

Project design phase - II

Solution requirements (Functional & Non - functional)

Date	03 November 2023
Team ID	NM2023TMID03717
Project name	Creating a social media Ad campaign in Facebook
Maximum marks	4 Marks

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Functional requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
1.	Objective Management	The system should allow the user to define, edit, and manage campaign objectives, including increasing brand awareness, driving website traffic, generating leads or sales, and building engagement.
2.	Audience Targeting	The system should provide options to identify and target the audience using Facebook's ad targeting features, including demographics, interests, behaviors, and custom audience creation.
3.	Scheduling	The system should support the scheduling of campaigns, allowing users to set start and end dates and times for ad delivery. It should also provide options for ad scheduling based on audience time zones.
4.	Compliance Checks	The system should perform compliance checks to ensure that ad content adheres to Facebook's advertising policies and legal regulations.
5.	Campaign Launch	Users should be able to initiate campaign launches, with the system ensuring that all campaign settings are correct and validated before launch.
6.	Reporting and Analytics	The system should generate reports and analytics that track campaign progress and

		analyze results according to defined objectives and KPIs.
7.	Feedback Collection	The system should collect feedback from both the audience and team members, providing mechanisms for incorporating feedback into campaign strategies and creative elements.

Non - functional requirements:

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

NFR No.	Non - functional Requirement	Description
1.	Security	The system must ensure the security and privacy of user data, especially in compliance with data protection regulations.
2.	Scalability	The system should be scalable to handle increased ad spend, audience segments, and campaign complexity.
3.	Performance	The system must provide real-time performance tracking and analytics with minimal latency to support data-driven decision-making.
4.	Reliability	The system should be highly reliable, minimizing downtime and ensuring campaign consistency.
5.	Usability	The user interface must be user-friendly and intuitive, supporting ease of use for both technical and non-technical users.