

Project Design Phase-II
Solution Requirements (Functional & Non-functional)

Date	02 NOVEMBER ,2023
Team ID	NM2023TMID03246
Project Name	Creating an Sponsored Post for Instagram

Functional Requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Data Collection	Instagram provides its own analytics tool, Instagram Insights, which offers data on your followers, their demographics, activity times, and engagement with your posts. Use this data to understand your audience and tailor your content strategy.
FR-2	User Prediction	Use analytics tools, like Instagram Insights, to collect and analyze data on your followers' behavior, such as their engagement with your posts, preferred content types, and posting times. Implement machine learning and AI algorithms to predict user preferences based on historical engagement data. These technologies can help identify trends and patterns in user behavior. Use collaborative filtering algorithms to recommend content to users by analyzing their past behavior and comparing it with other users with similar preferences.
FR-3	User verification	Understand your target audience's demographics, interests, behaviors, and pain points. Tailor your content to address their specific needs and preferences.
FR-4	User resolution	Start by conducting in-depth research on your target audience. Understand their demographics, interests, behaviors, and pain points. This information is essential for tailoring your content. Create detailed user personas that represent different segments of your audience. These personas should include information about their age, gender, location, job, interests, and more.

Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	Usability	Start by defining your objectives for the sponsored post. Are you looking to increase brand awareness, drive website traffic, generate leads, or boost sales? Knowing your goals will inform your content and strategy.

NFR-2	Security	Ensure that the Instagram account associated with the sponsored post is secured with a strong and unique password. Use two-factor authentication for an added layer of security.
NFR-3	Reliability	Select reputable influencers or partners with a track record of reliability. Research their previous collaborations and assess their audience engagement to ensure they align with your brand values.
NFR-4	Performance	Define specific, measurable goals for your sponsored post, such as increased brand awareness, website visits, engagement, or sales. These goals will guide your content and strategy. Understand your target audience's demographics, interests, and behaviors. Tailor your content to resonate with them and solve their pain points.
NFR-5	Availability	Use Instagram Insights or third-party analytics tools to determine when your followers are most active. Insights provide data on when your audience is online by the hour and day.
NFR-6	Scalability	Develop a content strategy that can be adapted to various segments of your target audience. Create content pillars and guidelines to maintain consistency across posts. Plan your content calendar in advance to ensure a steady stream of posts. Utilize tools like social media management platforms to schedule and automate posts.