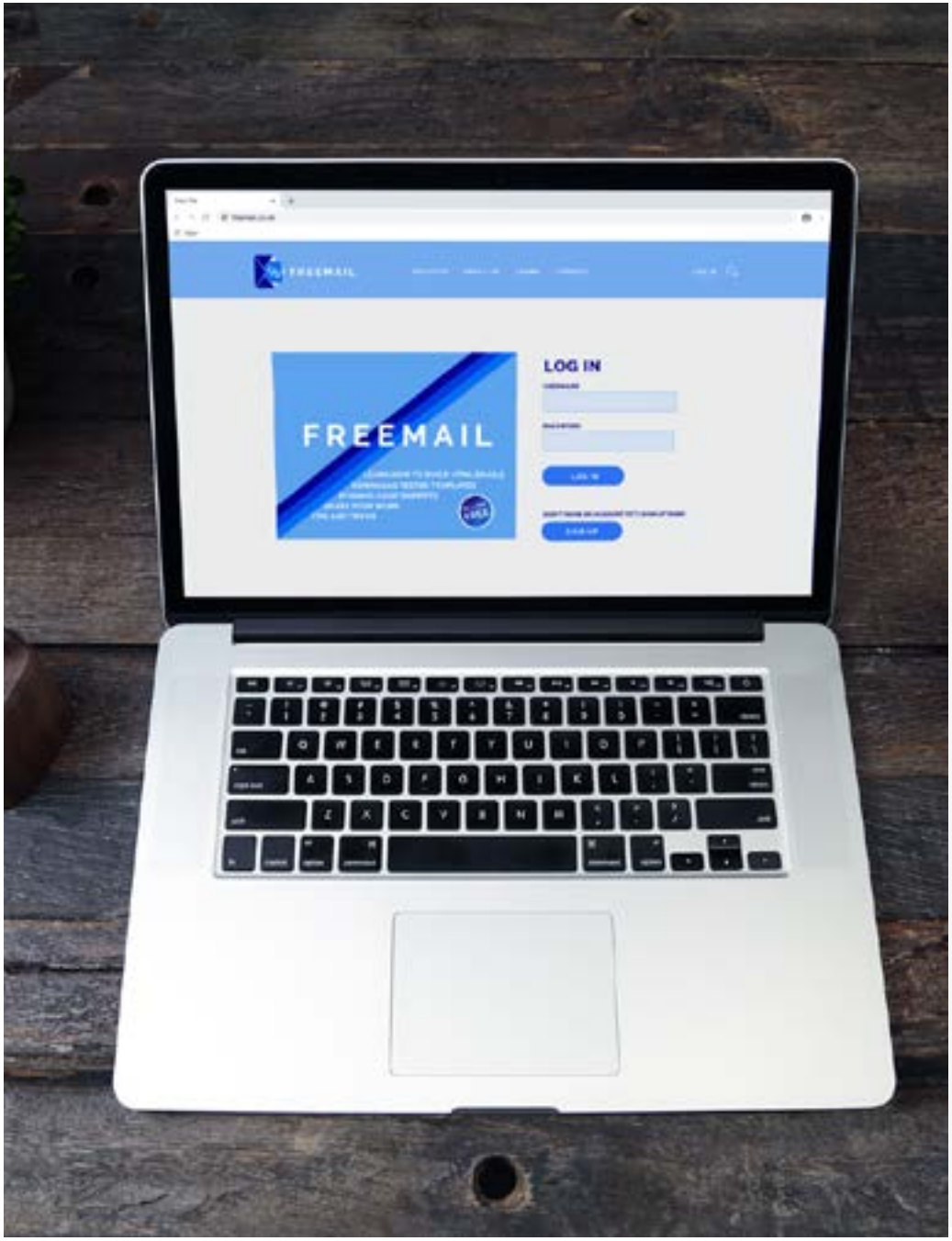
FREEMAIL

STUDENT: 201155141



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FREEMAIL

LEARN HOW TO BUILD HTML EMAILS
DOWNLOAD TESTED TEMPLATES
DYNAMIC CODE SNIPPETS
SHARE YOUR WORK
TIPS AND TRICKS

FREEMAIL'S AIM

TO EDUCATE USERS HOW TO CREATE HTML EMAILS AND PROVIDE THE RESOURCES TO MAKE IT POSSIBLE.

INTRODUCTION

FREEMAIL is a new online platform teaching users how to create HTML emails and giving them the resources to make it possible.

It has a wide target market, from individuals wanting to expand their coding knowledge, to freelancers/businesses who want to send HTML emails without having to pay for the cost of using a content management service. There are many platforms that teach people how to code, although none are email specific and provide free code that renders on all email clients. As Chad White said, "Website rendering is complex, since sites can look different depending on the device's operating system, browser, and screen size. But even that is no match for the complexity of email rendering." (Cited in Cook, 2019). To create an HTML email, the fundamentals are similar to web development, but styling rules are far more complex.

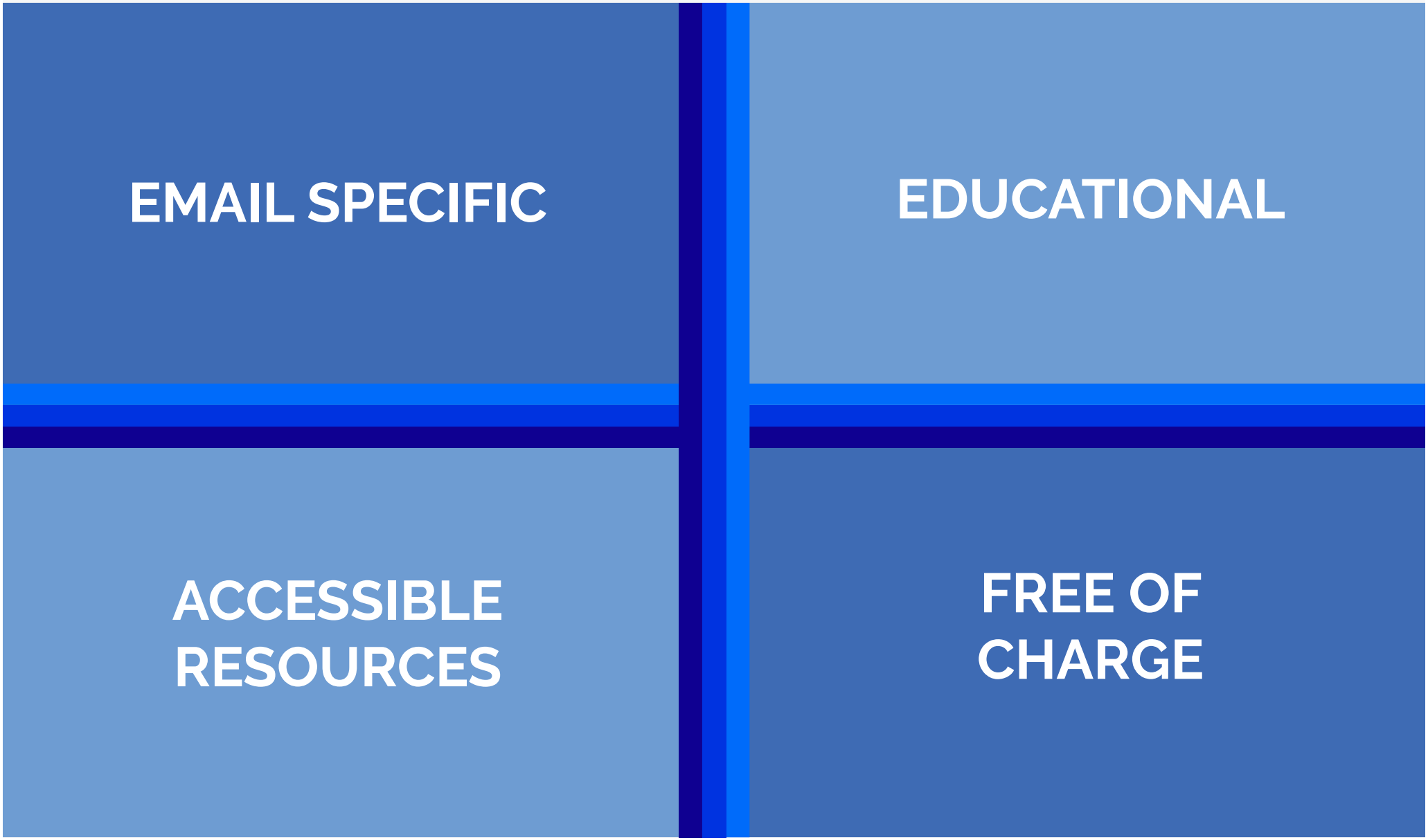
FREEMAIL is user-friendly for any coding ability. The learning pages have lots of topics and you can start wherever you feel comfortable. After learning, there is a quiz on each topic where users can earn badges for achieving over 80%.

FREEMAIL will provide code that is free to download, including mobile responsive templates and dynamic code snippets. Code will be beautifully formatted and have lots of explanations in comments making it easy to use and understand. Templates created by FREEMAIL will be accessible without an account, but to upload your own or download other users' templates, a profile will need to be created. It will say next to the templates who has uploaded them and what features they have. Templates uploaded by users will show their badges, allowing users to know their coding ability before downloading their template.

Objectives

LEARN
LEARN HOW TO BUILD HTML EMAILS
PRACTICE WHAT YOU'VE LEARNT THROUGH QUIZZES
DOWNLOAD DYNAMIC CODE SNIPPETS
FREE CODE
DOWNLOAD TESTED HTML EMAIL TEMPLATES
MOBILE RESPONSIVE
FREEMAIL
LOG IN

Unique Selling Points



Unique Selling Points in more depth

EMAIL SPECIFIC

Unlike most educational coding platforms, FREEMAIL is email specific. The learning tab gives insightful information on how to build HTML emails, and then a quiz will test your knowledge.
The templates are tested on most email platforms and devices to ensure they render correctly.

FREE OF CHARGE

One of the great aspects of FREEMAIL is everything is FREE!
Knowledge and creativity can be shared. As the community builds, so will the resources.

ACCESSIBLE RESOURCES

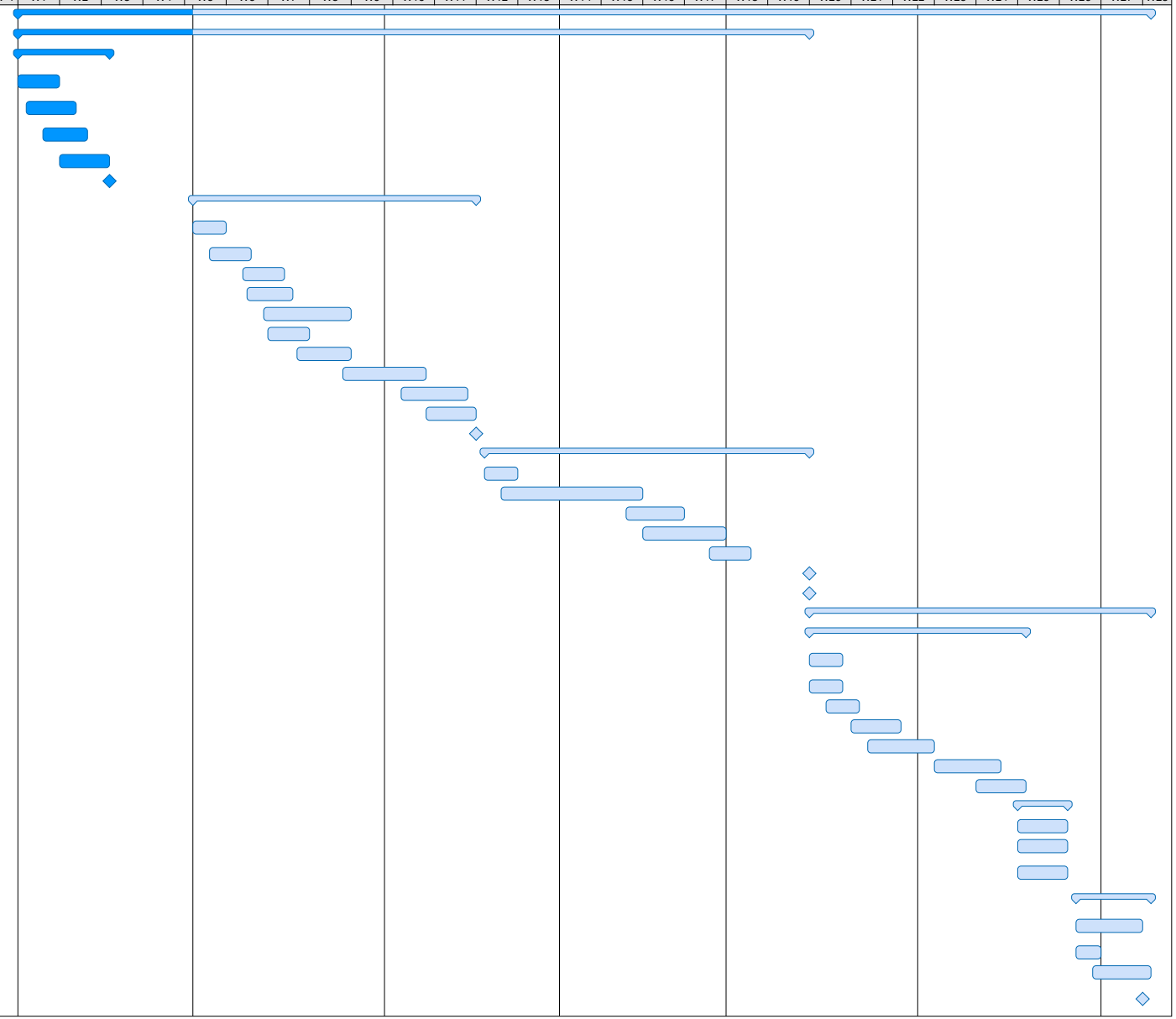
FREEMAIL will provide a collection of email templates and code snippets. They will be tested and mobile responsive. Users can download them and follow the instructions in the code to edit them.
Users can then upload their edited code, or code they have developed themselves, if they have created a profile. This is shared with the FREEMAIL community, enabling resources to grow as the community does.

EDUCATIONAL

FREEMAIL's mission is to "Educate users how to create HTML emails and provide the resources to make it possible."
Pedagogy is formalized learning which can be split into four categories: Experiencing, Conceptualizing, Analysing and Applying (Cope, 2015). Users are able to experience, conceptualise and analyse when working through the learning resources and quiz. They can then go on and apply their learnings by downloading the provided resources and creating their own HTML email.
For a positive learning experience, FREEMAIL will communicate in a playful manor. This will be done by gamification, which is applying play to a non-play space (Whitson, 2013). This will be done through interactive learning and the gratification system to earn badges.

Project overview

#	Title	Given Work	Given Earliest Start
0	**FREEMAIL**		**1 Nov 2020**
1	**Production**		**1 Nov 2020**
2	**Design**		
3	Research and pick a colour scheme	1 day	1 Nov 2020
4	Find suitable fonts	1 day	3 Nov 2020
5	Design digital logo adapting colour scheme	3 days	7 Nov 2020
6	Build wire frames	3 days	8 Nov 2020
7	Pitch document deadline		17 Nov 2020
8	**Front-End Development**		**1 Dec 2020**
9	Build HTML framework and CSS styling	6 hours	1 Dec 2020
10	Home page	2 hours	3 Dec 2020
11	About us page	2 hours	9 Dec 2020
12	Projects page	3 hours	9 Dec 2020
13	Learning pages	8 hours	11 Dec 2020
14	Contact page	2 hours	13 Dec 2020
15	Quiz page	6 hours	17 Dec 2020
16	Login page	3 hours	25 Dec 2020
17	Register page	5 hours	5 Jan 2021
18	Footer and policy pages	4 hours	8 Jan 2021
19	Front-End complete		17 Jan 2021
20	**Back-End Development**		**19 Jan 2021**
21	Set up database	2 days	19 Jan 2021
22	Build sign up process	2 weeks	21 Jan 2021
23	Quiz	1 week	11 Feb 2021
24	User profiles	2 weeks	15 Feb 2021
25	Reward scheme	1 week	25 Feb 2021
26	Back-End complete		14 Mar 2021
27	Production complete		14 Mar 2021
28	**Post-production**		**15 Mar 2021**
29	**Testing**		**15 Mar 2021**
30	Upload product to leedsnewmedia to test	1 hour	15 Mar 2021
31	Funtionality/link checks	1 day	15 Mar 2021
32	Device/Browser checks	1 day	17 Mar 2021
33	Code validation checks	2 days	20 Mar 2021
34	User testing	3 days	24 Mar 2021
35	Bug fixes	3 days	3 April 2021
36	Post-testing amends	1 day	12 Apr 2021
37	**Hosting**		**19 Apr 2021**
38	Puchase domain	1 hour	19 Apr 2021
39	Puchase hosting	1 hour	19 Apr 2021
40	Puchase security certificates	1 hour	19 Apr 2021
41	**Live product**		**28 Apr 2021**
42	Go live on new hosted domain	1 hour	28 Apr 2021
43	Re-test	1 week	28 Apr 2021
44	Final amends	1 week	30 Apr 2021
45	Product, Research blog and presentation deadline		10/05/2021



Logo

Typeface: Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%&*!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%&*!?

Colour Scheme

Light Blue

HEX #62A1F4

Blue

HEX #056CF2

Medium Blue

HEX #0439D9

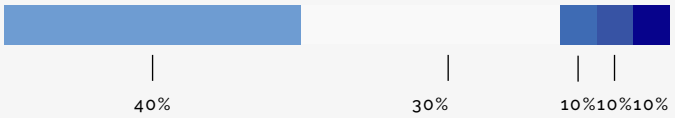
Dark Blue

HEX #07038c

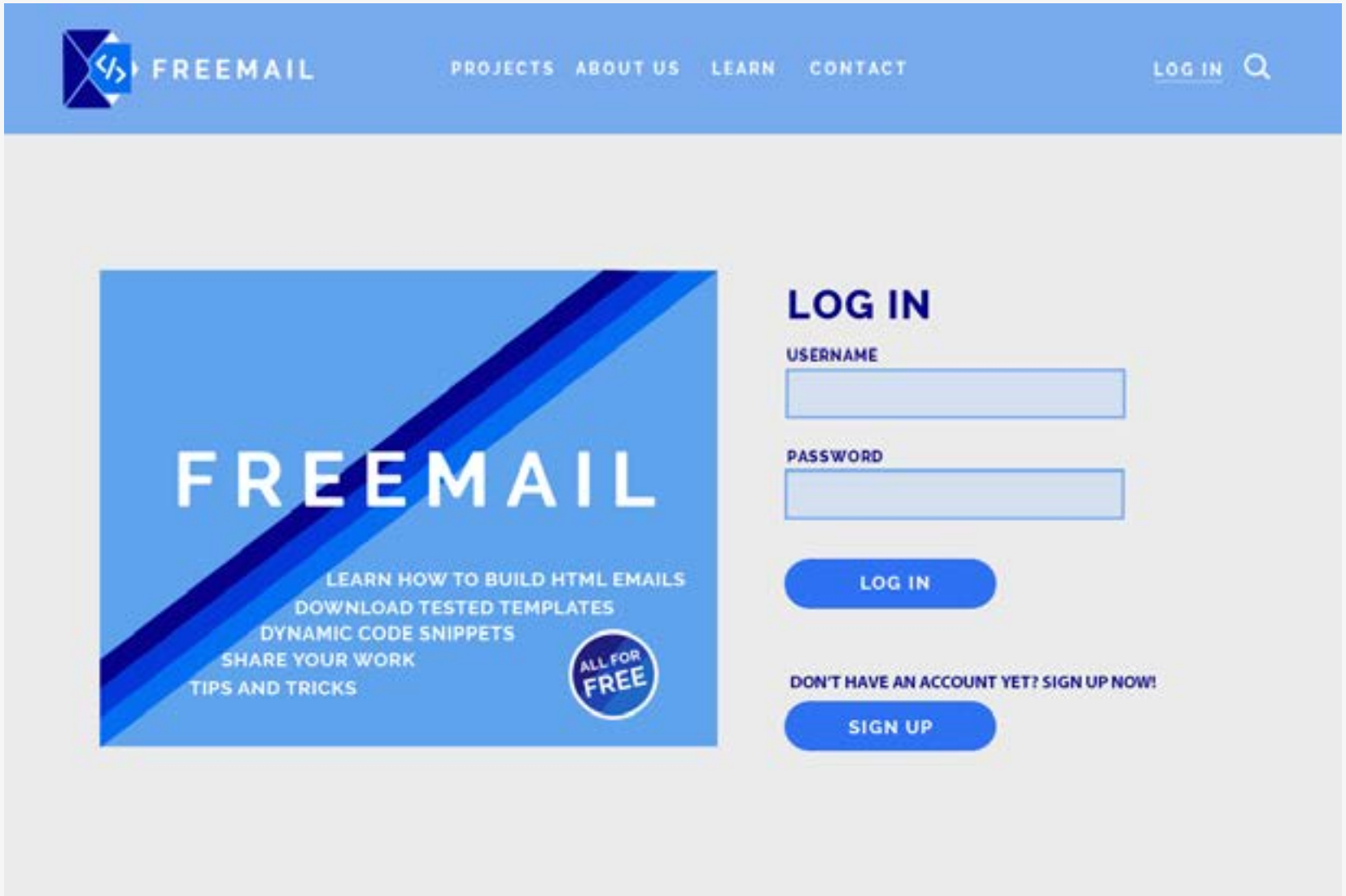
Grey

HEX #f9f9f9

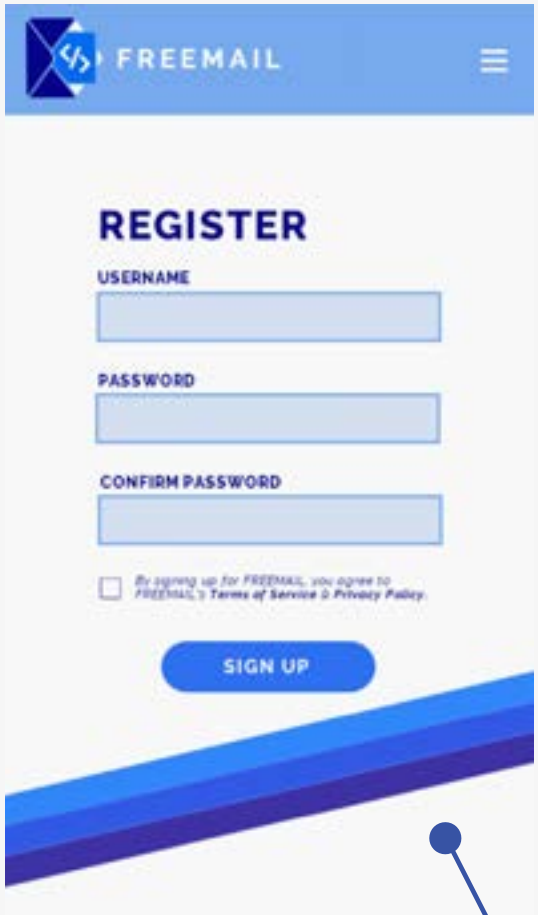
COLOUR USAGE RECOMMENDATION (APPROXIMATE RATIO):

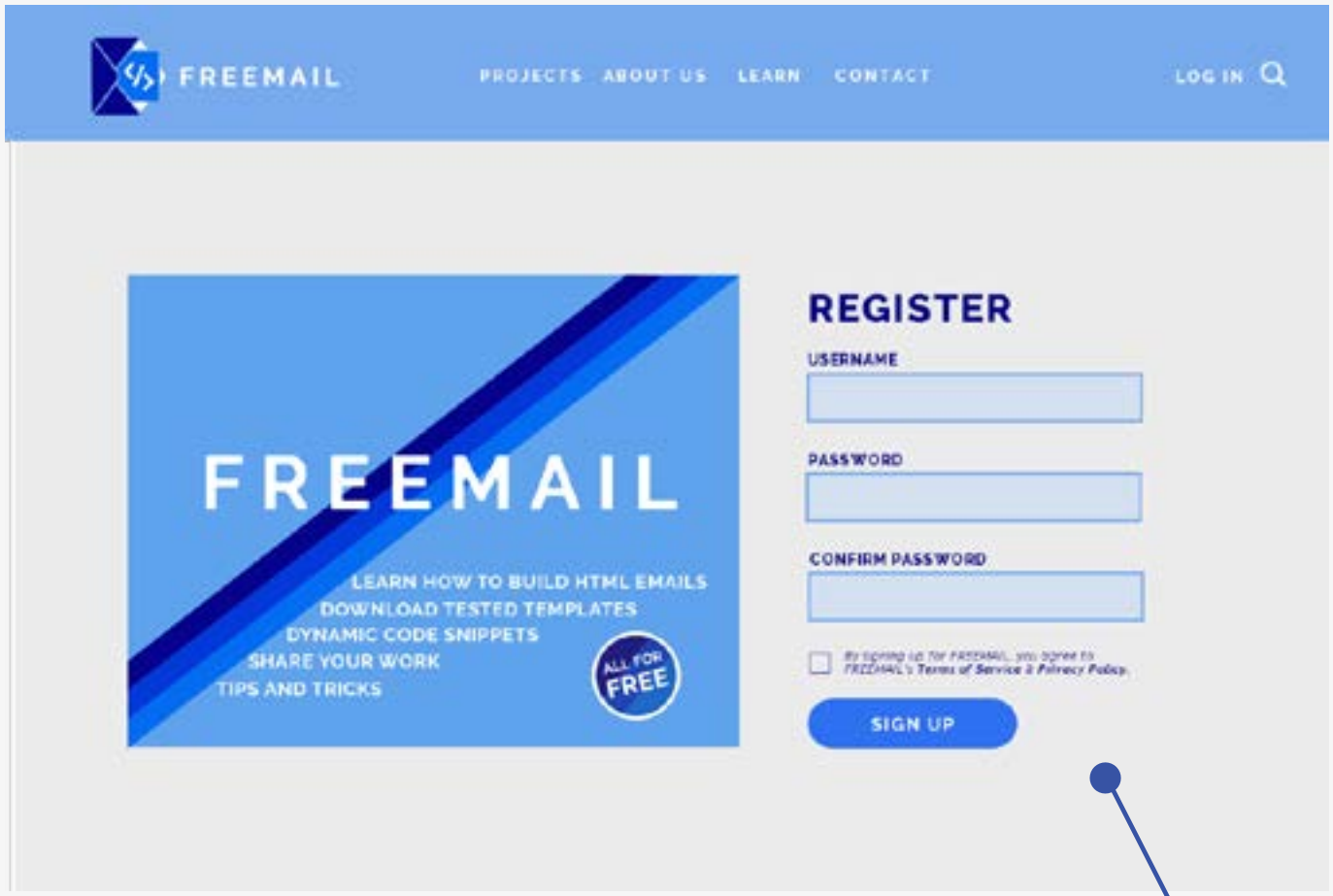


Design: LOG IN



Design: REGISTER

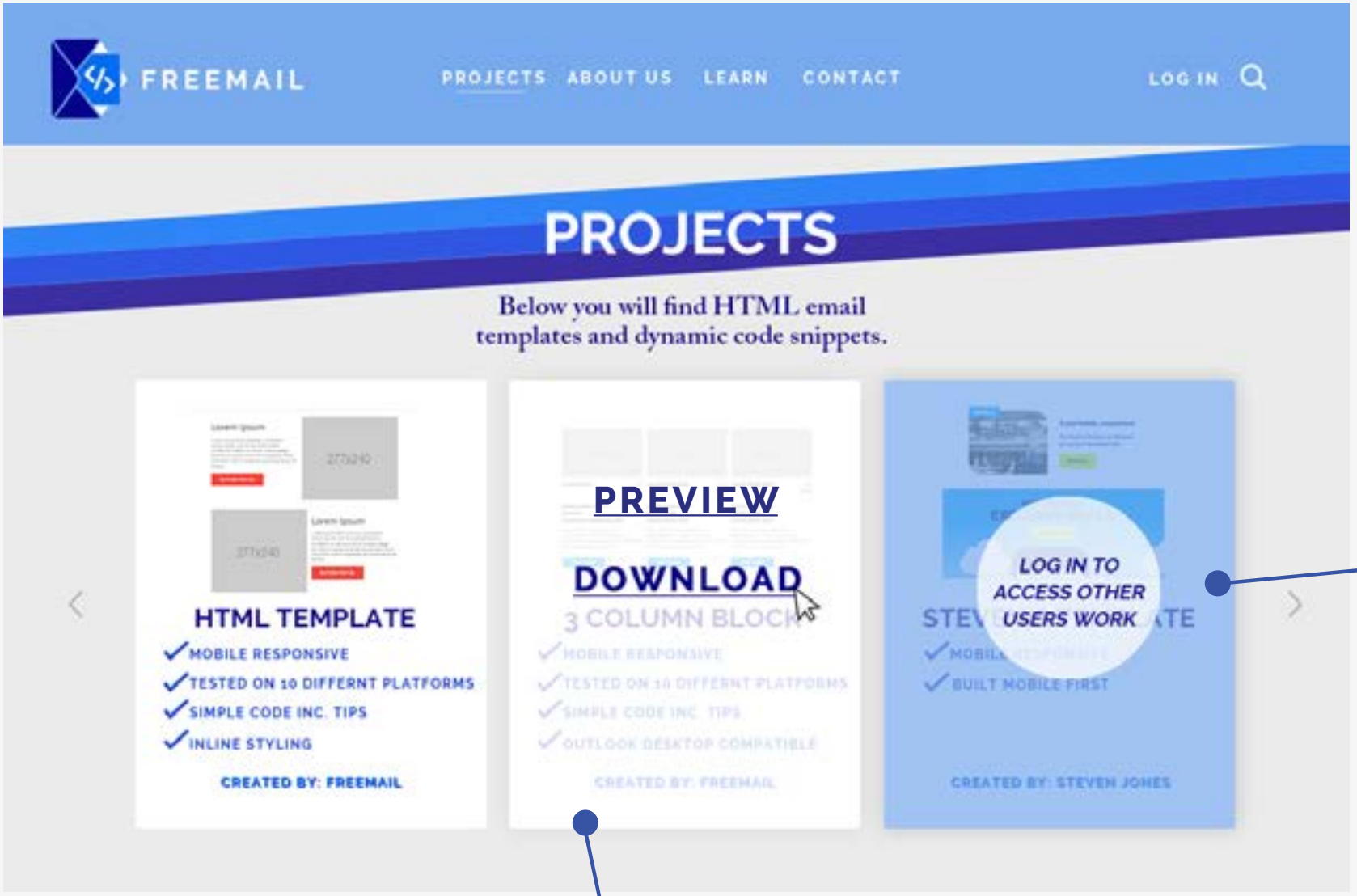




The whole platform will be mobile responsive. Here is a mockup of what the registration process will look like. Certain features will change such as the collapsible navigation and the image banner will be hidden on this page.

The privacy policy will also be in the footer

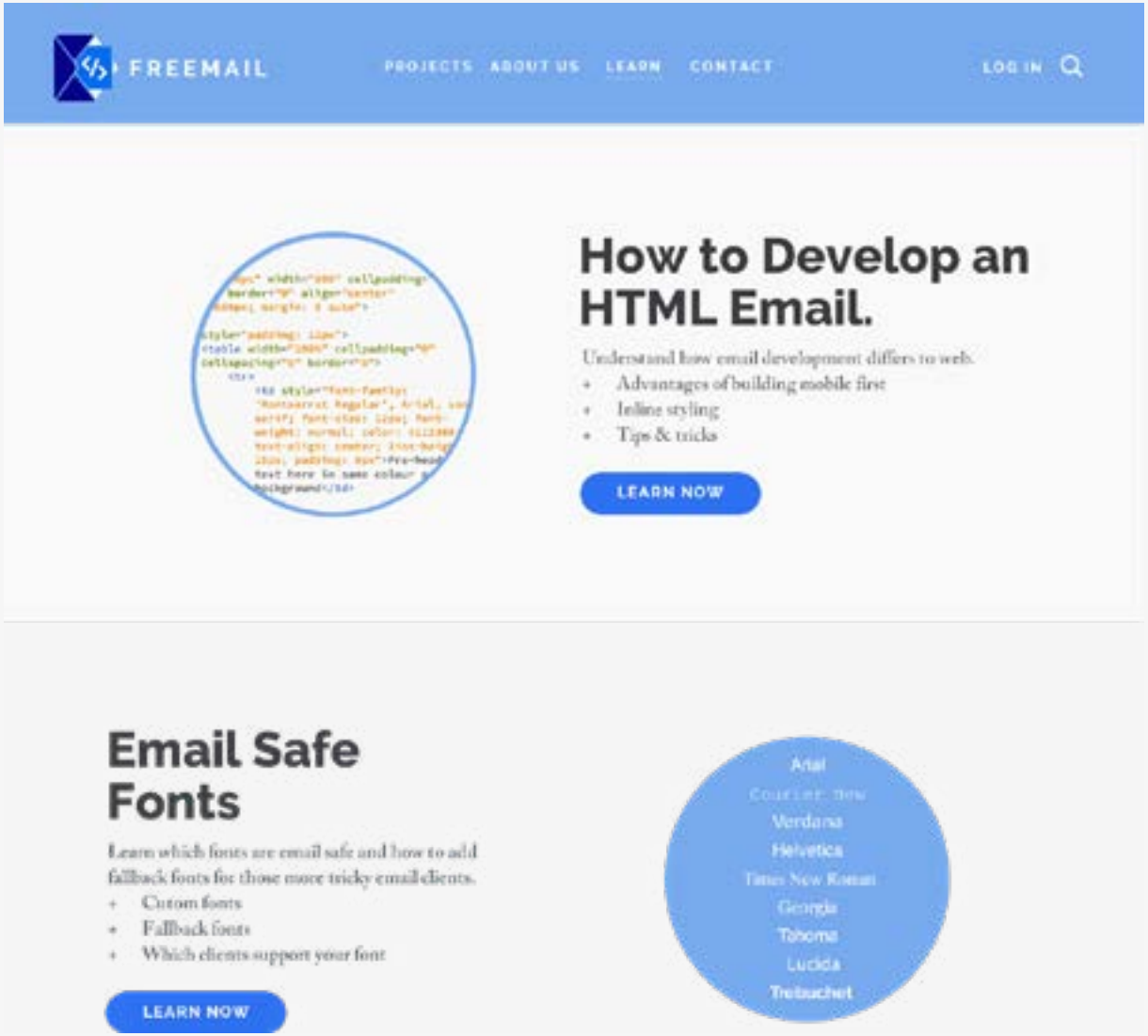
Design: PROJECTS



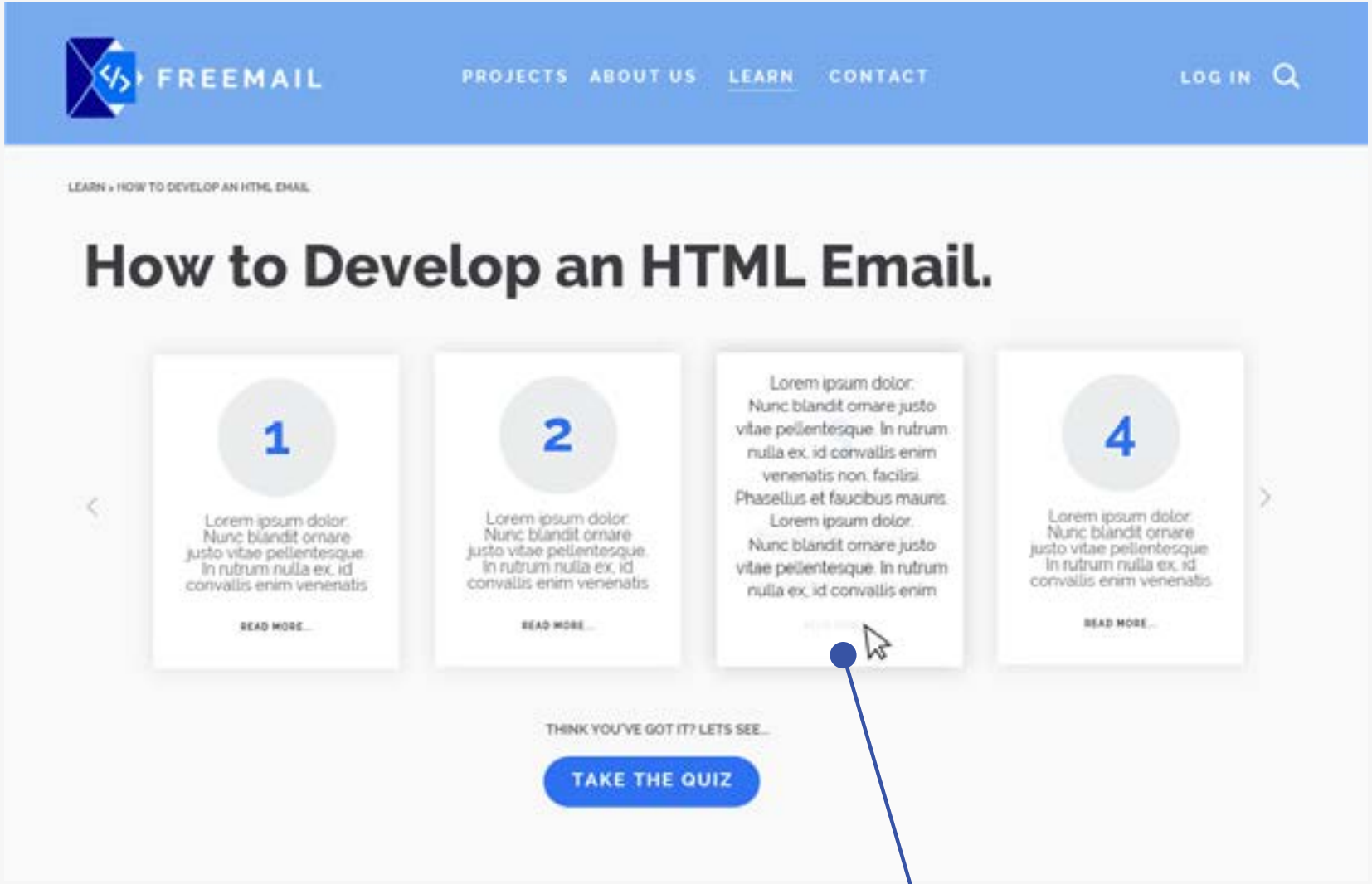
Users have to be a member to view other users work and upload their own.

On hover, the box will have a white opaque overlay with options to download or preview the template

Design: LEARN

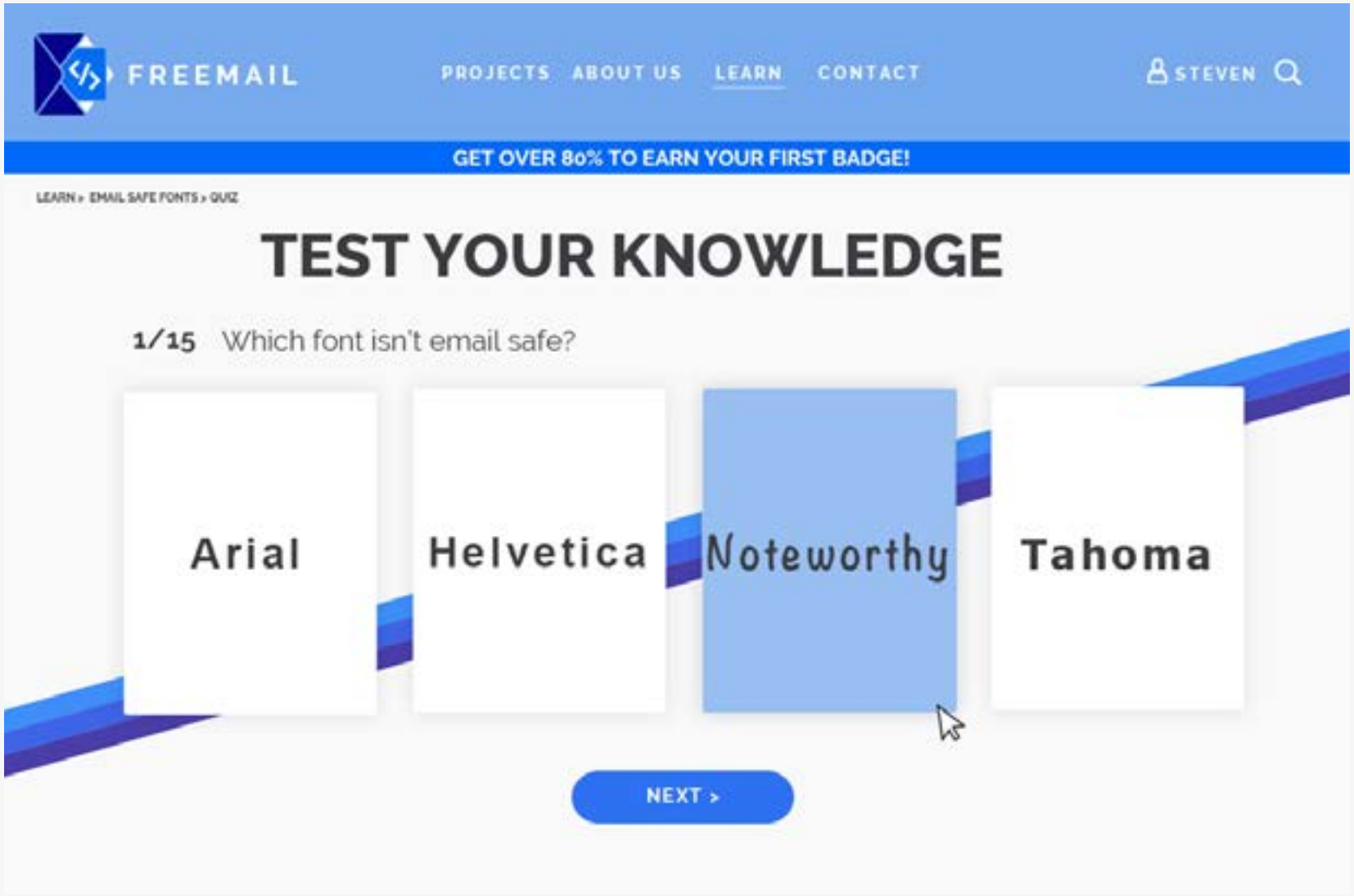


Design: LEARN



On hover, the box will have a white opaque overlay and a more detailed explanation will show

Design: QUIZ


FREEMAIL
PROJECTS
ABOUT US
LEARN
CONTACT
STEVEN
GET OVER 80% TO EARN YOUR FIRST BADGE!
LEARN › EMAIL SAFE FONTS › QUIZ
TEST YOUR KNOWLEDGE
1/15 Which font isn't email safe?
Arial
Helvetica
Noteworthy
Tahoma
NEXT ›

Risk analysis

Privacy & Data

Risk:
Users may not trust the platform, and be concerned about how their data is used.

Solution:
For the progression of FREEMAIL, it requires users to add their content to the platform. Trust is therefore essential, and we need to protect users' privacy and data. Since the Human Rights Act (1998), privacy has become a legal obligation. FREEMAIL will have a user-friendly privacy policy to increase trust and outline what data is being used. Deloitte found that 97% of 18-34 year olds agree to policies without reading them (Cakebread, 2017). This highlights the importance for the policy to be designed with the consumer in mind (Renaud and Shepherd, 2018). To try and encourage users to read the privacy policy, it will avoid legal jargon and include images to make it communicate in a more visual way. During building the platform, the GDPR checklist will be followed to ensure there isn't a data breach as well as to create a good reputation and avoid fines (GDPR, 2020).

Development

Risk:
Issues within the code and potential bugs.

Solution:
Due to the complexity of the project, the risk of technical issues within the code are high. To get the platform and templates to work on all devices will involve a lot of testing. To ensure this doesn't affect the end product, I have given myself ample time to complete it. Development starts in 2 weeks and will be finished by the 14th March (as shown in the Gantt chart). This gives sufficient time to build it and just under two months for testing before the deadline.

COVID-19

Risk:
Restricted access to university resources.

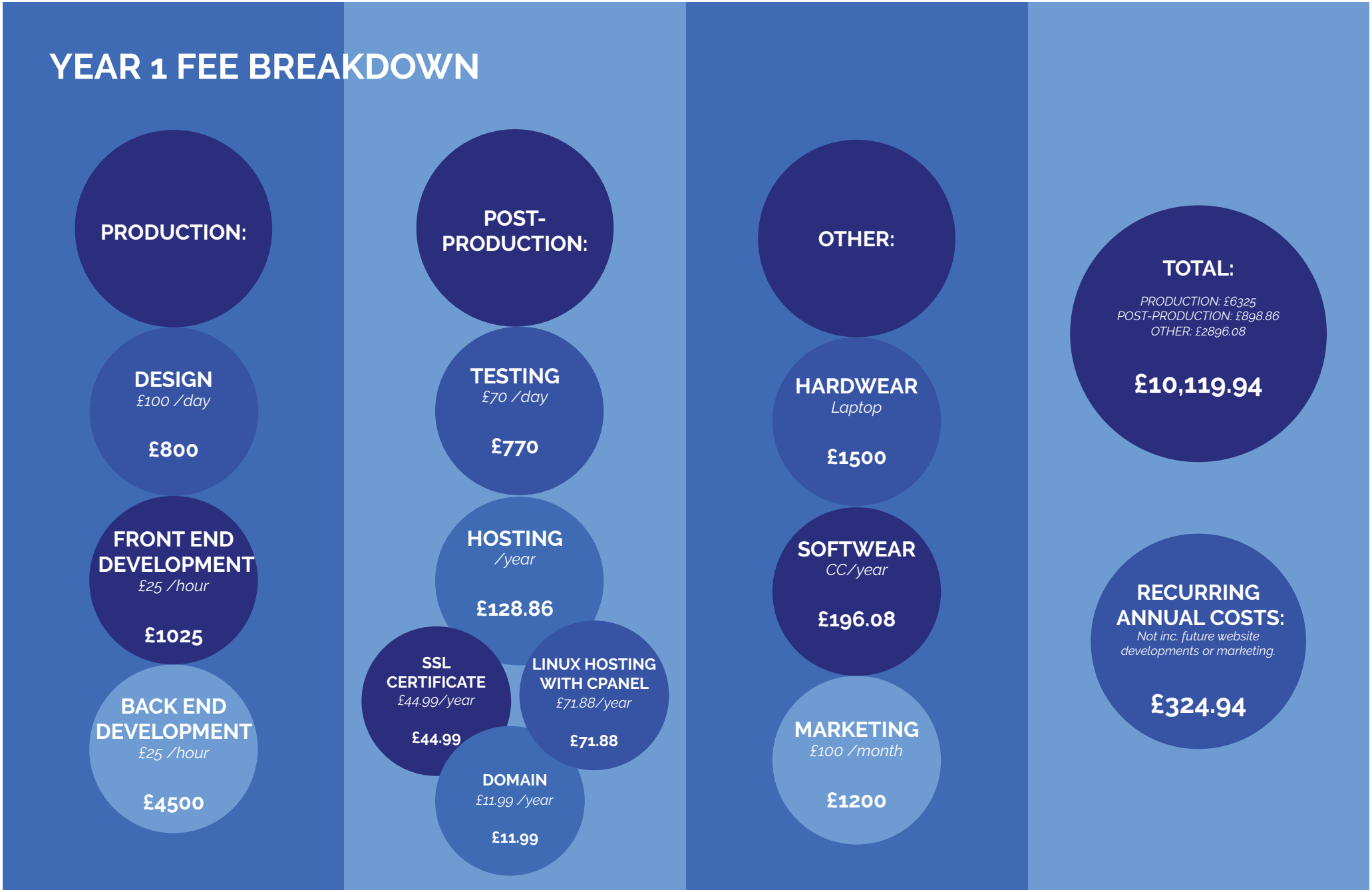
Solution:
Due to the global pandemic, access to university resources, good internet or lack of peer feedback could hinder the development of the project. To overcome these hurdles, I have invested in the necessary software (Adobe CC) and have made the most of free online services such a Brackets to develop my code. Also, I have set up a group with my peers so we can give feedback on each others work and ask for tips or advice, which allows ideas to progress even further before speaking to my placement tutor.

Bots, Spam & Hacking

Risk:
Bots, spam or website hacking resulting in accessing users data.

Solution:
To ensure the website is as safe as possible for users, two solutions will be installed. Firstly, a CAPTCHA, which "is a Turing test to tell human and bots apart. It is easy for humans to solve, but hard for "bots" and other malicious software to figure out." (Google reCAPTCHA, 2020). By adding a CAPTCHA (as seen below), users can easily enter the site and be reassured that their data is protected. The second measure taken will be to purchase an SSL certificate. When users enter the website, the SSL certificate will automatically create a secure, encrypted connection with the browser that will block hackers and thieves from seeing their data such as username and password (GoDaddy, 2020). The SSL certificate has been factored into the predicted costs which can be seen in the fee breakdown. Having an SSL certificate will also increase users trust, having "Not Secure" pop up would discourage users from registering with FREEMAIL.

YEAR 1 FEE BREAKDOWN



Competitor Analysis

Codeacademy

Codeacademy is FREEMAIL's biggest competitor in the education section. They offer online coding classes in 12 different languages. Some of their content is free, but some requires a subscription which costs £31.99/month. Their platform is very advanced and is great for learning, but they don't provide free templates and snippets. They also don't offer HTML/CSS classes for email development, and this is where FREEMAIL has identified a gap in the market that can be filled FOC.

W3Schools

W3Schools is also an educational platform that teaches you how to code for the web. They don't provide interactive classes like codeacademy, but they provide lots of scenarios and code snippets. W3Schools is great for small code snippets and understanding functionality, but it is limited to the web only. FREEMAIL will provide snippets (like W3Schools) and online learning (like Codeacademy) but have the email knowledge that both these platforms don't provide as well as full templates, not just snippets.

Mailchimp

Mailchimp is a marketing and email marketing platform. Use of their marketing tools and templates incurs a great cost. What they do offer is a free membership, but to use this you have to use your own templates. FREEMAIL users can learn how to build HTML emails, develop their own using the resources provided and then use Mailchimp's free service to send them out. This service is great for freelancers, small businesses who want to avoid extra costs or individuals who want to learn a new skill.

BEE

BEE will be our largest competitor with regards to free downloads. They provide a drag and drop service to build responsive emails. They allow users to skip out any coding and provide a quick and easy service. Their purpose is not to educate people though. So anyone with an interest in developing their skills or having full control over their code, will use FREEMAIL instead.

Experience

2019-Current: **Self Employed: Freelance Web and Email Developer**

Christmas Newsletter for Black Parrot Management Ltd., hand coded and sent out using Mailchimp.

Built a responsive website for UK singer/songwriter Grace Grundy (gracegrundy.com - commissioned by Black Parrot Managment)

Spotify cover GIF creation for Grace Grundy using the Adobe suite.

2020-Current: **Heck Food Limited: Shopify Developer**

Built a new mobile responsive website on the Shopify platform to increase sales during the COVID-19 pandemic.

Tasks included: Brand research, creating wireframes, using advanced HTML5, CSS3 and JavaScript (reels/slideshows/if statements), Search Engine Optimisation (SEO), using API calls to set up delivery date picker, handling the domain changes and setting the website live.

2019-2020: **Mapp Digital UK Limited: Client Technical Services Intern (Placement)**

Develop targeted and bespoke HTML email campaigns to optimise brand and product awareness and generate sales.

Generate engaging landing pages and HTML forms to develop sales leads.

Notable projects: Rebuilding Hutchison 3G UK Ltd.'s unsubscribe and confirmation page,building two emails within the Mapp Engage CMS2 for Sainsbury's Nectar app, Make It Cheaper Ltd. Campaign (Acquisition email, PHP landing page and confirmation page).

Worked alongside different teams to complete projects using agile project management.

Rendering tests on 'Email on Acid' ensuring email campaigns work across all platforms.

Built a CM2 platform for internal HR emails and training HR how to use the system enabling them to have more stimulating emails.

2018: **Frickley Park Horse Trials Limited: Press Officer (Summer Intern)**

Developed and managed the website, logo, merchandise and social media. Produced press releases and manufacturing the event programme, using the Adobe suite.

Heck Food Limited: Graphic Design Work Experience

Collaborated with head of graphic design to produce innovate product packaging and promotional material using the Adobe suite.

Skills

Email Development

HTML & CSS

JavaScript

Graphic design

Email Marketing

PHP

Adobe Creative Cloud

Mobile responsiveness

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