

Project Design Phase-II

Solution Requirements (Functional & Non-functional)

DATE	03 NOV 2023
TEAM ID	NM2023TMID01256
PROJECT NAME	Creating a Social Media Ad Campaign in Facebook

Functional Requirements:

Following are the functional requirements of the proposed solution.

FR.NO	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Home	User Authentication: Users should be able to log in or register to access the ad campaign management platform. Campaign Creation: Allow users to initiate the creation of new ad campaigns directly from the homepage.
FR-2	About	Visual Content: Allow users to upload images, videos, or other media assets related to their business for use in ad campaigns.
FR-3	We offer	Pricing Information: Include fields for pricing, discounts, and any special offers or promotions related to the listed products or services.
FR-4	Achievements	Results Showcase: Provide space for displaying the positive outcomes and impact of previous ad campaigns run on Facebook. Visual Proof: Allow users to upload images, videos, or charts that visually represent their achievements and campaign results.
FR-5	Contact	Contact Form: Include a contact form through which users can receive inquiries or messages from potential customers.

Non-Functional Requirements:

Following are the non-functional requirements of the proposed solution.

FR.NO	Non-Functional Requirement	Description
NFR-1	Usability	User-Friendly Interface: The ad campaign management platform should have an intuitive and user-friendly interface to ensure ease of use for both novice and experienced users. Accessibility: The platform should be accessible and usable by individuals with disabilities, complying with accessibility standards such as WCAG (Web Content Accessibility Guidelines).

NFR-2	Reliability	<p>Data Security: Ensure robust data security measures, including encryption, data backups, and access controls, to protect user data and campaign information.</p> <p>Data Integrity: Guarantee data integrity by preventing data loss, corruption, or unauthorized access, and provide mechanisms for data recovery in case of unexpected issues.</p>
NFR-3	Performance	<p>Performance Testing: Regularly conduct performance testing to identify scalability bottlenecks and optimize the platform for increasing user and campaign loads.</p>
NFR-4	Availability	<p>High Availability: The platform should have a high level of availability, with minimal downtime, to support users in different time zones and ensure uninterrupted access to campaign management tools.</p>
NFR-5	Scalability	<p>Database Scalability: Ensure that the database architecture can scale to manage large volumes of campaign data, user profiles, and ad creatives.</p> <p>API Scalability: Ensure that the APIs used for data integration and interactions with external services can handle increased traffic and data transfer as the platform scales.</p>