

Project design phase-||

Requirement Analysis (Functional, Operational, Technical) / Flow Charts

TEAM LEAD	S.KARTHIKRAJ
NM ID	B2DF7E4FB2160FDA23848332D658AAE7
PROJECT NAME	Creating a social media ad campaign in facebook

S.NO	Requirement Type	Requirement Description
	Functional Requirements	
1.	Goal and Objectives	Define the project's overarching goals and specific objectives. This is the foundation for the entire project, including what you want to achieve with your clothing brand's online presence.
2.	Content Elements	Specify the types of content that need to be included on the website, such as product descriptions, images, blog posts, and any other relevant information for your clothing brand.
3.	Call to Action (CTA)	Determine the actions you want visitors to take on the website, such as "Shop Now," "Subscribe to Newsletter," or "Contact Us." CTAs guide users through the desired journey.
4.	Mobile Responsiveness	Ensure that the website is designed to be fully responsive, adapting to different screen sizes and devices, especially mobile phones, to provide a seamless user experience.
5.	Integrations	Identify any third-party systems or services that need to be integrated into the website, such as payment gateways, inventory management systems, or social media platforms.
6.	A/B Testing	Plan for the implementation of A/B testing to experiment with different design, content, or CTA variations to

		optimize user engagement and conversions on the website.
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S.NO	Operational Requirements	
1.	Content Management	Define how the website's content will be created, updated, and organized. This includes the use of a content management system (CMS) or other tools to manage text, images, and other media.
2.	User Access and Permissions	Specify who will have access to various parts of the website and what level of permissions they will have. This ensures that different team members can perform their roles effectively.
3.	Workflow and Approval	Outline the processes for content creation and updates. Define how content goes through review and approval before being published on the website.
4.	Maintenance Schedule	Create a schedule for regular maintenance tasks, such as software updates, security checks, and content audits. This helps keep the website running smoothly and secure.
5.	Content Strategy	Develop a content strategy that outlines the topics, frequency, and distribution channels for your content. This strategy guides the creation and distribution of content to meet your brand's goals.
6.	Content Management	It seems there is a duplicate entry here. Ensure that content management is included in the list, and you may want to clarify or merge the entries if necessary.

S.NO	Technical Requirements	
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1.	Hosting and Domain	Specify the hosting provider and domain name registration. This is where your website will be hosted, and your domain name (e.g., www.yourclothingbrand.com) is how users will access your site.
2.	Page Design and Layout	Define the design and layout standards for your website, including color schemes, typography, and the overall look and feel. This ensures a consistent and visually appealing user experience.
3.	HubSpot Modules/Templates	If you're using HubSpot, identify the specific modules and templates you'll use for your website. These pre-built components can streamline the design and development process.
4.	Forms and Data Collection	Specify the forms and data collection mechanisms on your website, such as contact forms, newsletter sign-ups, and user registration forms. Describe how this data will be stored and used.
5.	SEO and Analytics	Detail the implementation of search engine optimization (SEO) techniques to improve your website's visibility in search engines. Also, specify the analytics tools you'll use to track user behavior and website performance.
6.	Security and Compliance	Describe the security measures in place to protect your website and user data. Ensure compliance with relevant data protection regulations (e.g., GDPR) and industry-specific standards.