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| WEDOITOURSELVESERE |
| OPT-IN PAGE |
| Give me all your emails |
|  |
| **Taloshili Nghiwewelekwa** |
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| The document consists of the executive summary, problem statement and solutions to the problem provided. |

Table of Contents

[Executive Summary 1](#_Toc179225823)

[Introduction 1](#_Toc179225824)

[Overall Description 1](#_Toc179225825)

[Page Features 1](#_Toc179225826)

[Landing page 1](#_Toc179225827)

[Header 1](#_Toc179225828)

[Main 1](#_Toc179225829)

[Footer 1](#_Toc179225830)

[Admin page 2](#_Toc179225831)

[Data Requirements 2](#_Toc179225832)

[Quality Attributes 2](#_Toc179225833)

[User Interface Design Standards 2](#_Toc179225834)

[Internationalization and Localization Requirements 2](#_Toc179225835)

[Internalization 2](#_Toc179225836)

[Localization 3](#_Toc179225837)

[Other Requirements 3](#_Toc179225838)

# Executive Summary

# Introduction

An opt-in page is a web page that collects information for future use. Typically, it is designed to capture a visitor’s information in exchange for something of value, like a newsletter, free guide, discount, or another resource.

# Overall Description

As stated, the opt-in page is simply a web page which captures visitor’s information in exchange of something of value. For this particular project, there will be 2 views. One is the simple view for the visitors to check what you’re offering and willingly provide their email; we can classify this as the landing page. The other view is for the admin to view the number of people who visit the web page and make various analytical visualisations. A typical opt-in page contains the following key elements:

* Headline: This clearly states what the visitor will receive.
* Description: Brief explanation of the offer or incentive.
* Form: typically asks for a name and email address, but it can ask for more depending on the goal.
* Call to action: A button that encourages the visitor to submit their information, such as sign up or get your free guide
* Privacy statement: Reassure the visitor that their information won’t be shared

# Page Features

## Landing page

The landing page is what the users will see when the go to the opt-in page for the first time. It is divided in 4 sections.

### Header

The header contains what you are offering at the moment. It simply contains a picture of what you are offering and a button that states (get access). Upon clicking on this button, it page asks you to insert your name and email.

### Main

The main will not contain any content for now. It’s mainly reserved for getting feedback from users. With a star rating of how you helped these users.

### Footer

The footer will contain a simple copyright text; will the logo for the webpage.

## Admin page

The admin page will only be accessible to administrator and not the visitors. It will mainly display a dashboard with the number of people who visited the web page and data analytics features, such as:

* Circular status - similar to the one available in power bi.
* Number of page visitors
* Number of sign-ups
* Time spent on the page
* Device type

# Data Requirements

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **#** | **Data Aspect** | **Input Data Source** | **Input Data Format** | **Processing** | **Output Data** |
| 1 | Inserting the data | User Details | Name and email (valid email) | Authentication: Verify that the data is valid and the email is valid. | Record user information.  Deliver product |
| 2 |  |  |  |  |  |

# Quality Attributes

## User Interface Design Standards

Consistency

Responsive

Compliance with platform guideline

Feedback and confirmation

User preferences

Performance optimization

User testing

# Internationalization and Localization Requirements

## Internationalization

Language Support

## Localization

Translation support

# Other Requirements