

**Project Development Phase**  
**NO . of (Functional & Non-functional)**  
**Solution**

Date	31 october 2023
Team ID	C19FED1074EE13BB40E4336584FD97DA
Project Name	Hashtag Generators

**Functional Requirements:**

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Profile Information	the best hashtags are specific to your content and audience. If you have a specific theme or topic in your profile information, let me know, and I can generate more tailored hashtags for you!
FR-2	Product/Service Listings:	Remember to also use specific hashtags related to the type of products or services you are offering (e.g., #Fashion, #HomeDecor, #FitnessGear) to reach your target audience more effectively.
FR-3	Location and Map:	<p>Additionally, you can use specific location-based hashtags such as the name of the city, country, or landmark you are promoting to target a more localized audience. For example, if you're promoting something related to New York City, you could use hashtags like #NYC, #NewYorkCity, or #BigApple.</p> <p>Remember, using specific and relevant hashtags can help your content reach the right audience interested in the location or map-related activities you're promoting.</p>
sFR-4	Reviews and Ratings:	Using these hashtags can help you highlight positive feedback, engage with customers, and create a positive image for your products or services based on the reviews and ratings received.

**Non-functional Requirements:**

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

FR No.	Non-Functional Requirement	Description
NFR-1	Accessibility	These hashtags can be used to promote discussions, events, products, or services related to accessibility and inclusivity. Remember to choose hashtags that are relevant to the specific context you're addressing within the realm of accessibility.

NFR-2	<b>Performance</b>	<p>Ensure that all your business information is complete and accurate. This includes your business name, address, phone number, website, hours of operation, and categories. Google Posts allow you to share timely updates, offers, and events. Make use of this feature to keep your profile fresh. Periodically review your account activity and recent sign-ins to check for any suspicious activity. Google provides this information in your account settings.</p>
NFR-3	<b>Security:</b>	<p>Make sure your contact information associated with your Google My Business profile is up-to-date. This ensures you can receive important notifications. Familiarize yourself with Google's policies and guidelines for business profiles. This will help you avoid violations and potential issues. If you suspect a security breach, report it to Google immediately. They have a dedicated support team for this purpose.</p>
NFR-4	<b>Scalability</b>	<p>Provide accurate and detailed information about your business, including name, address, phone number, website, and hours of operation. Add high-quality photos and videos of your business, products, and services. Use relevant keywords in your business description. Choose the most appropriate categories for your business.</p> <p>Ensure your business name is accurate and not stuffed with keywords.</p>
NFR-5	<b>Reliability:</b>	<p>Keep your profile updated with any changes to your business hours, services, or other information. Create Google Posts to share updates, events, and offers with potential customers. Regularly check the Insights section to gain insights into how customers are finding and interacting with your profile.</p>
NFR-6	<b>User-Friendly Interface</b>	<p>Ensure your profile is mobile-friendly and accessible, as many users access Google My Business on their smartphones. Maintain a consistent brand image, voice, and tone across your profile, website, and social media channels. Use relevant keywords in your business description and posts to improve your profile's visibility in search results.</p>

