# Project Design Phase 2
# Solution Requirements (Functional & Non-functional)

| Date | 01 November 2023 |
|---|---|
| Project Name | Creating an Email Campaign in MailChimp |

**Functional requirements**

| FR No | Functional requirement | Sub requirement |
|---|---|---|
| FN-1 | Automation | It should allow businesses to automate email campaigns, saving time and resources while ensuring that messages are sent at the right time and to the right audience. |
| FN-2 | Segmentation | It should allow businesses to segment email lists and tailor content to specific groups |
| FN-3 | Analytics | It should provide analytics and reporting features that allow businesses to track the success of their email campaigns, such as open rates, click-through rates, and conversion rates |
| FN-4 | Deliverability | It should ensure that emails are delivered to recipients' inboxes and not marked as spam |

**Non-Functional requirements**

| FR No | Non-functional requirement | Description |
|---|---|---|
| NFR-1 | Usability | It should be easy to use and navigate, with a user-friendly interface that allows businesses to create and send emails quickly and efficiently |
| NFR-2 | Security | It should be secure, protecting customer data and preventing unauthorized access or data breaches |
| NFR-3 | Reliability | It should be reliable and consistent, ensuring that emails are delivered to recipients' inboxes and not marked as spam. |
| NFR-4 | Performance | It should perform well, with fast load times and minimal downtime. Performance is crucial for ensuring that emails are delivered on time and that the email marketing system can handle the demands of a growing business. |
| NFR-5 | Availability | It should be reliable and consistent, ensuring that emails are delivered to recipients' inboxes and not marked as spam |
| NFR-6 | Scalability | It should be scalable, allowing businesses to send more emails without increasing the workload or compromising the quality of delivery |