

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

Date	..
Team ID	NM2023TMID04581
Project Name	Creating a Social Media Ad Campaign in Facebook

Functional Requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Objectives and Goals	Define the specific campaign objectives (e.g., brand awareness, lead generation, website traffic, sales).
FR-2	Target Audience	Use Facebook Audience Insights to research and refine your target audience.
FR-3	Ad Creatives	Design visually appealing images or videos that align with your campaign objectives and audience.
FR-4	Ad Formats	Create variations of ad creatives to be used in different ad formats if necessary.
FR-5	Ad Placement	Optimize ad placements based on performance data.
FR-6	Ad Biding	Set bidding limits or bid caps to manage costs effectively.

Non-functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	Accessibility	Accessibility requirements ensure that your ad campaign is inclusive and can be used by individuals with disabilities.
NFR-2	Security	Security requirements are essential to protect user data, prevent ad fraud, and ensure the privacy and integrity of your campaign.
NFR-3	Reliability	Reliability requirements ensure that your ad campaign operates consistently without disruptions

NFR-4	Performance	Performance requirements specify how the ad campaign should perform in terms of speed, responsiveness, and efficiency.
NFR-5	Availability	The ad campaign must be highly available, ensuring that ads, landing pages, and associated services are accessible to users 24/7 with minimal downtime or disruptions.
NFR-6	Scalability	This is crucial for campaigns that may experience rapid growth or fluctuations in traffic.