

Bulk Buddy

A Sleek and Intuitive Bulk Email Campaign Manager

Team Members:

- Ameen K A
 - Anna Anil
 - Amal Shaji
 - Rohith M
-

Table of Contents

1. **Problem & Solution**
 2. **Design Process & UI/UX**
 3. **Core Features**
 4. **Technical Stack & Implementation**
 5. **Future Enhancements**
 6. **GitHub Repository & Live Demo**
-

1. Problem & Solution

Problem: Many bulk email tools are overly complex, requiring a technical background to use. For small businesses or individuals, there's a need for a simple, intuitive, and user-friendly interface that streamlines the process of sending email campaigns.

Solution: Our solution, **Bulk Buddy**, is a web application that allows non-technical users to easily compose, configure, and send bulk email campaigns. We have created a simple, drag-and-drop interface that handles recipient lists, validates data, and provides simulated campaign metrics, all in a beautiful, modern UI.

2. Design Process & UI/UX

The initial design was very basic, card-like UI. We wanted ours to stand out and be Bold and Expressive.

Branding & Mockup: Before writing any code, we focused on building a strong brand identity. Our team designed the logo and the core aesthetic to be modern and professional. We built a mockup of our final UI in Figma to serve as our North Star

- Figma mockup

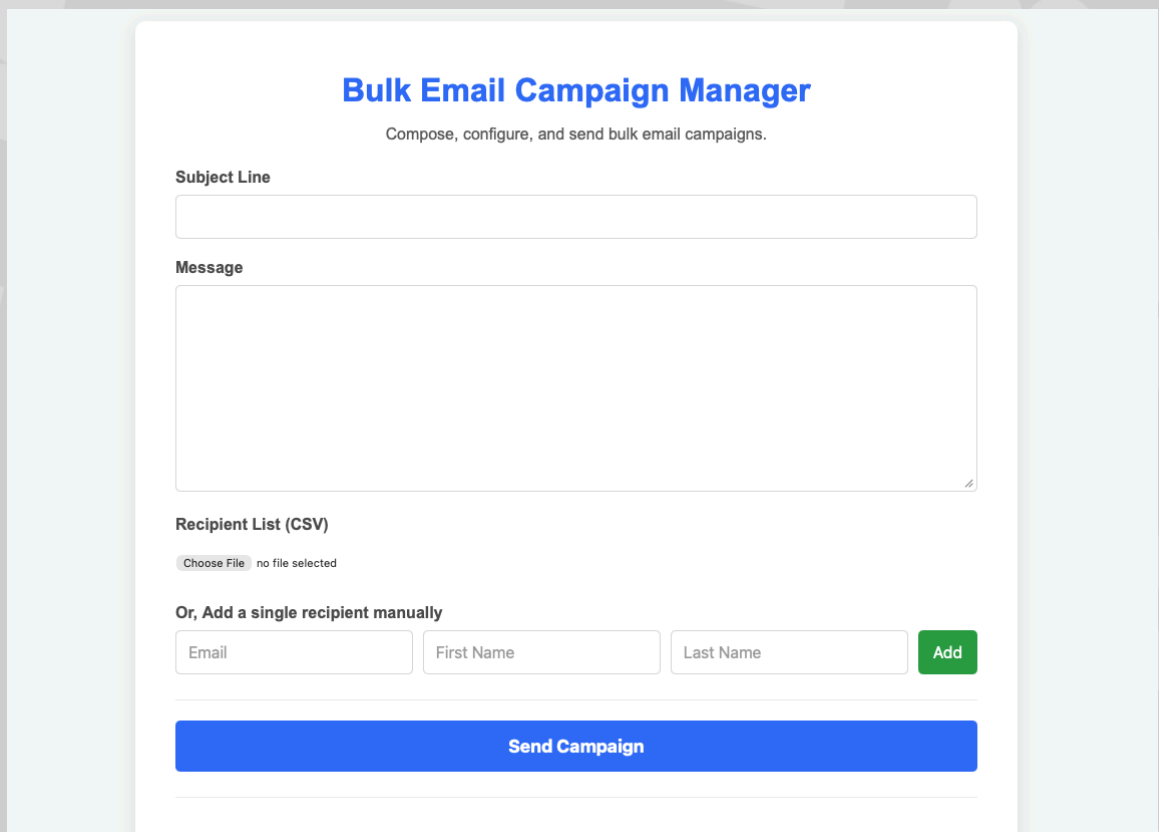
The mockup shows a dark-themed web interface for 'Bulk Buddy'. At the top is the logo. Below it is a section for 'Email Templates' with a dropdown menu. The main area is split into two columns: 'subject' with a large text input field, and 'Recipient List(csv)' with a drag-and-drop area. Below these is an 'Add Manually' section with three input fields for 'Email', 'First Name', and 'Last Name'. At the bottom is a table with two rows of recipient data, each with a delete icon.

Add Manually		
Email	First Name	Last Name
John Doe	JohnDoe@gmail.com	
Mary Jane	MarryJa1l@gmail.com	

UI Overhaul: Our initial web application had a more traditional, card-based UI. To make it stand out, we performed a complete UI overhaul to match our Figma mockup. We adopted a dark, glassmorphism-inspired theme with a full-screen grid layout, creating a sleek and unique user experience. This design philosophy was applied to all elements, from the main containers to the input fields and buttons.

Design Evolution:

- **Initial Design:**



The image shows a mockup of the initial design for the Bulk Email Campaign Manager. The interface is presented as a white card with rounded corners on a light blue background. At the top, the title "Bulk Email Campaign Manager" is in blue, followed by the subtitle "Compose, configure, and send bulk email campaigns." in a smaller grey font. Below this, there are three main sections: "Subject Line" with a single-line text input, "Message" with a large multi-line text area, and "Recipient List (CSV)" with a file upload button labeled "Choose File" and the text "no file selected". Below the CSV section, there is a heading "Or, Add a single recipient manually" followed by three input fields for "Email", "First Name", and "Last Name", and a green "Add" button. At the bottom of the card is a wide blue button labeled "Send Campaign".

Bulk Email Campaign Manager

Compose, configure, and send bulk email campaigns.

Subject Line

Message

Recipient List (CSV)

Choose File no file selected

Or, Add a single recipient manually

Email First Name Last Name Add

Send Campaign

- **Final Design:**



3. Core Features

- **Drag-and-Drop CSV Upload:** Users can easily upload a recipient list in a CSV format. The app handles data parsing and validation seamlessly.
- **Data Validation & Feedback:** Invalid email entries from the CSV are filtered and displayed to the user with a clear reason for the failure, and duplicate entries are automatically removed.
- **Real-time Manual Entry:** Users can add single recipients manually with instant, real-time validation feedback.
- **Pre-written Email Templates:** To simplify campaign creation, we've included pre-written email templates that users can select with a single click.
- **Simulated Campaign Metrics:** After "sending" a campaign, the app displays simulated metrics such as sent, failed, and open counts, providing valuable feedback without needing a real email service.
- **Responsive UI:** The application's UI is optimized for both desktop and mobile devices, ensuring a seamless experience for all users

4. Technical Stack & Implementation

This is where you list the technologies you used and briefly explain how they were implemented.

- **Front-End:** The user interface was built using standard web technologies: **HTML**, **CSS**, and vanilla **JavaScript**.
 - **Back-End:** For back-end logic and to enable free hosting, we used a **Node.js** serverless function with **Express.js**.
 - **File Parsing:** The **Papa Parse** library was used to efficiently and accurately parse the CSV recipient lists on the front-end.
 - **Deployment:** The entire project was deployed for free using **Vercel**, which automatically handled the front-end and the Node.js serverless function from our **GitHub** repository.
-

5. Future Enhancements

Every good project has a plan for the future. Here are some features We'd like to implement in the future

- A rich text editor for the message input, allowing for bolding, italics, and links.
 - Connect to a real email service provider (like SendGrid or Mailgun) to send actual emails.
 - Create a user authentication system so users can save and manage multiple recipient lists and campaign drafts.
-

6. GitHub Repository & Live Demo

Here are the links to both the Github repo and live demo

- **GitHub Repository:** [Git Repo](#)
- **Live Demo:** [Live Website](#)