# Overview

A simple user interface that makes Facebook marketing easy and allows for the creation of Ad Marketplace.

## Platforms

1. iPhone: Yes

2. Android Phone: No

3. iPad: Yes

4. Android Tablet: No

5. Website: Web App

## Server Side

1. Type: AWS

2. Server: Yes

3. Database: Yes

4. API: Yes

# Functional Requirements

## Users: (Web Portal)

1. Login/Signup

a. Ability to login/signup in with Facebook

b. Ability to login/signup in with email

c. Ability to reset password with email

2. Ability to create templates that work by communicating with Facebook API

a. Name whole campaign

b. Ability to add a new step to the template

i. Choose Objective

1. Awareness

a. Brand Awareness

b. Reach

2. Consideration

a. Traffic

b. Engagement

c. App Installs

d. Video Views

e. Lead Generation

f. Messages

3. Conversion

a. Conversions

b. Catalog Sales

c. Store Visits

4. Create id for campaign step in Facebook API

5. Choose audience source

a. Facebook Website

b. App Adds

c. Messenger

6. Demographics

a. Custom audience

i. Tier 1 - People who have interacted with your content - (e.g. Anybody who's touched your page, watched a video)

ii. Tier 2 - Prospective audience - with 1% similarities match (e.g Males, Perth, In business -)

iii. Tier 3 - People that have demographics / behaviours in common (I want completely new people)

b. Location

c. Age Range

d. Gender

e. Language

f. Connections (friends or connected to page)

7. Placement

a. Location of ad inside the facebook ecosystem

8. Budget and schedule (e.g Target All day everyday, or Target at Lunch)

9. Optimization - Ability to choose how many times the users will interact with the content per day

ii. Ability to set spending limit and other payment settings

c. Ability to link each step to another step based on results of previous step and/or options available from Facebook API

d. Ability to see interactions with each step in the process from statics available through Facebook API

i. Including but not limited to

1. Views

2. Reach

3. Actions

4. People

5. Location

e. Ability to have colour coded system to show how a step in the template is performing

f. Ability to have colour coded system to show how the template is performing

g. Ability to have an overview section that report statistics for the Facebook page and account the advert is running for.

i. Action on Page

ii. Page views

iii. Page previews

iv. Page likes

v. Reach

vi. Recommendations

vii. Post engagements

viii. Videos

ix. Page followers

3. Ability to showcase how a template has performed via link sharing

4. Ability to add more than one Facebook account so you can run different templates for different accounts +

5. Subscriptions

a. Ability to pay a subscription for the service using Stripe

b. Ability to have a tiered system - moving up a subscription level allows you to have more active templates

c. Ability to share the platform and using a referral program get $X back if someone signs up using your link

6. Ability to share a template with someone via email

7. Ability to offer a template at $X for someone to purchases and load into their account

8. Ability to import a template when shared with you via email after purchase

9. Ten basic templates to be provided by client which will be available to each new user on sign up

# Users (iPhone and iPad):

1. Login/Signup

a. Ability to login/signup in with Facebook

b. Ability to login/signup in with email

c. Ability to reset password with email

2. Statistics

a. Ability to see interactions with each step in the process from statics available through Facebook API i. Including but not limited to

1. Views

2. Reach

3. Actions

4. People

5. Location

b. Ability to have colour coded system to show how a step in the template is performing

c. Ability to have colour coded system to show how the template is performing

d. Ability to have an overview section that report statics for the Facebook page and account the advert is running for.

i. Action on Page

ii. Page views

iii. Page previews

iv. Page likes

v. Reach

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vii. Post engagements

viii. Videos

ix. Page followers

3. Ability to showcase how a template has performed via link sharing

# Admin (WebPortal):

4. Login

a. Ability to login in with email

b. Ability to reset password with email

5. Ability to access a user account

a. Ability to see their templates

b. Ability to edit their templates

6. Users

a. Ability to see users

b. Ability to block users

c. Ability for subscription payments