

## Project Design Phase – Part 2

### Creating an Sponsored Post for Instagram

Team ID : NM2023TMID02308

#### Requirement Analysis

##### A. Functional Requirements:

FR No.	Functional Requirement	Sub Requirement(Story/Sub-Task)
FR-1	caption must be engaging and informative.	caption should be clear and concise.
FR-2	Business account.	Tag the business partner in the post.

##### B. Non-functional Requirements:

FR No.	Non-Functional Requirement	Description
NFR-1	Performance	Reach is the number of unique people who saw your sponsored post. CTR is the percentage of people who saw your sponsored post and clicked on the link in it.
NFR-2	Scalability	The system should be able to handle an increasing number of users and content uploads without a significant decrease in performance.
NFR-3	Reliability	Influencers are required by the Federal Trade Commission (FTC) to disclose their sponsored relationships clearly. This disclosure can be in the form of a hashtag, such as #ad or #sponsored, or a written statement at the beginning or end of the post. If an influencer does not disclose their sponsored relationship, it is a red flag.
NFR-4	Security	User data and uploaded post should be encrypted to protect against unauthorized access.

NFR-5	Privacy	Instagram has a number of safeguards in place to protect users from scams and malicious content. For example, Instagram requires all influencers to disclose sponsored posts, and it has a team of reviewers who monitor content for violations of its Community Guidelines.
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