Software Engineering Product Requirements Version 1

Juicy Story Project Group
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Introduction

The Juicy Story project is aimed at companies to facilitate their use of Instagram: creating user-generated stories, getting statistics, scheduling the upload of Instagram posts. This way, each company could benefit from the content posted by their customers which would be helpful for marketing departments worldwide.

In this report, we will present the main feature, other secondary requirements, a meeting log and the decisions made with the client.

Main Feature: User Generated Stories

Most companies use Instagram as a means of mass market penetration. That of course means that their content needs to be curated and meticulously managed. In a more recent update, Instagram introduced stories as a means of interaction with their target audience in a more meaningful way. Company held events require coverage from multiple angles requiring multiple employees. Company representatives and media curators consider that to be a viable option, although optimal results are not guaranteed.

Juicy Story initiated a revolutionary idea where companies can generate content for their respective Instagram story based on other creator's content in the platform. The company representative can create an account on Juicy's story website making the whole procedure easy and intuitive for every company. The user would be able to select hash-tags and locations generating indexed results. Those results can then be edited and directly imported to the user's Instagram account.

Minor Features

Statistics

Diagrams providing useful information regarding to posts and stories. The information can extend to likes, comments and reposts containing @ prerequisites. Gather statistics about your posts. For example: who has seen your story, how many people have seen your story, at what time do people see your stories, how long have they looked at your story, etc.

Scheduled posts

The user would be able to have a preview feed in an Instagram format. Attributes such as descriptions, links and hashtags need to be included to help promote the post even further. Every post can then be submitted according to predefined scheduling, providing a degree of freedom and scalability to companies as never before.

Non functional requirements

Maintenance

The developer of the Juicy Story company (Sid) will have to maintain the application. Sid will have to be able to understand the application source code and perform updates.

Compliance

Due to legal issues, we may not use Instagram's native API for some of our operations such as Scheduled Posts. Therefore with the functionalities that we implement we should be wary of the legal issues that might arise and comply with the relevant rules when designing.

Reliability

Since the customers are going to be corporations who will be using the product for professional purposes, it is rather important that the product is reliable because failures and down times can have financial consequences for the customers.

Usability

Taking into consideration that the customers are going to be companies worldwide, we should also consider the human factor: people should be able to easily use the product independently of their technological knowledge.

Extensibility

The final product should allow further developments. Even though the main goal at the moment is to create a MVP, the client would like to further extend the product: adding features to the stories (polls, text, location), scheduling the uploading of stories, keeping the product up to date according to future Instagram updates etc.

Documentation

As the product aims for paying corporate customers who would likely want to use all the features flawlessly and to the fullest, a solid documentation of the features is probably necessary to make sure as the usage grows, new users can learn the features on their own and do not need extensive support.

Meeting Log

First Meeting at 23.02.2018

- Only Sjoerd was present at this meeting on behalf of our client since all other partners were abroad. Therefore we have mainly talked about the business aspect and general details of the project instead of technical details. However we have agreed to clarify the pressing technical issues we have through email until in our next meeting (scheduled for Thursday march 1st) where their developer will also be present.
- In this meeting three main functionalities were mentioned broadly: User Generated Stories, Statistics and Scheduled Posts. It was clarified that the User Generated Stories is their main selling point, and has the highest priority. It was also mentioned that the other functionalities have secondary importance.
- We have also clarified that the product is to be a web app and the client doesn't have any plans about mobile development right now.
- They don't have any code written so far, apart from a demo on their webpage, thus we will have to start from scratch.
- It was conveyed that the product is to be geared towards only companies, and not individual customers.
- We also had email contact with the developer of our client and received more information about the technical stack of the project:
    1. There is no absolute decision about the language but after a research I would recommend PHP with Laravel or Python with Django/Flask-Nameko (personaly I would go with Laravel) for the backend and VueJs or AngularJS for the front end.
    2. Unfortunately, Instagram doesn't have public APIs for getting stories, but you can check their public APIs available online. You have a full API for getting the statistics, but that, of course, is a small part.
    3. Stories should get to us through hashtags or DMs(direct messages)

Change Log

This is the first iteration.