Software Requirements Specification for Advertisement Posting Service (APS).

SOFTWARE REQUIREMENT SPECIFICATION
TEAM APS

ADVERTISEMENT POSTING WEBSITE [APS]

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1. Introduction

1.1 Purpose

The purpose of this document is to specify the requirements for the Advertisement Posting Service, which allows users to submit and manage advertisements on various social media platforms.

1.2 Scope

The Advertisement Posting Service **(APS)** is a website which will provide a user-friendly platform for users to create, customize, schedule, and track their advertisements on social media platforms including but not limited to Facebook, Messenger, Instagram, and TikTok.

1.3 Definitions, Acronyms, and Abbreviations

- SRS: Software Requirements Specification.

- UI: User Interface.

1.4 References

- Saidur Rahman. (Electronics Shop Owner in Mirpur-1).
- Md. Monirul Islam. (Digital Marketer with 3 year of experience).
- AFM Shahriar Rahi. (Full Stack Developer with 3 year of experience).

1.5 Overview

This document outlines the functional and non-functional requirements of the Advertisement Posting Service, detailing the features, user classes, and system constraints.

2. Overall Description

2.1 Product Perspective

The Advertisement Posting Service **(APS)** is a standalone system that interfaces with various social media platforms' APIs to post advertisements on behalf of users. It does not interact with external systems beyond the scope of advertisement posting.

2.2 Product Features

- User registration and authentication.

- Advertisement submission and customization.

- Selection of target social media platforms.

- Preview and editing of advertisements.

- Scheduling of advertisement posts.

- Real-time performance analytics.

- Customer support interface.

2.3 User Classes and Characteristics

-Advertisers: Individuals or businesses who wish to promote their content on social media.

-Administrators: System administrators who manage user accounts, monitor system health, and address technical issues.

2.4 Operating Environment

The Advertisement Posting Service will be accessible through standard web browsers on both desktop and mobile devices. It will utilize databases to store user information and advertisement data.

2.5 Design and Implementation Constraints

- The system must adhere to the APIs and guidelines of the integrated social media platforms.

- Data security and privacy regulations must be followed.

2.6 User Documentation

Comprehensive user guides and tutorials will be provided to help users navigate and effectively utilize the website's features.

3. Specific Requirements

3.1 Functional Requirements

1. User Registration and Authentication:

   - Users must be able to create accounts and log in securely.

   - Password recovery mechanisms should be in place.

2. Advertisement Submission and Customization:

   - Users can upload images/videos and provide ad details.

   - Customization options for each social media platform's specific requirements.

3. Target Social Media Selection:

   - Users can select one or more social media platforms for advertisement posting.

4. Advertisement Preview and Editing:

   - Users can preview how their ads will appear on each selected platform.

   - Editing options for refining the content.

5. Advertisement Scheduling:

   - Users can schedule when advertisements will be posted on chosen platforms.

6. Real-time Performance Analytics:

   - Users can view insights on ad reach, engagement, click-through rates, and conversions.

7. Customer Support Interface:

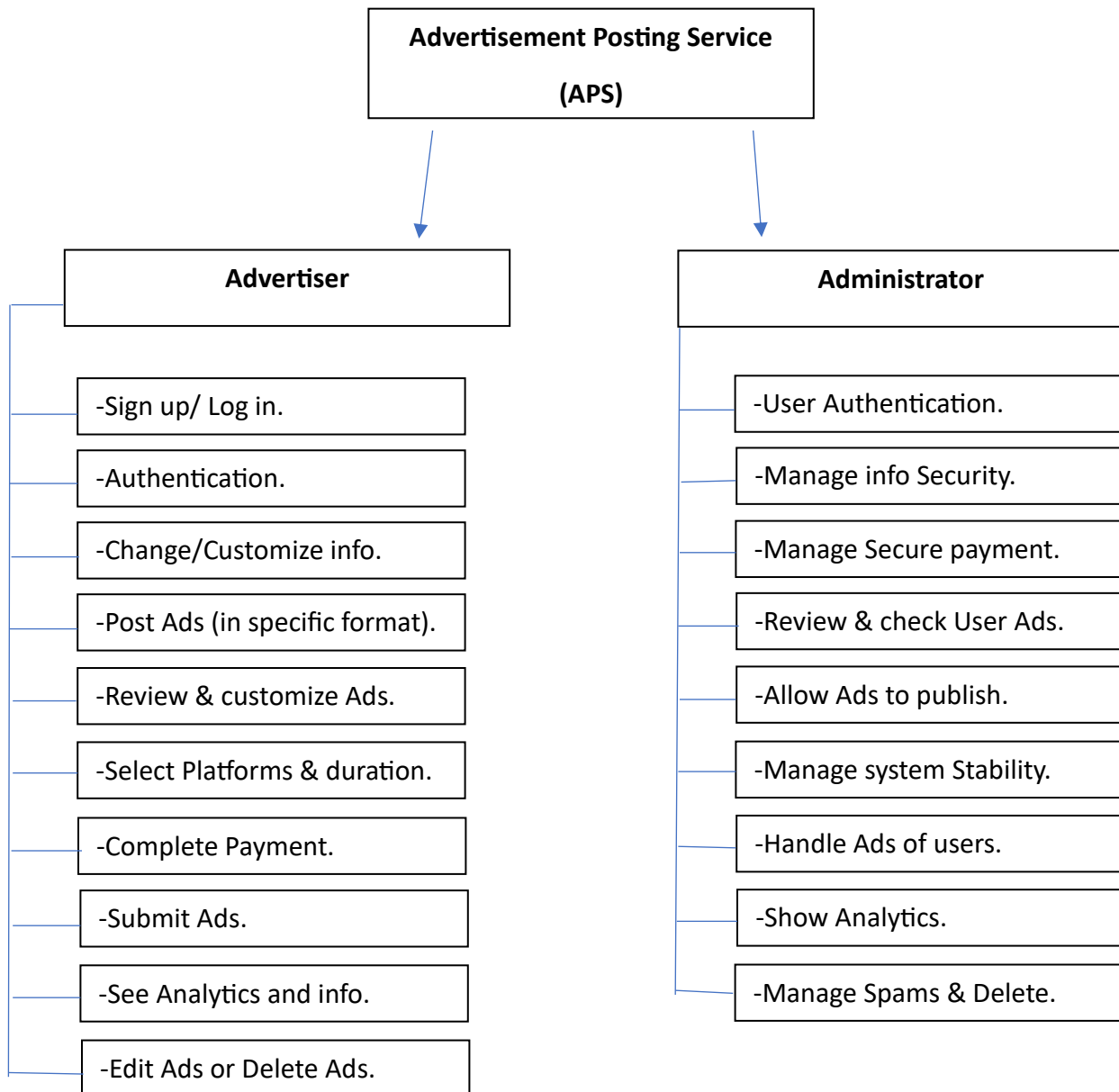   - Users can access a support system for assistance with issues.

3.2 Non-Functional Requirements

1. Performance: The website should handle multiple concurrent users and ensure fast response times.

2. Security: User data and login credentials must be encrypted and stored securely.

3. Usability: The UI should be intuitive and user-friendly, with responsive design.

4. Compatibility: The website should be compatible with major web browsers and mobile devices.

5. Scalability: The system should be designed to accommodate potential growth in user base.

6. Availability: The website should have high uptime and minimal downtime for maintenance.

7. Data Privacy: User data should be handled in compliance with data protection regulations.
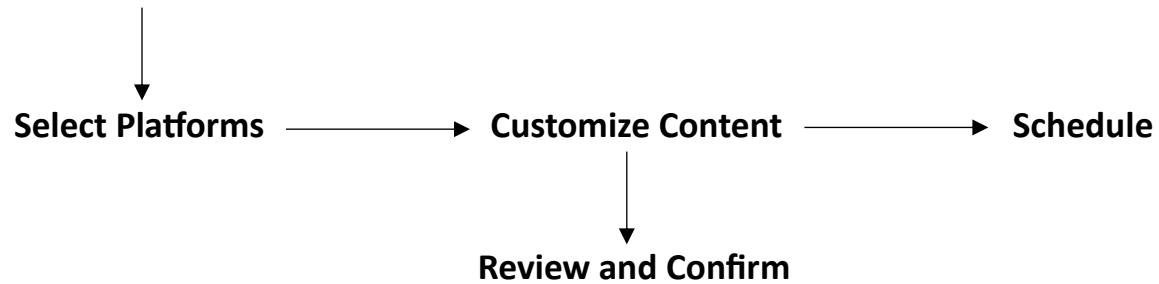
4. System Models

4.1 Use Case Diagram

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                    ┌─────────────────────────────┐
                    │ Advertisement Posting Service│
                    │            (APS)             │
                    └─────────────────────────────┘
                        ↓                    ↓
        ┌──────────────────┐        ┌──────────────────┐
        │    Advertiser    │        │  Administrator   │
        └──────────────────┘        └──────────────────┘
```

Advertiser	Administrator
-Sign up/ Log in.	-User Authentication.
-Authentication.	-Manage info Security.
-Change/Customize info.	-Manage Secure payment.
-Post Ads (in specific format).	-Review & check User Ads.
-Review & customize Ads.	-Allow Ads to publish.
-Select Platforms & duration.	-Manage system Stability.
-Complete Payment.	-Handle Ads of users.
-Submit Ads.	-Show Analytics.
-See Analytics and info.	-Manage Spams & Delete.
-Edit Ads or Delete Ads.	

4.2 Activity Diagram for User

Submit Advertisement

Select Platforms ⟶ **Customize Content** ⟶ **Schedule**

Review and Confirm

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