iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 14 **Issue:** VI **Month of publication:** June 2026

DOI: https://doi.org/10.22214/ijraset.2026.83536

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue VI June 2026- Available at www.ijraset.com

Structural Framework for Business Content Creation

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***Abstract*—Video content is rapidly gaining traction as a fast-paceddigitalcommunicationmediumforbrandstouseforadvertisingandengagingtheirusers.Despitetheincreasedemphasison brand marketing, content creation and the viral success of user-generated content, there is currently no structured process for videocreationandcollaboration,alsothereisnosystematicvideo approval process, or a platform with a focused feed of content optimizedforviewers.Tofillthisvoid,BuzzReelshasintroduced a three-tier ecosystem that brings together businesses, content creatorsandviewers.Thesystemoffersastablebaseforcreation of an advertisement and execution of a task in accordance with theapprovalofthebusinessadministrationandwithaviewofthe content consumption at a viewer level. This paper explains the BuzzReelsplatform,itsarchitecture,processes,visualnarration, constraints and the evolution possibilities that allow the platform to scale. AI and cloud computing are explicitly not included inthepresentimplementation,butratherareplannedforthefuture enhancements.**

***Keywords*—Short-form video, digital ecosystem, content cre-ation, automation of workflow, collaboration of business content, reel based content.**

I. INTRODUCTION

Brands have adopted new platforms like Instagram Reels and YouTube Shorts to market their products through creator collaborations, all in the name of short-form content.In short-form, Instagram Reels and YouTube Shorts have altered the way brands are promoting their products via creator part-nerships. Social media platforms such as Instagram (through Reels), YouTube (Shorts) and TikTok have allowed creatorsto be creative, while brands have the ability to reach their targetaudience.Despitethis,thereisstillalargeomission – the current platforms are lacking in systematic processesand the specific location where companies can find creators, designers, set up promotional demands and submit content. The emergence of short video content represents a major change in digital media consumption habits. According to recent industry studies, users are spending an average of 52 minutes per day watching short video content, and interaction rates are much higher than conventional long-form content[1]. As more people spend time watching short videos, brands now prefer working with creators because their content feels more real and relatable than traditional advertisements. Com-paniesfinditdifficulttoidentifytherightcreatorsforbrand campaigns, creators do not have regular opportunities with definite instructions, and viewers are exposed to random ad-vertising spam. Without curation, the lack of systematic coop-eration mechanisms causes inefficiencies in work-production of content, disjointed brand messages, lost opportunities, and flows. To have meaningful creator-brand collaborations, cur-rent platforms give more importance to entertainment andviral content than systematic advertising processes, which creates a gap in the digital marketing system [5]. Buzz Reels willaddresstheseissuesbycreatingasolutionthatinvolves a structured ecosystem in which businesses post campaign demands, creators produce reels, and consumers consume approved content. A systematic process to ensure reliability, opennessofcommunicationanduniformimageofpromotional activities.Theplatformbringsinaccountabilitybymulti-stage approval processes, transparency via specifications of tasks,andqualitycontrolbyadministrativecontrol.Thispaper describes the Buzz Reels platform design, operating, its archi-tecture,workflowmechanisms,systemmodules,andprinciples behinddevelopment.Weanalyzethetechnicalimplementation strategies, discuss design choices that make Buzz Reels stand out among the existing platforms, and describe the future improvement plan that will integrate high-tech technologies and retain the main principles of organized cooperation and quality content delivery.

II. LITERATURE REVIEW

Recent studies emphasize the high value of creator-generatedcontentforbrandpromotionanditsauthenticityand relatability[1].Userstendtotrustcontentthathasbeencreated bytheirpeersoverthatwhichisstraightfromthebrand,which meansthatitwillgeneratemoreengagementandconsequently, bettercampaignconversionrates[2].

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Thereare,however,some critical obstacles that remain: the lack of structured brand-creator collaboration process, lack of standardized approval systems and lack of an integrated task management system[3]. These gaps hinder communication, slow down deliveries and lower overall content quality in current platforms.

III. COMPARISON TABLE

Table I highlights the limitations of existing platforms and shows how Buzz Reels differs.

TABLEI
COMPARISONOFCONTENTPLATFORMS

Platform	LimitationComparedtoBuzzReels
InstagramReels	Designedforentertainment;notaskposting orapprovalworkflow.
YouTubeShorts	Contentsharingonly;lacksstructuredcol-laboration.
Fiverr/Upwork	Genericfreelancing;noreel-specifictoolsor viewerfeed.
TikTok	Engagement-focused;no campaign-to-creatorassignmentmodel.
BuzzReels	Integrateshiring,creation,approval,and cu-ratedcontentviewing.

IV. RESEARCH GAP

Currentdigitalsystemsdonotoffer:

- Aunifiedworkspacefortask-orientedcontentcreation.
- Developedsubmissionandapprovalprocedures.
- Filtered content at the viewer level of known promotion media.
- Opencreativeandbrandcommunication.

Since there is no single platform for brand and creator col-laboration, users often depend on different apps for communi-cation,contentsharing,andapprovals.Thismakestheprocess slow and confusing, to communicate, deliver content, process payments,anddistribution.Usingdifferentplatformsforcom-munication and content management makes the process more expensiveandcanalsoleadtoconfusionormisunderstandings, and lowers the sheer efficiency of promotional content cre-ation. Creators must have various profiles on many platforms, each having different interfaces, policies, and feature sets, generating cognitive overhead and reducing their focus on contentquality.Also,thecurrentlyavailableplatformsoffer a low level of visibility into content flow. Companies have no easywaytomonitorthestatusofthesubmission,creatorshave no idea of the approval process, and viewers have no meansof finding promotional material sorted by campaign or brand. Theabsenceofintegratedanalyticsdeniesthestakeholdersthe ability to quantify campaign success or to use performance data to optimize content strategies.

Buzz Reels fills this gap with its three-layered platform framework, becoming the provider of end-to-end campaign campaign creation, reel submission, approval, and content viewing into one platform. Buzz Reels centralizes all the activities of collaboration in one platform, minimizes friction, enhancestransparency,andallowsoptimizationofpromotional contentapproachesbasedondata-drivencontentoptimization.

V. PROBLEM STATEMENT

Companies do not have well-organized systems to interact with creators because of promotional reel content. Creators facedifficultiesinfindingreliableopportunities,andviewers areexposedtosporadicadvertisingmedia.

Thus,thereisa need for a platform where:

- Campaignrequirementsarepostedbybusinesses.
- Creatorssubmitreels.
- Contentapprovalorrejectionishandledbyadminsor business owners.
- Approvedbrandedreelsarebrowsedbyviewers.

VI. PROPOSED METHODOLOGY

A. *SystemArchitecture*

The system follows a modular architecture divided into layers as illustrated in Figure 1:

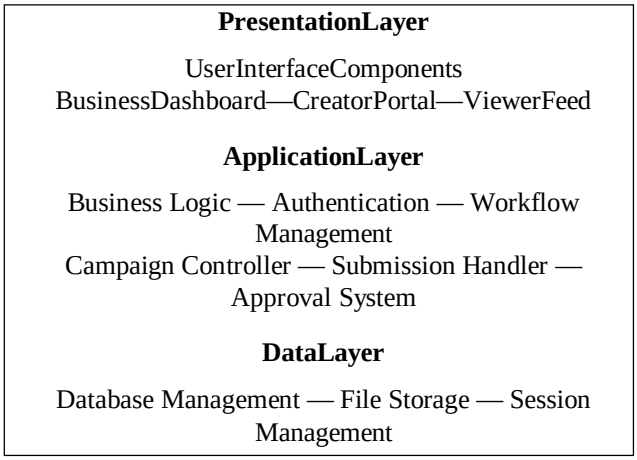


Fig.1.SystemArchitectureDiagram

- Presentation Layer: User Interface Components includ-ingBusinessDashboard,CreatorPortal,andViewerFeed
- Application Layer: Authentication, Business Logic, Workflow Management, Campaign Controller, Submis-sion Handler and Approval System
- Data Layer: Database Management, file storage, and Session Management

Thepresentationlayergivesdifferentuserssimpleandeasy-to-useinterfacesbasedontheirroles.Businessusersgetaccessto campaign management dashboards that have the provision of detailed briefs, establishing parameters of compensation, and submissions. Creator interfaces focus on opportunity discov-ery,applicationprocesses,andanuploadfeaturewithpreview options. Viewer interfaces are based on content browsing, utilization, and interaction capabilities.

The application layer handles the main functions of the system,suchasuserlogin,workflowmanagement,andcontent approval processes, such as user authentication, role-based access control, workflow approval routing, and state man-agement. This layer enforces submission deadlines, content-format requirements, approval hierarchies, and business rules. It also handles notifications, activity recording, and data vali-dation to make sure that the system integrity is sound.

User profiles are persistently stored in the data layer along with campaign specifications, submission metadata, and ap-provalrecords.Videocontentinthefilestoragesystemis properly compressed and the format is standardized. Session managementprovidessecureandstatefulinteractionsbetween multi-page processes and continues to perform concurrently under user loads.

B. *UserModules*

*1) BusinessModule:*Businessesareableto:

- Designpromotionalcampaignswithcleartechnicalspec-ifications,targetaudiencedemographics,contentthemes, and campaign duration.
- Define reel guidelines, including brand properties, pro-hibited content, and technical quality standards.
- Reviewsubmittedvideosthroughplaybackfunctionality, side-by-side comparison and annotation.
- Accept or reject reels with structured feedback and the ability to request revision.

- Monitor campaign performance metrics such as appli-cation rates, submission quality and viewer engagement post-publication.
- Manage relationships with creators by maintaining fa-vorite creator lists to be used in future campaigns.

The business module is focused on efficiency and control, allowing brands to operate on more than one campaign at a timeand,atthesametime,ensuringcontroloverthequalityof content. Dashboard visualizations provide a graphical display of campaign status, pending reviews, and performance trends. Integration points allow future integration with payment pro-cessing systems and analytics platforms.

*2) CreatorModule:*Creatorscan:

- Use filters to view campaigns that are available by industry, etc. The amount of compensation, the deadline and the nature of the compensation.
- Apply to tasks using portfolio submissions, proposed ideas, and schedules of obligations.
- Create and upload reels with built-in format validation, metadata tagging and preview functionality.
- Receive real-time notifications regarding approval status and feedback visibility.
- Maintain portfolios of approved work, performance met-rics and testimonials.
- Get learning materials such as best practices, technical guides, and platform tutorials

The creator module focuses on opportunity discovery and furtherreducessubmissionprocesses.Creatorswillhavemore time for content creation, since less administrative overheadis required for production and not platform navigation. The module also offers reputation-building technologies in the form of work history tracking and achievement systems that strengthen creator exposure to prospective brand partners.

*3) ViewerModule:*Viewerscan:

- Browseapprovedreelsthroughalgorithmicallycurated feeds.
- Browsebybrand,category,creator,ortrendingstatus.
- Interact with the promotional media by likes, shares, and comments.
- Explorenewbrandsbycategoryandpersonalizedrecom-mendations.
- Bookmark useful content to visit later and create custom collections.
- Subscribetoupdatesbyfollowingcertainbrandsor creators' content releases.

Instead of interrupting users with random ads, the platform allows viewers to explore promotional content in a more organized and intentional way, which is the goal of the viewer module.Itoffersexclusiveareasforbrandedpromotion,where active viewers interested in product discovery and brand nar-ratives can become highly involved with promotional content that is less cluttered than mixed-content feeds.

C. WorkflowDiagram

Theentirereelsubmissionapprovalworkflowisshown in Fig 2. This process defines definite stage gates and the responsibility at each step. Businesses maintain selection of creatorsandultimatecontrolofcontent.Artistsarewellguided before they begin production. Only quality-approved, brand-approved content is available to viewers. The hierarchical planning minimizes time waste, enhances content quality, and fosters trust among all stakeholders.

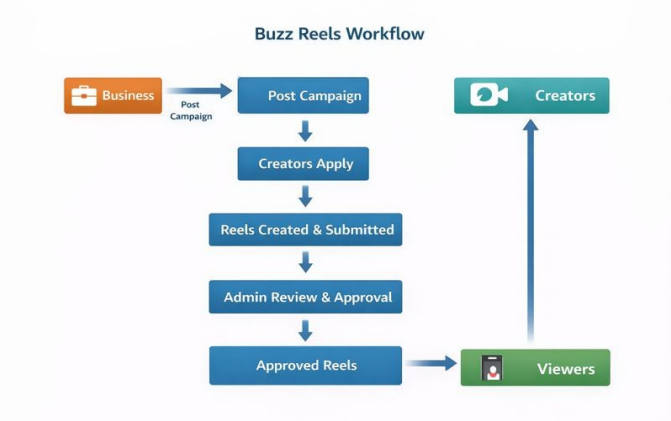


Fig.2.WorkflowDiagram

D. ERDiagram

TheentityrelationshipsofthesystemaredepictedinFig.3. The data model focuses on traceability and state management. The transitions of each entity are recorded as audit trails, whichenablesworkflowbottleneckandperformanceanalysis. Complex queries are based on relationships between entitiesto support quality monitoring, analytics, and reporting.

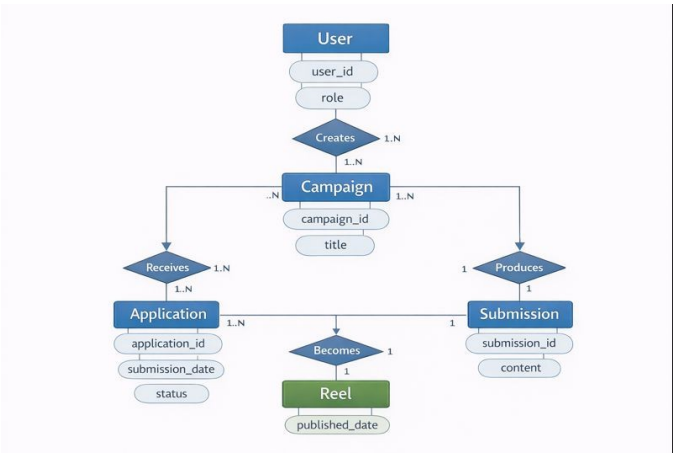


Fig.3.EntityRelationshipDiagram

E. UseCaseDiagram

Fig. 4 Illustration of role-based interactions within the application.

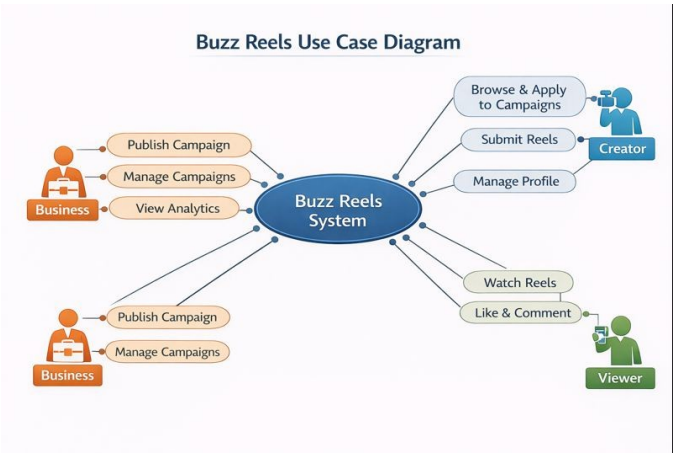


Fig.4.UseCaseDiagram

VII. IMPLEMENTATION CONSIDERATIONS

Existing Buzz Reel designs emphasize the underlying pur-pose and workflow of the reels and rely on standard Web technologies. The platform uses a three-tier web architecture with responsive design to ensure it is accessible on various devices. The database system adopts a relational schema to ensure data integrity and support complex queries that are required for filtering, searching, and analysis.

TheprototypeisconstructedusingHTML,CSS,JavaScript, PHP and MySQL. The frontend offers role-based dashboards and the backend takes care of authentication, campaign work-flows and database operations.

The authentication of users is done following industry best practices including password hashing, session management androle-basedaccesscontrol.Thesefeaturechecksforformat, size restrictions, and processing on the back end to providethesamevideoqualityandstandardizedvideoformatsamong all file upload systems. The system is horizontally scalable, supporting growth in the number of users through the use of stateless application servers and centralized data storage.

VIII. EXPECTED OUTCOMES

The suggested Buzz Reels platform ought to enhance upon Sharing of business, creators and viewers. Offering a clear process for promotional material creation. The platform might beabletolessencampaignco-ordination.timebystreamlining communications, content submission and control. Approve activities in a single ecosystem.

Thesystemwillalsohelptoincreasetransparencyby:Spec-ify clear task requirements, monitor submissions and provide feedback mechanisms. Businesses can track the progress of their campaigns more easily, in a timely fashion, creators can get timely updates about. What they submit and whether it is approved or not.

The platform is a curated space for viewers to enjoy. Familiarizing oneself with promotional material, minimizing exposure to random For the best response to these challenges, the advertising and searchability of content must be enhanced. Overall, It is hoped that Buzz Reels will improve the effi-ciency,reliability,andqualityofpromotionalcontentmanage-mentwhileIncreasing collaborationbetweenallstakeholders.

IX. FUTURE WORK

Buzz Reels features a roadmap with some key strategic improvements:

A. CloudIntegration

Better performance in international performance and lower infrastructure cost will be achieved by scalable content stor-age and CDN delivery. Cloud storage technology provides geographic distribution, redundancy and durability, enhancing end-userexperiencefromoneregiontoanother.Videodelivery networks reduce latency when streaming videos and allow smooth playback, regardless of the location of the video viewer.

B. AI-basedMatching

Assessingcreatorsbyskills,historyofthecreator,and fit with the brand will help improve campaign performance. By analysing a creator's previous content, interactions and engagement, machine learning can be applied to identify creatorswhoareagoodfitforabrand'scampaign.Thissmart match helps to accelerate the hiring process and boost the likelihood of successful matches.

C. AIModeration

Approval processes will be faster with automated content qualityandauthenticitycheckswithoutcomprisingthequality of content. Prescreening of submissions may be accomplished through computer vision and/or natural language processingtoensuretechnicalquality,brandguidelines,andsuitabilityof the material presented. This enables human reviewers to focus oncontentqualityandcreativity,ratherthanoncheckingbasic rules.

X. LIMITATIONS AND FUTURE EVALUATION

The next phase of research will have three evaluation directions planned. The System Usability Scale will be usedin a structured usability assessment process with the role-specific participants to obtain role-specific experience. The performanceofthesystemwillbeevaluatedthroughcontrolled loadsimulationstoguideinfrastructurechoices,asthenumber of concurrent sessions scales. Last but not least, a small-scale pilot using actual brand campaigns will be used to quantify workflow completion rates, the time needed to get campaigns approved, and the amount of coordination overhead reduced compared to the status quo. The results will be published inthe future.

XI. CONCLUSION

The structured, role-based creation of promotional reels is available at Buzz Reels. The platform brings businesses, cre-ators, and viewers together as a single ecosystem, addressing key issues in current content-sharing platforms.

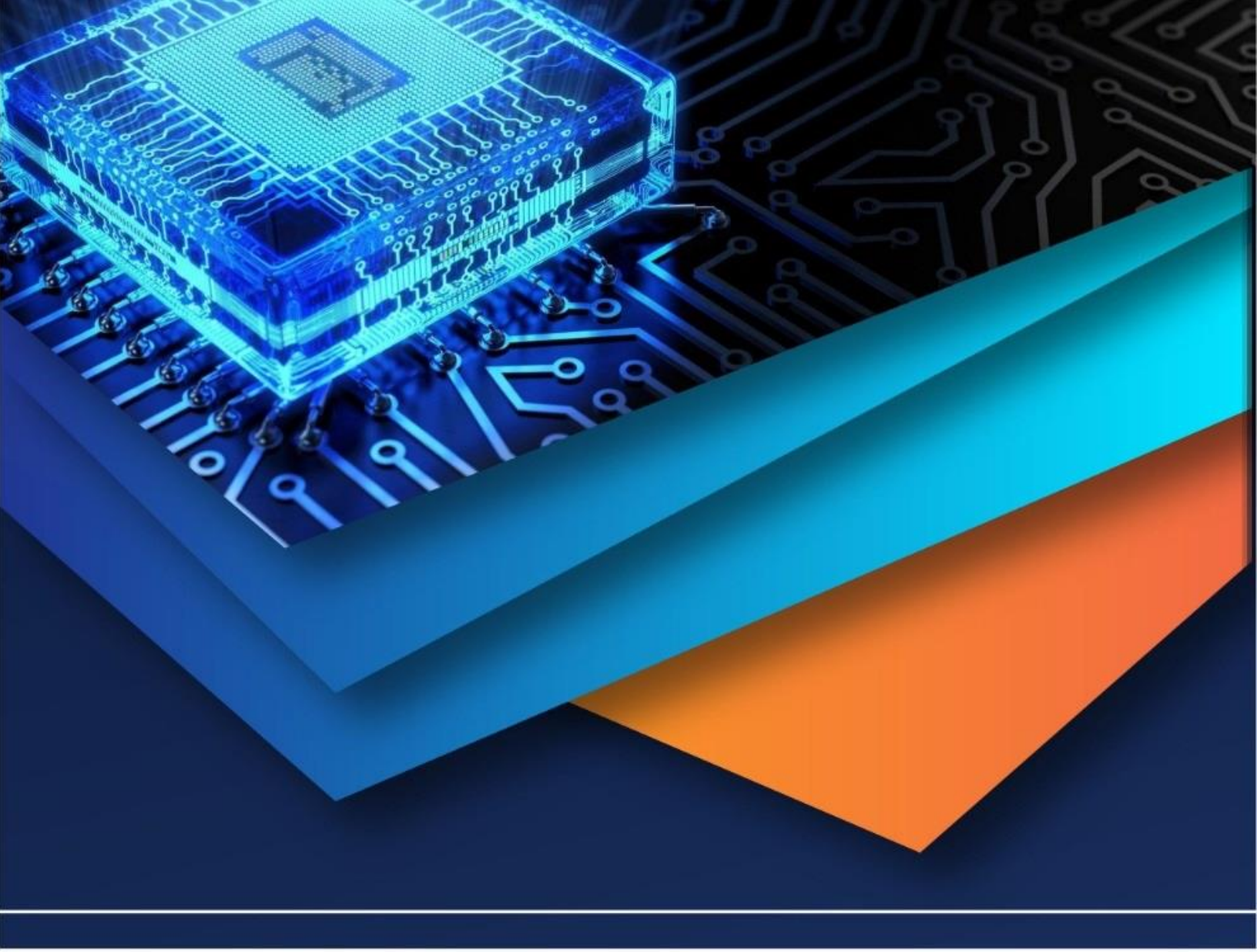
Thishelpscompanies discovertheright creatorsandhandle content management in a smoother and more organized way. Creators have access to consistent opportunities and assess-ment procedures. Users are being served promotional material they've opted to see, not blind advertising.

Short-form video is a dominant way of digital interaction, and platforms that allow for organized interaction are becom-ing increasingly valuable, like Buzz Reels. This initial version provides flexibility for implementing more advanced capabil-ities while still meeting the core principles of transparency, qualityandefficiencyinthecreationofpromotionalcontent.

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