

Project design phase-1

REQUIREMENT ANALYSIS

(FUNCTIONAL, OPERATIONAL, TECHNICAL)

Requirement Analysis for Instagram Reels Project - Wedding Attire Promotion:

1. Functional Requirements:

Content Creation:

Functional Objectives: Create visually compelling content showcasing a variety of wedding attire, emphasizing aesthetics and diverse styles.

Text Overlay Functionality: Ability to add engaging and informative text overlays within the video.

Collaboration Platform:

- Communication Tools: Functional team collaboration platforms for sharing ideas, feedback, and progress tracking.

- Real-time Editing and Feedback: Capabilities for real-time collaborative editing and feedback implementation.

Engagement Strategy:

- Comment and Interaction Features: Functionality to respond promptly to comments and messages to maintain audience engagement.

- Community Building Tools: Functionalities to foster a sense of community through consistent interaction.

2. Operational Requirements:

Understanding Instagram Platform:

- Algorithm Understanding: Access to updated information about Instagram's algorithm for increased reach.

- Hashtags and Trends Integration: Capability to integrate trending hashtags and content styles for improved visibility.

Marketing and Promotional Tools:

- Ad Campaign Management: Operational proficiency with Instagram's ad manager for paid promotions.

- Analytics Utilization: Ability to understand and utilize analytics to measure and optimize performance.

Conversion Tracking and Analysis:

- Analytical Tools Utilization: Ability to effectively track conversions, website visits, and profile interactions to analyze video impact.
- Data Interpretation Skills: Operational skills to interpret and use data insights for strategy improvement.

3. Technical Requirements:

Content Creation Tools:

- Design and Editing Tools: Access to suitable software for designing visuals and editing videos (e.g., Canva, Adobe Suite).
- Optimized Video Formats: Ability to export videos in formats suitable for Instagram Reels.

Engagement Management Tools:

- Automated Response Systems: Integration of tools for automated responses or timely engagement with the audience.
- Hashtag and Trend Analysis Tools: Utilize tools for analyzing and selecting the most effective hashtags and content trends.

Adaptability and Compliance:

- Scheduling Tools: Integration of scheduling tools for posting content at optimal times.
- Compliance Measures: Ensuring content and promotional activities comply with Instagram's terms and policies.

By considering and meeting these functional, operational, and technical requirements, the team can efficiently create, promote, and manage the Instagram Reels video, enhancing engagement and potentially increasing sales for wedding attire promotion.

FLOW CHART

