

# COLLAB-ATHON: PROJECT DETAILS

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## Project overview

Your team's assignment is to create a way for users to sign up to receive your client's newsletter via email. The user profile, constraints, and user stories are based on extensive research.

## User profile

- Frequent visitor to client site on their mobile phone
- Knowledgeable and engaged in the industry/topic represented by client
- Technically savvy, digital native

## Constraints

- Mobile-first, fully responsive browser-based site
  - Must work in top three most commonly used browsers: Chrome, Safari, Firefox
  - Must be accessible: [a11y checklist](#)
  - Do not worry about OS
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## User stories: Must-have

1. General
    - 1.1. As a user, I am interested in signing up to receive email newsletter(s) from the client, and want to know more information about their newsletter(s).
    - 1.2. As a user, I want to feel good about signing up for these newsletter(s)
    - 1.3. As a user, I want to know that the sign-up experience is a legitimate part of this client's business and I may want to explore other areas of the site to learn more about the client.
  2. Personal Information
    - 2.1. As a user, I want to feel like I am getting something of value in exchange for my personal information
    - 2.2. As a user, I don't want to get email spam
    - 2.3. As a user, I am concerned about the privacy of my personal information
    - 2.4. As the user, I want to enter my personal information as quickly and easily as possible
    - 2.5. As the business, I want the user to provide their first and last name
      - 2.5.1. A first and last name is required
      - 2.5.2. A name cannot contain a number
      - 2.5.3. A name cannot contain a special character
      - 2.5.4. A name must be at least two letters
    - 2.6. As the business, I want the user to provide their email address
      - 2.6.1. An email address is required
      - 2.6.2. An email address must contain exactly one @
      - 2.6.3. An email must contain exactly one period (.)
  3. Integration
    - 3.1. As the business, I want the form to be integrated with MailChimp
    - 3.2. As the business, I want to see the new sign-ups in my MailChimp account dashboard
  4. Confirmation
    - 4.1. As a user, I want confirmation from the client that I am now subscribed to the newsletter
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## Stretch stories: Nice to have, but not required

5. Customize
  - 5.1. As a user, I want to determine exactly which newsletter topics I receive
    - 5.1.1. I want to be able to select one or more topics
  - 5.2. As a user, I want to determine how frequently I receive these email newsletters
    - 5.2.1. Frequencies to be determined by the team