

InstaAudit - PRD



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Goals

Our project seeks to estimate the performance of an Instagram post before it goes live. A business owner who markets to their customers through Instagram could benefit from a tool that checks the quality of their posts algorithmically before posting. We plan on training a machine learning algorithm with a dataset scraped from business accounts located on Instagram. Other Instagram tools offer ways to schedule and edit postings before they go up, but Insta-Audit will allow a level of precognition to the process of brand marketing.

User Persona

- Our customers have a focus on increasing their brands recognition and increasing participation within their community.
- We have two primary personas that represent two ends of a spectrum
 - At one end is the marketer for a larger company that has less of a decisive role in the company and is focused more on an additive role to their company.
 - At the opposite end we have the boss who is in control of all aspects of the company and desires a tool to ease the work for maintaining their social media presence.
- The roles of our customers are all users that sign-up for our system and have equal access to the tools we offer.

Jonathan Jones



Title: Brand Ambassador
Decision-Maker: No
Industry: Retail
Age: 24
Salary: \$33,000/year
Education: Highschool Diploma

Goals: Maintain a company's brand and increase customer engagement through Social Media.

Challenges: It is difficult to know all of the intricacies of online culture and to pinpoint what really resonates with a community.

How we Help: Discern the patterns in posts on Instagram that receive a lot of engagement.

Messaging Strategy: Focus on increasing Instagram post engagement by providing a machine learning model that determines which posts will gather more attention.

Sammy Sosa



Title: Small Business Owner

Decision-Maker: Yes

Industry: Pharmaceuticals

Age: 55

Salary: \$100,000/year

Education: Masters in Business

Goals: Quickly balance their Social Media account so that they can focus on other things.

Challenges: Having to choose between multiple advertising methods.

How We Help: Ease the process of creating posts and increasing confidence in selected photos.

Messaging Strategy: Present ourselves as an affordable method for increasing engagement with little work required from our customers.

Product Features

Overall Themes

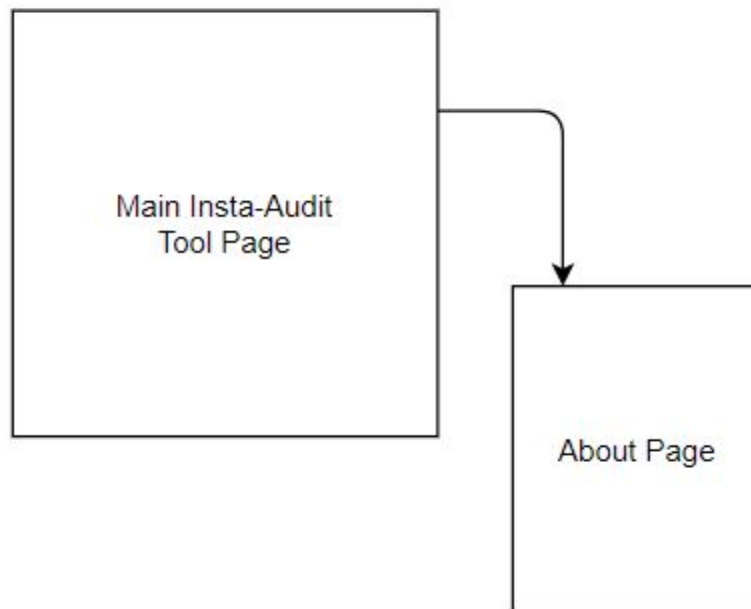
- A web app allows our software to be easily accessible with hardware that is common among companies.
- The user experience for our software must be as simple and direct as possible. With an emphasis on minimizing clicks and having very few elements on screen at once.
- Our REST API's main deliverable resource is our machine learning model delivered through FLASK.

Actual Features

- Easily accessible from anywhere with an internet connection
- ML model predicts how well a post's engagement will be
- Indicate to the user what is good and what is bad about an image
- Quickly post an image to instagram that has be uploaded to our site
- Allows predictions on previous posts to verify our predictions outcome

Server Sitemap

InstaAudit



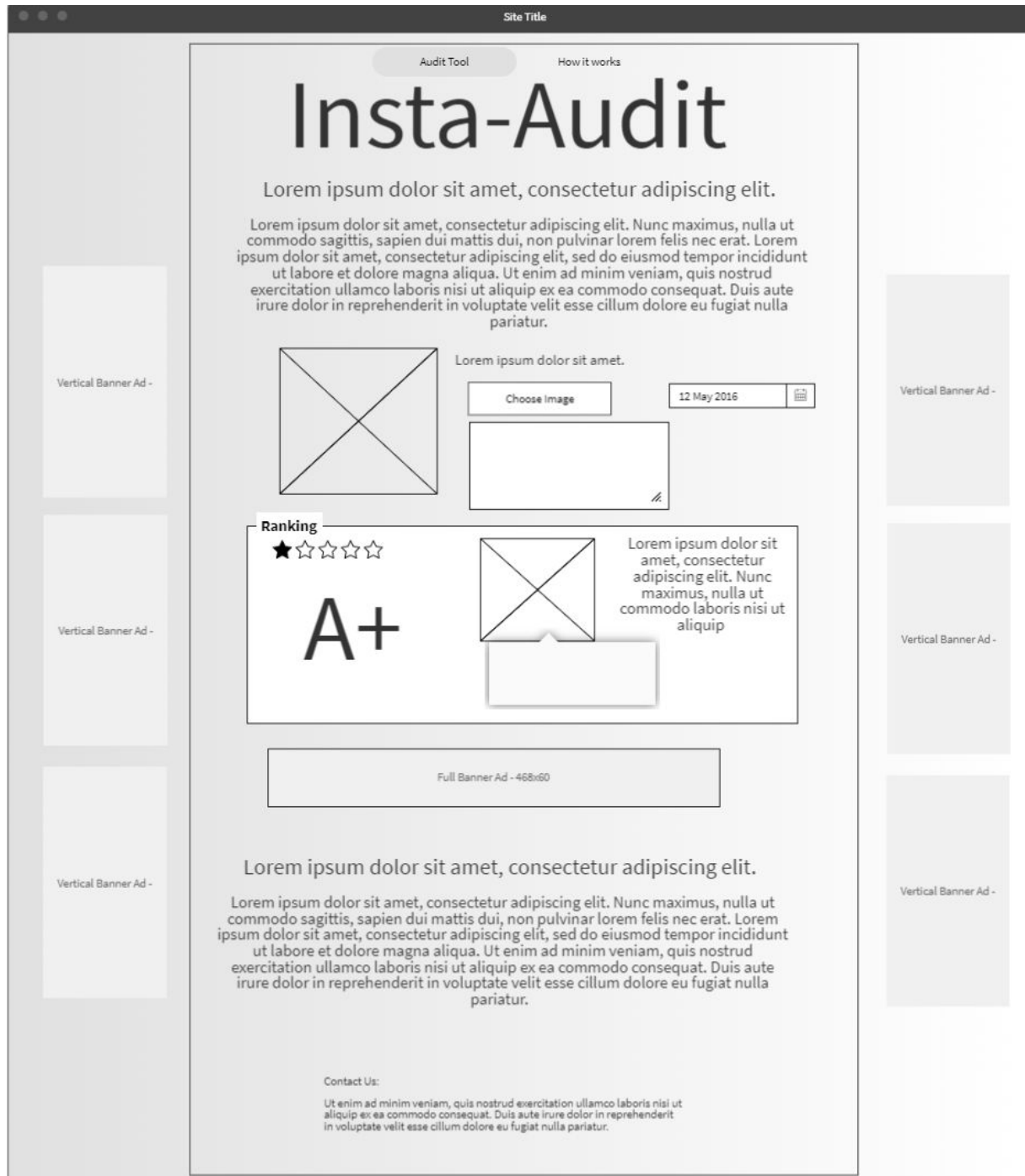
Page Descriptions

Audit-Tool Page	<p>1. Page Select (Tool page / About page)</p> <p>2. Title -Flashy title. Will be custom designed at a later date.</p> <p>3. Description -More In depth paragraph about the tool, what its for, how it works, how to use it.</p> <p>4. Tool Section -User Login -Box to upload Image -Text entry to paste caption -Section to enter post timeframe (date/time)</p> <p>5. Ranking Section -Shows the results of our model estimating the result of their image/caption -Either a 5 star/ A-F / 1-10 Ranking. -What they should expect if they posted this image. -Tool-tip showing suggestions on how they can make their post better if they received a low score.</p> <p>6. Page Bottom Further Info about InstaAudit and our Team</p> <p>7. Contact Us Contact information of the team</p>
About Insta-Audit	<p>1. Page Select (Tool page / About page)</p> <p>2. Title -How does InstaAudit work?</p> <p>3. Description</p>

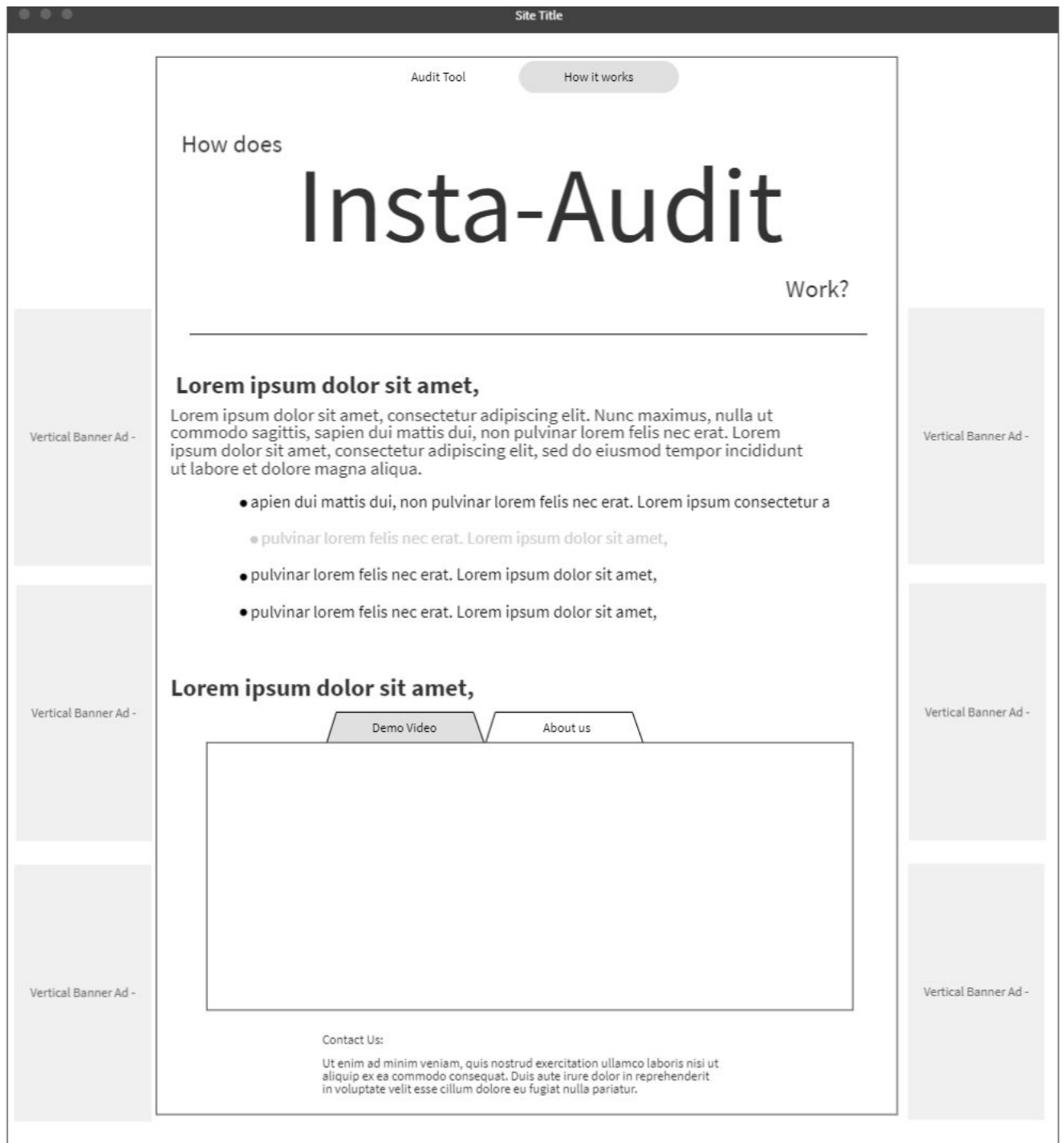
<p>About Insta-Audit (cont)</p>	<ul style="list-style-type: none">-Quick paragraph about the tool, what its for, how it works, how to use it. <p>4.Tenants</p> <ul style="list-style-type: none">- Main tenants of the model and how it works. <p>5.Video Section</p> <ul style="list-style-type: none">-Video demo showing the best practices for using Insta AuditMore info about <p>7. Contact Us</p> <ul style="list-style-type: none">-Contact information of the team
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Wireframes

Audit Tool Page



About-Us Page



Interfaces

One of our main goals for this product is to create an extremely intuitive user interface so that any employee can utilize our tool without extensive training. Currently, we have proposed the following interfaces:

- Login Page
 - Username
 - Password
 - Checkbox for “remember me” feature
- Audit Tool Page
 - Tool selection
 - Image upload box
 - Text entry
 - Predicted Rating
 - Contact Us
- About Us Page
 - Play Demo Video
 - Contact Us
- Instagram API
 - Convert JSON file from various instagram pages into usable data to train our model
- Server
 - Communication between application and server to generate a prediction based on our trained Machine Learning Model

Additional Functional Requirements

In addition to the product features listed in the previous section we would like to implement the following features:

- Batch image processing
 - Import multiple images and sort by ranking
- Test multiple filters at once
- Comparing multiple posts
- Image Editing
 - Able to perform basic image editing before posting
 - Saturation
 - Hue
 - Filters
 - Etc.

Non-Functional Requirements

Our product is designed for enterprise applications and should possess the following Non-Functional Requirements:

- Reliability
 - Server uptime needs to be as close to constant as possible so that our customers can utilize our product at any time inspiration hits them
- Consistency
 - Insta-Audit needs to generate predictions that can be duplicated if the same image is uploaded to our model
- Accuracy
 - Constant model training will be necessary to keep up with the ever changing fads of digital marketing
- Usability
 - A great and intuitive UI will ensure that our product stand above any future competitors
- Integrity
 - Current plans indicate that Intsa-Audit will allow users to log in to their instagram account which may pose security concerns which our application will need to address

Performance Requirements

The major goal of our deliverable software is to provide the user a prediction of engagement on a given image in a reasonable amount of time without noticeable lag

- Provide a time estimate/ loading bar if necessary

Future Iterations

- Implement mobile application.
- Advanced model training based on product type.
- Verify post's prediction.