Functional Requirements:

Content Creation and Scheduling:

 Functional Requirement: Content creators must be able to plan and schedule Reels content in advance, including styling challenges, influencer collaborations, customer testimonials, and behind-the-scenes segments.

• Multimedia Production:

 Functional Requirement: Multimedia production equipment, such as cameras, lighting equipment, and video editing software, should be accessible to the content creators to produce engaging Reels.

Engagement and Interaction:

 Functional Requirement: The Instagram platform should allow for interactive features like polls, comments, and sharing, enabling engagement with the audience.

Collaboration with Influencers:

 Functional Requirement: A clear process for coordinating with fashion influencers, including communication, scheduling, and content collaboration.

Operational Requirements:

Content Posting and Management:

 Operational Requirement: A dedicated team responsible for posting and managing Reels content on Instagram, ensuring content goes live at scheduled times.

Audience Engagement and Response:

 Operational Requirement: The team must actively engage with the audience, respond to comments, and encourage user-generated content.

Influencer Collaboration Management:

 Operational Requirement: Timely coordination with influencers to ensure they align with our campaign schedule.

