Project design phase-**||**

**Requirement Analysis (Functional, Operational, Technical) / Flow Charts**

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| TEAM LEAD | S. SATHISH |
| NM ID | D3AB4E60998F2BBA802428A0FF7D9B00 |
| PROJECT NAME | Creating a landing page in HubSpot |

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| **S.NO** | **Requirement Type** | **Requirement Description** |
|  | **Functional Requirements** |  |
| 1. | Goal and Objectives | Define the purpose and objectives of the landing page. |
| 2. | Content Elements | Specify the text, images, videos, and other media. |
| 3. | Call to Action (CTA) | Describe the desired user actions (e.g., form submission). |
| 4. | Mobile Responsiveness | Ensure mobile-friendly design and responsiveness. |
| 5. | Integrations | Identify any integrations with other tools or systems. |
| 6. | A/B Testing | Decide if A/B testing is needed for optimization. |

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| **S.NO** | **Operational Requirements** |  |
| 1. | Content Management | Determine who is responsible for content creation/editing. |
| 2. | User Access and Permissions | Define who can access and edit the landing page. |
| 3. | Workflow and Approval | Establish a content review and approval process. |
| 4. | Maintenance Schedule | Plan for regular updates, maintenance, and testing. |
| 5. | Content Strategy | Align the landing page with the overall content strategy. |
| 6. | Content Management | Determine who is responsible for content creation/editing. |

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| **S.NO** | **Technical Requirements** |  |
| 1. | Hosting and Domain | Specify the hosting domain or subdomain. |
| 2. | Page Design and Layout | Define the visual design, layout, and branding elements. |
| 3. | HubSpot Modules/Templates | Choose between pre-designed modules/templates or custom development. |
| 4. | Forms and Data Collection | Specify the type of forms for lead capture and data handling. |
| 5. | SEO and Analytics | Set up SEO optimization and analytics tracking. |
| 6. | Security and Compliance | Address security measures and data privacy compliance. |