**Project Design Phase Part-II**

**Requirement Analysis (Functional, Operational, Technical)\Flow Charts.**

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| Date | 13 November 2023 |
| Team Id | 634AF22140249FEB192412EFFC6B4CFF |
| Project name | How to create a landing page in Hubspot |

Requirement analysis

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| S.I | Component | Description |
| 1. | **Functional Requirements:**   * Goal Definition: * Content Elements: * Form and CTAs: * Personalization: | Define the primary goal of the landing page (e.g., lead generation, product promotion  Identify necessary content elements such as headlines, images, videos, and copy.  Specify the required form fields for lead capture.  Determine the placement and design of call-to-action (CTA) buttons.  Decide on personalization elements based on user behaviour or segmentation |
| 2. | **Operational Requirements:**   * User Journey: * Lead Management: * Integration: | Map out the user journey from arrival to conversion.  Define the steps a user should take on the landing Page  Determine how leads captured will be managed within HubSpot.  Establish workflows for follow-up emails or notifications.  Identify any third-party integrations needed (e.g., CRM, analytics tools). |
| 3. | **Technical Requirements:**   * HubSpot Features * Responsive Design: * SEO Optimization**:** * Load Time: | Specify which HubSpot features will be utilized (e.g., forms analytics, CRM integration).  Ensure the landing page is designed to be responsive across various devices.  Define SEO elements, such as meta tags and descriptions, for search engine optimization  Establish performance requirements to ensure fast loading times. |

**Flowcharts:**

**User Journey Flowchart:**

* Create a flowchart illustrating the step-by-step user journey on the landing page.
* Include decision points based on user interactions (e.g., form submission).

**Lead Management Workflow Flowchart:**

* Design a flowchart depicting the workflow for managing leads within HubSpot.
* Include triggers for automated responses and notifications.

. **Technical Implementation Flowchart:**

* Detail the technical implementation steps, such as HubSpot tool usage and third-party integrations.
* Highlight the sequence of tasks involved in creating and deploying the landing page.