify discovery, portfolio management, and campaign tracking for creators and businesses.

2.2 User Typology

To design a platform that effectively meets the needs of its users, StreakLing identifies three primary user types: Business Campaigners, Content Creators, and Trend Explorers. Understanding their behaviours, challenges, and needs ensures the platform delivers targeted solutions for each group.

1. Business Campaigner

Business Campaigners are individuals or organizations that post products online and seek content creators to promote their brands. They typically rely on social media or personal referrals to find creators.

- Key Behaviours:

  - ○ Posting campaigns and products online.

  - ○ Searching for creators manually through multiple channels.

  - ○ Managing campaign communications and deliverables.

- Pain Points:

  - ○ Difficulty in finding trusted creators who align with their brand.

- Challenges in tracking multiple campaigns and evaluating performance in one centralized location.

- Needs:

  - A platform to post campaigns, discover and match with suitable creators, and track results efficiently.

2. Content Creator

Content Creators are individuals who regularly produce digital content and seek opportunities to collaborate with brands. They are motivated by building their portfolios, increasing visibility, and gaining brand partnerships.

- Key Behaviours:

  - Creating content consistently and applying to campaigns or trends.

  - Engaging with followers and exploring new opportunities.

- Pain Points:

  - Lack of clear channels to find campaigns and challenges.

  - Limited professional portfolios to showcase past work, audience engagement, or achievements.

- Needs:

  - A personal profile, access to campaigns, and tools to grow reach and credibility.

3. Trend Explorer

Trend Explorers are users who actively follow content creators and emerging trends. They are interested in participating in campaigns, staying updated on popular content, and experimenting creatively.

- Key Behaviours:

  - Observing trends and creators' content.

  - Sharing content and seeking opportunities to participate in campaigns.

- Pain Points:

    - Difficulty identifying relevant campaigns or challenges to engage with.

    - Limited guidance on how to participate effectively and increase visibility.

- Needs:

    - A dedicated space to discover trends, submit content, and learn how to get involved in campaigns successfully.

By defining these user typologies, StreakLing can tailor its features to address the distinct challenges and preferences of each group, ensuring a seamless and valuable experience for all users.

2.3 Personas

To better understand the target audience and design features that meet their needs, three primary content creator personas were developed. Each persona reflects typical behaviours, frustrations, and requirements of users engaging with StreakLing.

1. Mengling – The Aspiring Influencer

- **Characteristics:**

    - Age: 23

    - Occupation: Freelance content creator (graphic designer and influencer)

    - Tech-savviness: Highly active on social media platforms such as Instagram, YouTube, and TikTok

    - Platform Use: Uses platforms to showcase creative work and grow personal brand

- **Frustrations:**

    - Difficulty managing portfolios across multiple platforms

- ○ Challenges in discovering relevant collaboration opportunities with brands

- ○ Lack of a centralized platform to track challenges, trends, and submissions

- **Needs:**

  - ○ A simple, centralized creator profile to showcase and share portfolios

  - ○ Access to brand campaigns and trending challenges

  - ○ A clear system to submit content to businesses and track progress

2. Dara – The Ambitious Micro-Creator

- **Characteristics:**

  - ○ Age: 21

  - ○ Occupation: Part-time barista & aspiring lifestyle content creator

  - ○ Tech-savviness: Comfortable with Instagram Reels, TikTok, and Canva

  - ○ Platform Use: Posts lifestyle, café, and aesthetic videos on Instagram & TikTok

- **Frustrations:**

  - ○ No single location to showcase all videos for brands

  - ○ Difficulty finding small brand projects that fit her lifestyle niche

  - ○ Challenge submissions are confusing and scattered across platforms

- **Needs:**

  - ○ A one-link portfolio to add to social media bios

  - ○ Access to campaigns filtered by lifestyle industry

  - ○ Simple video challenge submission with progress tracking

3. CC – The Aspiring Beauty Reviewer

- **Characteristics:**

  - Age: 19

  - Occupation: College student & beginner beauty content creator

  - Tech-savviness: Skilled in mobile video editing, Instagram filters, and TikTok trends

  - Platform Use: Posts skincare tips, makeup tutorials, and product reviews on Instagram & TikTok

- **Frustrations:**

  - Difficulty presenting all beauty content in one organized place

  - Hard to find beauty product trial campaigns for small creators

  - Submission for beauty challenges is often done through disorganized email processes

- **Needs:**

  - A clean, centralized portfolio link for social media bios

  - Access to beauty industry-specific campaigns

  - One-click video challenge submission for beauty contests

2.4 Design Criteria

The design of StreakLing is guided by four core criteria to ensure the platform effectively meets user needs and delivers a professional, seamless experience.

1. User-Friendly Interface

The platform must be intuitive and easy to navigate, allowing creators, brands, and agencies to find, connect, and manage collaborations effortlessly. A simple, well-organized interface reduces learning curves and enhances overall user satisfaction.

2. Trust & Professionalism

StreakLing should foster confidence through polished design, clear communication, and professional presentation. Users should perceive the platform as a reliable space for managing collaborations, campaign postings, content submissions, and other professional interactions.

3. Privacy & Security

User privacy and data security are paramount. The platform must provide transparency, strong security measures, and user control over personal information and visibility of collaborations. This ensures that sensitive data, portfolios, and campaign details are protected at all times.

4. Seamless Collaboration Flow

The platform must support smooth, error-free communication and workflow between creators, brands, and agencies. From campaign posting to content submission and performance tracking, StreakLing should minimize manual work and friction, enabling efficient and productive collaborations.

By adhering to these design criteria, StreakLing ensures a secure, professional, and highly usable platform that effectively supports influencer marketing and creative partnerships.

Chapter 3: Design Proposal

3.1 Design Statement

StreakLing is an all-in-one platform that connects content creators, businesses, and media agencies to streamline influencer marketing. It allows creators to build professional

portfolios, discover campaigns, and participate in challenges, while businesses can post projects, find trusted creators, and manage collaborations efficiently. By offering a secure, transparent, and user-friendly space, StreakLing makes influencer partnerships easier, faster, and more effective for everyone involved.

3.2 Mood Board

3.3 Business Model Canvas Streakling Web Application

Business Model Canvas — Design for : StreakLing — Design by : Ly Bunlong

Key Partners
- Social Media Platforms – Integration and traffic sources for creator content.
- Payment Providers – Secure processing for subscriptions and challenge rewards.
- Brands & Agencies – For hosting sponsored challenges and collaborations.
- Universities and Creative Communities – For onboarding students and new creators.

Key Activities
- Manage challenge submissions, rankings, and rewards.
- Provide customer support and user moderation.
- Partner with Uni.
-

Key Resources
- Development Team, Design & UI/UX Team
- Marketing & Community Team
- Cloud Infrastructure
- Brand Partnerships

Value Proporsitions
- A creative networking platform that brings content creators together in one place in their industries.
- Each creator has one professional profile that can include their digital name card and portfolio, showing their projects.
- Provides a Challenge System where creators can join or host challenges with image, document, or social media video submissions.

Customer Relationship
- Self-Service Platform
- Community Support
- Learning Materials
- Engagement Events

Channels
- Social Media (TikTok, Instagram, YouTube, Facebook.
- Partnerships with Brands and Universitie

Customer Segment
- Content Creators Individuals who want to build a professional online identity, display their creative work, and connect with other creators.
- Brands & Agencies. Businesses or teams that want to host challenges, find creators, and promote their campaigns.
- Creative Enthusiasts Fans, followers, or community members who join and participate.

Cost Structure
- Server & Cloud Hosting Costs
- Software Development & Maintenance
- Marketing & Advertising
- Rewards & Prize Management
- Customer Support & Moderation

Revenue Streams
- Free Trial $0, 1 digital name card, 1 portfolio, join challenges, no challenge creation.
- Basic Plan $7.99, 3 digital name cards, 3 portfolios, join challenges, create up to 2 challenges
- Pro Plan $11.99 5 digital name cards, 5 portfolios, join and create up to 5 challenges.
- Ultimate Plan $14.99 7 digital name cards, 7 portfolios, join and create up to 7 challenges.

a. Value Propositions

- A creative networking platform that brings **content creators** together in one place based on their industries.

- Each creator has **one professional profile** that can include their **digital name card** and **portfolio**, showing their projects, experience, and education.

- Users have full control to decide which information they want to make public or keep private.

- Provides a **Challenge System** where creators can **join** or **host challenges** with image, document, or social media video submissions.

- Encourages creativity and community through **ranking and reward systems** (Top 1, Top 2, etc.).

- Offers an **all-in-one digital identity** for creators to grow, connect, and collaborate professionally.

b. Customer Segments

1. **Content Creators** – Individuals who want to build a professional online identity, display their creative work, and connect with other creators.

2. **Brands & Agencies** – Businesses or teams that want to host challenges, find creators, and promote their campaigns.

3. **Creative Enthusiasts** – Fans, followers, or community members who join and participate in creative challenges.

c. Channels

- **Official Website & Web App** – The main platform where users can register, create cards, portfolios, and join challenges.

- **Social Media (TikTok, Instagram, YouTube, Facebook)** – Used for marketing, sharing winning challenges, and highlighting top creators.

- **Email & Notification System** – Keeps users updated on new challenges, winners, and platform tips.

- **Partnerships with Brands and Universities** – To promote contests and grow the community base.

d. Customer Relationships

- **Self-Service Platform** – Easy onboarding with step-by-step guidance for setting up digital cards and portfolios.

- **Community Support** – Telegram and email groups where creators can share feedback or ask for help.

- **Learning Materials** – Tutorials and videos to help new users understand how to create cards, portfolios, or host challenges.

- **Engagement Events** – Seasonal or themed challenges that build long-term user engagement and loyalty.

e. Revenue Streams

Plan	Description	Price (USD/month)	Features
Free Trial	Try Streakling with basic limits.	**$0**	1 digital name card, 1 portfolio, join challenges, no challenge creation.
Basic Plan	For creators starting to build their profile	**$7.99**	3 digital name cards, 3 portfolios, join challenges, create up to 2 challenges
Pro Plan (Recommended)	Best value for active creators.	**$11.99**	5 digital name cards, 5 portfolios, join and create up to 5 challenges.
Ultimate Plan	Full flexibility and capacity.	**$14.99**	7 digital name cards, 7 portfolios, join and create up to 7 challenges.

f. Key Activities

- Develop and maintain the web platform with high performance and smooth user experience.

- Manage challenge submissions, rankings, and rewards.

- Provide customer support and user moderation.

- Partner with brands, universities, and creative organizations for events.

- Continuous marketing and community engagement through social media.

g. Key Resources

- **Development Team** – Builds and maintains the Streakling web app.

- **Design & UI/UX Team** – Ensures smooth, attractive, and responsive interfaces.

- **Marketing & Community Team** – Runs social media, announcements, and partnerships.

- **Cloud Infrastructure** – Secure storage for images, videos, and user data.

- **Brand Partnerships** – Sponsors for rewards and paid challenges.

h. Key Partners

- **Social Media Platforms** – Integration and traffic sources for creator content.

- **Payment Providers** – Secure processing for subscriptions and challenge rewards.

- **Brands & Agencies** – For hosting sponsored challenges and collaborations.

- **Universities and Creative Communities** – For onboarding students and new creators.

i. Cost Structure

- **Server & Cloud Hosting Costs** – For media uploads, storage, and hosting.

- **Software Development & Maintenance** – Regular updates and bug fixes.

- **Marketing & Advertising** – Social campaigns, influencer partnerships, and promo materials.

- **Rewards & Prize Management** – For challenge winners and sponsored events.

- **Customer Support & Moderation** – Community and technical assistance for users.

3.4 Revenue Model

Free Trial	Basic	Pro ⭐ Recommended	Ultimate
Try Streakling with essential limits.	More room to build your profile.	Best value for active creators.	Maximum flexibility and capacity.
$0 /month	**$7.99** /month	**$11.99** /month	**$14.99** /month
✓ 1 digital name card	✓ 3 digital name cards	✓ 5 digital name cards	✓ 7 digital name cards
✓ 1 portfolio	✓ 3 portfolios	✓ 5 portfolios	✓ 7 portfolios
✓ Join challenges	✓ Join challenges	✓ Join challenges	✓ Join challenges
✓ Create 0 challenges	✓ Create 2 challenges	✓ Create 5 challenges	✓ Create 7 challenges
Start for free	Choose Basic	Go Pro	Choose Ultimate

Streakling uses a subscription-based and challenge-driven revenue model designed to be clear, affordable, and flexible for every type of content creator and brand.

The pricing focuses on giving users enough freedom to start for free, then upgrade as their creative activity grows.

Plan Structures

1. **Free Trial — $0 /month**
   • Access 1 digital name card and 1 portfolio.
   • Join challenges freely.
   • No limit on viewing other profiles.
   • Ideal for new users to explore the platform without risk**.**

2. **Basic Plan — $7.99 /month**
   • Includes 3 digital name cards and 3 portfolios.
   • Join and create up to 2 challenges.
   • Designed for creators who want to start building their profile and engage with the community.

3. **Pro Plan (Recommended) — $11.99 /month**
   • Includes 5 digital name cards and 5 portfolios.
   • Join and create up to 5 challenges.
   • Best for active creators and small teams who regularly publish projects or host competitions.

4. **Ultimate Plan — $14.99 /month**
   • Includes 7 digital name cards and 7 portfolios.
   • Join and create up to 7 challenges.
   • Perfect for power users and agencies that need maximum capacity and flexibility.

3.5 development

Old Design

New Design

Issue

Many creators struggle with repetitive data entry when creating a new portfolio or challenge submission. The current experience often asks for information that already exists on their **digital name card** such as name, role, industry, social links, short bio, and contact details. This repetition slows users down, leads to inconsistent profiles (e.g., slightly different bios

across pages), and increases the chance of typos or missing fields. It also creates friction for new users who just completed their digital card and then face another long form.

Solution

Our solution is to add an "Import from Digital Card" feature to all relevant create/edit forms (e.g., portfolio, profile sections, challenge submissions where appropriate). With one click, users can pre-fill available fields from their digital card, then review, edit, or delete any imported value before saving. This keeps control in the user's hands while eliminating duplicate typing. To keep the experience smooth and reliable.

**Old Design**   **New Design**

Issue

The **Create Challenge** form didn't make the next steps obvious. There was no clear primary action, weak field hierarchy, and little guidance on what was required. As a result, users were unsure how to start or finish, which fields were mandatory, how rewards should be set, what submission types were allowed, or when the challenge would go live.

Solution

We redesigned the flow using proven, industry-standard patterns to make every action explicit and easy to follow. Key improvements include:

- **Clear primary & secondary actions:** A prominent **Create Challenge** button (disabled until valid), with **Save Draft** and **Preview** as secondary options.

- **Structured sections:** *Basics*, *Submission Rules*, *Rewards*, *Schedule (with timezone)*, and *Visibilit* —so users complete one small chunk at a time.

- **Required field cues:** Consistent labels, required indicators (∗), and concise helper text under each field.

- **Inline validation:** Errors appear immediately beneath the field; success states confirm when inputs are valid.

- **Guided inputs:** Examples/placeholders (e.g., "#TechReview2025"), tooltips for tricky fields, and a simple **reward builder** (Rank 1/2/3 rows).

- **Submission type control:** Clear radio choices for **Video Upload** or **Social Link**, plus limits and accepted formats.

- **Sticky action bar:** Always-visible actions (**Save Draft • Preview • Create**) so users never wonder how to proceed.
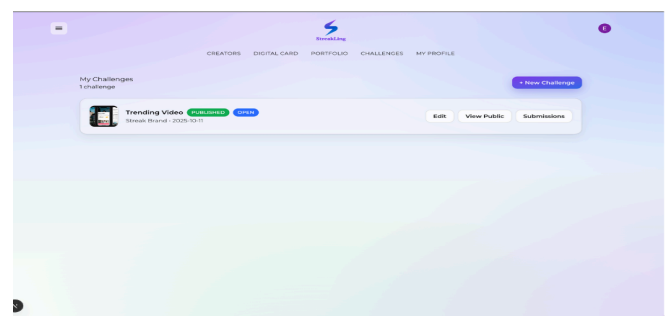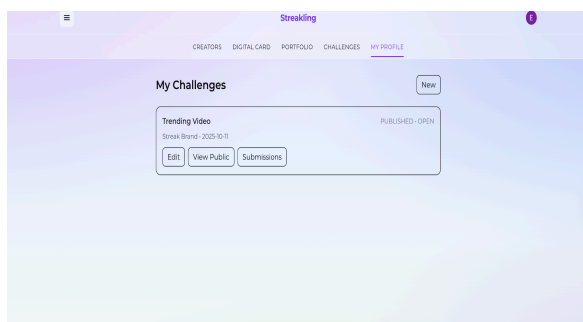
Issue

The challenge list lacked clear **user interface** and **user experience** cues. There was no obvious way to see the **status** of each challenge (e.g., Draft, Scheduled, Live, Closed), and primary actions were unclear. As a result, creators and owners could not quickly tell which challenges were public and ready for submissions, which were still drafts, or which had already ended.
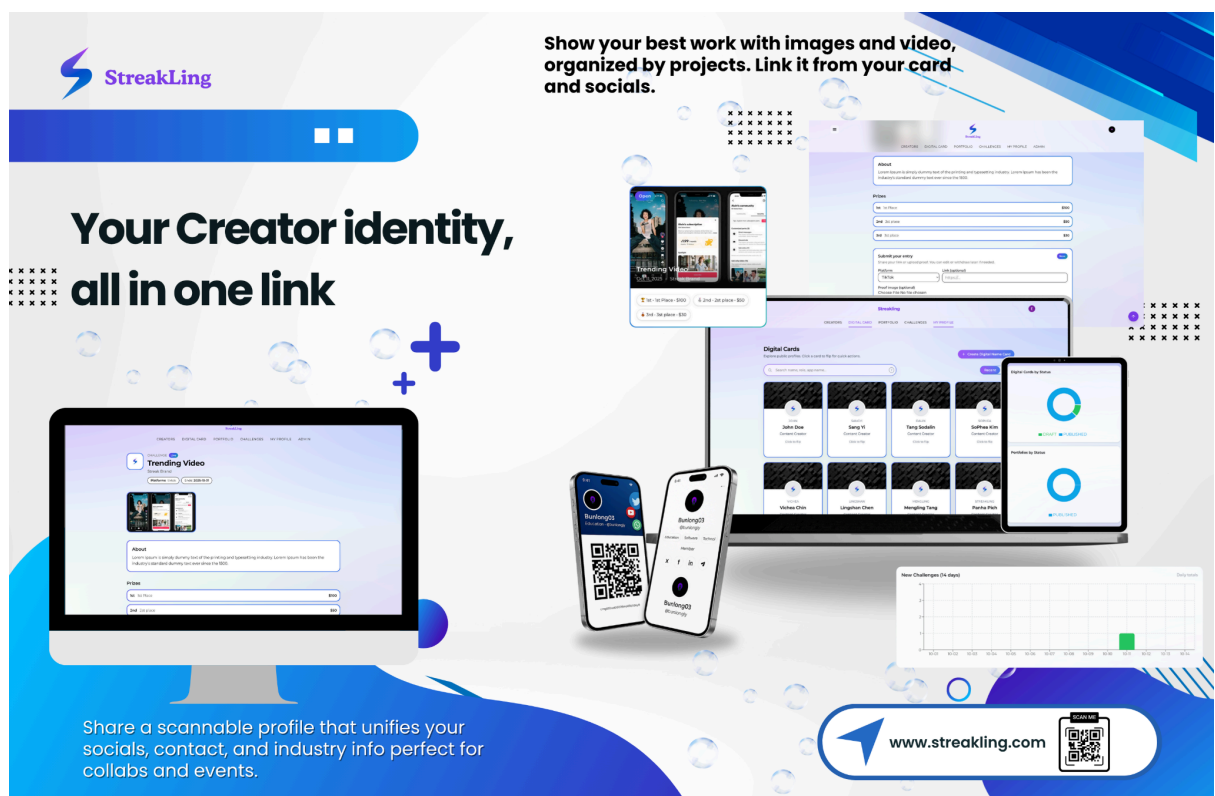
Solution

We redesigned the challenge listing with clear visuals, actions, and status indicators so users immediately understand what to do next.

- **Status badges:** Visible labels for **Draft**, **Live**, and **Closed** on every card/row.

- **Action clarity:** Contextual buttons based on role and status (e.g., **Edit** for Draft, **Publish** for Scheduled, **View / Join** for Live, **View Results** for Closed).

- **Key info at a glance:** Title, short description, **deadline**, **submission type** (video upload or social link), and **reward tiers**.

- **Visibility indicator:** "**Public**" vs "**Private**" tag so owners know what is accessible to users.

Chapter 4: Final Design

4.1. Finalized Concept

4.2 Brand Identity

StreakLing Elements

Color Palette

color-primary: #7b39e8;

color-secondary: #2d69ea;

color-tertiary: #10a991;

Logo

StreakLing

StreakLing

Font Family: montserrat

Montserrat for Headlines

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis gravida felis vel metus vestibulum viverra ultricies eu lectus. Aliquam tempor viverra dui ac tempor.

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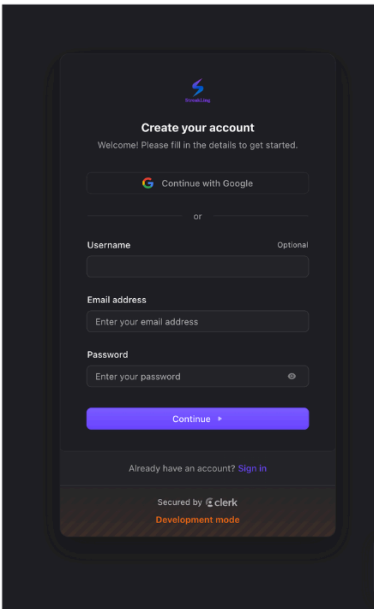
Montserrat Regular   Montserrat Alternates Regular
Montserrat Bold   **Montserrat Alternates Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 !@#$%^&*()
;',./ {} [] :"?<>~`

4.3. Platform Usage

User Login or Signup by Clerk

StreakLing

Create your account
Welcome! Please fill in the details to get started.

G Continue with Google

or

Username   Optional

Email address
Enter your email address

Password
Enter your password

Continue →

Already have an account? Sign in

Secured by clerk

Development mode

We use **Clerk** to handle user **sign-up** and **sign-in** for the web application, with security hardened through Clerk's **session** policies, **JWT templates**, and **role** configuration. On the backend, we follow best practices by keeping sensitive data **out of the browser** and storing only what's necessary in **httpOnly, Secure cookies**.

A. User Flow – Visitor (Not Registered or Logged In)

The purpose of this flow is to let new users freely explore and understand the platform before deciding to register. Visitors can browse public content such as digital name cards, portfolios, challenges, and creator profiles, gaining an overview of how the system works and what creators are doing on the platform. However, since they are not authenticated users, they cannot perform any actions that require an account such as creating, editing, joining, or submitting to challenges.This approach encourages discovery while maintaining platform security and protecting creator data.

Available Features

- **View public digital name cards and see user introductions.**

- **View creator portfolios to learn about their work and experience.**

- **View active and past challenges including rules, rewards, and timelines.**

- **View all public user profiles at /username.**

- **Use search, filters, and sorting options to browse content.**

- **Share public links to cards, portfolios, or challenges.**

Restricted Features

- **Cannot create or edit any digital name card or portfolio.**

- **Cannot host or join challenges.**

- **Cannot upload or submit content.**

- **Cannot access profile customization or dashboard features.**

User Flow Steps

1. **Visitor lands on the Streakling home page.**

2. **They explore sections like Digital Cards, Portfolios, or Challenges.**

3. **They open a detail page to view creator information or challenge details.**

4. **When attempting to join or create, a message or popup prompts them to register or log in.**

5. **After registering, they are redirected to continue from where they left off**
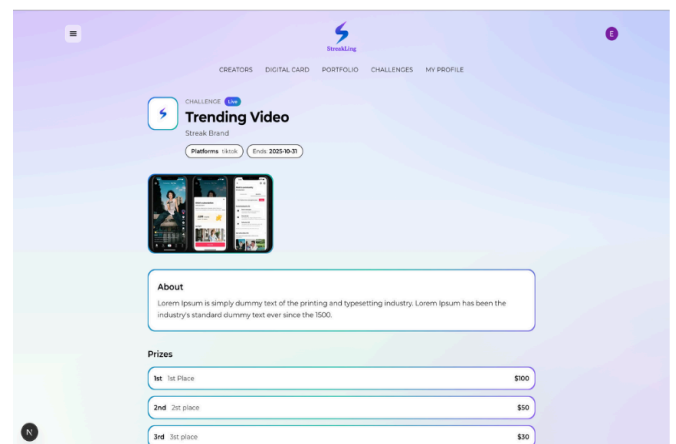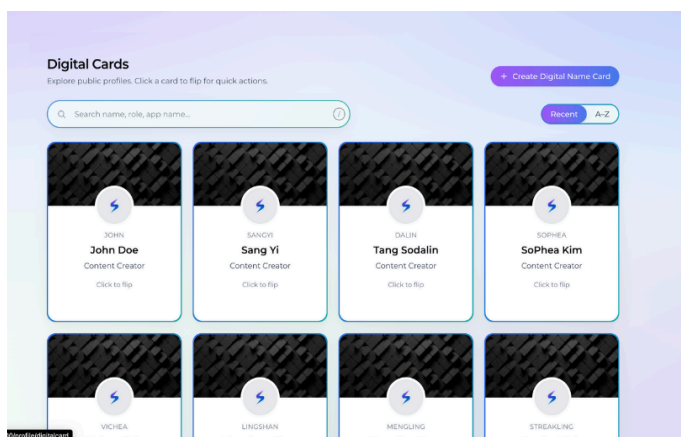
B. User Flow – Content Creator

 The purpose of this flow is to allow creators to build their digital identity within the platform through digital name cards and portfolios, and to engage with the community by joining challenges.
 Creators can design digital name cards with their profile, role, industry, and contact details, then create portfolios to highlight their projects, education, or experiences.
 To save time, they can import information directly from their digital card into their portfolio.
 They can also participate in trending video challenges, submit entries (videos, links, or images), track their submission progress, and view final results.
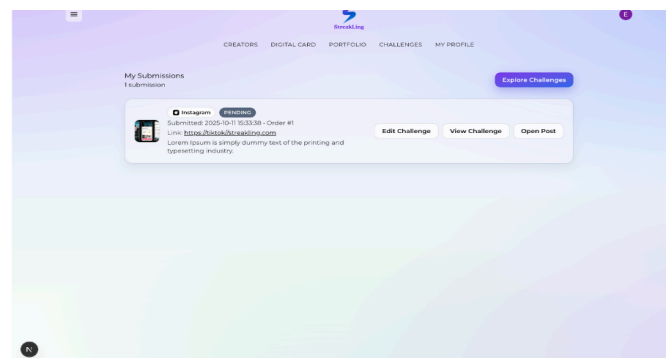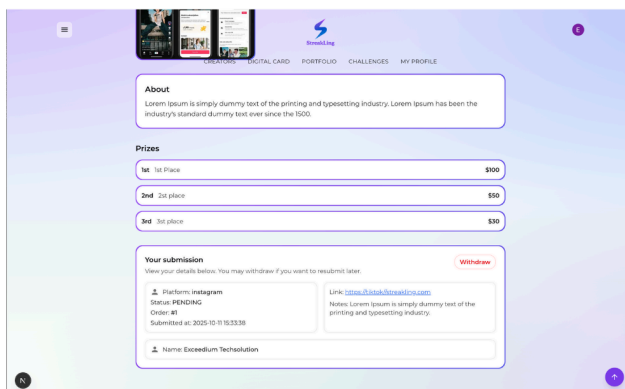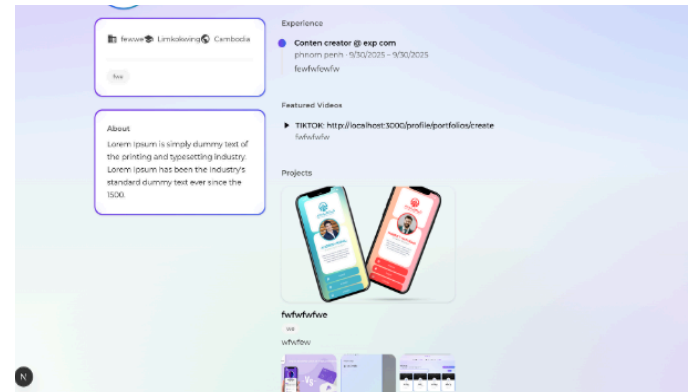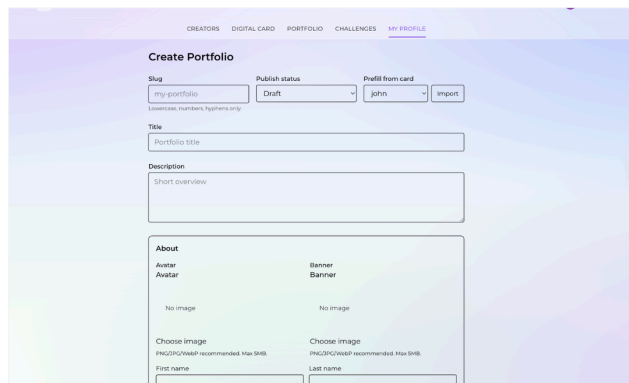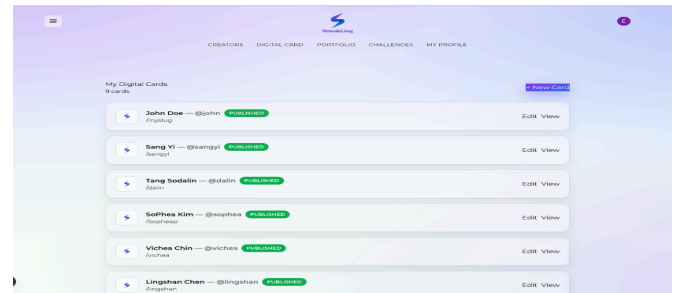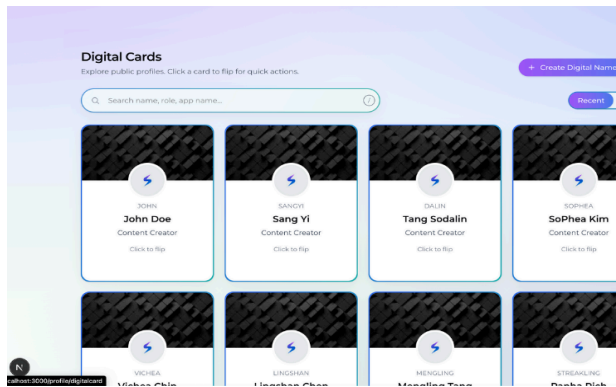 **Every creator has a unique public profile accessible via /username, allowing others to view their creative journey.**

Available Features

- **Create, view, edit, and delete digital name cards.**

- **Create, view, and edit portfolios with descriptions, media, and tags.**

- **Import profile details from their digital name card to a portfolio.**

- **Join challenges by submitting media, document links, or social media posts.**

- **Track challenge submission status and results (Pending, Approved, Winner).**

- **Manage personal profile at /username with customizable visibility.**

- **Follow or view other creators' public profiles and works.**

- **Receive notifications about new challenges, results, and updates.**

User Flow Steps

1. **Creator logs into the system using their account.**

2. **Accesses their dashboard to manage Digital Cards and Portfolios.**

3. **Creates a new card by filling out name, role, contact, and social information and can setting up with the info public or private based on their needed.**

4. **Builds or imports data into a portfolio to display creative projects.**

5. **Browses the Challenges section to find ongoing events.**

6. **Joins a challenge by submitting media (video, image, or link).**

7. **Views submission status and results after review.**

8. **Updates their public profile, visible under /username.**

Digital Cards

Explore public profiles. Click a card to flip for quick actions.

Search name, role, app name...

Recent

+ Create Digital Name

JOHN	SANGYI	DALIN	SOPHEA
John Doe	Sang Yi	Tang Sodalin	SoPhea Kim
Content Creator	Content Creator	Content Creator	Content Creator
Click to flip	Click to flip	Click to flip	Click to flip

VICHEA	LINGSHAN	MENGLING	STREAKLING
Vichea Chin	Lingshan Chen	Mengling Tang	Danha Dich

localhost:3000/profile/digitalcard

StreakLing

CREATORS   DIGITAL CARD   PORTFOLIO   CHALLENGES   MY PROFILE

My Digital Cards
9 cards

+ New Card

John Doe — @john PUBLISHED /myslug		Edit View
Sang Yi — @sangyi PUBLISHED /sangyi		Edit View
Tang Sodalin — @dalin PUBLISHED /dalin		Edit View
SoPhea Kim — @sophea PUBLISHED /sopheap		Edit View
Vichea Chin — @vichea PUBLISHED /vichea		Edit View
Lingshan Chen — @lingshan PUBLISHED /lingshan		Edit View

CREATORS   DIGITAL CARD   PORTFOLIO   CHALLENGES   MY PROFILE

Create Portfolio

Slug
my-portfolio
Lowercase, numbers, hyphens only.

Publish status
Draft

Prefill from card
john   Import

Title
Portfolio title

Description
Short overview

About

Avatar	Banner
Avatar	Banner
No image	No image
Choose image	Choose image
PNG/JPG/WebP recommended. Max 5MB.	PNG/JPG/WebP recommended. Max 5MB.
First name	Last name

---

fewwe 🌟 Limkokwing 🌐 Cambodia

fws

About
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500.

Experience
● Conten creator @ exp com
phnom penh · 9/30/2025 – 9/30/2025
fewfwfewfw

Featured Videos
▶ TIKTOK: http://localhost:3000/profile/portfolios/create
fwfwfwfw

Projects

fwfwfwfwe
we

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StreakLing

CREATORS   DIGITAL CARD   PORTFOLIO   CHALLENGES   MY PROFILE

About
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500.

Prizes

1st	1st Place	$100
2nd	2st place	$50
3rd	3st place	$30

Your submission
View your details below. You may withdraw if you want to resubmit later.

Withdraw

Platform: instagram
Status: PENDING
Order: #1
Submitted at: 2025-10-11 15:33:38

Link: https://tiktok/streakling.com
Notes: Lorem ipsum is simply dummy text of the printing and typesetting industry.

Name: Exceedium Techsolution

StreakLing

CREATORS   DIGITAL CARD   PORTFOLIO   CHALLENGES   MY PROFILE

My Submissions
1 submission

Explore Challenges

📷 Instagram PENDING
Submitted: 2025-10-11 15:33:38 · Order #1
Link: https://tiktok/streakling.com
Lorem ipsum is simply dummy text of the printing and typesetting industry.

Edit Challenge   View Challenge   Open Post

C. User Flow – Business Owner

The purpose of this flow is to provide an efficient and automated way for businesses to create challenges, manage submissions, and reward top **performers.** Business owners can design and post a new challenge by entering details such as title, description, media requirements, submission link, and prize structure. They can then monitor all creator submissions in one dashboard, verify who has participated, and view submission order. The system automatically ranks participants based on submission order and reward structure, helping businesses save time and ensure fairness in prize distribution.
This flow supports collaboration between brands and creators while keeping the process transparent and easy to manage.

Available Features

- Create, edit, and publish new challenges.

- Add challenge details: description, requirements, deadline, and rewards.

- Upload promotional media or add a challenge cover image.

- View all submissions and track participant order.

- Automatically set or confirm winners based on ranking or submission order.

- Manage rewards and communicate with participants.

- View all digital name cards and portfolios of participating creators.

- Edit or close challenges once completed.

- Monitor statistics such as total submissions and engagement.

User Flow Steps

1. Business owner logs into the platform with their account.

2. Navigates to the Challenge Management dashboard.

3. Clicks Create Challenge and fills in required details (title, description, rewards, submission type).

4. Publishes the challenge for creators to join.

5. Monitors all submissions through the admin panel.

6. System automatically ranks entries based on order or performance.

7. Confirms and publishes winner results.

8. Reviews challenge insights and prepares for future campaigns.

D. User Flow – Admin (System Owner)

The Admin or System Owner is responsible for monitoring, managing, and maintaining the entire Streakling platform. The purpose of this flow is to ensure smooth system operation, maintain community integrity, and oversee all platform activities — including users, digital cards, portfolios, and challenges.

Admins have complete access to view all registered users, their public and private data, challenge activities, and portfolio statistics. They also have dedicated dashboards to track recent sign-ups, newly created digital cards, new portfolios, and active challenges in real time.

 Through these tools, the Admin can monitor growth trends, handle reports or issues, and keep the platform secure and fair for all users.
 The Admin role serves as the backbone of Streakling's management system — ensuring that everything runs efficiently and transparently.

Available Features

- View all registered users and their profile details.

- Access a full list of digital name cards, portfolios, and challenges created by users.

- View and monitor user submissions in each challenge.

- Manage and verify reported content or user activities.

- Track recent activity such as:

    ○ Newly registered users.

    ○ Recently created digital cards and portfolios.

    ○ Recently posted challenges.

- Access analytics dashboards with system statistics (user count, total challenges, total submissions).

- Approve or deactivate user accounts if needed.

- Maintain system performance and data security.

- Add or update content categories, tags, and platform settings.

User Flow Steps

1. Admin logs into the Admin Dashboard through the secure backend panel.

2. Lands on the Overview Page showing quick insights:

   ○ Total users

   ○ Active challenges

   ○ Total portfolios and digital cards

   ○ Recent signups or creations

3. Navigates to detailed sections:

   ○ User Management → view, verify, or deactivate accounts.

   ○ Digital Cards / Portfolios → browse, preview, or remove inappropriate content.

   ○ Challenges → monitor active events and submissions.

4. Reviews recent system activity from logs or analytics.

5. Exports or reviews platform reports (growth, engagement, or usage trends).

6. Ensures platform moderation and updates configurations as needed
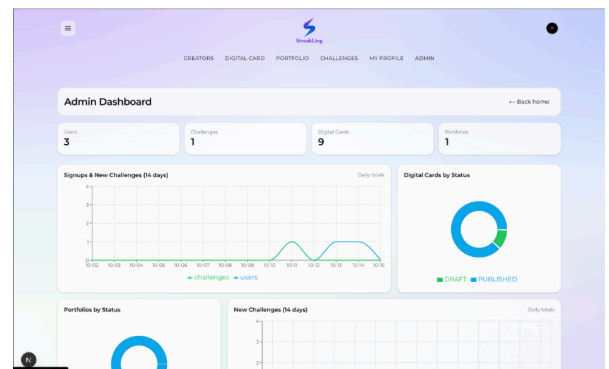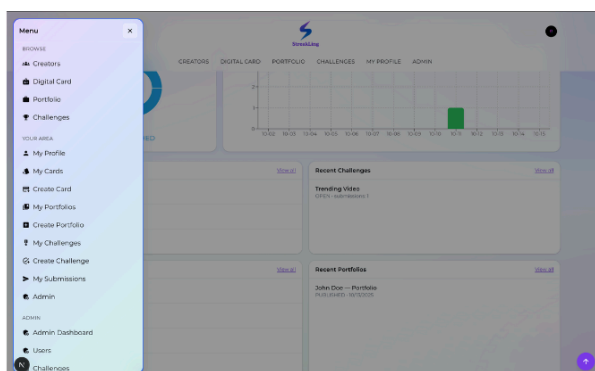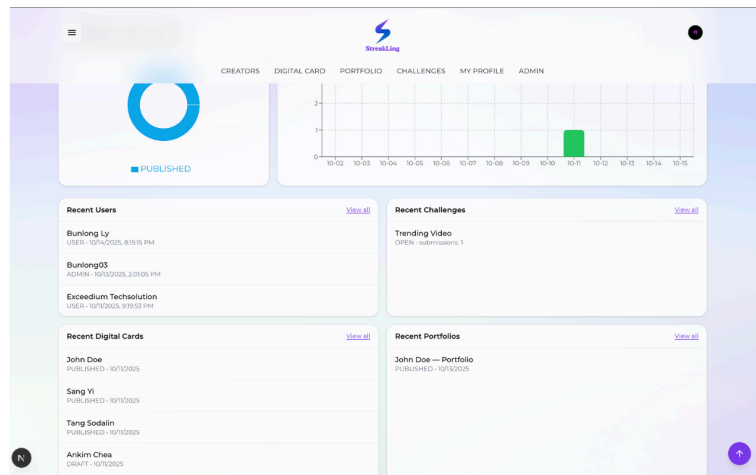
Chapter 5 Conclusion

Conclusion

5.1 Project Summary

Streakling is a creative networking web application designed to bring together content creators, brands, and creative communities within a single ecosystem.

In today's fast-growing creator economy, individuals from different industries often work in fragmented digital spaces — using multiple tools for portfolios, social media profiles, and collaboration.

Streakling addresses this issue by integrating all these functions into one platform that allows users to build a **digital name card**, design a **portfolio**, and participate in **creative challenges** that showcase their talent and increase visibility.

The core concept of Streakling is to empower creators with a professional yet flexible digital identity. Each user can create a **personal profile** that includes a digital card displaying their essential details such as name, industry, contact, and role, as well as a **portfolio** that features their projects, experiences, and educational background.

The system also introduces a **Challenge Module**, where users can join or host creative competitions, submit their videos or images, and earn rewards based on ranking or performance.

This project went through several critical phases of development, from **research**, **design analysis**, and **system planning**, to **prototype development** and **implementation**. Extensive research was conducted to understand how creators and businesses interact online, followed by the design of wireframes and user flows that represent each user type visitor, content creator, business owner, and admin.

The final product is a responsive, scalable, and visually engaging platform that provides a user-friendly experience while maintaining a professional brand identity.

By combining functionality, aesthetics, and accessibility, Streakling successfully demonstrates how digital technology can transform the way creative professionals present themselves, connect with others, and grow in their industries.

5.2 Lessons Learnt

Developing Streakling offered valuable insights in both **technical implementation** and **project management**.
The journey from idea to completion revealed lessons about user-centered design, system scalability, and communication within the development cycle.

1. Understanding User Needs
Interviews and surveys with content creators highlighted that many lacked a unified system to manage their creative identity.
Through this, it became clear that design decisions should always start from genuine user problems rather than assumptions.
Creating detailed user personas helped align every feature — from digital cards to portfolios with actual user goals.

2. Balancing Functionality and Simplicity
A key lesson was that adding too many features can reduce usability.
Instead of focusing on complexity, the development prioritized clarity, efficiency, and accessibility, ensuring that even non-technical users could navigate the platform easily.

3. Technical Integration
Connecting different modules — user authentication, digital card creation, challenge submission, and admin monitoring — required careful database planning and modular coding practices.

This experience improved the understanding of how backend logic and frontend interfaces must work together seamlessly in real-world applications.

4. Collaboration and Version Control
Working across multiple components of the system required constant communication, version tracking, and task prioritization. Tools such as Git and collaborative documentation were critical for keeping progress aligned between design and development phases.

5. Personal and Professional Growth
This project strengthened the ability to think critically, solve problems creatively, and write clean, maintainable code.It also provided practical experience in UX research, full-stack development, and cloud deployment skills that will remain valuable in future professional work.

5.3 Future Development

Although Streakling has achieved its initial goal of connecting content creators and businesses, continuous improvement is vital to remain relevant in a dynamic digital environment.

Future development will focus on expanding functionality, improving scalability, and enhancing the overall user experience.

1. AI-Driven Recommendation Engine
 Integrate artificial intelligence to recommend suitable collaborations, trending challenges, and creators based on user activity and interests.

2. Advanced Analytics Dashboard
 Provide creators and business owners with detailed insights into engagement rates, portfolio performance, and challenge statistics to help them make informed decisions.

3. Integrated Payment System
 Implement secure payment gateways (e.g., ABA Pay, Wing, Visa, MasterCard) for sponsorships, premium subscriptions, and challenge reward distribution.

4. Mobile Application Development
 Expand accessibility through native mobile apps for iOS and Android, ensuring that creators can manage their profiles and join challenges anytime, anywhere.

5. Community Interaction Features
 Introduce social engagement options such as likes, comments, and shareable challenge posts to create a more interactive creative community.

6. Security and Moderation Enhancements
 Develop advanced moderation tools and reporting systems to protect users from inappropriate content and ensure a safe, transparent environment.

7. Localization and Multi-Language Support
 Enable multiple language options to make the platform accessible to creators from different regions and cultural backgrounds.

Through these developments, Streakling aims to evolve from a simple showcase platform into a **complete digital ecosystem for creators** — supporting collaboration, growth, and opportunity at a global level.

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Chapter 6 Appendix

Appendix

6.1 Initial Findings

During the early research phase, several challenges and opportunities in the content-creator industry were identified:

- Many creators lacked a unified space to showcase their digital identity.

- Businesses struggled to manage collaborations scattered across different social platforms.

- Most creators depended on basic social media links without structured portfolios or analytics.

- There was strong interest in having a transparent challenge system with visible results and rewards.

These insights directly guided the design and functionality of Streakling's modules.

6.2 Early Concept Sketches and Prototypes

- Initial paper sketches explored a three-section structure: **Profile → Portfolio → Challenges**.

- Wireframes were created in Figma to test different layouts for profile visibility and challenge submission forms.

- Early prototypes focused on simplicity, with one dashboard for all actions, which later evolved into separate sections for clarity.

6.3 Iteration and Improvements

- The **import-from-digital-card** feature was added to reduce repetitive input when creating portfolios.

- A **real-time progress bar** for challenge submissions was introduced after user feedback.

- The **Admin Dashboard** was added later to support monitoring and management of user activities.

- Styling was refined with Streakling's brand colors:

  - **Primary #7b39e8**, **Secondary #2d69ea**, **Tertiary #10a991**, creating a fresh and creative identity.

6.4 Testing Results

1. Dalin

Role: Content creator (new user)

Issues found

- Not sure where to start after sign-up (dashboard felt empty).

- Took time to find how to **create a digital card**.

- On the **challenge page**, unsure about allowed submission types (video upload vs. social link).

- The **submit** button was not clear when some fields were missing.

Feedback / What they liked

- Digital card preview looked clean and professional.

- Importing data from digital card into portfolio would save time.

Improvements we made

- Added a **"Start here"** checklist on dashboard (Create Card → Create Portfolio → Join a Challenge).

- Added a clear **Create Digital Card** button on the dashboard.

- On challenge forms, added clear choices: **Video Upload** or **Social Link** with examples.

- Added **inline field errors** and a disabled **Submit** button until all required fields are valid.

2. Panha Pich

Role: Business owner (host challenges)

Issues found

- In the **Create Challenge** form, the steps were not obvious (Basics, Rules, Rewards, Schedule).

- Hard to see which challenges are **Draft** vs **Live**.

- Wanted a quick view of how many people submitted and who is in the **Top 3**.

Feedback / What they liked

- Liked having **Rewards** as Rank 1/2/3 rows.

- Appreciated the idea of **auto-ranking by submission order** with admin check.

Improvements we made

- Redesigned the form into clear sections: **Basics / Submission Rules / Rewards / Schedule / Visibility**, with a **sticky action bar** (Save Draft • Preview • Publish).

- Added **status badges** on the challenge list: **Draft**, **Scheduled**, **Live**, **Closed**, plus **Public/Private** tags.

- Added **submission count** and a **Winner/Top 3** quick panel on the challenge detail page (for owners).

Summary of Findings

- New creators need a **guided start** and clear **Create Card** entry point.

- Challenge flows need **simple choices**, **examples**, and **visible status**.

- Owners want **at-a-glance status** (Draft/Live), **submission counts**, and **Top 3** visibility.

Changes Implemented

- **Dashboard "Start here" checklist** and prominent **Create Digital Card** button.

- **Import from Digital Card** in portfolio forms (with edit/delete after import).

- **Challenge form**: clearer sections, examples, inline validation, sticky actions.

- **Challenge listing**: status badges (Draft/Scheduled/Live/Closed), Public/Private tag, submission count.

- **Owner view**: quick panel for **Top 3** and total submissions

6.5 References

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