

Project Design Phase-II
Requirement Analysis

Date	02 Nov 2023
Team ID	NM2023TMID01362
Project Name	Creating An Email Campaign In MailChimp

Aspect	Description
Functional Requirements	To create an email campaign in MailChimp, users must first have a registered account. They should be able to manage their email lists, which include adding, importing, and segmenting subscribers. The system must provide tools for maintaining a clean and up-to-date list, allowing users to unsubscribe or manage their preferences easily.
Operational Requirements	Users and team members involved in creating and managing the campaign need a reliable internet connection. MailChimp should be accessible and fully functional on popular web browsers like Chrome, Firefox, and Safari.
Technical Requirements	For users who wish to create custom email templates or make advanced design customizations, a basic understanding of HTML and CSS is beneficial. This allows for more extensive customization of email templates.

Flow Charts	<ul style="list-style-type: none">• The email campaign creation process begins with setting clear campaign objectives and goals, such as promoting a product, informing subscribers, or driving website traffic..• Before sending the campaign to your entire list, it's essential to test the email. Send test emails to check for formatting issues and ensure everything appears as intended• After the campaign has been sent, analyze the results and compare them to your initial goals. Use this information to refine future campaigns and make data-driven decisions.
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