Project Design Phase-II
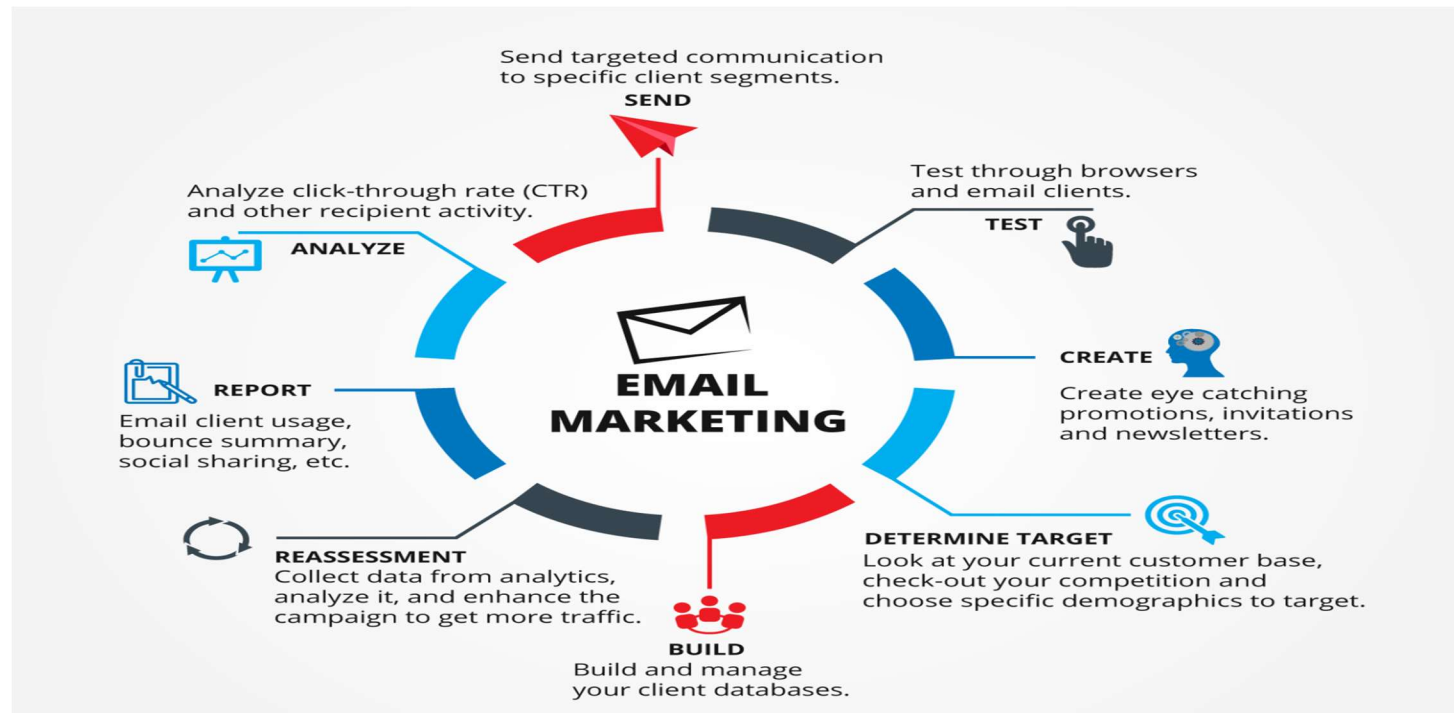## Data Flow Diagram & User Stories

Date	01 November 2023
Team ID	NM2023TMID04504
Project Name	Creating an Email Campaign in Mailchimp

Data Flow Diagrams:

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.

Data Flow diagram :

User Stories

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Team Member
Marketing Manager	Email Campaign Creation and Management	USN-1	As a marketing manager, I want to create and send an email campaign to promote our latest product to our subscribers effectively...	The system allows the marketing manager to log in with their MailChimp account.	High	Hasan sheriff
Subscriber	Personalized Email Content	USN-2	As a subscriber, I want to receive personalized email content that is relevant to my interests to increase engagement and potential purchases.	The system collects and utilizes subscriber data, including preferences, past interactions, and demographic information.	High	Maheshwaran
MailChimp user	Custom Email Templates	USN-3	As a MailChimp user, I want to design and use custom email templates to ensure our campaigns have a consistent look and feel.	The MailChimp user can access the email template editor within the system.	Medium	Sanjay
Compliance Officer	Data Protection and Compliance	USN-4	As a compliance officer, I want to ensure that all email campaigns adhere to data protection laws and provide mechanisms for subscribers to manage their preferences.	The system provides a user interface for compliance officers to review and approve email campaigns.	High	Dharanitharan
Data Analyst	Performance Metrics and Analytics	USN-5	As a data analyst, I want to access performance metrics, including open rates, click-through rates, and conversion rates, to measure the success of email campaigns and make data-driven improvements.	The system provides a dashboard with performance metrics for each email campaign..	High	Maheshwaran
IT Administrator	Account Security and Administration	USN-6	As an IT administrator, I want to ensure the security of our MailChimp account by implementing role-based access control and maintaining secure login credentials.	The system provides role-based access control to limit access to authorized team members.	High	Sanjay