1. **User Authentication and Authorization:**
   * *Description:* Implement secure user authentication and authorization mechanisms.
   * *Criteria:* User registration, secure password storage, two-factor authentication, role-based access controls.
2. **Content Relevance and Personalization:**
   * *Description:* Ensure that users receive personalized and relevant content in their feeds.
   * *Criteria:* Advanced algorithms for content recommendations, user interest tracking, real-time content updates.
3. **Privacy and Data Protection:**
   * *Description:* Comply with data privacy laws and regulations.
   * *Criteria:* Regular privacy audits, user data encryption, transparent data usage policies.
4. **User Profile Customization:**
   * *Description:* Allow users to personalize their profiles based on preferences and interests.
   * *Criteria:* Customizable profile settings, options for profile themes, adaptive features based on user interactions.
5. **User Engagement and Interaction:**
   * *Description:* Facilitate user engagement through intuitive and interactive features.
   * *Criteria:* User-friendly post creation and sharing, varied reaction options, event participation, and group interaction.
6. **Security and Fraud Prevention:**
   * *Description:* Implement measures to ensure the security of user accounts and prevent fraudulent activities.
   * *Criteria:* Account verification mechanisms, suspicious activity monitoring, reporting tools for users.
7. **Advertising and Promotions:**
   * *Description:* Provide tools for businesses to advertise and promote their products or services.
   * *Criteria:* Ad creation tools, targeted advertising options, performance analytics for advertisers.
8. **Community Standards and Moderation:**
   * *Description:* Enforce community standards and provide effective content moderation.
   * *Criteria:* Clear community guidelines, AI-driven content moderation, reporting mechanisms for users.
9. **Real-Time Notifications:**
   * *Description:* Keep users informed with real-time notifications.
   * *Criteria:* Personalized notifications for friend requests, messages, comments, and relevant updates.
10. **Accessibility Features:**
    * *Description:* Ensure the platform is accessible to users with diverse needs.
    * *Criteria:* Accessibility features for users with disabilities, compatibility with assistive technologies.
11. **Multilingual Support:**
    * *Description:* Support multiple languages to cater to a global user base.
    * *Criteria:* Multilingual user interface, translation features for posts and comments.
12. **Integration with Third-Party Services:**
    * *Description:* Enable seamless integration with third-party services.
    * *Criteria:* Secure integration with external apps, collaboration with payment gateways, and content-sharing services.
13. **Mobile Responsiveness:**
    * *Description:* Ensure a responsive and consistent user experience across various devices, especially mobile devices.
    * *Criteria:* Responsive design, mobile-specific features, cross-platform compatibility.

**Conclusion:** These business requirements are designed to ensure the development of a secure, engaging, and user-friendly Facebook platform. Customize and adapt these requirements based on the specific goals and scope of your Facebook project.

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