# North South University

Department of Electrical and Computer Science Engineering

Project Proposal

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## Web Based Email Service

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**CSE331L -Database and System Lab**

**Faculty : Ahmed Fahim**

**Lab Instructor : Nazmul Alam Dipto**

**Student Name : Fahim Ferdous**
**Student ID : 1911631042**

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# Introduction

In the market for a new email service provider (ESP)? There are many to choose from– and many are robust– so the aim is to ensure that you pick one that has the right features.
Selecting an email service provider can be a tough choice. To find the best fit, you'll need to find the provider that helps you understand your audience and connect with them in a personal way.

# Objective

Creating an email should be simple. You want an email service provider that gives you the ability to make customizable, mobile-friendly emails that show off your brand. Sign up forms  to embed the form on our website. A sign up subscribe page , a stand alone page with a shareable URL. To share it online or in our email signature in a snap. Make sure that the email service offers support. Both phone and email support. Black Box testing of sending an email to see what kind of response time we get.

# Target  Customers

General public , large companies , anyone in need of an email as nothing can be done on the web without an email these days

# Value  Proposition

No matter how big a company is or how many emails people plan to send, everyone need an email service provider that gives the ability to create emails that subscribers can't ignore. An ESP that has a wide variety of features that can be use today and in the future.
For email marketing to be successful, we need a healthy list of interested subscribers. In an ideal world, the list is always growing. That way, if customers leave or lose interest they'll have a steady stream of new prospects ready to go.

## W<u>eb  **Application Feature** A<u>nd</u> D<u>escription</u></u>

1) <u>**Tools that make email creation a snap**</u>
   Specifically:
   - Pre-built, mobile-friendly email templates.
   - Customization.
   - Drag-and-drop editor.

2) <u>**Access to sign up forms**</u>
   - Home page.
   - 'About Us' page.
   - Email signature.

3) <u>**Great customer support**</u>

4) <u>**The ability to build individual customer profiles**</u>
   - Third party apps.
   - Preference centers

## <u>Tools  and  Resources</u>

Main : php , Mysql
Backend : Laravel
Optional : CSS , HTML , Js
Optional Frontend : DreamWeaver

## <u>**Challenge**</u>

Learning new languages and platforms in a short amount of time ; user friendly templates for responsive , adaptive , drag-drop designs ; data mining to find the optimal service-customer relationship ; various hours of trial error and research ; fully functioning bug free code .