Bulk Buddy

A Sleek and Intuitive Bulk Email Campaign Manager

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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
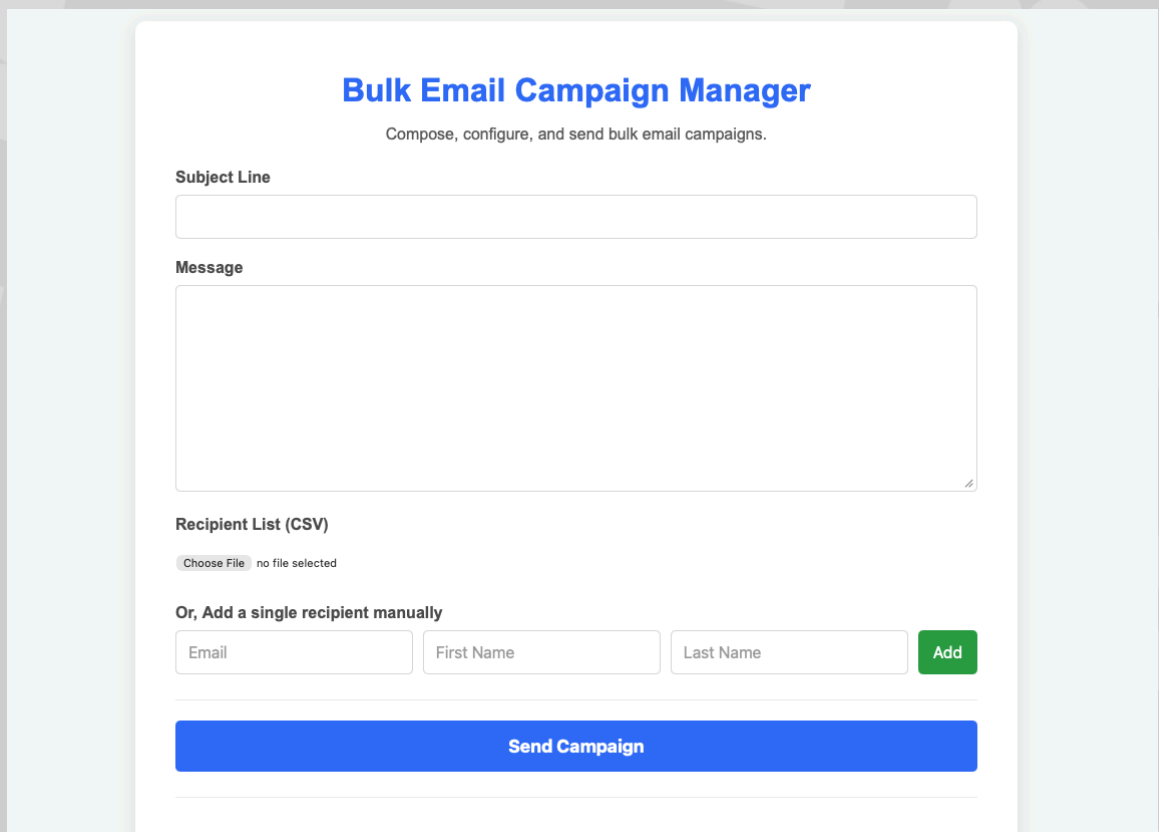
- Figma mockup

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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:**

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- **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

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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.

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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.

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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](#)