Project Design Phase-II

Solution Requirements (Functional &Non-functional)

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| Team ID | 88A47BC9080CDE499E844AF1A08CEE03 |
| Project Name | Creating an sponsored post for Instagram |

Functional Requirements:

Following are the functional requirement so the proposed solution.

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| **FR No.** | **Functional Requirement(Epic)** | **Sub Requirement(Story/Sub-Task)** |
| FR-1 | **User authentication requirement** | User authentication is essential for creating a sponsor post on Instagram to verify the identity of the account holder. It helps maintain the credibility of sponsored content and ensures that the post adheres to Instagram's advertising policies. By authenticating users, Instagram aims to provide a transparent and trustworthy platform for sponsored posts. |
| FR-2 | **Mobile accessibility requirement** | Ensuring that users with disabilities can access and engage with the content. Involves optimizing post content, descriptions, and user interfaces for screen readers and other assistive technologies on mobile devices. |
| FR-3 | **Notification requirement** | Crucial to inform users that the content is a paid promotion. Us toing labels like "Sponsored," "Ad," or "Paid partnership" meet Instagram's advertising standards. These notifications enhance trust and help users distinguish between organic and sponsored content on the platform. |
| FR-4 | **Reporting requirement** | Accurate and timely submission of campaign performance data to the platform. Allowing Instagram and advertisers to evaluate the effectiveness of the campaign. To measure the success of sponsored content and ensure transparency between advertisers and the platform. |
| FR-5 | **Data export requirement** | Provides advertisers with the means to access and export campaign-related data, facilitating performance analysis and reporting. This ensures transparency and empowers advertisers to make informed decisions about their Instagram campaigns. |
| FR-6 | **Feedback requirements** | It soliciting and addressing user feedback, enhancing the overall quality of sponsored content, and maintaining a positive user experience on the platform. This iterative feedback process contributes to more effective and engaging sponsored posts. |

Non-functional Requirements:

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

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| **FR No.** | **Non-Functional Requirement** | **Description** |
| NFR-1 | **Usability** | It ensures that advertisers can easily navigate the platform, target their audience, and manage campaigns effectively,  User-friendly interface is key to optimizing the usability of Instagram's sponsored post creation process. |
| NFR-2 | **Security** | safeguarding user data, and preventing potential breaches crucial for maintaining trust and privacy on the platform.  Robust security measures protect advertisers and users alike, underlining Instagram's commitment to a secure advertising environment. |
| NFR-3 | **Reliability** | It guarantees that advertisers can consistently publish content and reach their target  Dependable platform supports advertisers in achieving their marketing objectives and maintaining a consistent presence for their sponsored content. |

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| NFR-4 | **Performance** | Optimize content for engagement and target audience to maximize the impact of your sponsored post on Instagram.  Monitor key metrics like reach, engagement, and click-through rates to fine-tune your sponsored post's performance over time. |
| NFR-5 | **Availability** | Sponsored posts on Instagram are available to businesses and creators through Instagram's advertising platform.  You can easily set up and launch sponsored posts to reach a wider audience and achieve your marketing goals on the platform. |
| NFR-6 | **Scalability** | Instagram's sponsored post feature offers scalability, allowing businesses to reach a broad or niche audience based on their budget and goals.  . With options for customizable budgets and targeting, you can scale your sponsored posts to meet the specific needs of your marketing campaign. |