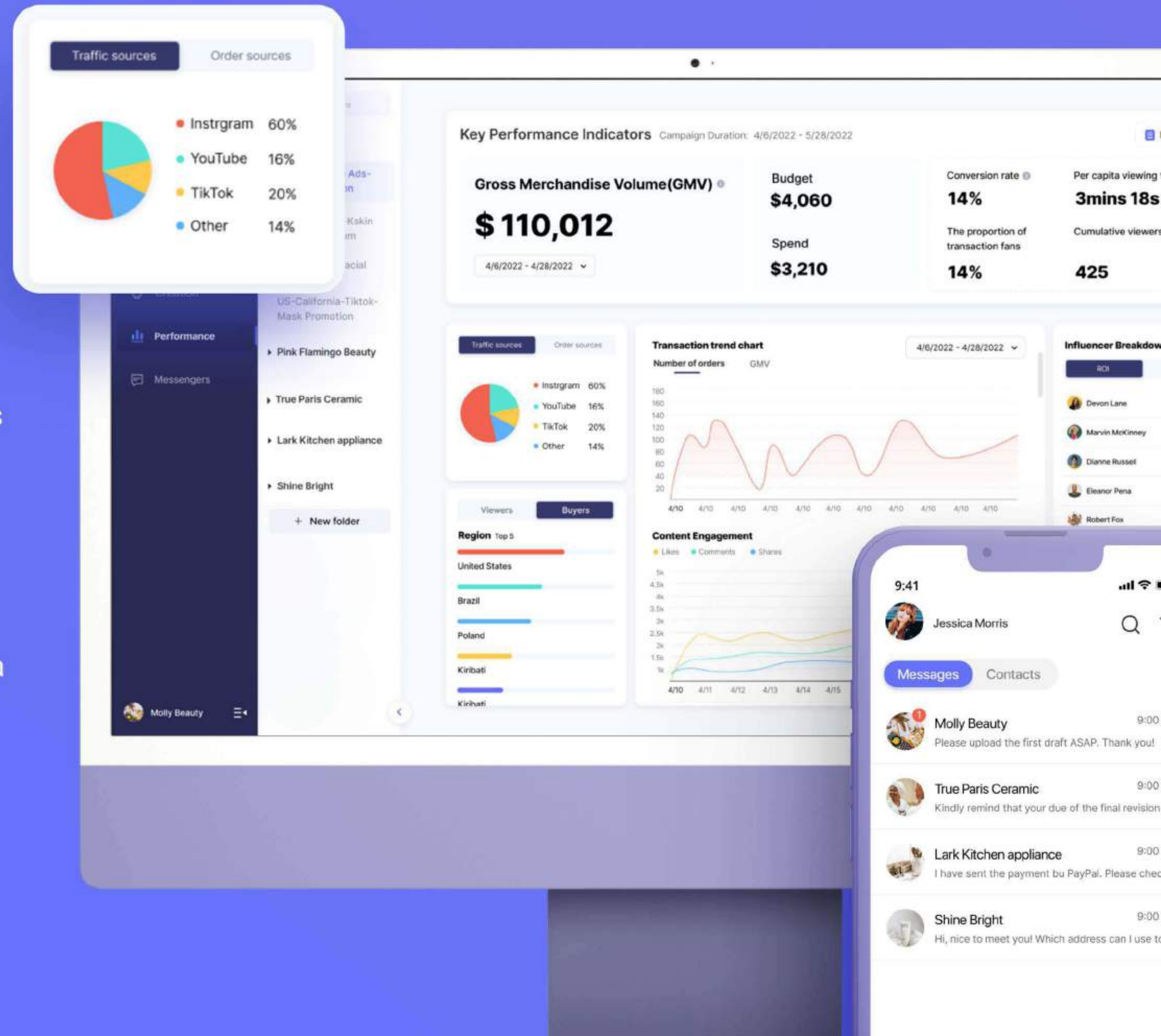




## Overview

Nebula is a dynamic marketing collaboration platform that revolutionizes the way small and micro businesses interact with micro-influencers. Designed as a comprehensive solution, it encompasses every aspect of collaboration - from planning and negotiation to content creation, review, and evaluation, all within a single, unified platform. By streamlining the workflow and integrating essential functions in one place, Nebula not only simplifies the process but also enhances the effectiveness of these collaborations, thereby reshaping the micro-influencer marketing landscape.







## Context and Problem

In the burgeoning \$21.1 billion influencer market, over 80% of small and medium brands partner with micro influencers. It's expected that micro-influencer marketing will grow faster compared to traditional influencer marketing. However, every day, both businesses and influencers navigate the complex maze of campaign management.





# Target Users

## Micro-influencer

- Follower 10,000 ~ 100K
- High engagement
- More Affordable
- Easy to build trust and credibility



## Small & Medium businesses

- Small in size
- Eager to build brand awareness
- Want to reach a wider audience and to be noticed



# Competitive Analysis

## GRIN

- ✓ Integrate influencer generated content library with e-commerce platform
- ✓ Understand true ROI with real time tracking of sales/referrals
- ✗ Can be too complex and overwhelming for IM newbies

## creator.co

- ✓ Integrate influencer generated content library with e-commerce platform
- ✓ Understand true ROI with real time tracking of sales/referrals
- ✗ Campaign reporting limited to basic metrics

## stellar

- ✓ Great for small brands that need to stay organized but don't need end-to-end software
- ✓ Audience quality score gives an at-a-glance understanding of an influencer's value
- ✗ Cumbersome user experience in creating and populating groups
- ✗ Extra steps involved to monitor all of an influencer's channels

## klear

- ✓ More data and deeper analytics than many platforms that cost exponentially more
- ✓ Automated campaign mode that relies on a mix of Creator.co's staff and algorithms
- ✗ No TikTok reporting
- ✗ The value of some proprietary metrics is questionable



# User Research

## User Interview Process

We interviewed 10 Micro Influencers and 8 SMBs during the research. Influencers involved industries such as beauty, food, electronics, etc. Age distribution is 20-40. They were located in the United States, China and Singapore. The interview process were conducted by online video or voice calls, each lasting between 20-40mins.



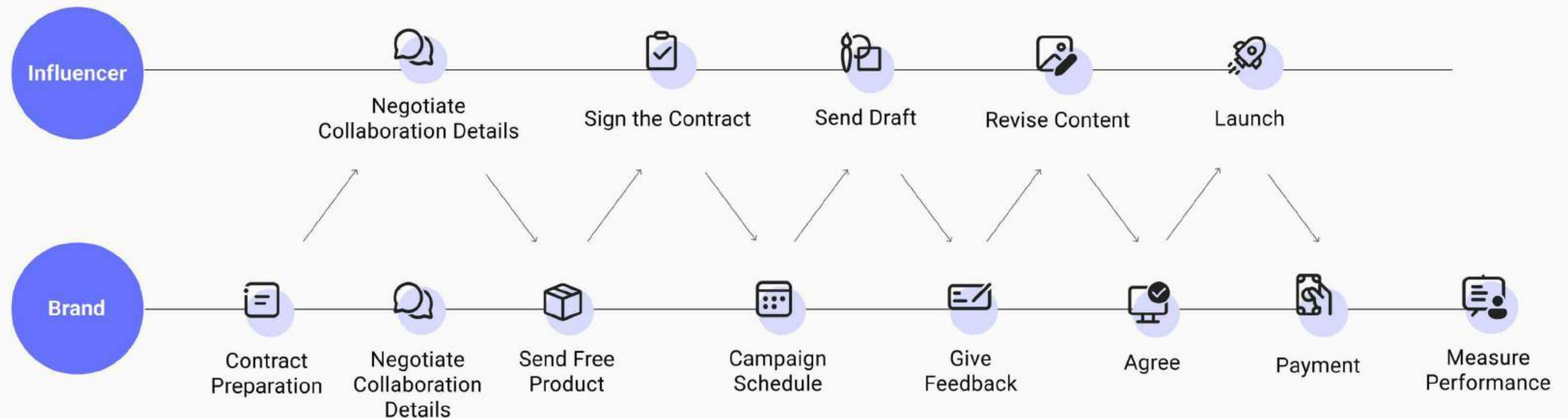
Figure: Affinity Diagram of User interview



# Current Workflow

## How Does Current Campaign Management Work?

Campaign management involves complex processes such as contract negotiation, schedule management, tracking performance, publishing content, and making payments, etc. This requires sufficient experience to ensure smooth collaboration and communication. It's expected that micro-influencers and SMBs will face a lot of uncertainty and risk during the campaign, as they are new to the business.





# SMBs' Persona

## SMB

### Molly Beauty Marketing Team



beauty-product sales   Cosmetic  
Mask   Skin care

Molly is a small start-up engages in cosmetics sales and development. Recently, Molly will release a new Beauty Mask product and would like to promote it on social media.

## Scenario

Molly company used to make the on-ground promotion, but sales outcomes were bad. Recently, Molly has a new Beauty Mask product, and the marketing team decided to try online promotion. After internal discussion, they planned to cooperate with influencers on social media, hoping to increase sales outcomes. But the marketing team is worried because they have no experience working with influencers.

## Collaboration Goals



## Brand Background

Company size: Small startup

Foundation year: 2020

Industry: Beauty makeup and skin care  
Number of Marketing team members: 3

Number of Stores in US: 3

## Needs

1. Need more channels to reach out to suitable influencers.
2. Hope to have smooth cooperation. Need guidance when the first time to collaborate and would like to receive a high-quality creation.
3. Acquire a high return on investment.

## Pain Point

1. Challenge to find a professional influencer with a reasonable price.
2. Some influencers are hard to communicate and the deliverable isn't meet the requirement.
3. Don't know how to make sure their investment is worthy.



# SMBs' Journey Map

Phase

Reach out &  
Negotiation

Content Creation &  
Revision

Creation delivery  
& Release

After Released



SMB



I'm so excited I have matched with a good influencer! hope she could do a good job!

I'm not sure if it's worth spending my money on this collaboration

It can be very confusing when working with multiple Influencers at the same time.

Some content created by Influencers is inconsistent with previous communication.

Oh it published ! After a long time of communication!

Difficult to track multiple campaign processes

micro influencers are unprofessional to deal with the after-sales issues, which affect my brand's reputation

I don't know what else to look for to measure the effectiveness of an AD, besides views and likes.

Documents are spread across discrete platforms, it's **hard to manage**

I have no idea what the **rules and pricing standards** are in the influencer market



# Influencers' Persona

## Influencer

Jessica



Beauty Fashion Youth

Tiktok Influencer

Newcomer

Jessica is a new part-time Tiktok micro beauty influencer. Her beauty videos and hilarious performances are very popular with some audiences.

## Scenario

Jessica had an unpleasant first-time collaboration experience with brands. Now several brands have contacted her. She was worried that the problem of temporary change of the brand agreement for the first time would reappear. Numerous task nodes and frequent revisions also made her feel powerless.

## Collaboration Goals



## Influencer Background

Main Platform: Tiktok  
Followers: 50k  
Average playback: 40k  
Likes: 20k  
Comments: 15k  
Reposts: 10k

Interaction rate: 112.5%

## Needs

1. Hope to reach a good initial agreement.
2. Hope to cooperate smoothly.
3. Wish to consist long-term collaboration.
4. Great if the collaboration could bring income as well as fame.

## Pain Point

1. Lack collaboration experience with brands, having trouble with contracts.
2. Fear of endless draft revisions and frictions during communication.
3. Do not know how to maintain the relationship with brands.
4. Hard to identify high-quality cooperation opportunities.



# Influencers' Journey Map

Phase

Reach out &  
Negotiation

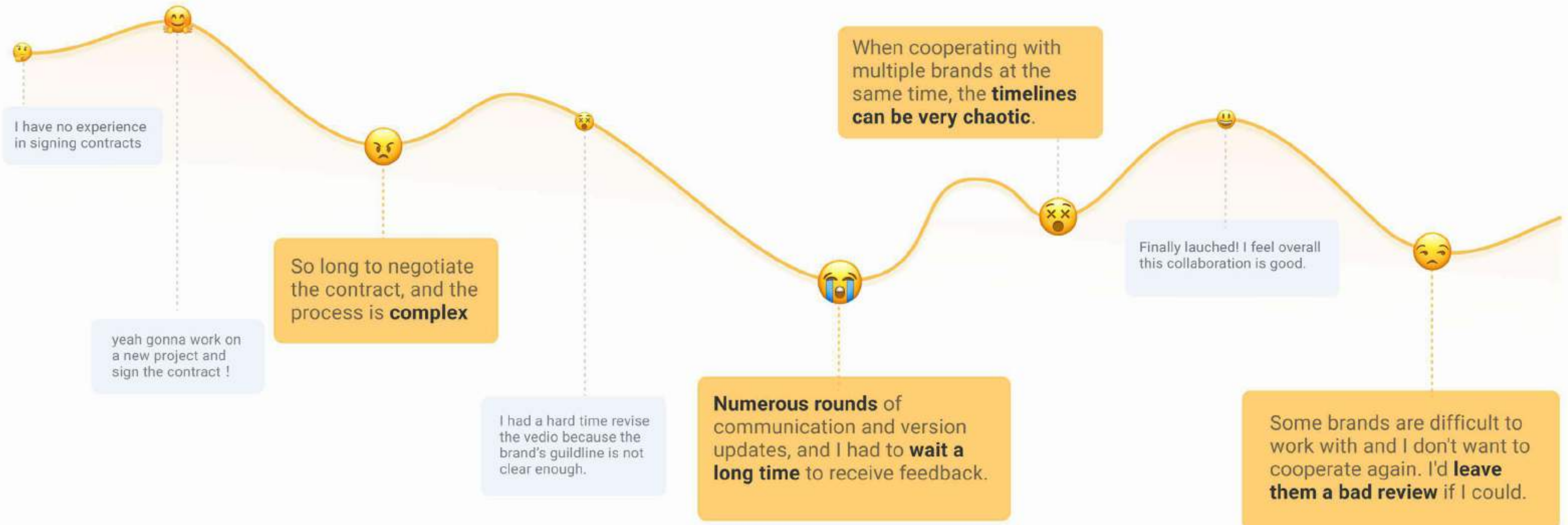
Content Creation &  
Revision

Creation delivery  
& Release

After Released



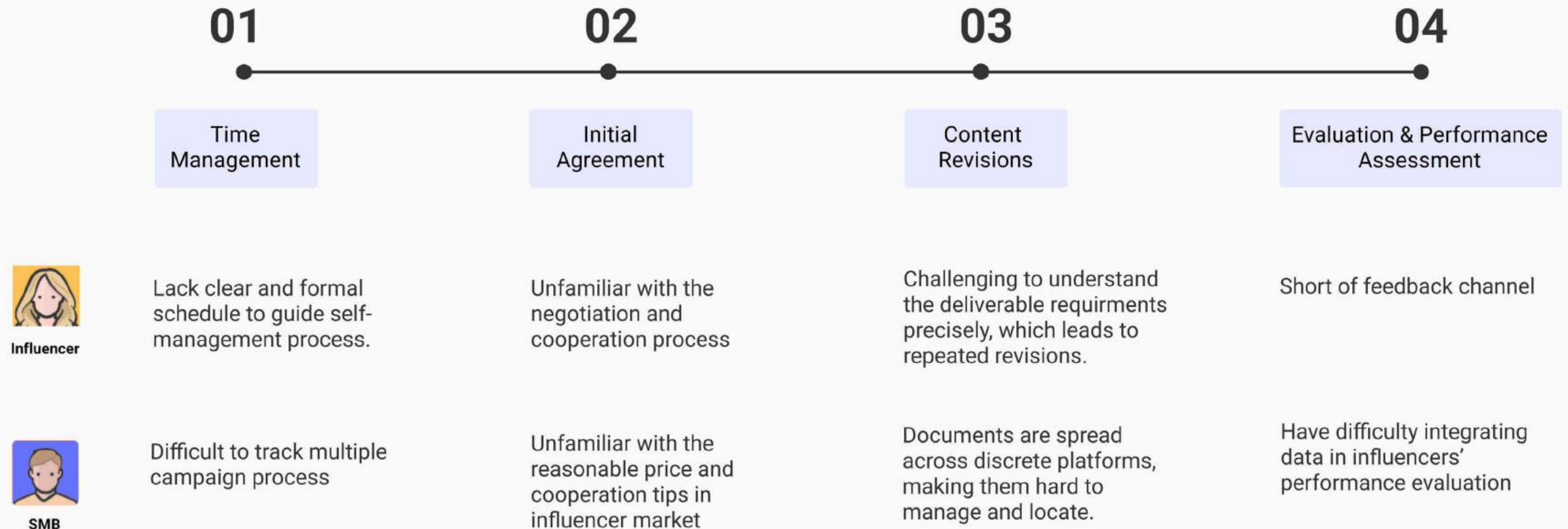
Influencer





# User Painpoints

## Painpoints





# Problem Statement

How might we design a platform that helps **inexperienced SMBs** and **micro-influencers** to achieve more **effective collaboration management, smoother communication**, and a **better understanding of advertising performance**?



# User Flow

## 01 Process Management

Simply manage the timeline, tasks, files at one place and get suggestions and reminder in each step.

## 02 Reach out & Negotiation

Make yourself be professional with contract guidance and tutorial of market information, campaign process and reference required for the initial negotiation.

## 03 Content creation & Review

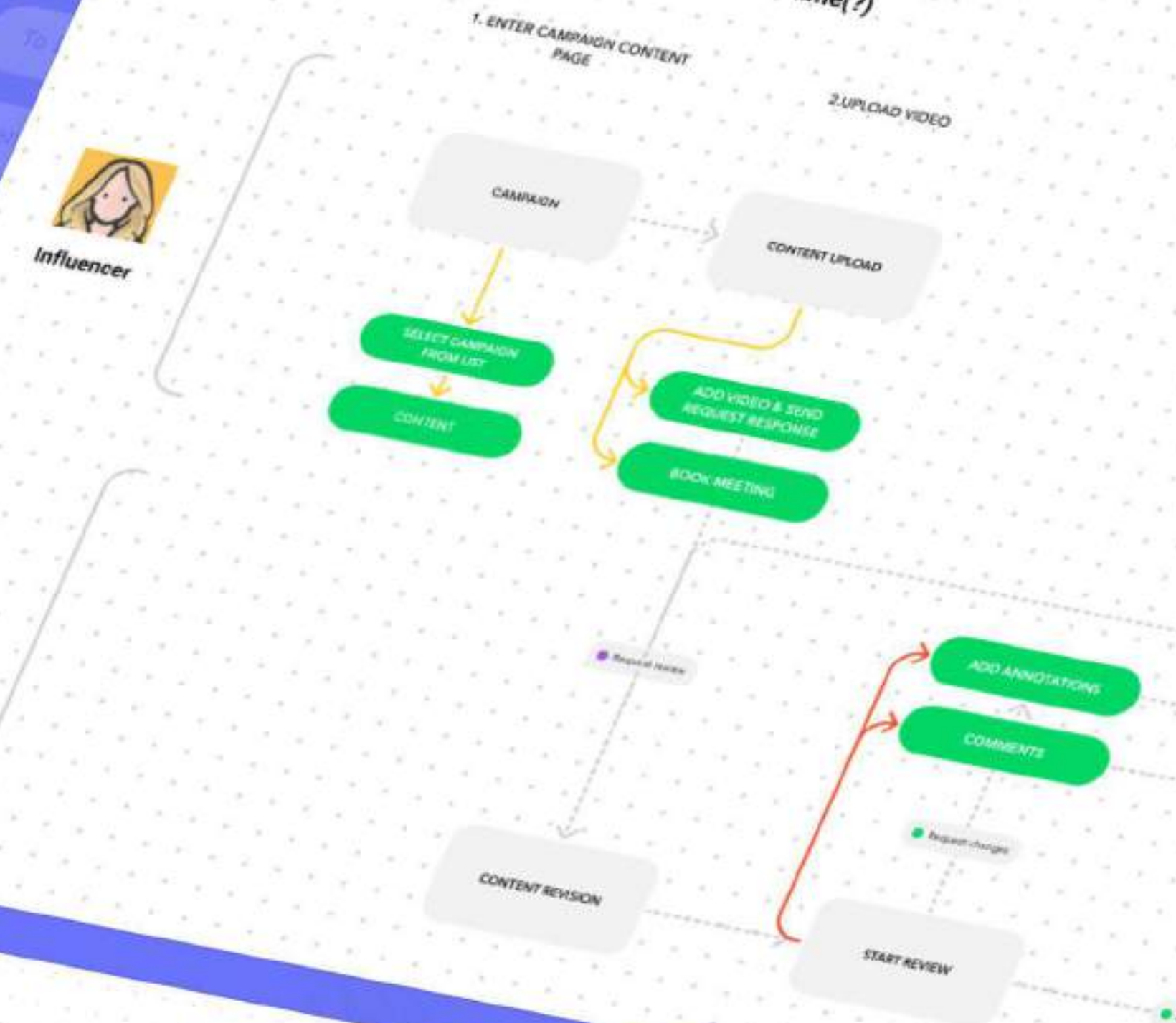
Say goodbye to complex and unclear revision process with the help of intuitive commenting tools and prompt notification.

## 04 Performance evaluation & feedback

Help SMB understand all the information you need to evaluate the campaign performance. Allow SMB and influencers to leave comments for each other.

### 03 Content creation & Revision

Say goodbye to complex and unclear revision process with the help of review template and real-time(?) annotation.

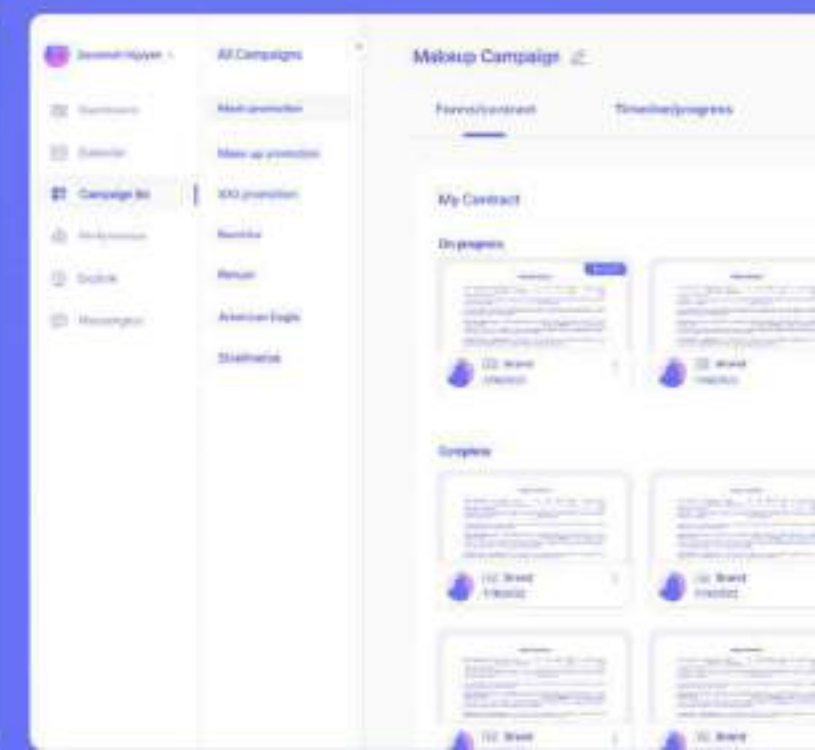
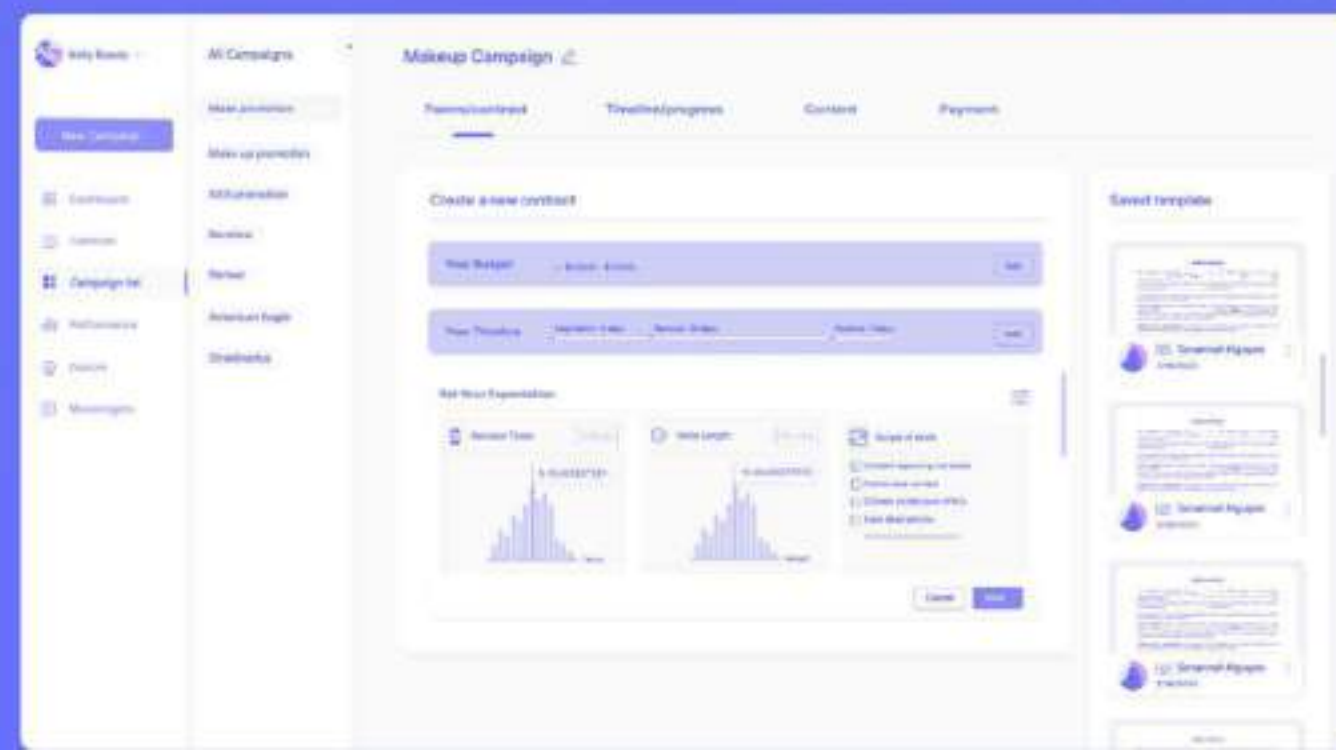
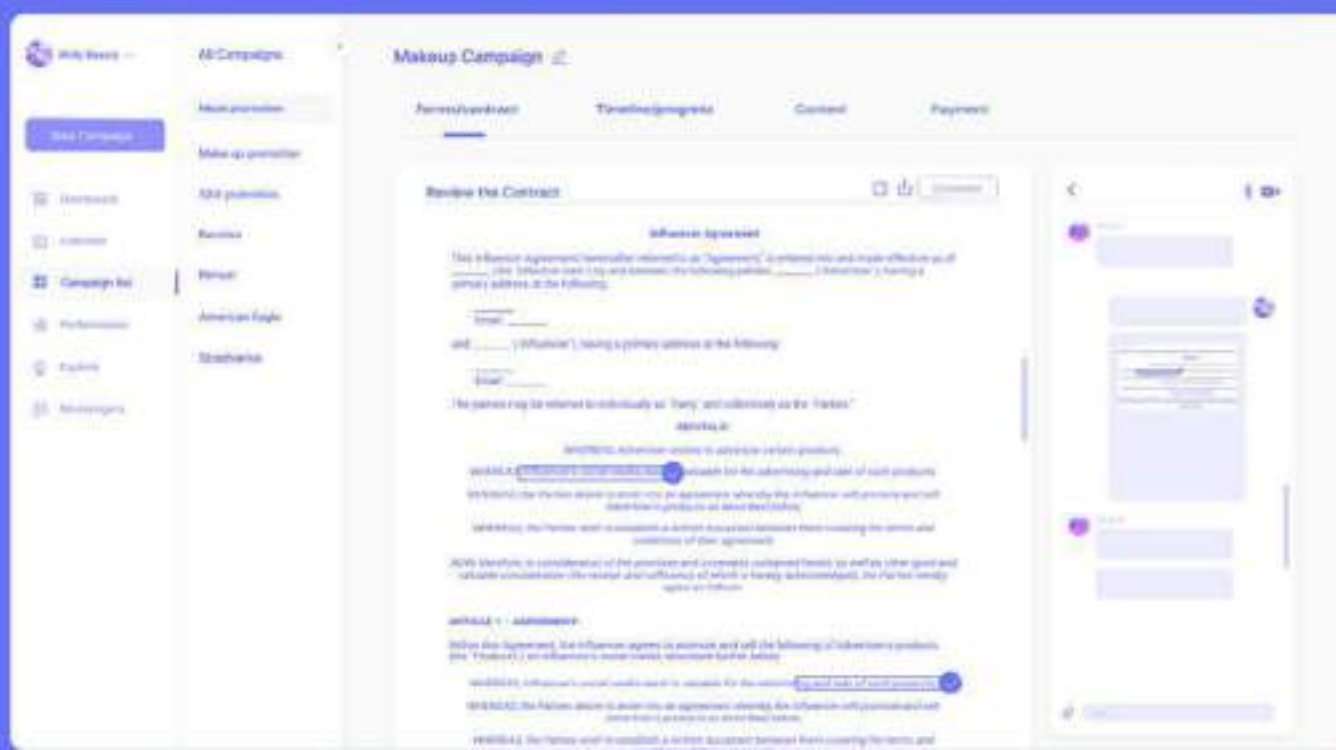
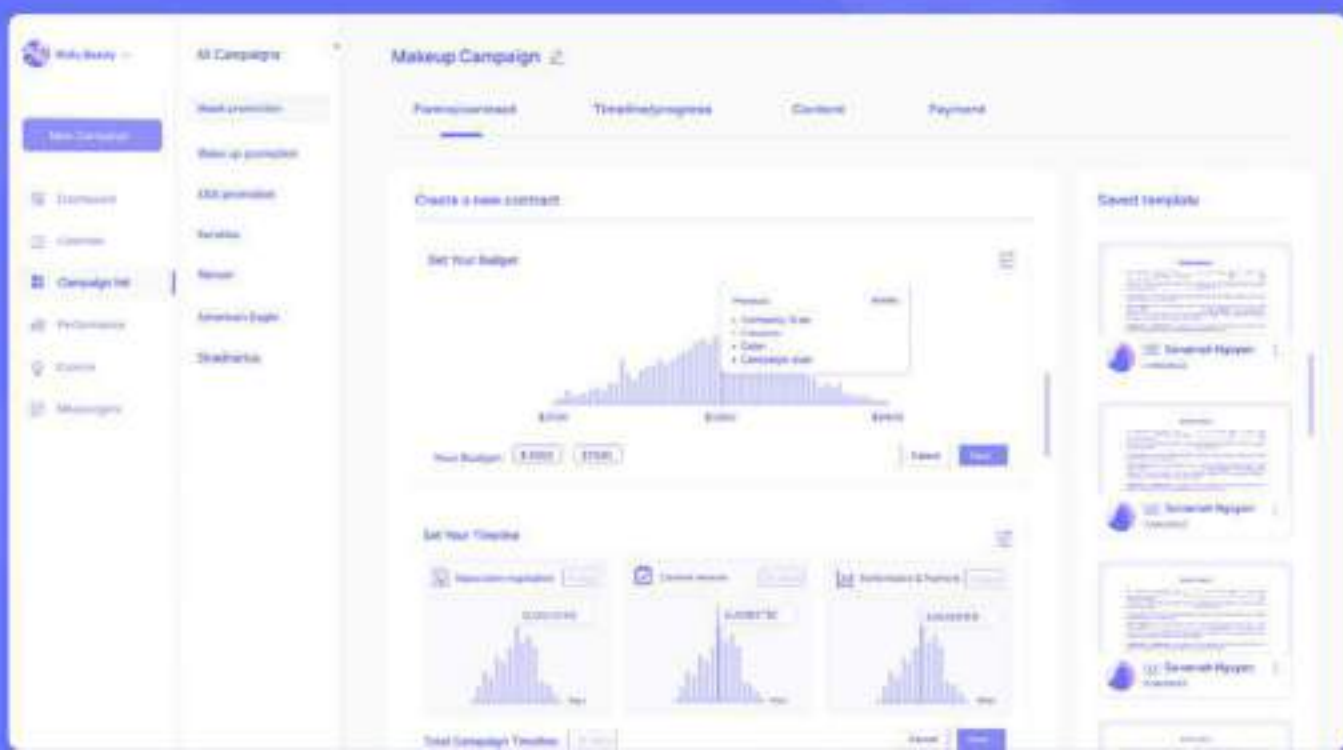
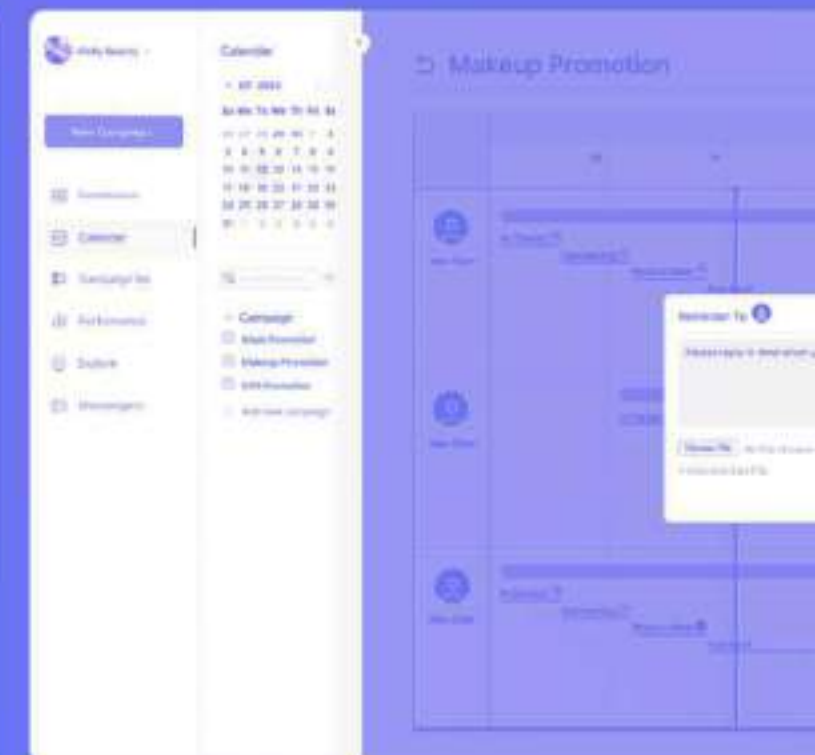
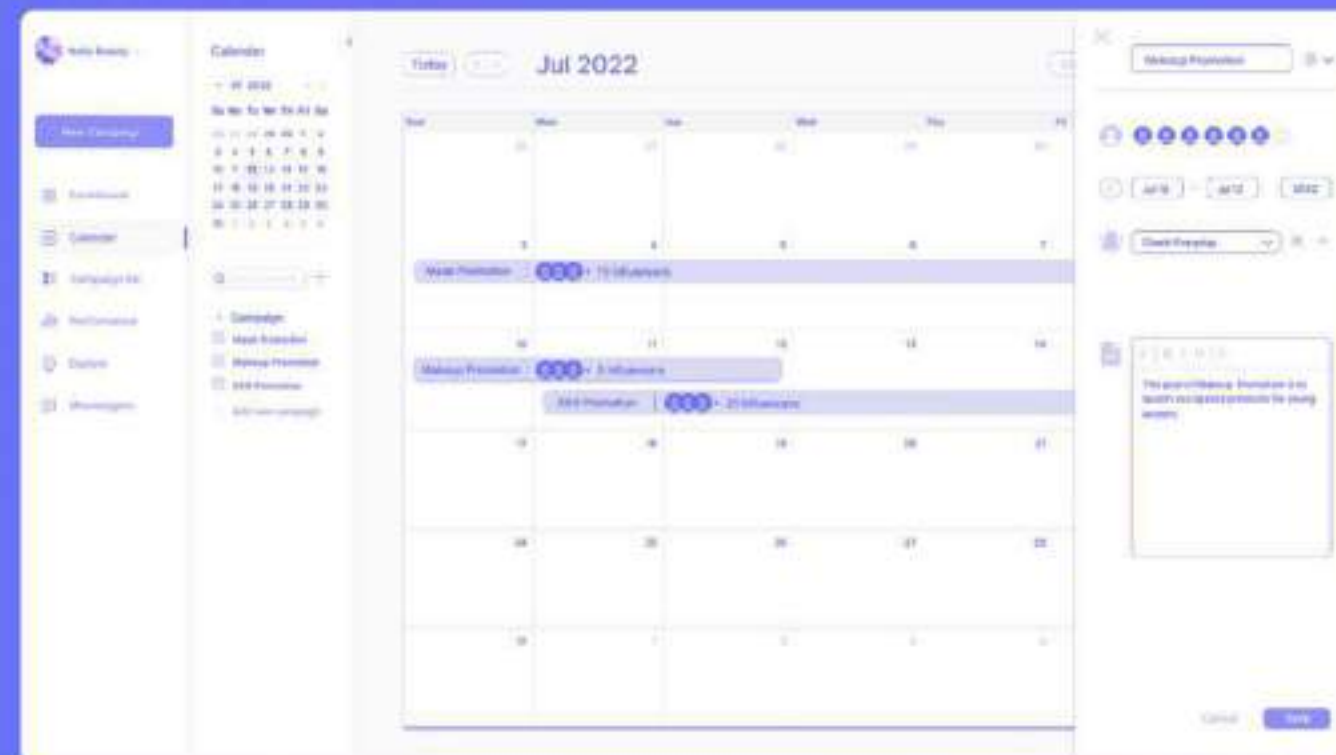
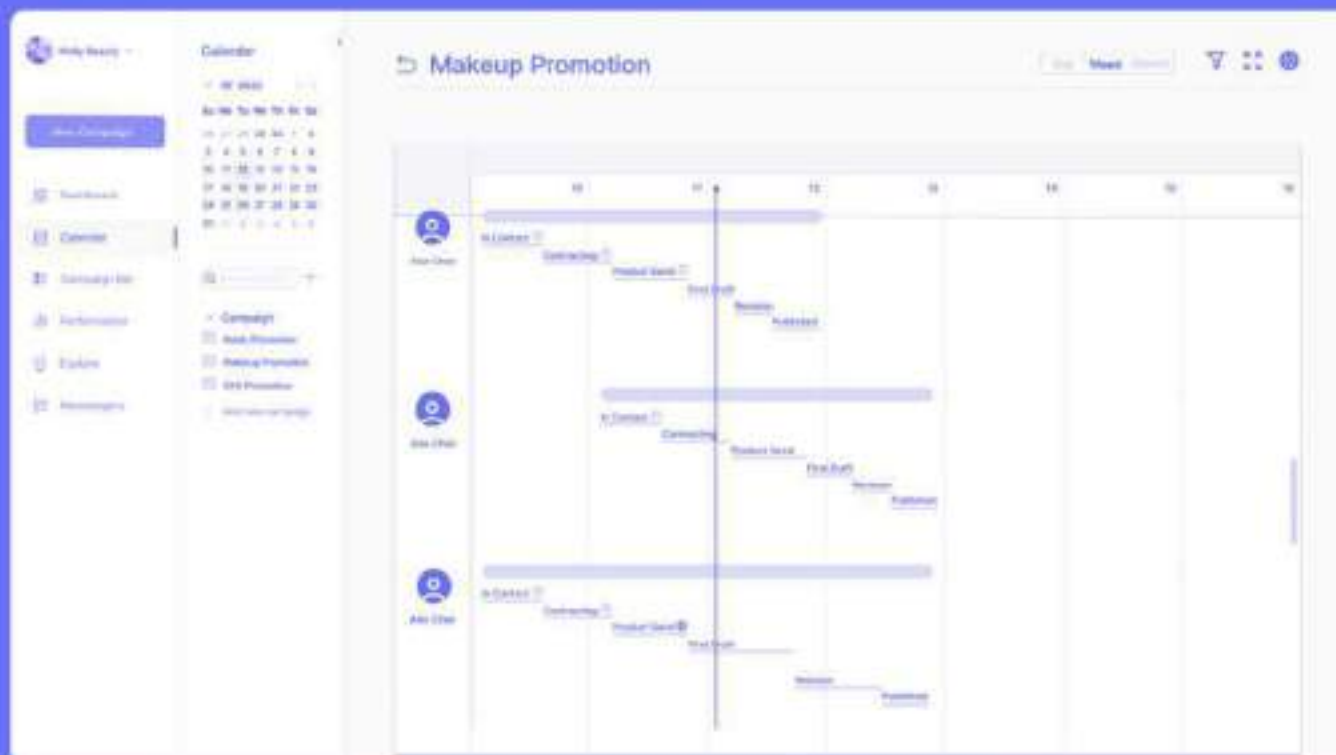
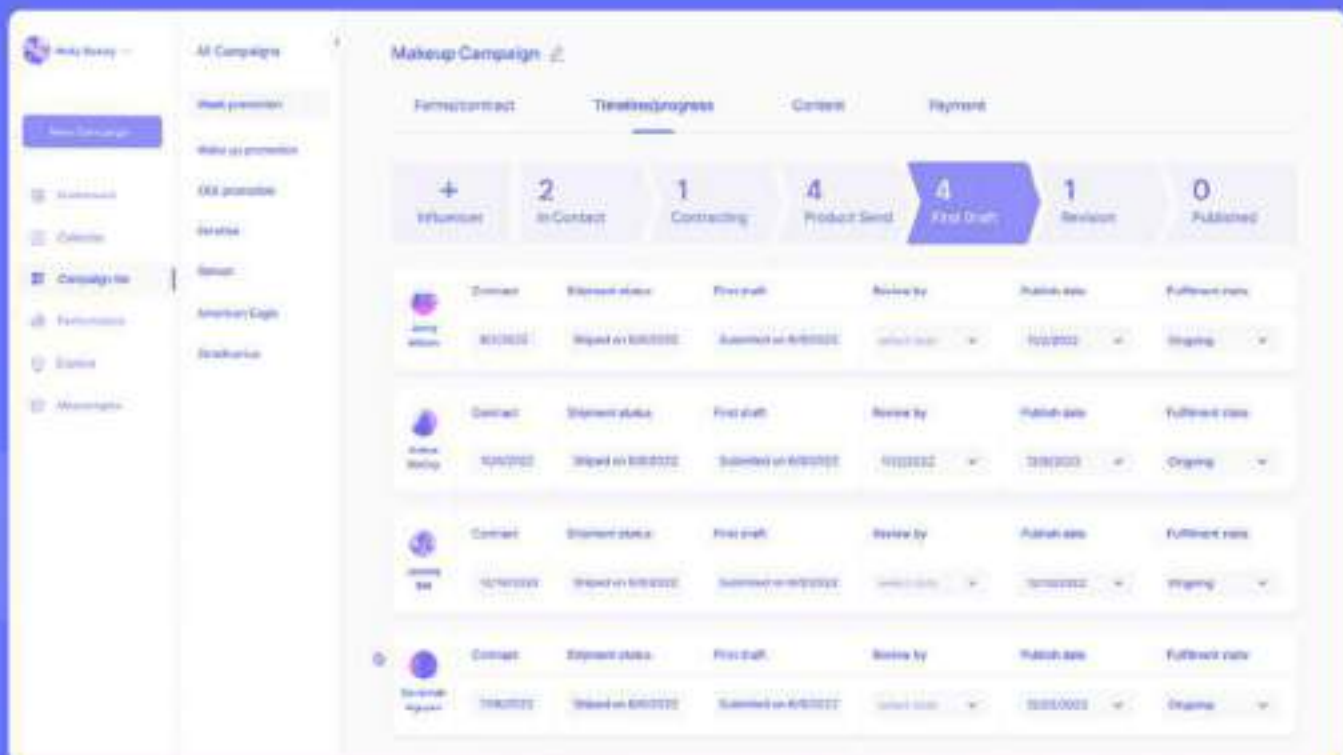
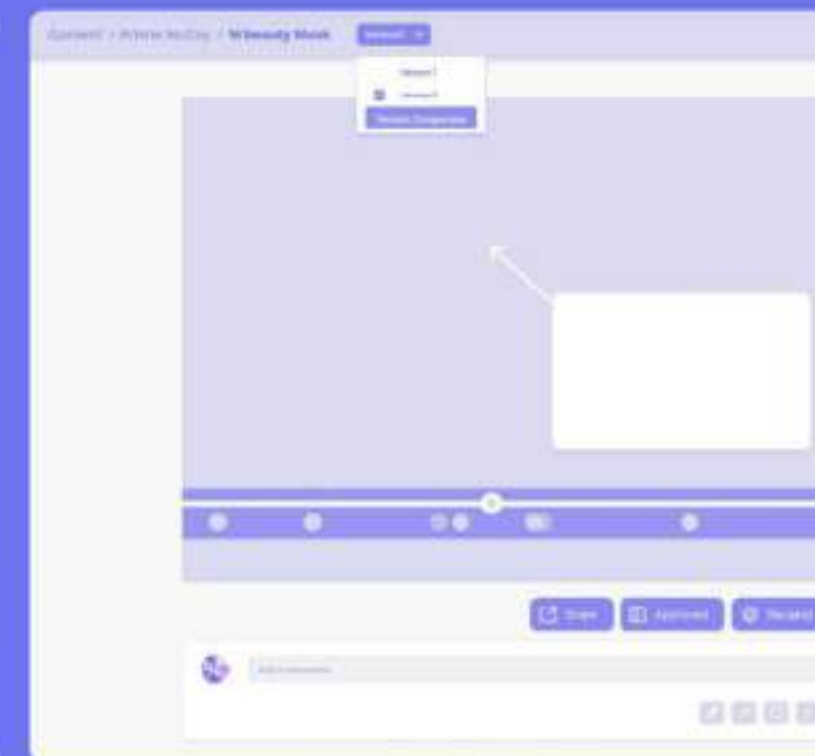
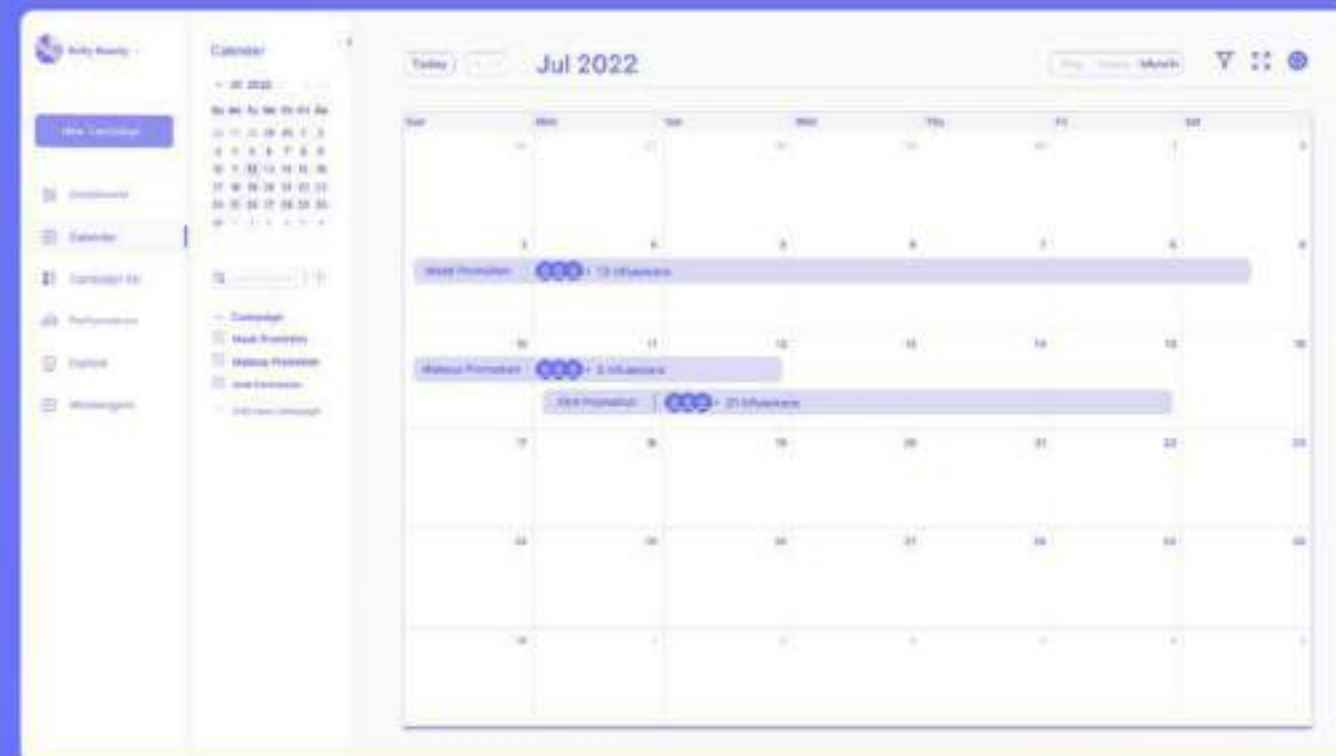
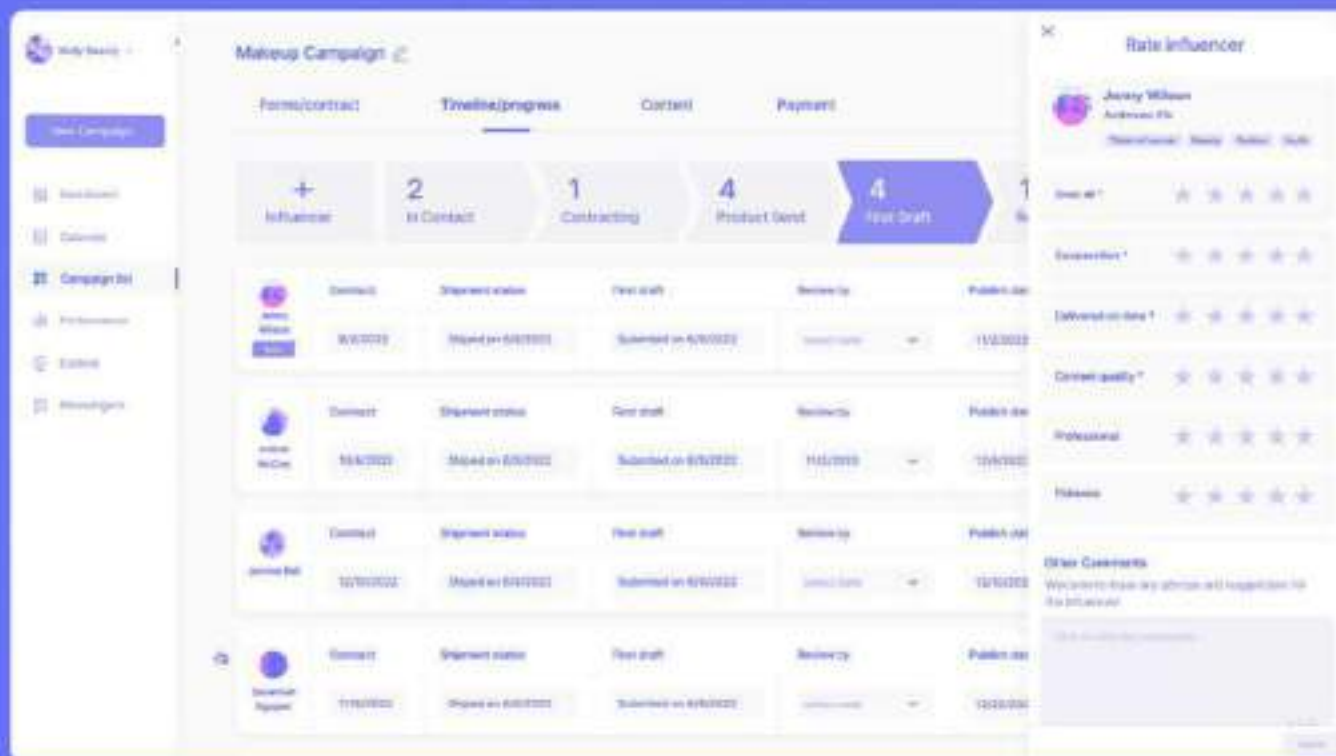
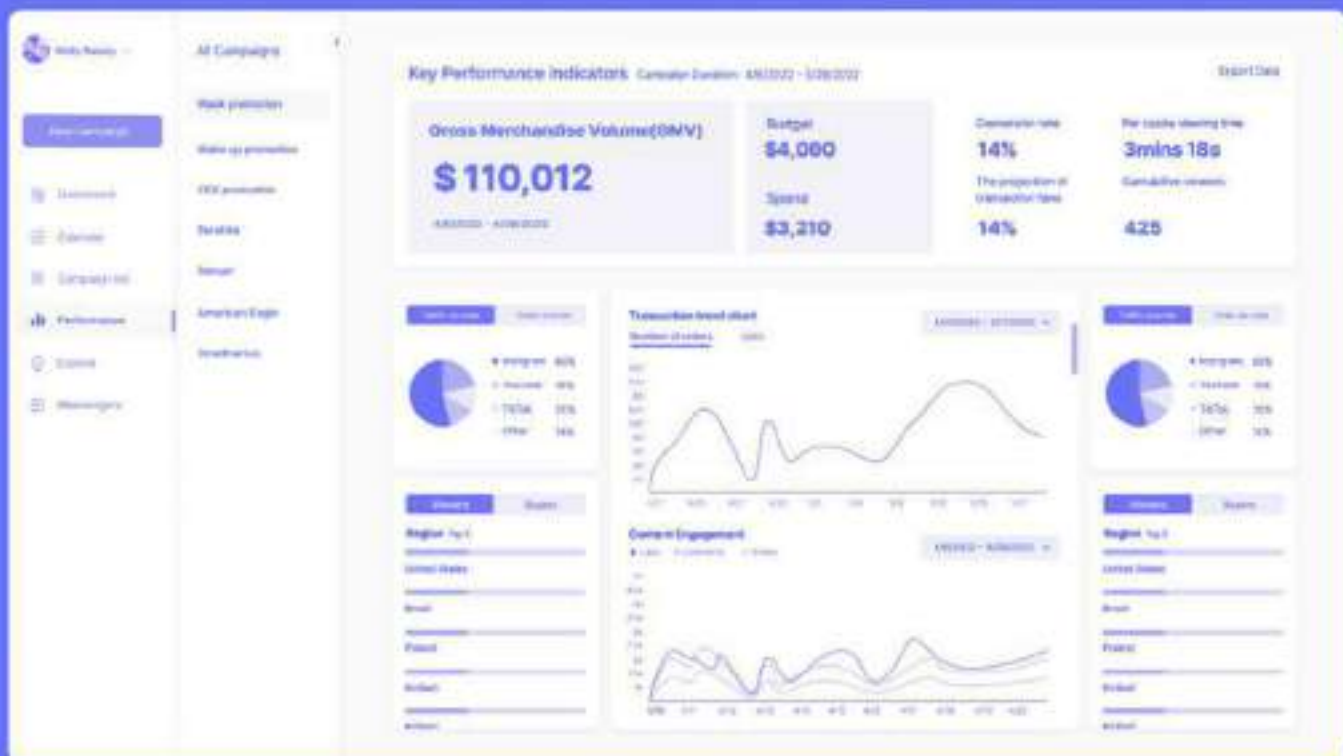


### Performance evaluation & feedback

Help SMB understand all the information you need to evaluate the campaign performance. Allow SMB and influencers to leave comments for each other.
































# Design System

## Color

|         |  |   |  |   |
|---------|--|---|--|---|
| Brand   |  Brand_1<br>#6672FB<br>Selected item        |  Brand_2<br>#5B6BE0<br>Hover               |  Brand_disable<br>#6672FB, 0.4<br>Unable to use |  Brand_Gradient<br>#6672FB-<br>#6B6AEB         |
| Sub     |  Sub_1<br>#FCCA4A<br>Icon & banner          |  Sub_2<br>#F1624E<br>Icon & banner         |  Sub_3<br>#57E4D2<br>Icon & banner              |  Sub_4<br>#5FB0FB<br>Icon & banner             |
| Gray    |  Gray_1<br>#333333<br>Primary text & icon  |  Gray_2<br>#666666<br>Secondary text&icon |  Gray_3<br>#999999<br>Third text & icon        |  Gray_4<br>#b2b2b2<br>Fourth text & icon      |
| BG      |  BG_1<br>#F1F1F1<br>Menu/dropdown BG      |  BG_2<br>#F5F5F5<br>Small popup BG       |  BG_3<br>#F8F8F8<br>Modal popup BG            |  BG_4<br>#FFFFFF<br>Primary BG               |
| Opacity |  Opacity_4%<br>#000000<br>Tab selected BG |  Opacity_6%<br>#000000<br>Tab/hover BG   |  Opacity_8%<br>#000000<br>Line                |  Opacity_10%<br>#000000<br>Input box hovered |
|         |  Opacity_12%<br>#000000<br>Button hovered |   |  |   |
| State   |  State_1<br>#57F499                       |  State_2<br>#FF0000                      |  |   |






















## Typography

|                |  |
|----------------|--|
| Typeface       | Inter  |
| Font scale     |  |
| Title          |  |
| Font Size 24   | ABCDEFGHIJKLMNOPQRSTUVWXYZ   |
| Line Height 36 | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>abcdefghijklmnopqrstuvwxyz                               |
| Font Size 20   | ABCDEFGHIJKLMNOPQRSTUVWXYZ   |
| Line Height 32 | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>abcdefghijklmnopqrstuvwxyz |
| Primary text   |  |
| Font Size 16   | ABCDEFGHIJKLMNOPQRSTUVWXYZ   |
| Line Height 24 | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>abcdefghijklmnopqrstuvwxyz |
| Font Size 14   | ABCDEFGHIJKLMNOPQRSTUVWXYZ   |
| Line Height 20 | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>abcdefghijklmnopqrstuvwxyz |
| Secondary text |  |
| Font Size 12   | ABCDEFGHIJKLMNOPQRSTUVWXYZ   |
| Line Height 26 | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>abcdefghijklmnopqrstuvwxyz                               |

## Spacing



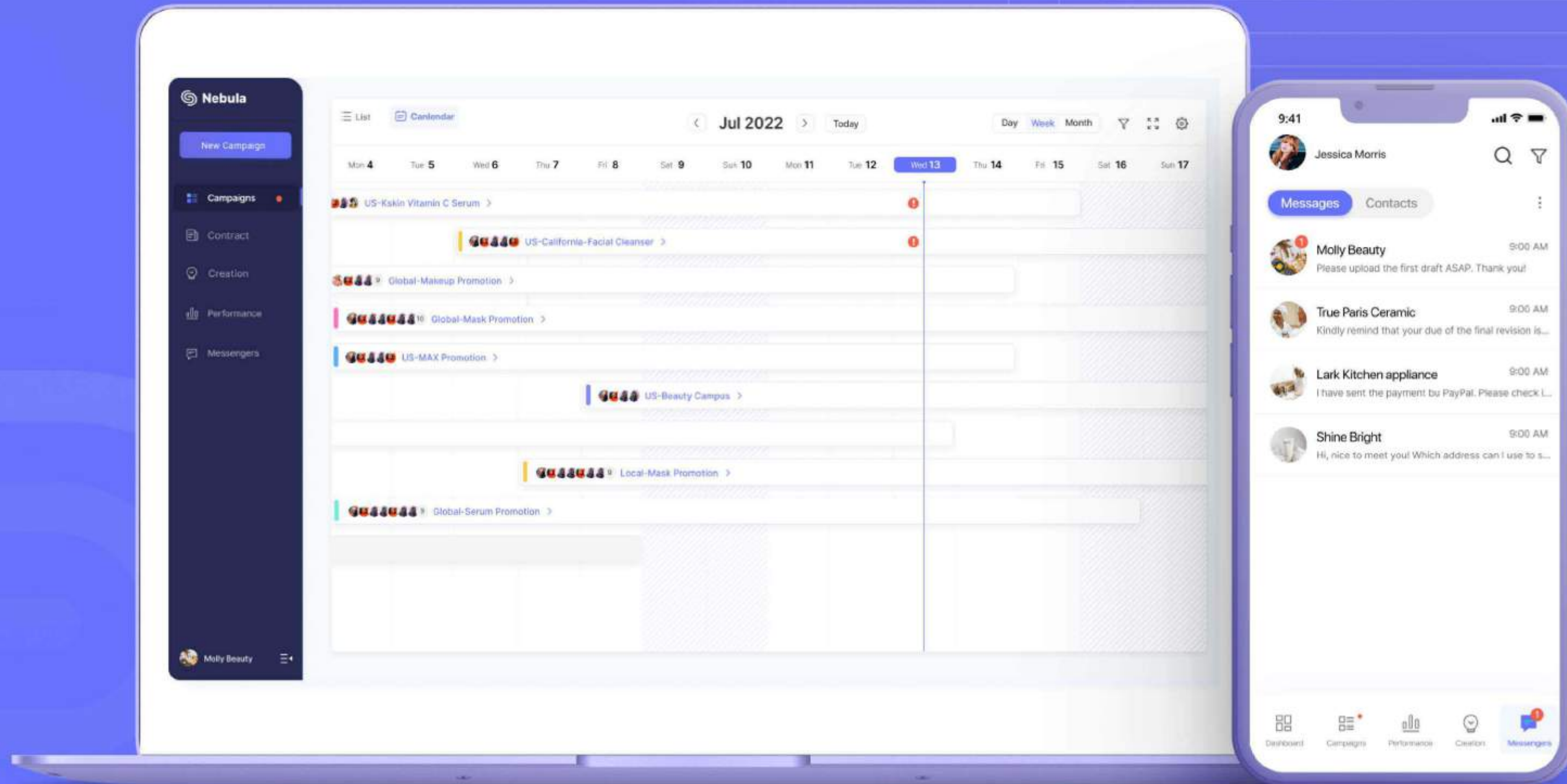
## Button

|          | Primary button  | Secondary button  | Text button   |
|----------|---|---|---|
| Small    |  |  |  |
| Standard |  |  |  |
| Large    |  |  |  |
| Default  |  |  |  |
| hover    |  |  |  |
| Click    |  |  |  |
| Disable  |  |  |  |



# Process Management

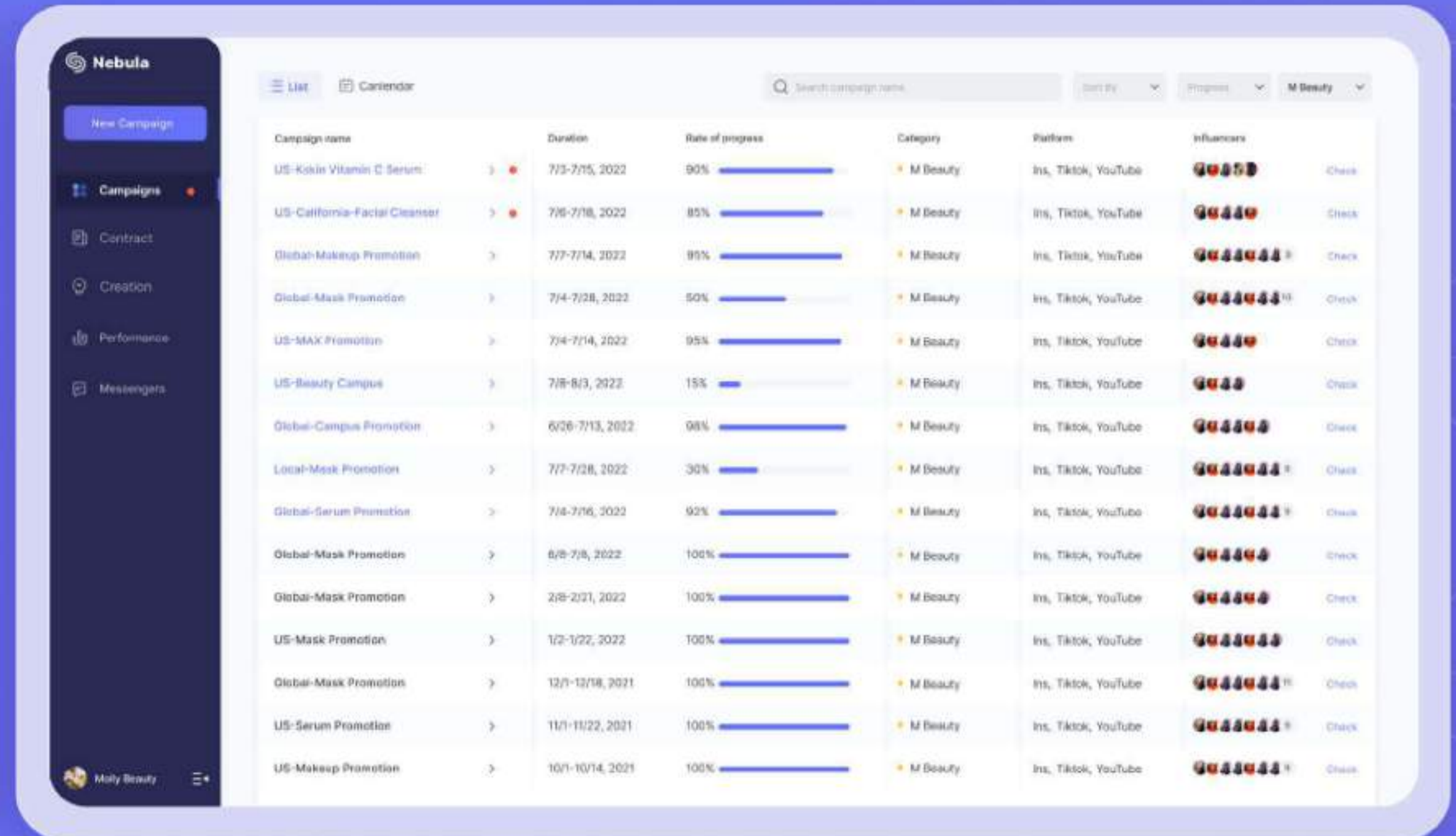
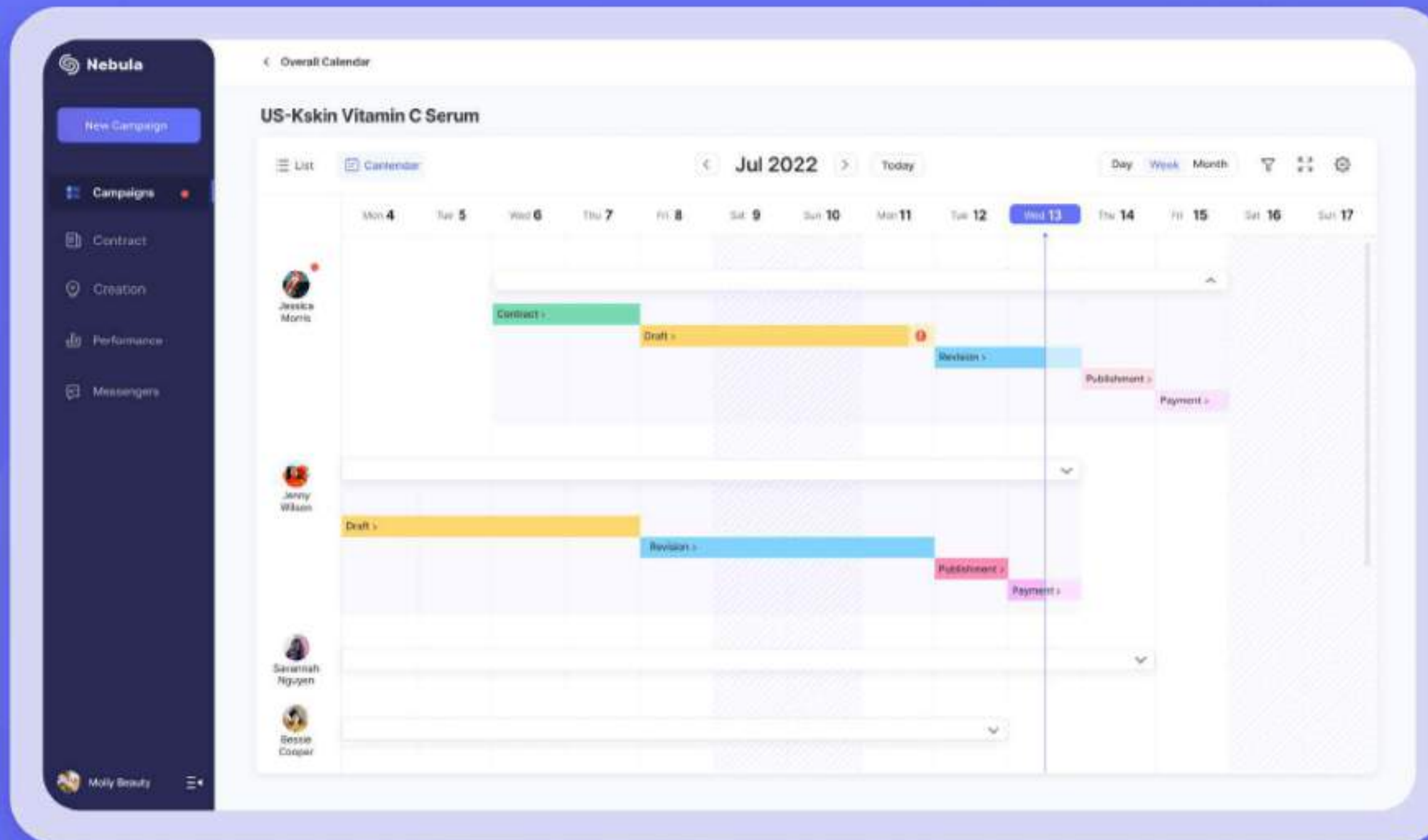
Simply manage and track the timeline, tasks, and files in one place.




















# Process Management

Easily toggle between List and Calendar views



The screenshot displays the 'List' view of campaigns in the Nebula interface. The interface includes a sidebar with navigation options: 'New Campaign', 'Campaigns', 'Contract', 'Creation', 'Performance', and 'Messengers'. The main area shows a list of campaigns with columns for 'Campaign name', 'Duration', 'Rate of progress', 'Category', 'Platform', and 'Influencers'. Each campaign entry includes a progress bar and a 'Check' button. The list view allows users to toggle between 'List' and 'Calendar' views and includes filters for 'Search campaign name', 'Sort By', 'Progress', and 'M Beauty'.

| Campaign name                 | Duration         | Rate of progress | Category | Platform             | Influencers   | Check |
|-------------------------------|------------------|------------------|----------|----------------------|---|-------|
| US-Kskin Vitamin C Serum      | 7/3-7/15, 2022   | 90%              | M Beauty | Ins, TikTok, YouTube |    | Check |
| US-California-Facial Cleanser | 7/6-7/18, 2022   | 85%              | M Beauty | Ins, TikTok, YouTube |    | Check |
| Global-Makeup Promotion       | 7/7-7/14, 2022   | 85%              | M Beauty | Ins, TikTok, YouTube |    | Check |
| Global-Mask Promotion         | 7/4-7/28, 2022   | 50%              | M Beauty | Ins, TikTok, YouTube |    | Check |
| US-MAX Promotion              | 7/4-7/14, 2022   | 95%              | M Beauty | Ins, TikTok, YouTube |   | Check |
| US-Beauty Campus              | 7/8-8/3, 2022    | 15%              | M Beauty | Ins, TikTok, YouTube |  | Check |
| Global-Campus Promotion       | 6/26-7/13, 2022  | 98%              | M Beauty | Ins, TikTok, YouTube |  | Check |
| Local-Mask Promotion          | 7/7-7/28, 2022   | 30%              | M Beauty | Ins, TikTok, YouTube |  | Check |
| Global-Serum Promotion        | 7/4-7/16, 2022   | 92%              | M Beauty | Ins, TikTok, YouTube |  | Check |
| Global-Mask Promotion         | 6/8-7/8, 2022    | 100%             | M Beauty | Ins, TikTok, YouTube |  | Check |
| Global-Mask Promotion         | 2/8-2/21, 2022   | 100%             | M Beauty | Ins, TikTok, YouTube |  | Check |
| US-Mask Promotion             | 1/2-1/22, 2022   | 100%             | M Beauty | Ins, TikTok, YouTube |  | Check |
| Global-Mask Promotion         | 12/1-12/18, 2021 | 100%             | M Beauty | Ins, TikTok, YouTube |  | Check |
| US-Serum Promotion            | 11/1-11/22, 2021 | 100%             | M Beauty | Ins, TikTok, YouTube |  | Check |
| US-Makeup Promotion           | 10/1-10/14, 2021 | 100%             | M Beauty | Ins, TikTok, YouTube |  | Check |





Offers customizable templates and guidance for SMBs to easily create tailored contracts, setting specific terms like time, budget, and expectations, ensuring professional and precise agreements for influencer collaborations.

Offers customizable templates and guidance for SMBs to easily create tailored contracts, setting specific terms like time, budget, and expectations, ensuring professional and precise agreements for influencer collaborations.

Contract > Global-Google Ads-Mask Promotion > Create New Contract
Draft 1

Molly Beauty

### Basic Info

- Brand Name: RMolly Beauty
- Phone Number: xxx-xxx-8189
- Email: Rmolly@gmail.com
- Address: 123 S 39 St, Philiedelpia, PA,19104
- Payment Account: Paypal xxxxx@gmail.com
- Payment Due: 2 weeks after publish

### Influencer

Aliyah Michelle
 Bessie Cooper
 Leo Ma

### Budget

- \$5000- \$6300

### Set Your Timeline

Set an achievable timeline based on the specific process to help you improve the completion rate of your campaign.

Publish Deadline: 04/21/2022

#### Market Precedent Distribution

Histograms showing common timeframes chosen by brands for campaign stages.

#### First Draft

10 Days (Suggested)

#### Revision

10 Days (Suggested)

#### Publish & Payment

7 Days (Suggested)

03/24/2020

04/04/2020

04/14/2020

04/21/2020

### Saved cases

Search...

Filter

Mask C

Learn more

- Budget: \$ 5000
- Timeline: 31 days
- Content: 10 mins video, revision 3 times
- Expectation: include discount offers
- Campaign size: 5 influencers (7k followers)

### Guideline

Search...

Filter

#### Budget For Nano Influencer

Explore the market standard and help you establish a reasonable baseline for your ...

#### Timeline For Mask Product

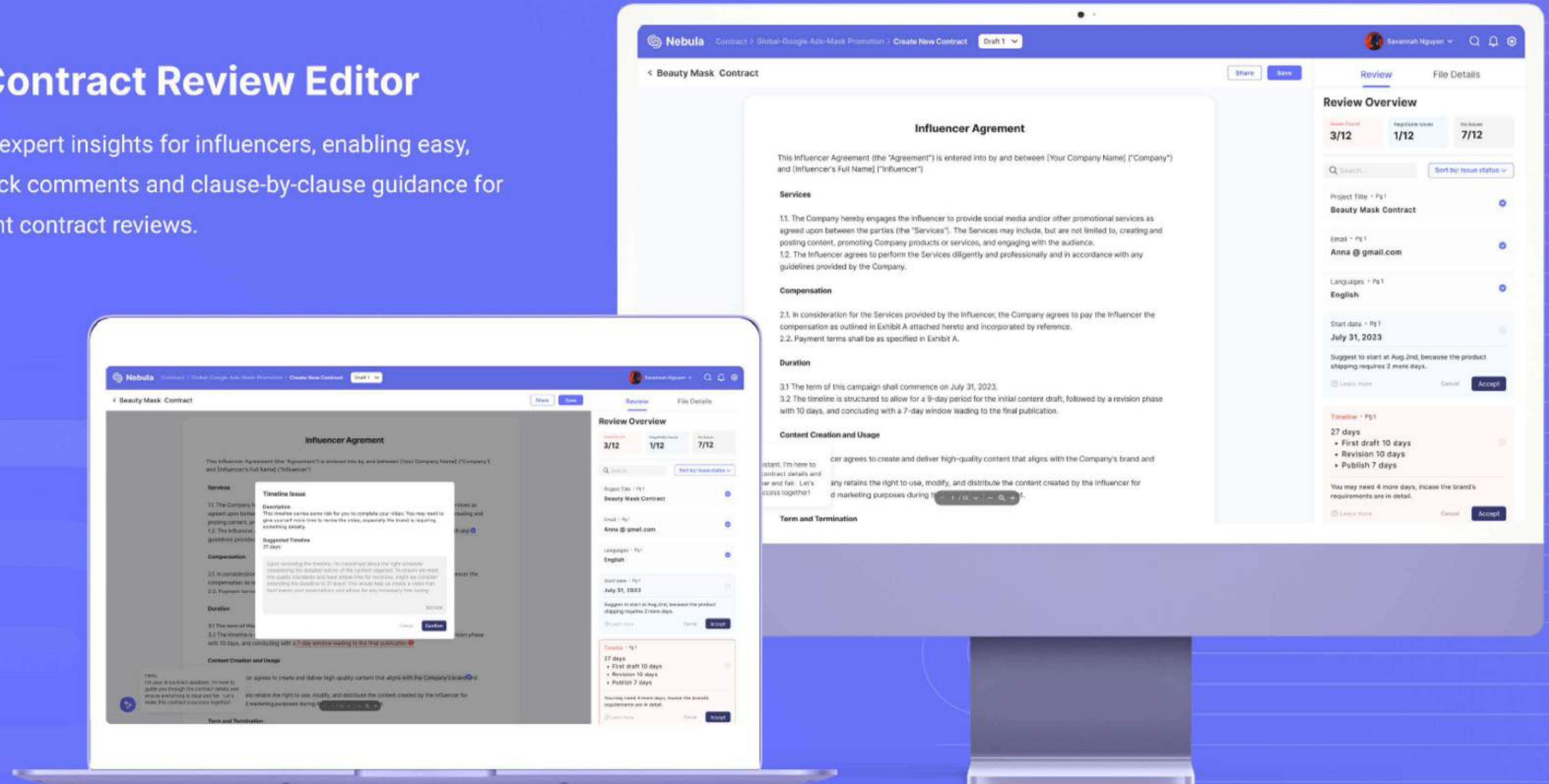
Know more about the timeline management and explore the best way for your campai...



# Reach out & Negotiation

## ✦ AI Contract Review Editor

Offers expert insights for influencers, enabling easy, one-click comments and clause-by-clause guidance for efficient contract reviews.

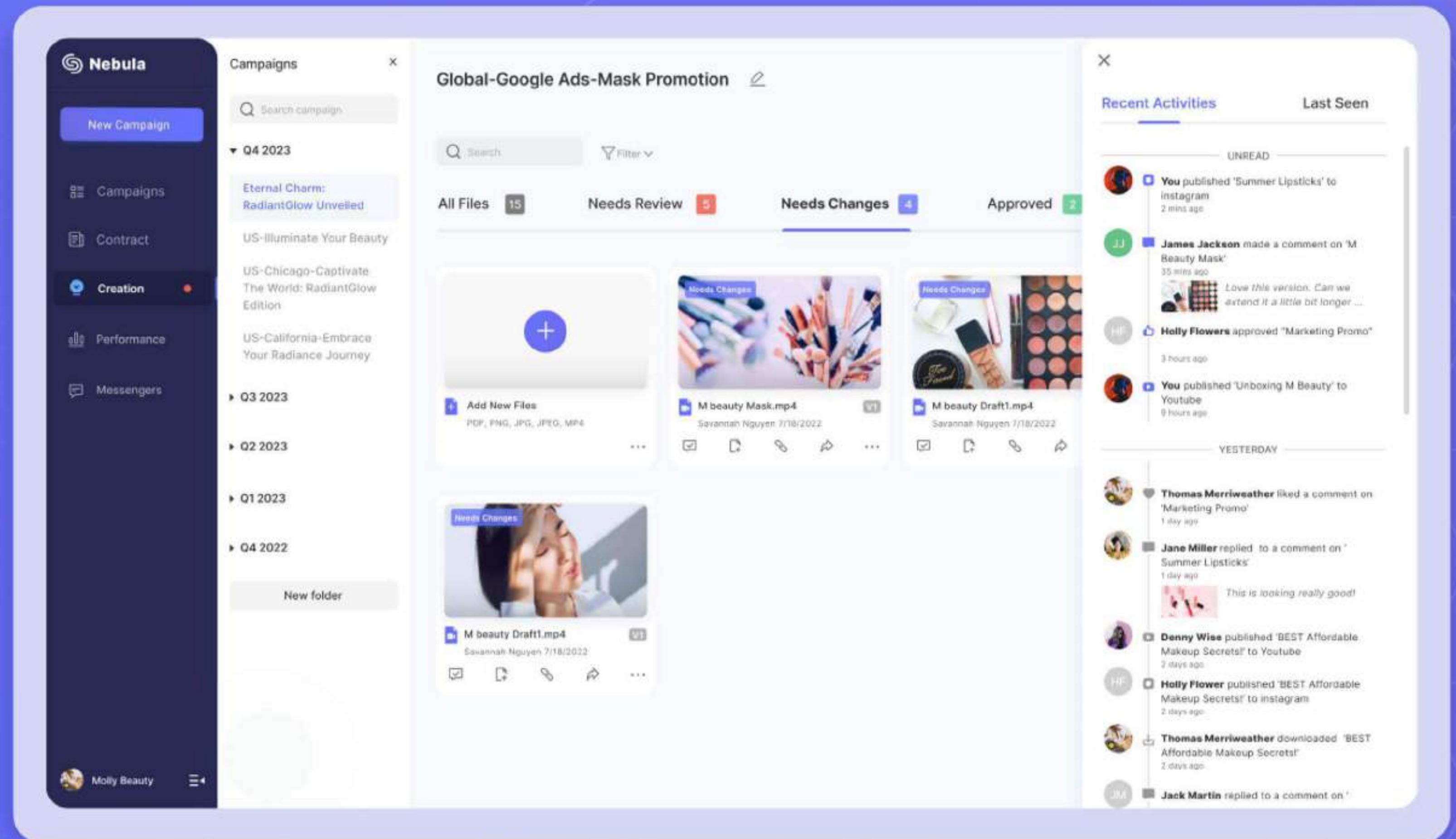




# Content creation & Review

## Accelerate review process

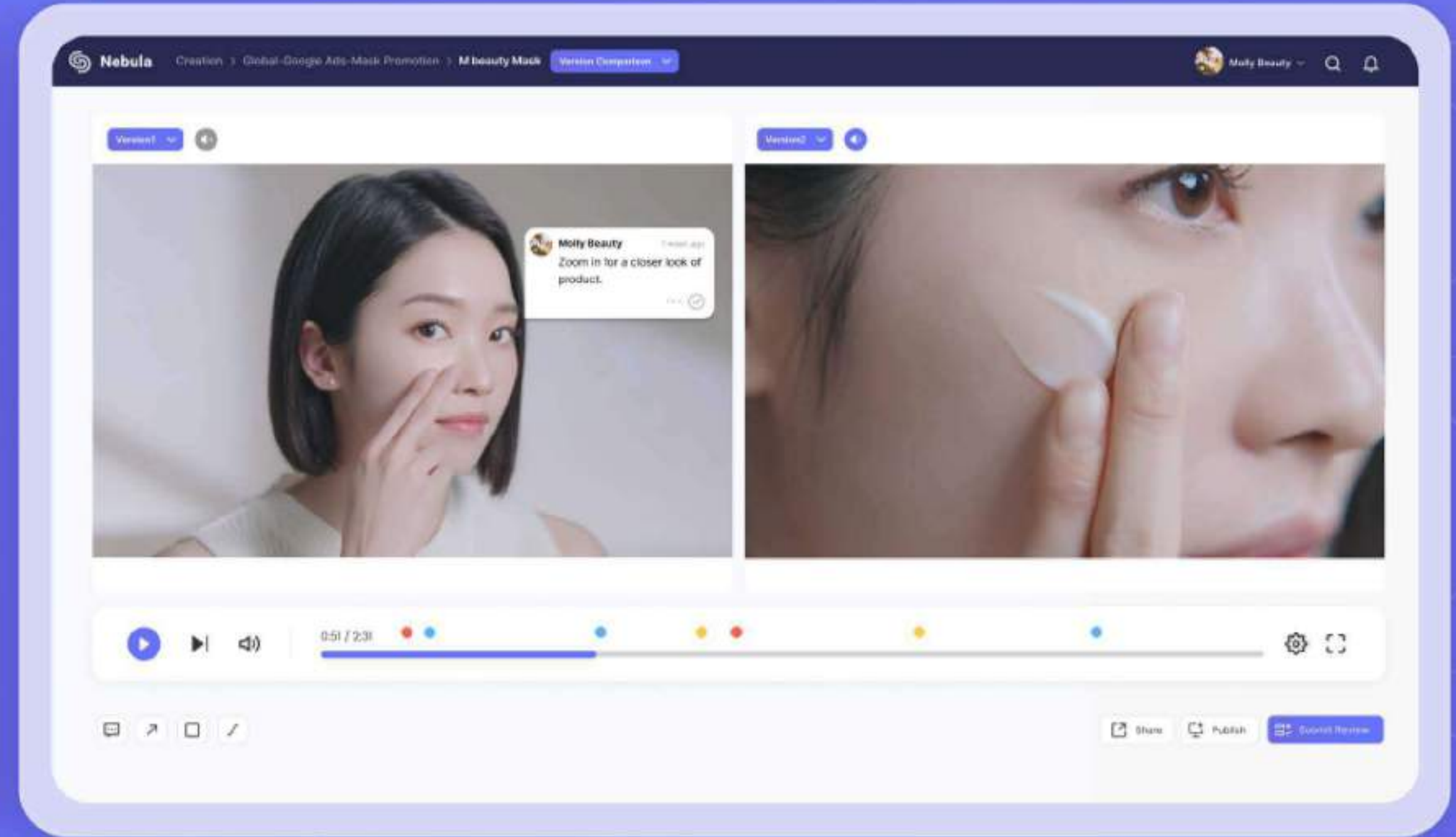
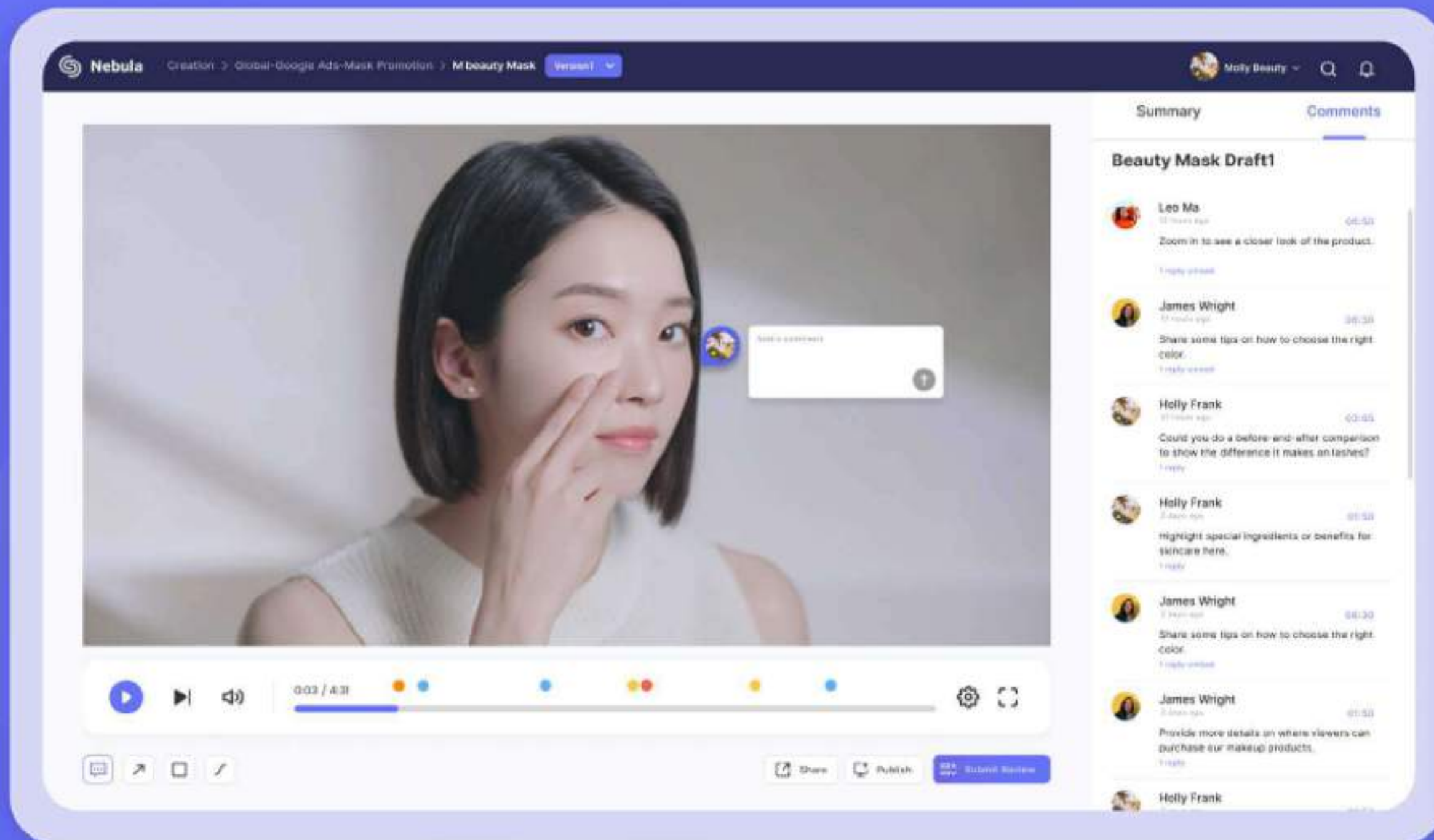
Allows for the centralized storage and organization of creative documents, with options to sort files by status, name, or date. Notification center keeps users updated on recent activities, facilitating efficient collaboration.





# Content creation & Review

Collect stakeholder feedback, and verify the changes by comparing versions side-by-side

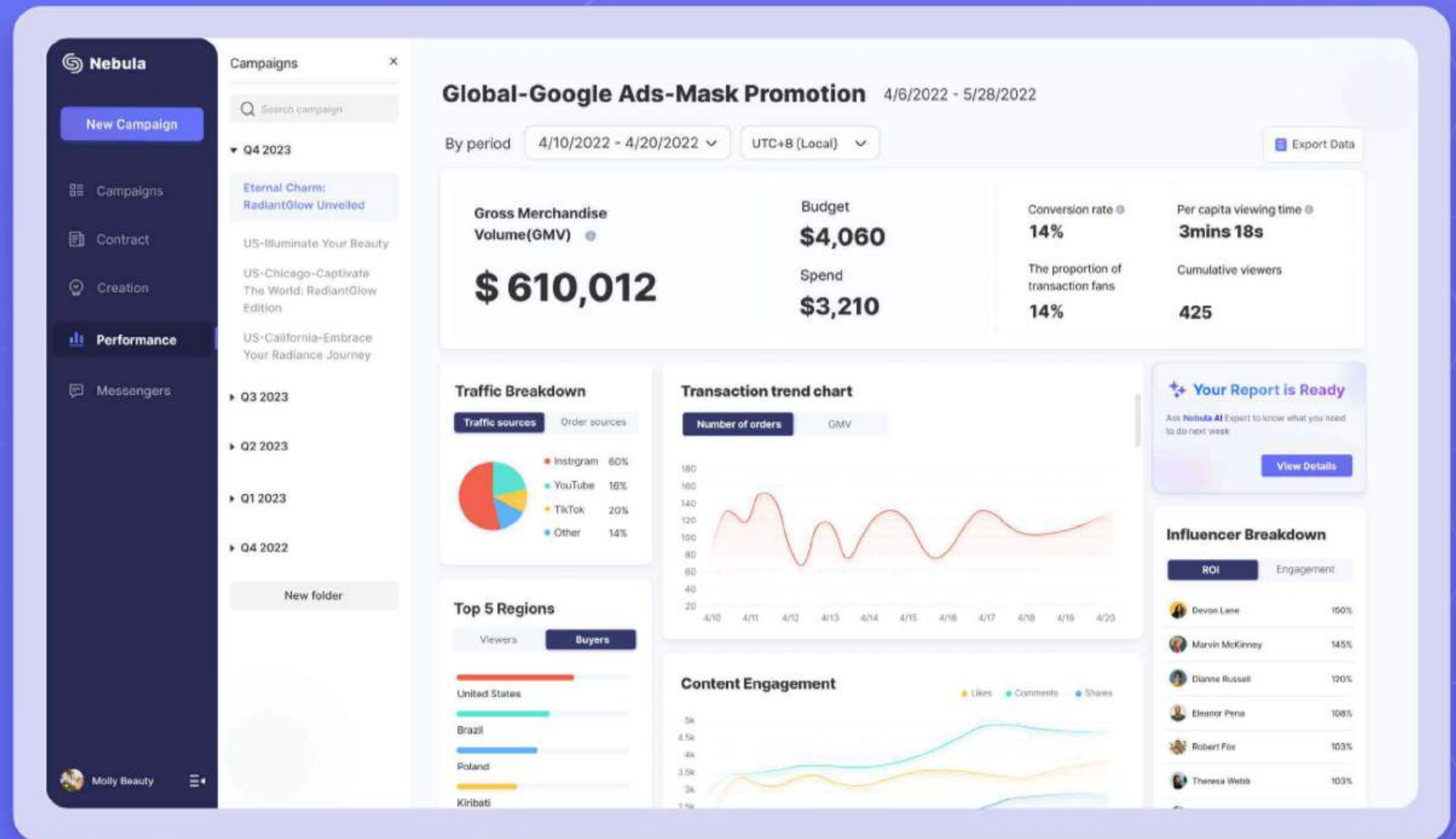




# Performance evaluation & feedback


## Measure campaign ROI

Real-time reporting provides SMBs with insights on campaign performance, allowing them to keep track of all influencers and campaigns in one unified dashboard.





# Performance evaluation & feedback

 Nebula

New Campaign

 Campaigns

 Contract

 Creation

 Performance

 Messengers

Campaigns

 Search campaign

▼ Q4 2023

Eternal Charm:  
RadiantGlow Unveiled

US-Illuminate Your Beauty

US-Chicago-Captivate  
The World: RadiantGlow  
Edition

US-California-Embrace  
Your Radiance Journey

► Q3 2023

► Q2 2023

► Q1 2023

► Q4 2022

New folder






















































< Campaign List

## Global-Google ads-Mask Promotion

 List

 Calendar

 Search influencer's name

| Influencers (12)   | Contract  | Shipment Status   | First Draft   | Final Review  | Pu  |
|--|---|---|---|---|-----|
|  Devon Lane         | 4/2/2022     | Delivered on 6/9/2022   | 6/15/2022    | 6/22/2022    | 11, |
|  Devon Lane         | 4/2/2022     | Delivered on 6/9/2022    | 6/15/2022    | 6/22/2022    | 11  |
|  Eleanor Pena     | 4/8/2022   | Delivered on 6/7/2022  | 6/14/2022  | 6/22/2022  | 11  |
|  Ronald Richards  | 4/22/2022  | Shiped on 6/4/2022     | 6/12/2022  | 6/18/2022  | 11  |
|  Brooklyn Simmons | 4/25/2022  | Shiped on 6/4/2022     | 6/12/2022  | 6/18/2022  | 11  |
|  Guy Hawkins      | 4/25/2022  | Shiped on 6/4/2022     | 6/18/2022  | 6/25/2022  | 11  |
|  Courtney Henry   | 4/22/2022  | Shiped on 6/4/2022     | 6/18/2022  | 6/25/2022  | 11  |
|  Kristin Watson   | 4/22/2022  | Shiped on 6/4/2022     | 6/20/2022  | 6/25/2022  | 11  |
|  Floyd Miles      | 4/20/2022  | Shiped on 6/4/2022     | 6/20/2022  | 6/25/2022  | 11  |
|  Robert Fox       | 4/20/2022  | Shiped on 6/1/2022     | 6/20/2022  | 6/30/2022  | 11  |
|  Albert Flores    | 4/16/2022  | Shiped on 6/1/2022     | 6/25/2022  | 6/30/2022  | 11  |

Rate influencer



Jenny Wilson

Audiences: 61k

Tiktok Influencer Beauty Fashion Youth

Over all \*     

Cooperation \*     

Delivered on time \*     

Content quality \*     

Professional     

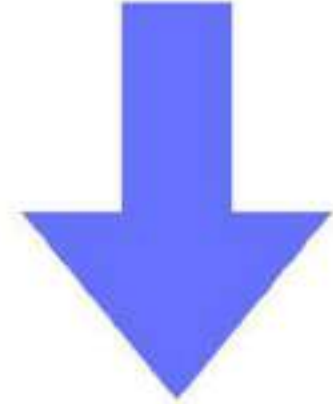
Patience     

### Other Comments

Welcome to leave any advices and suggestions for the influencer!

Jenny Wilson is very creative and full of ideas, but her creation takes a long time to produce, resulting



**28%** 

**in campaign completion time:**

Communicating with influencers, and approving content become more efficient, helping to keep campaigns on schedule.

**213%** 

**in the number of influencers managed:**

The marketing manager can now effectively work with 10-15 influencers concurrently.