**General Description**

**Product Perspective**

The product is being developed for Heriot Watt and will have similar capabilities to social networking applications such as Instagram which focus on the sharing of photos. The product is designed with the emphasis on sharing photos of animals by the use of individuals.

**General Capabilities**

The main functional requirements are:

* Allow users to upload photos
* Allow moderators to modify or remove content
* Allow users to interact with another user’s photo
* Analytical data is collected and sent to administrators

In essence, the product would allow users to post their own photos and interact with other users photos. Our vision for the product is for it to become a lively and vibrant social networking platform based upon the sharing of animal photos.

*Allow users to upload photos*

The product should allow users to upload photos to their own personal page. The uploaded photo can be taken from within the app or from outside. Furthermore, users should have the capacity to edit these uploaded from within the application.

*Allow moderators to modify or remove content*

Moderators of the product should be allowed to remove content as seen fit. Certain content is prohibited from the product (such as photos of people) and moderators should have the capability to remove said content.

*Allow users to interact with another user’s photo*

Users will have the capacity to interact with another user’s photo. This may be through the comments system or through the points system. In addition, a user will be able to see the results of their interaction through global displays such as competitions or leaderboards.

*Analytical data is collected and sent to administrators*

Analytical data such as number of hours spent on the product, most popular tags, number of photos posted, number of points, etc. will be collected and sent to an administrative body for data analysis.

**General Constraints**

* Users should have their own personal account
* Users cannot post without an account
* Users cannot comment / contribute to points without an account
* The product must be compatible on PC and mobile
* Product interface must be user friendly (ie. Easy to understand and appealing)
* User data must adhere to GDPR standards
* Normal user permissions and power will be different to a moderator’s
* Product to be complete by the first of May 2021

**User Characteristics**

The large majority of users are expected to be regular individuals. The products is meant to appeal to a wide audience of individuals who are passionate about animals and who intend to use the product as a means of social networking with others who feel the same way.

Furthermore, we do expect a small presence of organizations within animal industries to use the application. This may be for advertising purposes or for the betterment of public relations.

**Operational Environment**

The product will be compatible on all internet browsers, Android and IOS.