

Requirement Analysis

Date	3 November 2023
Team ID	NM2023TMID02725
Project Name	Creating an Email Campaign in MailChimp
Maximum Marks	2 Marks

A. Functional Requirements:

FR No.	Functional Requirement	Sub Requirement(Story/Sub-Task)
FR-1	Create new campaign	More template available
FR-2	Duration Limit	Established Limit

B. Non-functional Requirements:

FR No.	Non-Functional Requirement	Description
NFR-1	Performance	Mailchimp provides analytics and reporting tools to help you track these metrics. Additionally, factors like list segmentation, email design, and the relevance of your content play a crucial role in performance. If you have specific questions or need guidance on improving your Mailchimp performance, please provide more details.
NFR-2	Scalability	MailChimp allows you to manage large email lists efficiently. You can segment your lists and use tags to target specific audiences, making it scalable for different template.
NFR-3	Reliability	To ensure reliability, it's important to maintain a clean email list, avoid spammy content, and stay updated on Mailchimp's terms of service. Additionally, having a backup plan and using authentication methods like DKIM and SPF .

NFR-4	Security	Mailchimp employs threat detection and monitoring to identify and respond to potential security threats.
NFR-5	Privacy	Mailchimp's privacy policy and terms of service to have a comprehensive understanding of how they handle user data and privacy. If you have specific privacy concerns or questions, you can contact Mailchimp directly or refer to their official documentation for the most up-to-date information.

Flow Charts:



