

Project Design Phase-II

Determine the requirements of Architecture

Team ID	NM2023TMID06140
Project Name	Creating an sponsored post for Instagram

Certainly, the functional requirements for Instagram Reels, It is a short-form video feature within the Instagram platform. While Instagram itself is a mobile app and web service, Reels has specific requirements for creating and sharing content. These requirements include:

➤ Mobile App or Web Access:

Instagram Reels can be accessed and created through the Instagram mobile app on iOS and Android devices. You can also view Reels on the web version of Instagram.

➤ Account:

To create and share Instagram Reels, you need to have an active Instagram account. You can set your account to private or public, depending on your preferences.

➤ Video Length:

Instagram Reels videos can be up to 60 seconds in length. This short duration is designed for quick and engaging video content.

➤ Video Format:

Reels support vertical video format, which is the standard for mobile devices. The recommended aspect ratio is 9:16.

➤ Video Resolution:

High-definition videos with a resolution of at least 720p (1280 x 720) are recommended for better quality.

➤ Video Editing:

Instagram offers various in-app editing tools, effects, and filters for creating and editing Reels. You can also use third-party video editing apps or software to prepare your content.

➤ Music and Audio:

You can add music from the Instagram music library or your own audio to your Reels. Ensure you have the necessary rights to use copyrighted music.

➤ **Captions and Hashtags:**

You can add captions, text overlays, and hashtags to your Reels to enhance discoverability and engagement.

➤ **Cover Image:**

You can select or upload a custom cover image for your Reel, which is the thumbnail displayed in your profile and in the Reels feed.

➤ **Location and Tagging:**

You can tag people, locations, and products in your Reels to increase visibility and engagement.

➤ **Audience Targeting:**

You can choose to share your Reels with your followers or make them public for a broader audience. Instagram also offers options to restrict viewership.

➤ **Engagement Features:**

Viewers can like, comment, share, and save your Reels. Engaging with the comments and interacting with your audience can help boost your content's visibility.

➤ **Algorithm and Explore Page:**

Instagram uses its algorithm to recommend Reels to users. High-quality content, engagement, and consistency can help your Reels appear on the Explore page, gaining more exposure.

➤ **Copyright and Content Guidelines:**

Make sure your Reels comply with Instagram's content guidelines and copyright policies to avoid removal or penalties.

➤ **Mobile Device Requirements:**

Ensure your device meets the system requirements to run the Instagram app smoothly and capture and edit videos effectively.

Keep in mind that Instagram's features and requirements may evolve over time, so it's essential to stay updated with the latest information from Instagram's official resources and help center for the most current guidelines.