Project development phase

Project Development (Functional & Non-functional)

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| Date | JAGATHEESH B |
| Team ID | 912D6C8E79E54D694A04C468ED615272 |
| Project Name | Creating an Email Campaign For Email chimp. |

Functional Requirements:

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| FR NO. | Functional Requirements (Epic) | Sub Requirements (story/sub-task) |
| FR-1 | User Registration | When the user enter into the Email platform they need to register as a new user. For this the user must fill the needs by giving their credentials. Once they Sign In they enter into the website |
| FR-2 | User confirmation | The confirmation of registration is done via OTP. By the code the registration process get completed. |
| FR-3 | Login | By the entering the credentials and password the user get login into the website. |
| FR-4 | Dashboard Function | After getting login the website dashboard will be available. The user can use their need the platform. Also they can see our advertisement in the same platform. The Ad will be send by the Email Chimp to the user. |
| FR-5 | User Notification | When the user see any revalent Ad of us, they will be notified by our company Ad. The website will Always show our Ad to the user in the email platform. |
| FR-6 | Administration | The website has an administration. It always check the activities of the users. It also maintain an performance of the website. |

Non-functional Requirements:

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| FR NO. | Non-functional requirements | Description |
| NFR-1 | Usability | When you send an HTML campaign through Mailchimp, we automatically generate a plain-text version of your campaign for your subscribed contacts who prefer them. Plain-text emails don't contain any images, rich-text formatting, or embedded links. |
| NFR-2 | Security | The security is always high in online platform. When the user access their personal, all the information are protected securely. The user and the administration can access their info from their knowledge. |
| NFR-3 | Reliability | With Mailchimp, you can create personalized email marketing campaigns that help you reach your business goals. Every business is different, but with Mailchimp, you can create unique experiences for your customers that drive revenue and improve sales for your business. |
| NFR-4 | Performance | The performance of an email campaign can vary greatly depending on several factors, including the quality of the email list, the content of the emails, the timing of the campaign, and the audience you're targeting. To evaluate the performance of an email campaign, you typically look at metrics such as:   1. Open Rate 2. Click-Through Rate (CTR) 3. Conversion Rate 4. Bounce Rate 5. Unsubscribe Rate 6. Spam Complaint Rate 7. Return on Investment (ROI) |
| NFR-5 | Availability | Mailchimp offers a user-friendly interface with various features for creating, designing, and managing email campaigns. |
| NFR-6 | Scalability | Mailchimp, like many other email marketing platforms, is designed to be scalable, meaning it can accommodate a wide range of needs, from small businesses to large enterprises. Here are some key considerations regarding the scalability of creating an email campaign using Mailchimp:   1. Contact List Size 2. Templates and Design 3. Automation 4. Reporting and Analytics 5. Integration etc.. |