

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

Date	04 Nov 2023
Team ID	NM2023TMID01253
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	Content Creation	The sponsored post should include high-quality text, images, and possibly videos that showcase the restaurant's ambiance, menu items, and special features.
FR-2	Call to Action	Include a clear and compelling call to action (CTA), such as "Visit us today," "Order now," or "Reserve a table," to encourage user engagement.
FR-3	Target Audience	Define the target audience for the sponsored post, specifying demographics, location, and interests to reach potential customers effectively.
FR-4	Platform Selection	Specify the social media platforms or advertising channels where the sponsored post will be published, such as Facebook, Instagram, Google Ads, or others.
FR-5	Ad Budget	Determine the budget allocated for promoting the post and set daily or lifetime limits for ad spending.
FR-6	Scheduling	Decide on the start and end dates for the sponsored post campaign, ensuring it aligns with restaurant promotions or events.
FR-7	Geographic Targeting	Specify the geographical areas where the sponsored post should be displayed, which can be based on proximity to the restaurant's location.
FR-8	Content Approval	Establish a process for getting content and campaigns approved by the restaurant owner or management to maintain branding consistency.

Non-functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	Aesthetic Appeal	Ensure the sponsored post is visually appealing, with high-resolution images and a cohesive design that reflects the restaurant's brand.
NFR-2	Load Time	Optimize images and multimedia elements for fast loading times, especially on mobile devices.
NFR-3	Responsiveness	Ensure that the sponsored post is mobile-friendly and looks good on various devices and screen sizes.

NFR-4	Compliance	Adhere to advertising platform guidelines and industry standards to prevent ad rejection or penalties.
NFR-5	Privacy and Data Protection	Safeguard user data and adhere to data protection regulations, such as GDPR or CCPA, when collecting user information through the sponsored post.
NFR-6	Engagement Metrics	Implement tracking mechanisms to monitor the performance of the sponsored post, including metrics like click-through rate (CTR), engagement rate, and conversion rate.
NFR-7	Security	Protect user data and the restaurant's online presence from security threats, such as hacking and fraud.
NFR-8	Response Time	Ensure that the restaurant's staff can respond promptly to inquiries or reservations made through the sponsored post.
NFR-9	Brand Consistency	Maintain a consistent brand voice and image throughout the sponsored post and other marketing materials.
NFR-10	Legal and Copyright Compliance	Ensure that all content used in the sponsored post, including images and text, complies with copyright and intellectual property laws.