

**Project Design Phase-I**  
**Requirement Analysis**

Date	03 Nov 2023
Team ID	NM2023TMID01362
Project Name	Creating a Social Media Ad Campaign in Facebook

Aspect	Description
Functional Requirements	Functional requirements specify what a system or process should do. They define the desired behaviors and functions, often described as features or capabilities. These requirements are user-focused and outline what the system needs to achieve for its users.
Operational Requirements	Operational requirements focus on the non-functional aspects of a system. They address characteristics such as system reliability, availability, performance, and security. These requirements ensure the system operates effectively in its intended environment.
Technical Requirements	Technical requirements deal with the underlying technology and infrastructure. They detail hardware, software, network, and data requirements, ensuring the system's technical feasibility and compatibility with existing systems or platforms.
Flow Charts	Flowcharts are visual representations of processes or workflows. They use symbols and shapes to depict the sequence of steps, decisions, and actions in a process. Flowcharts are a valuable tool for analyzing, documenting, and communicating complex processes, making them more accessible and understandable.