Senior Full Stack Engineer – Design Project

**Drag-n-drop Journey Builder for Customer Journeys.**

As a marketing automation platform which enables marketers to communicate to their end-users on multiple channels like Email, SMS, WhatsApp, Social-media etc., **ease-of-use** and **performance** are foundational considerations. We want you to architect and design a Journey Builder through which marketers can build out end-to-end customer journeys and automate them.

Key considerations:

* Drag-n-drop interface to build out journeys, but inter-connecting different building blocks like a flow-chart / workflow
* Journey Builder to support features like
  + Target a segment of users, or start from a trigger (e.g. email opened)
  + Support use of Multiple channels
  + Support decision capability to define rule-based flow based on certain filters / rules / attributes
  + Schedule journey for later time
* Ability to scale from 10s of users to millions of users with high efficiency
* Ability to run multiple journeys in parallel with minimal lag
* Appropriate error handling to both inform the marketer as well as support team to debug issues

Please read through the project carefully and understand all the key asks. We are keen on understanding your approach to the architecture and design. Give reasoning for all important design decisions. You are free to include flow charts, architectural diagrams, tech stack of choice etc.. to help convey your project in the best way.