Project Design Phase-I

**Requirement Analysis**

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| Date | 03 Nov 2023 |
| Team ID | NM2023TMID02300 |
| Project Name | Creating an Sponsored Post for Instagram |

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| **Aspect** | **Description** |
| Functional Requirements | Instagram offers various ad formats, including photo ads, video ads, carousel ads, story ads, and shopping ads. Specify the ad type that aligns with your campaign objectives. |
| Operational Requirements | Develop a content creation process that includes ideation, creation, and review stages. Specify who is responsible for creating, reviewing, and approving the content.  Consider content localization if your campaign targets a global or diverse audience. Translate captions and adapt visuals to suit different languages and cultures. |
| Technical Requirements | To create sponsored posts, you must have a Business Account on Instagram. This provides access to features like Instagram Insights and advertising capabilities. |
| 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. |