# Campaign List

**Functional Description**

This view displays one or more Campaigns in tabular form.

**Fields**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Campaign Name | Link | If Campaign status = Sent, then link to Campaign Analytics page  Otherwise, link to most recent step in the Campaign builder |  |
| Status | Text | Options include:   1. Draft 2. Scheduled 3. Cancelled 4. Sent |  |
| Sent | Text | Display as number |  |
| Delivered | Text | If this stat is available  Display as percentage or number |  |
| Bounced | Text | Number of emails sent to unique email addresses that bounced  Display as percentage or number |  |
| Opened | Text | Number of unique email opens  Display as percentage or number |  |
| Clicked | Text | Number of unique clicks  Display as percentage or number |  |
| Unsubscribed | Text | Display as percentage or number |  |
| Complaints | Text | Display as percentage or number |  |

**Actions or Controls**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Showing | Dropdown | Filters list of Campaigns depending upon selection  Options include:   1. All Campaigns 2. Draft Campaigns 3. Scheduled Campaigns 4. Cancelled Campaigns |  |

**Navigation Options**

|  |  |  |
| --- | --- | --- |
| Name | Type | Additional Information |
| Add Campaign | Link |  |
| Edit Campaign | Link | If a Campaign is selected, and if the Campaign’s status is Draft |
| View Campaign | Link | If a Campaign is selected, and if the Campaign’s status is Sent |
| Tag Campaign | Link | If one or more Campaigns are selected |
| Copy Campaign | Link | If a Campaign is selected |

**Exceptions**

None

**Notes and Issues**

None

# Select Layout

**Functional Description**

This view allows the User to select a layout template or predesigned campaign. Or, the User may begin with a blank campaign or use the HTML editor.

**Fields**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Template Name | Text |  |  |
| Template Thumbnail | Image |  |  |

**Actions or Controls**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Template Thumbnail | Link | When selected, change state of thumbnail |  |
| Layouts | Link | Filters list of templates that are Layouts |  |
| Predesigned | Link | Filters list of templates that are Predesigned |  |
| Drag & Drop | Link | Starts Campaign Builder with a blank layout |  |
| HTML Editor | Link | Starts Campaign Builder in HTML mode |  |
| Customize | Link | Links to Customize step |  |
| Review & Send | Link | Links to Review & Send step |  |
| Next: Customize | Link | Links to Customize step |  |

**Navigation Options**

|  |  |  |
| --- | --- | --- |
| Name | Type | Additional Information |
| Save Campaign | Link |  |
| **SEND** |  |  |
| **SAVE AS** |  |  |

**Exceptions**

None

**Notes and Issues**

None

# Customize

**Functional Description**

This view allows the User to customize the selected layout by adding or modifying content blocks.

**Fields**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Campaign Name\* | Text | Default value to “Untitled Campaign ([date])”  Example: Untitled Campaign (1/1/2014)  May be modified inline |  |
| Campaign Content | WYSIWYG | Container with Campaign that can accept drag and drop elements |  |
| **Content Tab** | | | |
| Title | Icon | Titles are similar to Text, but their default state is larger, bold, and centered. |  |
| Text | Icon |  |  |
| Image | Icon | Allow linking from image  Allow |  |
| Image Over Text | Icon | Image above text |  |
| Text & Image | Icon | Text on the left and image on the right |  |
| Image & Image | Icon | Image on the left and text on the right |  |
| Button | Icon |  |  |
| Divider | Icon |  |  |
| Social | Icon | Options to insert social media icons and links |  |
| Sharing | Icon | Options to insert social media sharing or forward-to-a-friend icons and links |  |
| **TEXT LINK** |  |  |  |
| **Design Tab** | | | |
| *Theme Tab -* **DESIGN** | | | |
| Theme Name | Link | Selecting link applies the theme |  |
| Theme Color #1 | Thumbnail Link | Selecting link applies the theme  Background color |  |
| Theme Color #2 | Thumbnail Link | Selecting link applies the theme  Border color |  |
| Theme Color #3 | Thumbnail Link | Selecting link applies the theme  Body color |  |
| *Custom Tab* | | | |
| Background | Color-picker | Background outside of the email table |  |
| Border | Color-picker |  |  |
| Border Style | Dropdown | Options include:   1. None 2. Thin 3. Normal 4. Thick |  |
| Body | Color-picker | Background inside of the email table |  |
| Theme Name\* | Textbox |  |  |
| **Theme Save** |  |  |  |
| **Images Tab** | | | |
| Image Thumbnail | Thumbnail | Draggable thumbnail that may be dropped on an Image container |  |
| Image Name | Text |  |  |

**Text Toolbar**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Undo | Icon | Undo one step |  |
| Redo | Icon | Redo one step |  |
| Font Size | Dropdown |  |  |
| Font Type | Dropdown |  |  |
| Font Color | Dropdown with colorpicker |  |  |
| Bold | Icon |  |  |
| Italics | Icon |  |  |
| Underline | Icon |  |  |
| Numbered List | Icon |  |  |
| Bulleted List | Icon |  |  |
| Align Left | Icon |  |  |
| Align Center | Icon |  |  |
| Align Right | Icon |  |  |
| Justify | Icon |  |  |
| Link | Icon | Reveal textbox for link  If selected text matches URL pattern, then prepopulate with URL |  |
| Unlink | Icon | Remove link from selected text |  |
| HTML? | Icon |  |  |
| Merge Fields | Dropdown | List of Contact fields that may be merged with the email |  |

**Image Toolbar**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Images Across | Dropdown | Allows the user to determine the number of images across, which ranges from 1-4 |  |
| Link | Icon |  |  |
| Unlink | Icon |  |  |
| Add Caption |  | Adds left-aligned caption below the selected image |  |
| Add Alt Text |  |  |  |
| Add Image | Icon | If images across is less than 4 |  |
| Remove Image | Remove |  |  |

**Divider Toolbar**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Divider Color | Color-picker |  |  |
| Divider Style | Dropdown | Options include:   1. None 2. Thin 3. Normal 4. Thick |  |

**Button Toolbar**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Font Size | Dropdown |  |  |
| Font Type | Dropdown |  |  |
| Font Color | Dropdown with colorpicker |  |  |
| Align Left | Icon |  |  |
| Align Center | Icon |  |  |
| Align Right | Icon |  |  |
| Link | Icon | Reveal textbox for link  If selected text matches URL pattern, then prepopulate with URL |  |
| Unlink | Icon | Remove link from selected text |  |
| Background Color | Dropdown with color picker |  |  |
| Border Radius | Dropdown |  |  |
| Padding | Dropdown |  |  |
| Button Width | Dropdown | Options include:   1. Text-width 2. Full-width |  |
| Button Align |  |  |  |

**Actions or Controls**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Save Theme | Button |  |  |
| Computer | Button | Toggles the email container |  |
| Tablet | Button |  |  |
| Mobile | Button |  |  |
| Back: [Step Name] | Link | Links to one step backwards |  |
| Layout | Link | Links to Layout step |  |
| Customize | Link | Links to Customize step |  |
| Review & Send | Link | Links to Review & Send step |  |
| Next: [Step Name] | Link | Links to one step forwards |  |
| Preview - Mobile |  |  |  |
| Preview – Tab |  |  |  |
| Preview - Desktop |  |  |  |

**Navigation Options**

|  |  |  |
| --- | --- | --- |
| Name | Type | Additional Information |
| Save Campaign | Link |  |

**Exceptions**

None

**Notes and Issues**

None

# Review & Send

**Functional Description**

This view allows the User to configure, review, and send the Campaign.

**Fields**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Campaign Name\* | Textbox | Default value to “Untitled Campaign ([date])”  Example: Untitled Campaign (1/1/2014) |  |
| Campaign Subject\* | Textbox |  |  |
| Sender\* | Dropdown | List of verified email addresses of Users |  |
| Sender Name or Email |  |  |  |
| Reply-to |  |  |  |
| Social (Accordion) | | | |
| Post to Facebook | Checkbox | Display if User has connected their Facebook account |  |
| Post as | Checkbox | Reveal if ‘Post to Facebook’ is selected  Display one checkbox for each profile/page managed by the User |  |
| Post | Textarea | Reveal if ‘Post to Facebook’ is selected  Populate with the first 300 characters of the email text |  |
| Preview Thumbnail | Thumbnail | Reveal if ‘Post to Facebook’ is selected  Allow user to select from images within the Campaign |  |
| Preview Subject | Text | Reveal if ‘Post to Facebook’ is selected  Text equals the Campaign Subject |  |
| Preview Post | Text | Reveal if ‘Post to Facebook’ is selected  Initially populate with the first 300 characters of the email text  Update text to equal Post (if populated) |  |
| Preview Credit | Text | Reveal if ‘Post to Facebook’ is selected  SmartTouch URL (TBD) |  |
| Tweet on Twitter | Checkbox | Display if User has connected their Twitter account |  |
| Tweet | Text area | Reveal if ‘Post to Twitter is selected |  |
| Character Count | Text | Reveal if ‘Post to Twitter is selected |  |
| Google + |  |  |  |
| Review Campaign (Accordion) | | | |
| Campaign Preview | Preview |  |  |
| Send a test email | Textbox | Allow sending to Users and other email addresses |  |
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**Actions or Controls**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | Additional Information | Validation |
| Connect to Facebook | Button | Display if User has not connected their Facebook account |  |
| Connect to Twitter | Button | Display if User has not connected their Twitter account |  |
| Computer | Button | Toggles the email container |  |
| Tablet | Button | Toggles the email container |  |
| Mobile | Button | Toggles the email container |  |
| Send Test Email | Button |  |  |
| Back: [Step Name] | Link | Links to one step backwards |  |
| Layout | Link | Links to Layout step |  |
| Customize | Link | Links to Customize step |  |
| Review & Send | Link | Links to Review & Send step |  |
| Next: [Step Name] | Link | Links to one step forwards |  |

**Navigation Options**

|  |  |  |
| --- | --- | --- |
| Name | Type | Additional Information |
| Save Campaign | Link |  |
| Send Campaign | Link |  |
| Schedule Campaign | Link |  |

**Exceptions**

None

**Notes and Issues**

None

# HTML Editor

**Functional Description**

This view allows the User to configure, review, and send the Campaign.

**Fields**

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**Actions or Controls**

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**Navigation Options**

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**Exceptions**

None

**Notes and Issues**

None