

Project Design Phase- || Requirement Analysis

(Functional,Operational,Technical)/Flow Charts

Date	03 November 2023
Team ID	NM2023TMID02623
Project Name	Creating an Email Campaign Using Mailchimp

Functional Requirement:

FR .NO	Functional Requirement	Sub Requirement(Story\Sub task)
FR1	User Registration and Login	Users should be able to register for a MailChimp account. A secure login system to access the MailChimp dashboard.
FR2	List Management	Ability to create and manage multiple subscriber lists. Import and export contacts easily.
FR3	Template Creation and Editing	Intuitive drag-and-drop editor for creating email templates. Option to customize templates using HTML/CSS for advanced users.
FR4	Personalization	Support for personalization tags to dynamically insert subscriber information
FR5	Tracking and Analytics	Real-time tracking of key metrics (e.g., open rates, click-through rates). Integration with Google Analytics or other analytics tools for comprehensive data analysis.

Operational Requirements:

OR.NO	Operational Requirement	Description
OR1	Platform Compatibility	Ensure that MailChimp is compatible with the operating systems and browsers commonly used by your team to manage campaigns seamlessly.
OR2	Network Requirements	Confirm that your network infrastructure supports the data transfer and communication demands of using MailChimp, preventing any latency.

OR3	User Permissions	Define user roles and permissions within MailChimp to control access levels and safeguard sensitive campaign information.
OR4	Scalability	Evaluate MailChimp's scalability to accommodate potential growth in the volume of campaigns, subscribers, and data over time.
OR5	User Training	Develop a training program for users to become proficient in using MailChimp's features effectively, optimizing their operational efficiency.

Technical Requirements:

TR.NO	Teechnical Requirements	Description
TR1	Email Authentication	Implement DomainKeys Identified Mail (DKIM) and Sender Policy Framework (SPF) to authenticate emails, enhancing deliverability and preventing phishing.
TR2	API Integration	Integrate MailChimp's API with other systems or tools used in your organization for seamless data exchange and automation.
TR3	Customization and Personalization	Utilize MailChimp's features for dynamic content and merge tags to customize and personalize emails based on user data.
TR4	Data Segmentation	Leverage MailChimp's segmentation capabilities to target specific user groups with tailored content, improving the effectiveness of campaigns.
TR5	Multi-language Support	MailChimp supports the languages used in your campaigns, including features like multilingual content and internationalization

Flow Chart:

