

INSTAGRAM APPLICATION

BUSINESS REQUIREMENT SPECIFICATION DOCUMENT

TABLE OF CONTENTS:

1)Introduction	1
1.1) Client introduction	2
1.2) Project introduction	2
2)Existing system	2
3)Drawbacks in Existing system	2
4)Proposed system	2
5)Project Architecture	3
6)Business requirements	3

1)INTRODUCTION:

This business requirements specification documents outlines the specification and objectives for the integration of a new feature, “reels”, into the Instagram platform reels is a short form video feature aimed at enhancing user engagement and diversifying content offerings on the platform.

1.1CLIENT INTRODUCTION

Instagram inc., a subsidiary of meta platforms,Inc., is the client for this project founded in 2010, Instagram has grown to become one of the most popular social media platforms globally, with a user based exceeding a billion active users. Instagram mission is to bring people closer together through shared experiences and visual story telling.

1.2 PROJECT INTRODUCTION

The project involves the introduction of the reels feature to the Instagram platform. Reels will allow users to create a share short form videos typically ranging from 15 – 60 secs in length, With

a variety of creative tools and effects. This addition is to enrich the user experience increase user engagement and keep Instagram competitive in the dynamic landscape of social media

2) EXISTING SYSTEM

The current Instagram platform offers features such as photo and video sharing, stories IGTV and direct messaging. While these features have contributed to Instagram's success, the platform lacks a dedicated short form video feature like reels.

3)DRAWBACKS OF EXSISTING SYSTEM:

The absence of a dedicated short-form video feature presents several drawbacks:

- Limited options for video content creation: Users are restricted to longer-form video formats or third parts applications for short-form video creation.
- Competition from other platforms: Instagram faces competition from platforms like TIKTOK, which specialize in short-form video content.
- Potential decrease in user engagement: Without a dedication short-form video feature, Instagram risks losing users seeking such content to competing platforms.

4)PROPOSED SYSTEM:

The proposed reels feature aims to address the existing drawbacks by:

- **Introducing Reels:** Users will gain access to a feature dedicated to creating and sharing short-form videos within the Instagram app.
- **Offering creative tools and effects:** Reels will provide users with a variety of tools, including music filters, and editing options, to enhance their video content.
- **Facilitating content discovery:** Reels content will be showcased in dedicated section of the Instagram app, making it easier for users to discover and discover and engage with short-form videos.

5)PROJECT ARCHITECTURE:

Implementing the reels feature will require enhancements to the existing Instagram architecture, including:

Backend infrastructure: Addition of servers and databases to support the storage and delivery of reels content.

Frontend integration: Incorporation of reels functionality into the Instagram app's user interface

Content distribution: Implementation of algorithms to curate and display reels content to users based on their preferences and engagement history.

6) BUSINESS REQUIREMENTS

The following business requirements outline the objectives and functionalities of the reels feature:

User engagement: Increase user engagement by providing a platform for creating and sharing short-form video content.

Content creation tools: Offer a range of creative tools and effects including music filters and editing options, to enhance the quality of reels content.

Content discovery: Facilitate the discovery of reels content through a dedicated section within the Instagram app and personalized recommendations.

Monetization opportunities: Explore opportunities for monetizing reels content through advertising, sponsorships, and creator partnerships

User feedback mechanism: Implement a feedback mechanism to gather user insights and preferences for future enhancements to reel features.

Performance optimization: Ensure optimal performance and reliability of the reels feature, including fast loading times and minimal downtime.

Security and privacy: Implement measures to protect user data and privacy in accordance with relevant regulations and industry best practices.

This Business Requirements Specification (BRS) document serves as a guideline for the development and implementation of the reels feature on the Instagram platform, aligning business objective with user needs and technical capabilities.

