**INSTAGRAM APPLICATION**

**BUSINESS REQUIREMENT SPECIFICATION DOCUMENT**

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**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.

