

TEAM ID:	NM2023TMID05862
TOPIC:	Email Champaign using Mailchimp

Project Design-Phase2

Requirement Analysis (Functional, Operational, Technical)

Requirement analysis for an email campaign using Mail Chimp involves identifying and categorizing different types of requirements. These requirements can be broadly classified into three categories: Functional, Operational, and Technical.

Functional Requirements:

1. Segmentation: Define how the email list will be segmented based on customer attributes, behaviours, and preferences.
2. Content Creation: Specify the tools and templates for creating email content, including text, images, videos, and links.
3. Personalization: Outline the rules and criteria for personalizing email content and subject lines.
4. Automation: Define the automated workflows for various customer actions, such as welcome emails, abandoned cart recovery, and re-engagement campaigns.
5. A/B Testing: Specify the process for conducting A/B tests on email elements like subject lines, content, and send times.
6. Data Management: Define how customer data will be collected, stored, and managed within Mail Chimp.
7. Integration: Identify third-party systems that need to be integrated with MailChimp, such as CRM systems or analytics tools.
8. Compliance: Detail compliance requirements, such as GDPR regulations, including opt-in and opt-out mechanisms.

9. Reporting and Analytics: Define the key performance indicators (KPIs) and reporting structure to evaluate the success of email campaigns.

Operational Requirements:

1. Campaign Calendar: Create a schedule for email campaigns, including the timing of seasonal promotions and product launches.
2. Content Approval Process: Establish a workflow for content creation, approval, and proofreading.
3. Subscriber Management: Determine how subscribers will be added, removed, or updated in the email list.
4. Feedback Collection: Define mechanisms for collecting customer feedback and insights.
5. Unsubscribe Management: Develop a process for managing unsubscribers and ensuring compliance with opt-out requests.
6. Privacy Policy Communication: Establish how the privacy policy will be communicated to subscribers in email campaigns.
7. Emergency Response Plan: Develop a plan for addressing issues like email delivery problems or campaign failures.
8. Documentation: Prepare documentation for team members on how to use Mail Chimp effectively and follow best practices.

Technical Requirements:

1. Mail Chimp Account: Ensure that a Mail Chimp account is set up and configured with the necessary features.
2. Email Templates: Create responsive email templates that are compatible with various email clients and devices.
3. Data Integration: Implement data integration between Mail Chimp and other systems to keep customer data synchronized.
4. Security Measures: Implement security measures to protect customer data and campaign assets.
5. Mobile Responsiveness: Ensure that email templates are mobile-responsive for a seamless user experience on mobile devices.
6. Tracking and Analytics Integration: Set up integration with analytics tools like Google Analytics to track campaign performance.

7. Testing Environment: Create a separate testing environment to validate campaigns before they go live.

8. Redundancy and Backup: Establish redundancy and backup mechanisms to maintain email continuity in case of technical issues.

9. Scalability: Ensure that the architecture can scale to handle a growing email list and campaign complexity.

By conducting a comprehensive requirement analysis in these three categories, you can effectively plan, execute, and manage your email campaigns using Mail Chimp, ensuring that all functional, operational, and technical aspects are considered and addressed.