

Project Design Phase-II

Solution Requirements

Date	03 November 2023
Team ID	NM2023TMID01229
Project Name	Creating a Landing page using HubSpot.

Functional Requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Landing Page Builder	<ul style="list-style-type: none">We create our landing page using HubSpot, making it visually appealing and effective for our digital art platform.
FR-2	Account Creation	<ul style="list-style-type: none">Create a Mail ID for our brand.HubSpot Account is created using mail id created for the brand.
FR-3	UI design	<ul style="list-style-type: none">Using Bing Image Creator, we generate graphical images and logo for our brand.Appropriate contents are added.Visual elements needed for the page are created using Figma.
FR-4	HubSpot Components	<ul style="list-style-type: none">For our landing page we add a form and Call to Action Button.

Non-functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	Performance	<ul style="list-style-type: none">The landing page should load quickly and respond promptly to user interactions.Page load times should be optimized so that visitors do not experience delays or performance issues.
NFR-2	Scalability	<ul style="list-style-type: none">The platform should be scalable to handle increased traffic and growing data volume as the landing page gains popularity.

NFR-3	Usability	<ul style="list-style-type: none"> • The landing page builder should be user-friendly, requiring minimal training or technical expertise to use.
NFR-4	Security	<ul style="list-style-type: none"> • The landing page should ensure the security and protection of user data, especially when collecting personal information through forms. • Regular security assessments and updates should be performed to maintain the platform's security posture.
NFR-5	Reliability	<ul style="list-style-type: none"> • The landing page should be highly reliable, with minimal downtime or service interruptions.
NFR-6	Flexibility	<ul style="list-style-type: none"> • The platform should be flexible and adaptable to accommodate different design and branding requirements for landing pages.