# 1. Overview

## 1.1. Objective

The objective of this feature is to enable users to upload short-form video content (Reels) on Instagram. This feature should allow users to record, edit, and upload a video up to 90 seconds long with music, filters, and effects. Users should be able to choose a cover image and provide captions, tags, and location data.

## 1.2. Purpose

Instagram Reels has become a popular format for short, engaging video content. This feature will enhance user engagement by providing a seamless way to upload Reels, similar to other social media platforms, while maintaining Instagram's unique experience.

## 1.3. Success Metrics

- Increase in the number of daily Reels uploads by 20% within the first month.
- 15% growth in user engagement (likes, comments, shares) on uploaded Reels within three months.
- 10% increase in average time spent per session due to Reel interaction.

# 2. Scope

## 2.1. In-Scope

- Ability to record a video within the app or upload from the gallery.
- Add music from Instagram's library or user-uploaded music.
- Video trimming and clip adjustments.
- Application of filters, stickers, and effects.
- Selecting a cover image (either a frame from the video or uploaded image).
- Adding captions, hashtags, and tagging other users.
- Setting location and privacy options (public or followers only).
- Posting the Reel to the Reels section, user profile, and optionally to the feed.

## 2.2. Out of Scope

- Long-form video uploads exceeding 90 seconds.
- Video editing features beyond basic trimming and effects.
- Monetization features (e.g., ads in Reels) are not part of this version.

# 3. User Stories

## 3.1. As a user, I want to...

- Upload or record a short video for my Reel so I can share content with my followers.
- Add music to my video from a provided library to make my Reel more engaging.
- Trim and edit my video to meet the length requirement of 90 seconds.
- Apply filters, stickers, and effects to make my Reel visually appealing.

- Select a specific cover image for my Reel to represent the video.
- Add a caption and hashtags so that I can describe the video and increase discoverability.
- Tag friends in the Reel to collaborate or notify them of their appearance in my video.
- Set privacy options for my Reel so I can choose who sees the content.
- Share my Reel across different areas of Instagram, including my profile and feed.

# 4. Functional Requirements

## 4.1. Video Upload/Recording

- Users must be able to record a video within the app or upload a video from their gallery.
- The uploaded video should not exceed 90 seconds in length.
- Video formats supported: MP4, MOV.

## 4.2. Editing Features

- Users must be able to trim and rearrange clips from the video.
- Filters and effects should be available, similar to Instagram Stories, with at least 10 basic filters.
- Users must be able to add stickers, text, and effects on top of the video.

## 4.3. Music Integration

- Users must be able to choose a song from Instagram's music library.
- The selected music should sync with the video length and start/stop points should be adjustable.
- Allow user-uploaded music from their device's local storage.

## 4.4. Cover Image Selection

- Users must be able to select a cover image for their Reel from any frame within the video or upload a separate image.
- The selected cover image must fit the 1080x1920 resolution.

## 4.5. Captions, Tags, and Hashtags

- Users should be able to add captions up to 2200 characters.
- Hashtags should be included and limited to 30 per post.
- Users should be able to tag up to 20 other Instagram accounts in the Reel.

## 4.6. Location and Privacy Settings

- Users should be able to tag a location for their Reel.
- Privacy settings should allow the user to set the Reel as public, visible to followers only, or private.

## 4.7. Sharing

- Users should have the option to share the Reel to:
    - The Reels tab.
    - Their profile grid.
    - The Instagram Feed.
- Optional sharing to Facebook Stories.

# 5. Non-Functional Requirements

## 5.1. Performance

- The video upload should not exceed 5 seconds for files under 50 MB.
- The Reel should be playable without buffering issues for users on a 4G connection.

## 5.2. Compatibility

- The feature should be available on both Android and iOS platforms.
- It must be backward compatible with versions of the app released within the last 18 months.

## 5.3. Security

- Video uploads must be encrypted using HTTPS during transit.
- User data such as captions and tags should be stored securely on Instagram's servers.

## 5.4. Usability

- The interface should be intuitive, following Instagram's existing design principles.
- No more than 3 clicks/taps should be required for uploading a Reel.

# 6. Dependencies

- **Music Library API:** Integration with Instagram's music database.
- **Video Processing API:** For trimming, filters, and effects.
- **User Profile API:** For tagging and adding location information.

# 7. Acceptance Criteria

- The user is able to record or upload a video, apply filters and effects, select music, and post a Reel within 3 minutes.
- The system must reject videos longer than 90 seconds or of unsupported formats with a clear error message.
- Reels must be visible under the user's Reels section and follow the privacy settings specified.
- Videos should be processed and available for viewing within 30 seconds after upload.

# 8. Risks and Assumptions

- **Risk:** High traffic could slow down video processing during peak times.
    - **Mitigation:** Implement load balancing and asynchronous processing.
- **Assumption:** Users have the necessary permissions for any music they upload from their devices.
- **Assumption:** Users will have the most recent version of the Instagram app for compatibility.

# 9. Future Enhancements

- Adding AI-based automatic video editing suggestions.
- Monetization options for creators through ads or sponsored content.

- Integration with other platforms such as YouTube for sharing Reels.

This PRD outlines the features, functionality, and scope of the Instagram Reel upload process. The document will guide the development team in implementing the feature in line with user expectations and platform requirements.