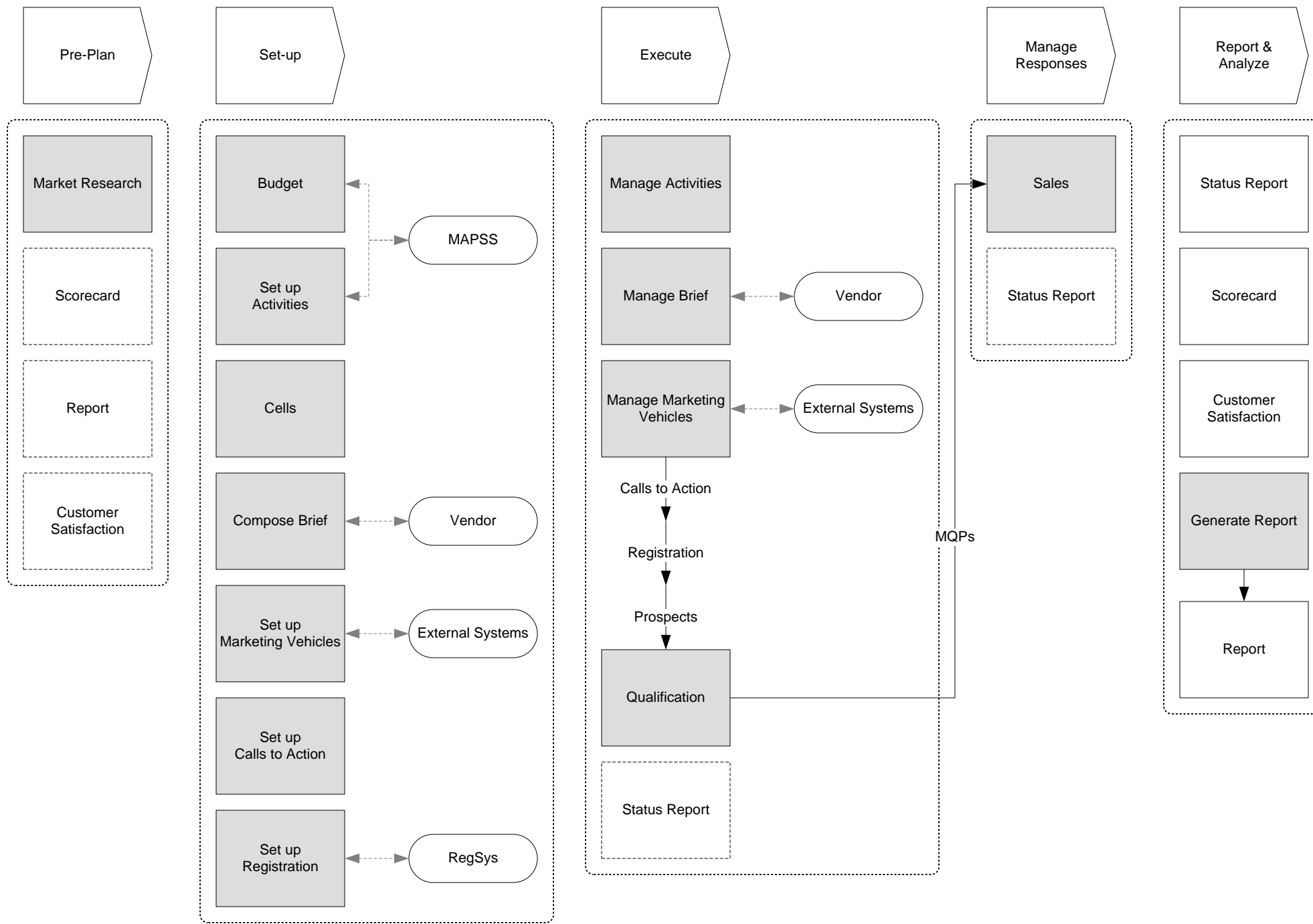


Campaign Lifecycle (ideal)



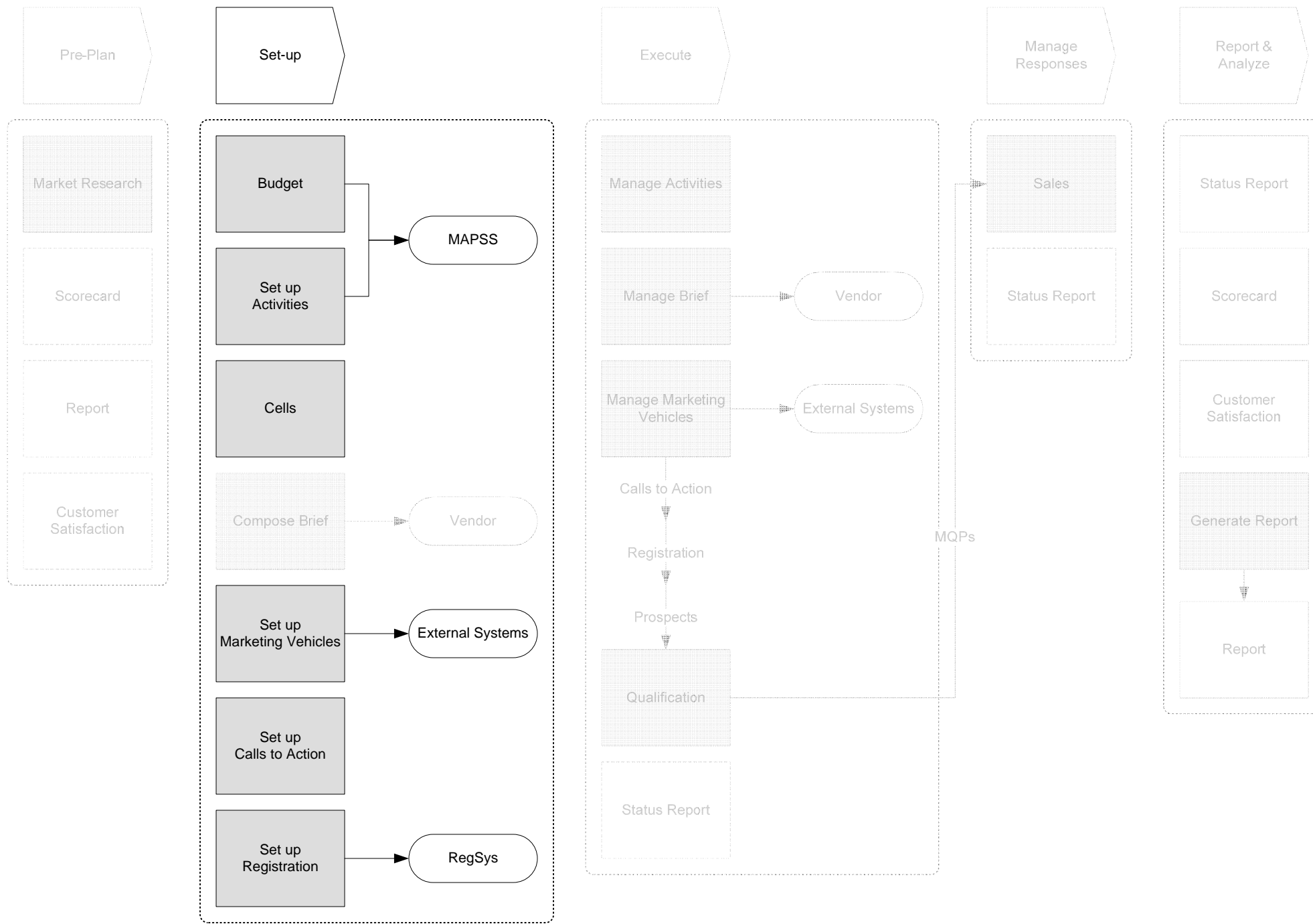
- UI Hierarchy:
- Phase/Mode
 - Module
 - Task
 - Screen
 - Component

Notes

- ⌋ User Flow Diagrams
- ⌋ Wireframes



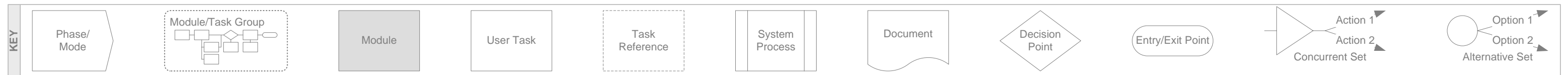
Campaign Lifecycle (in scope for v2)



- UI Hierarchy:
- Phase/Mode
 - Module
 - Task
 - Screen
 - Component

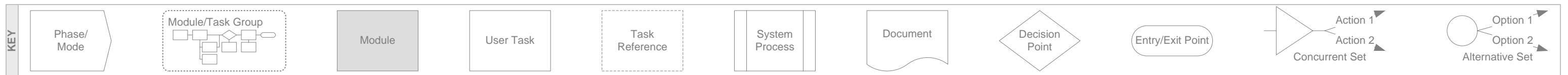
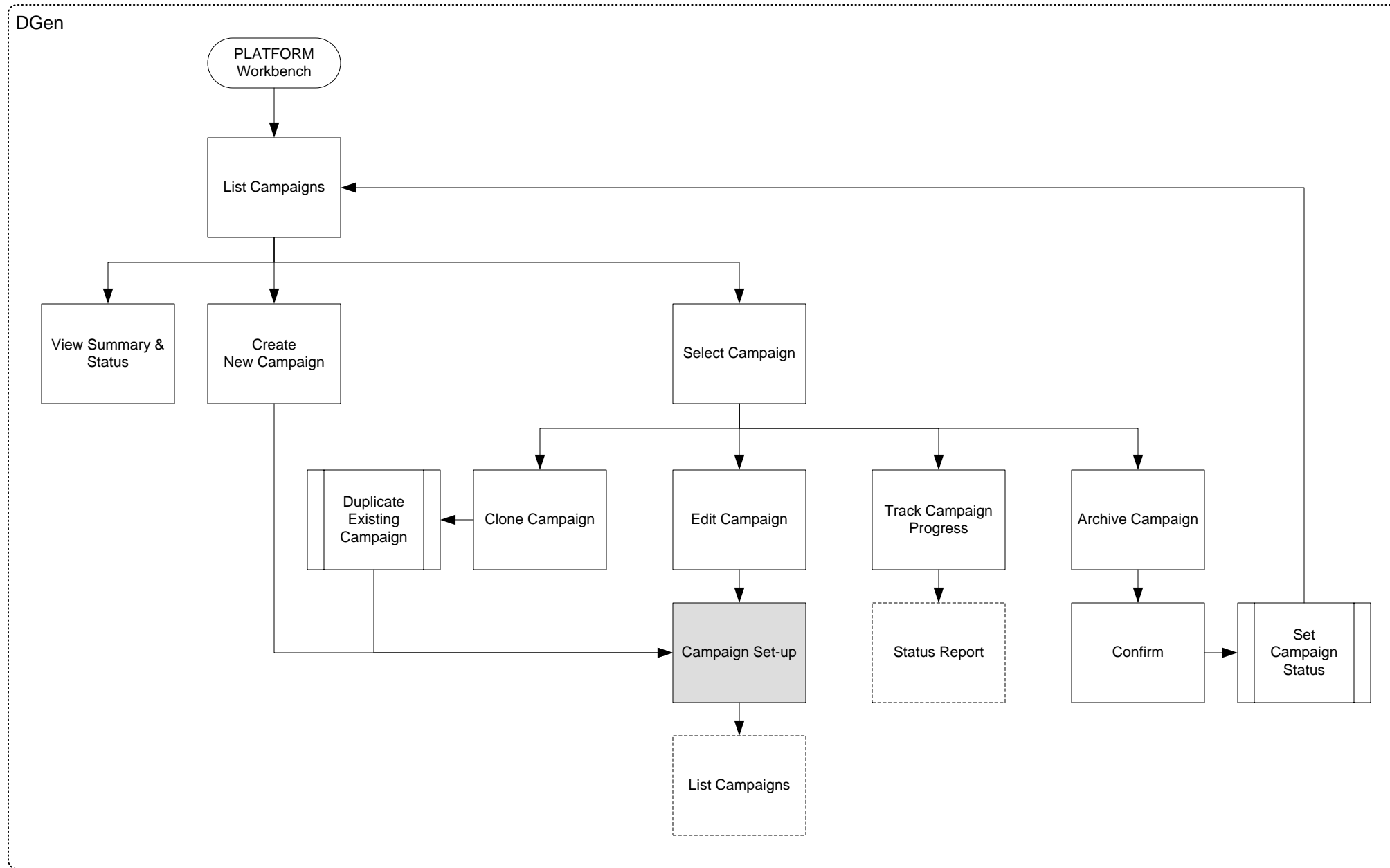
Notes

- ┌ User Flow Diagrams
- └ Wireframes



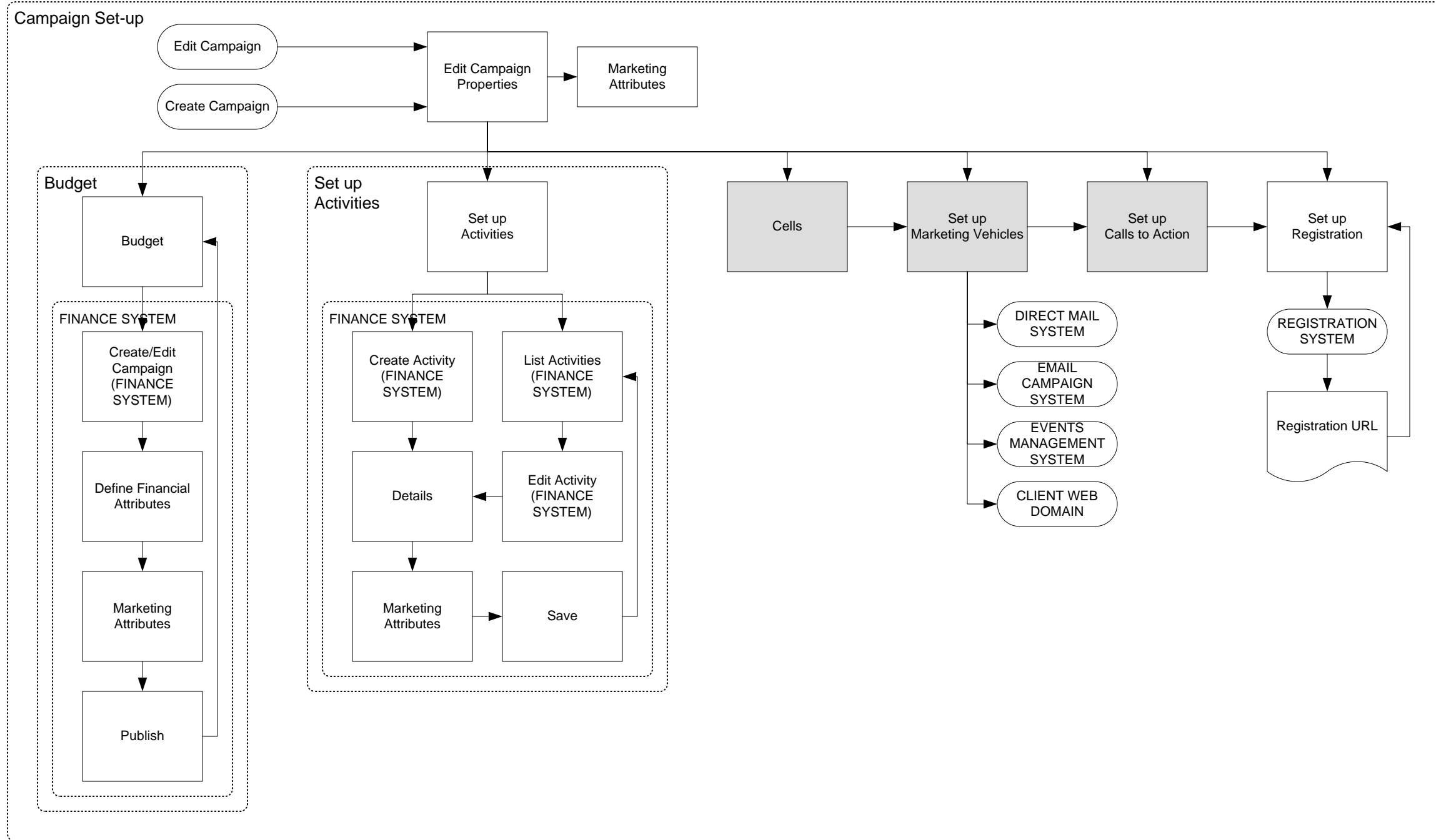
DGen Home

Notes



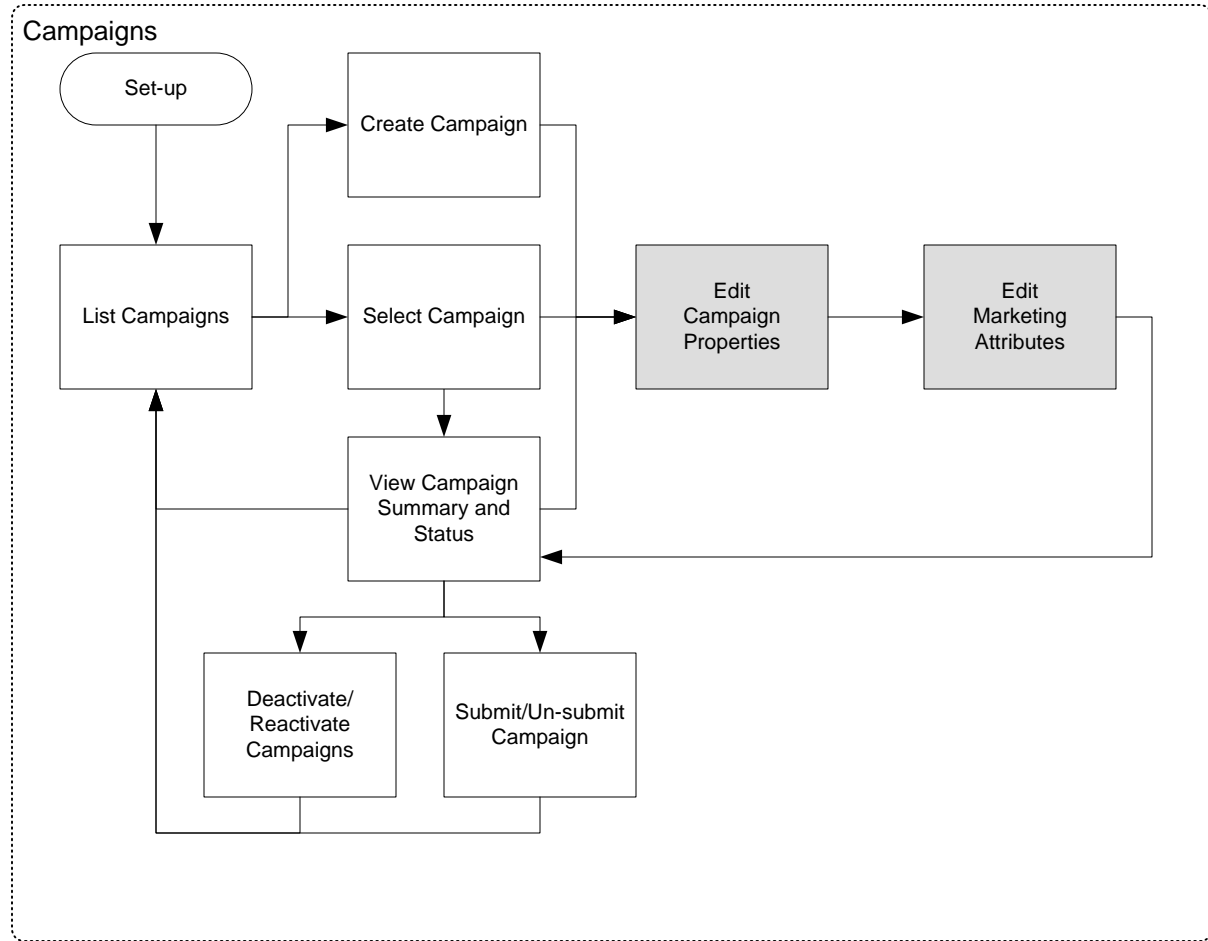
Campaign Set-up

Notes



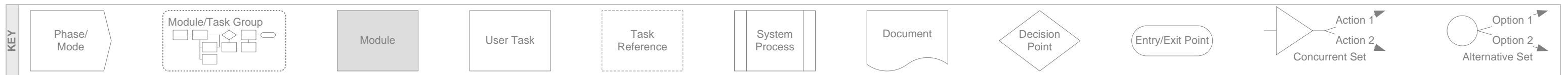
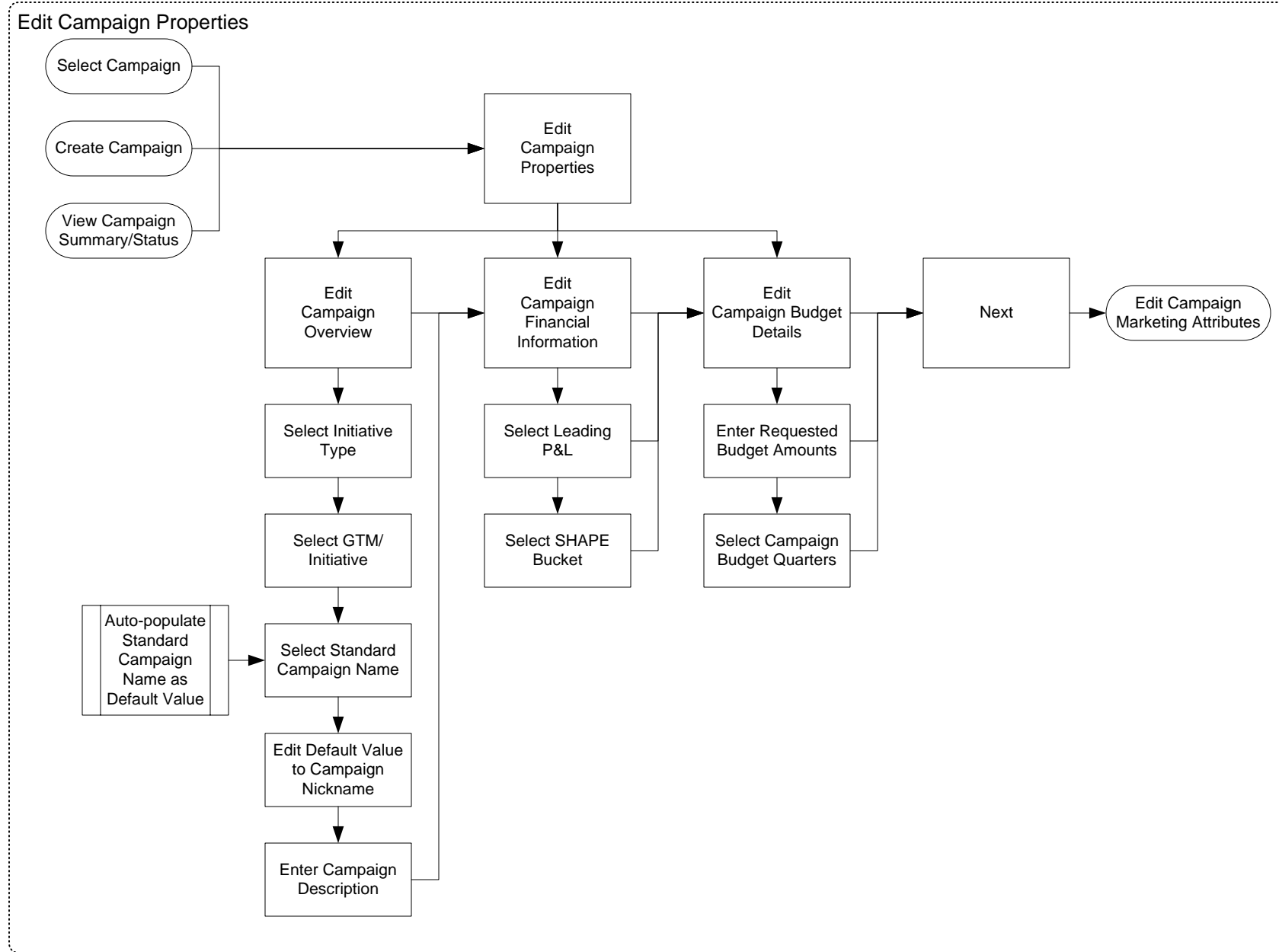
Set-up: Budget

Notes



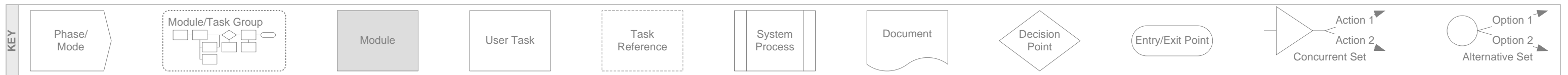
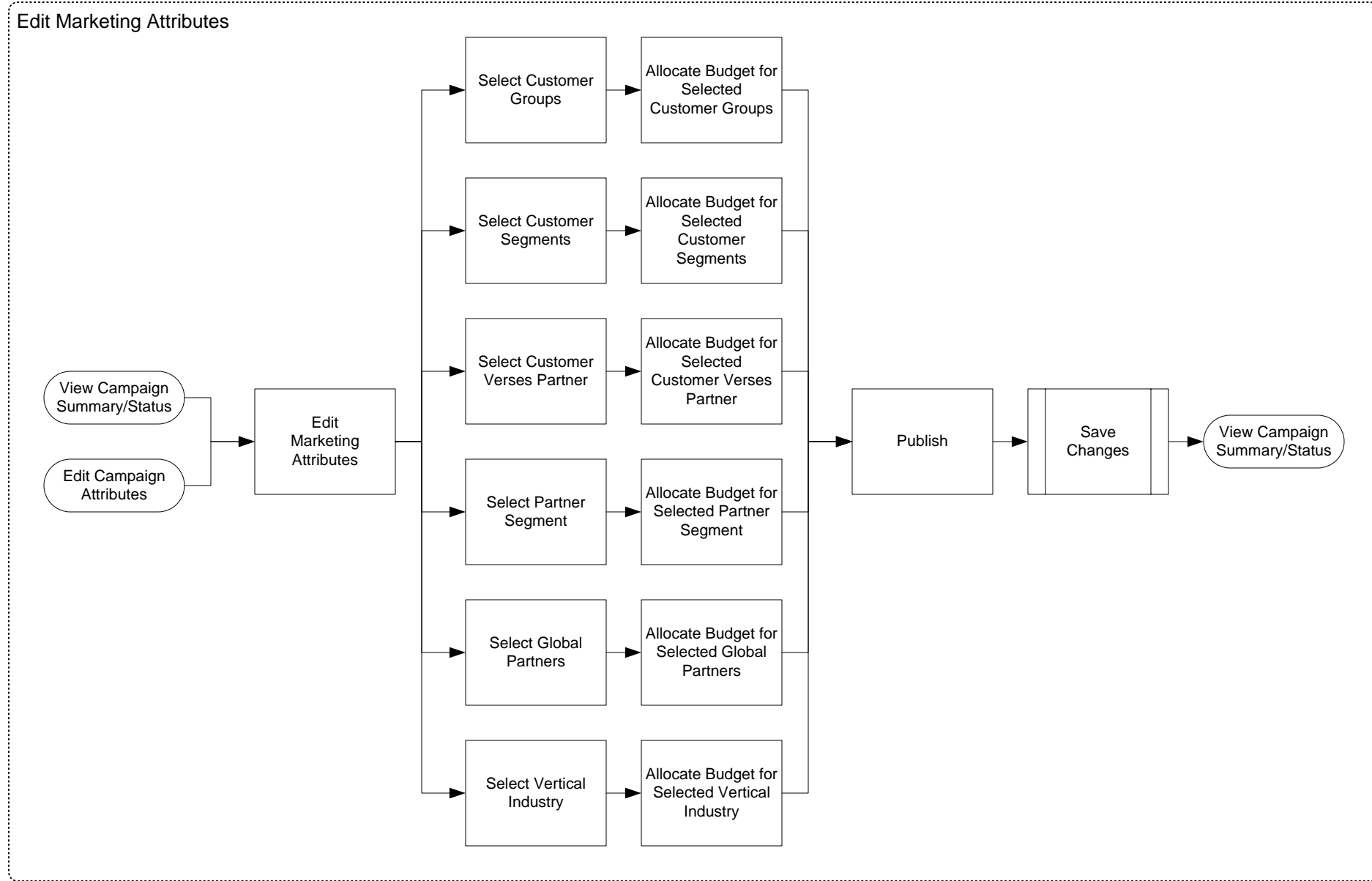
Set-up: Budget > Campaign Attributes

Notes



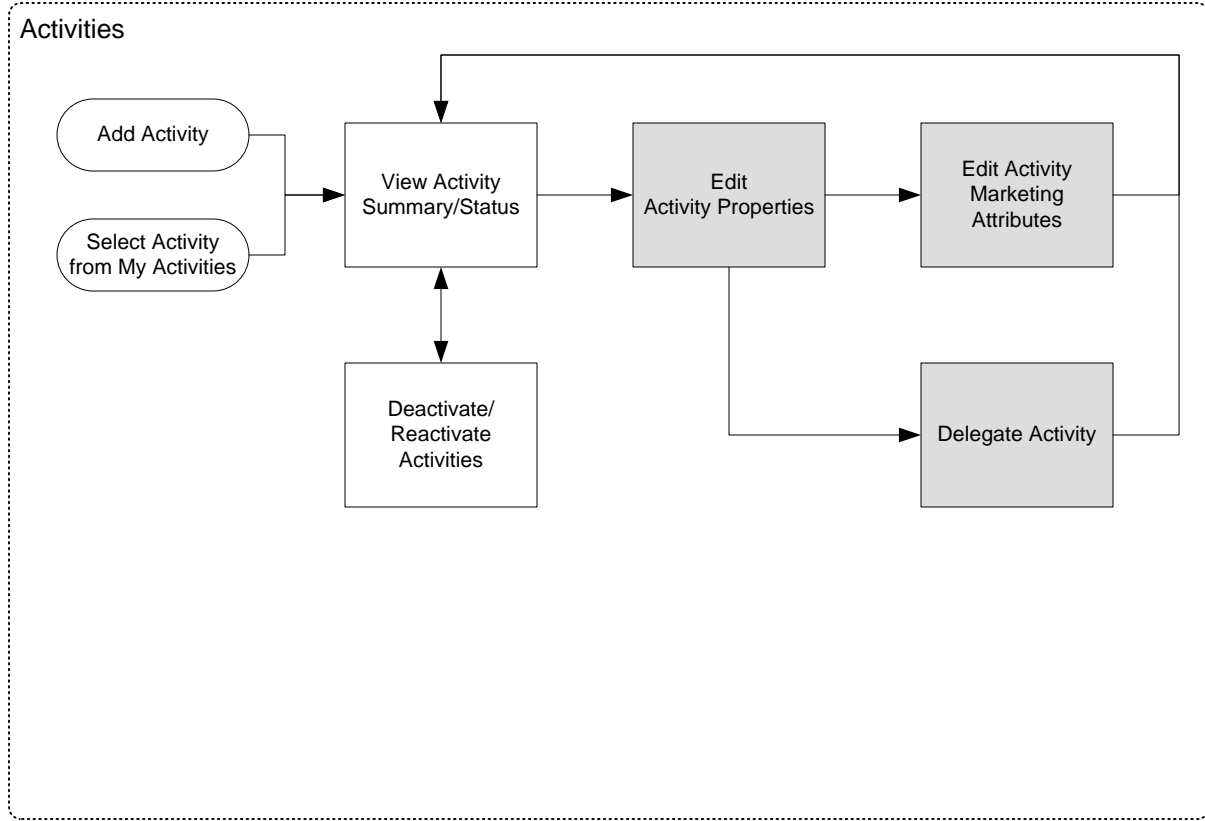
Set-up: Budget > Campaign Marketing Attributes

Notes



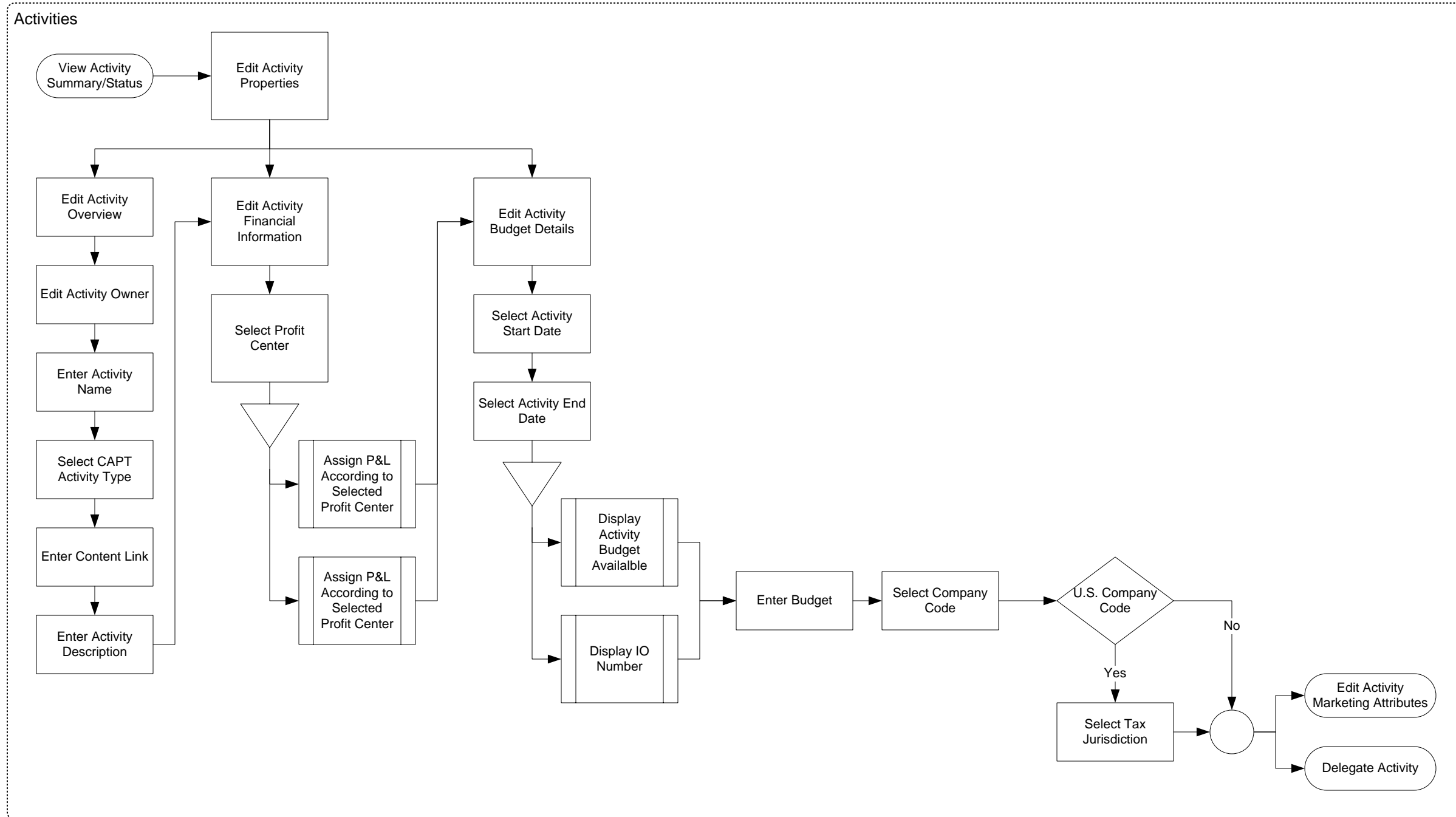
Set-up: Activities

Notes



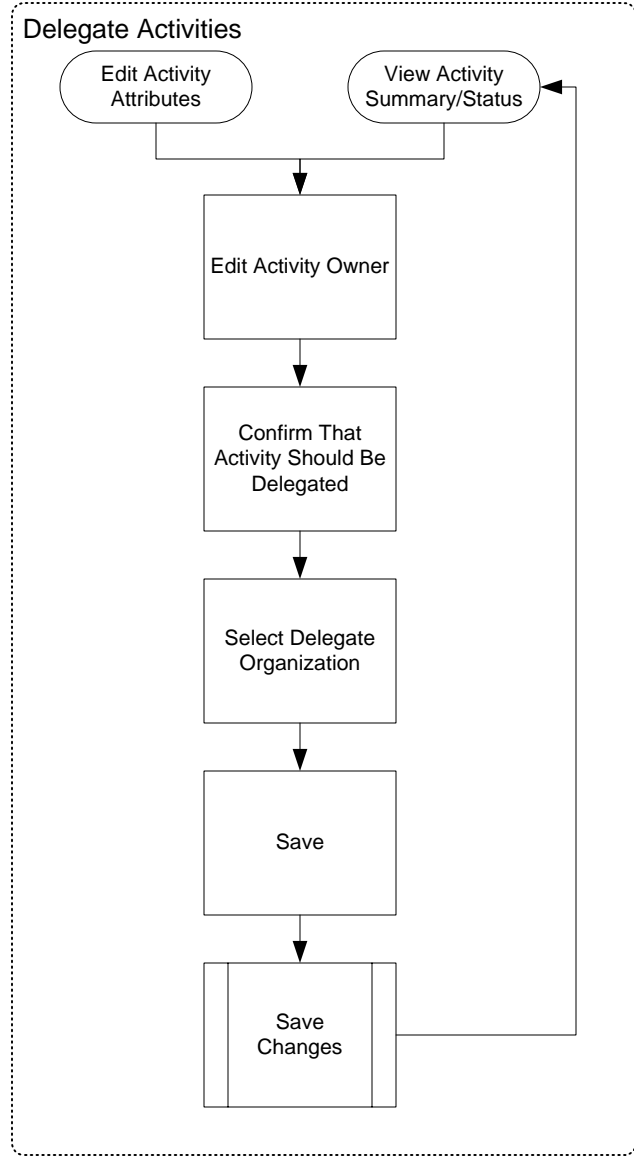
Set-up: Activities > Activity Attributes

Notes



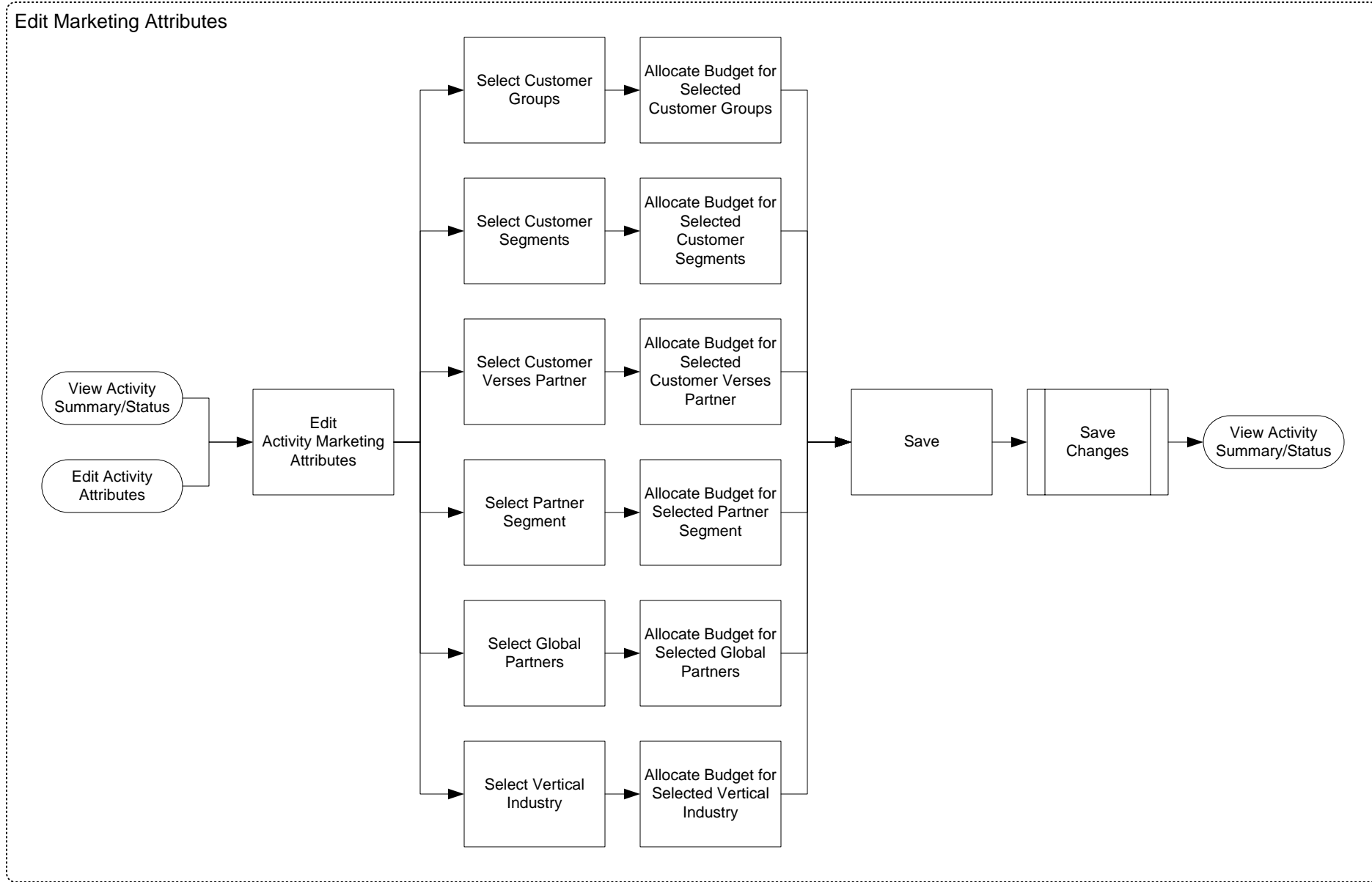
Set-up: Activities > Delegate Activities

Notes



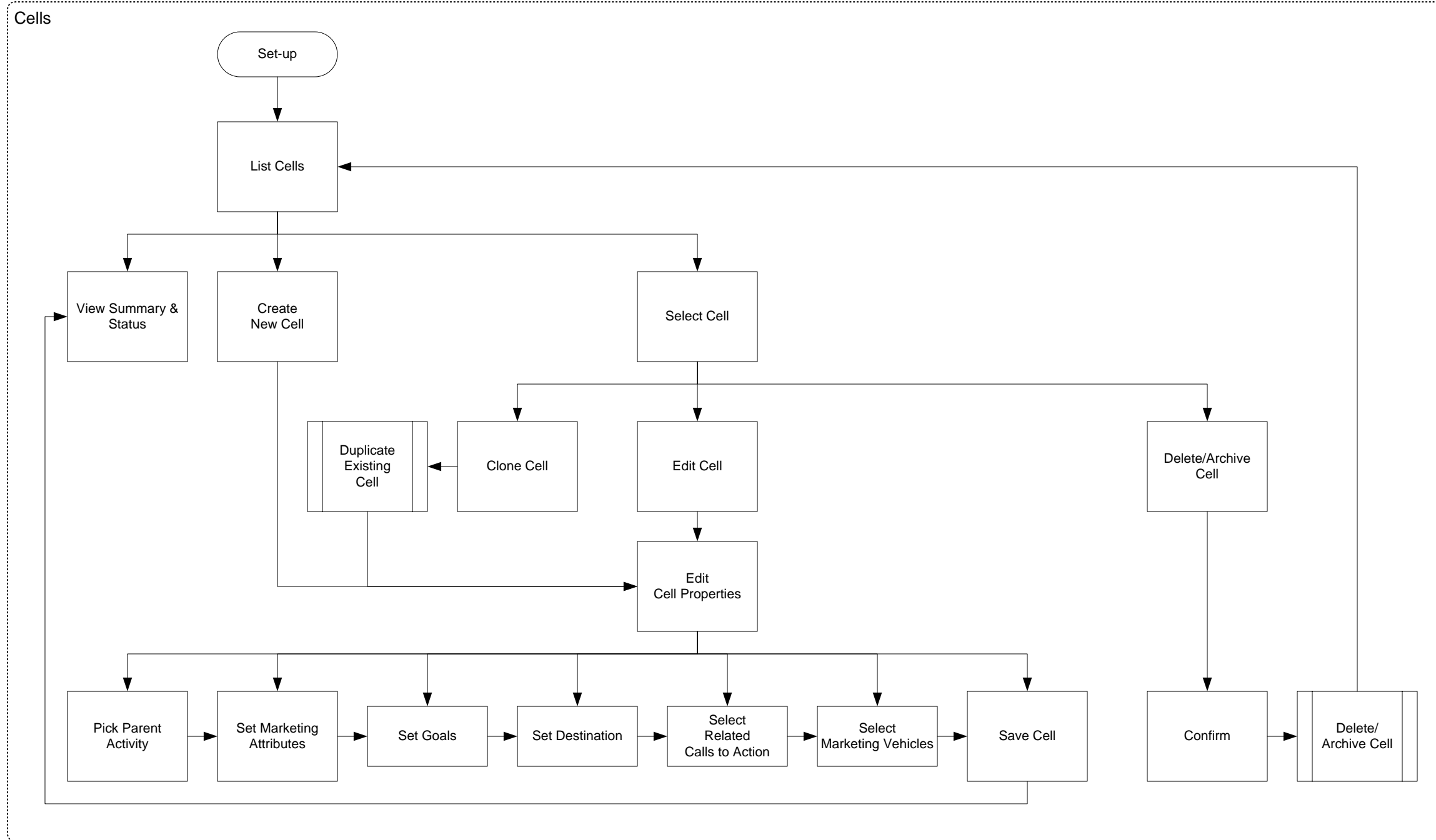
Set-up: Activities > Activity Marketing Attributes

Notes



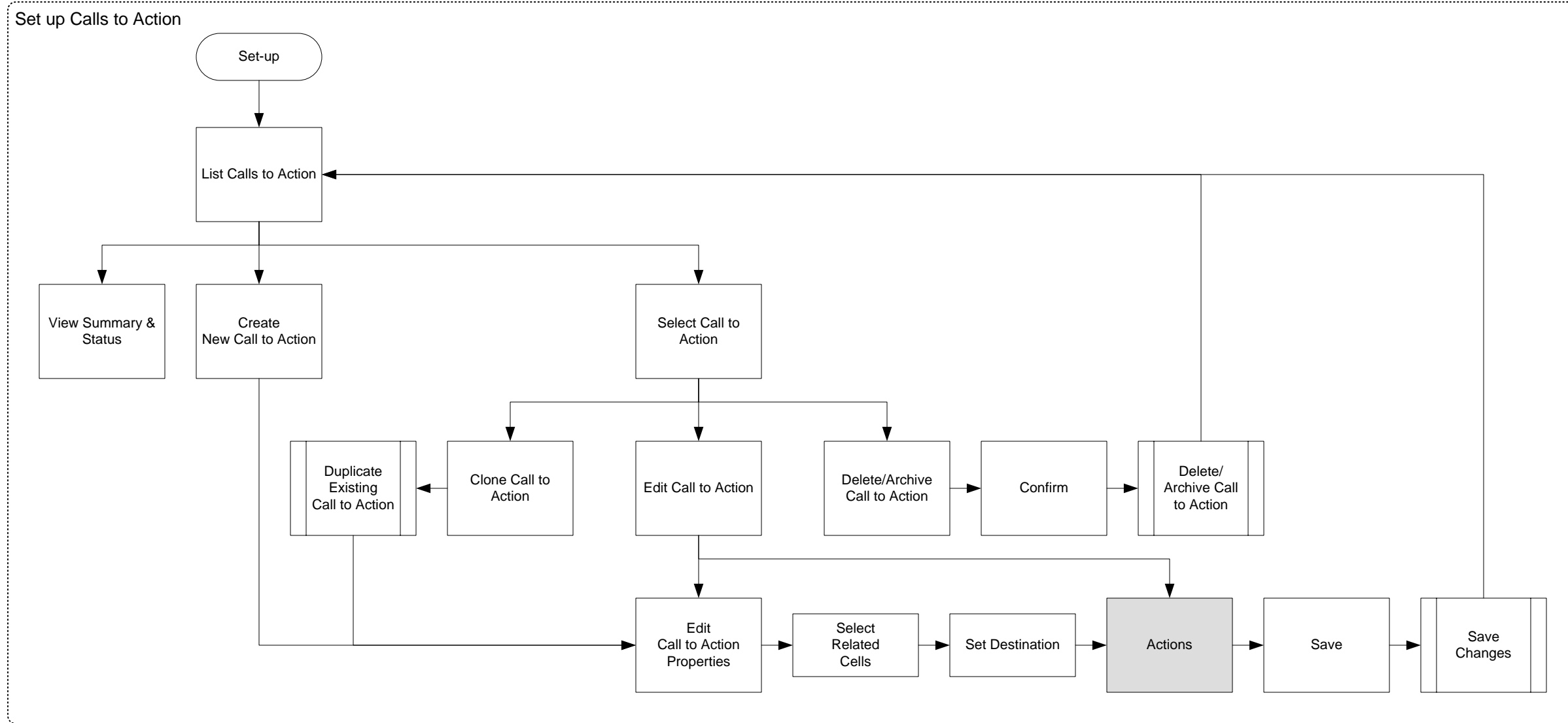
Set-up: Cells

Notes



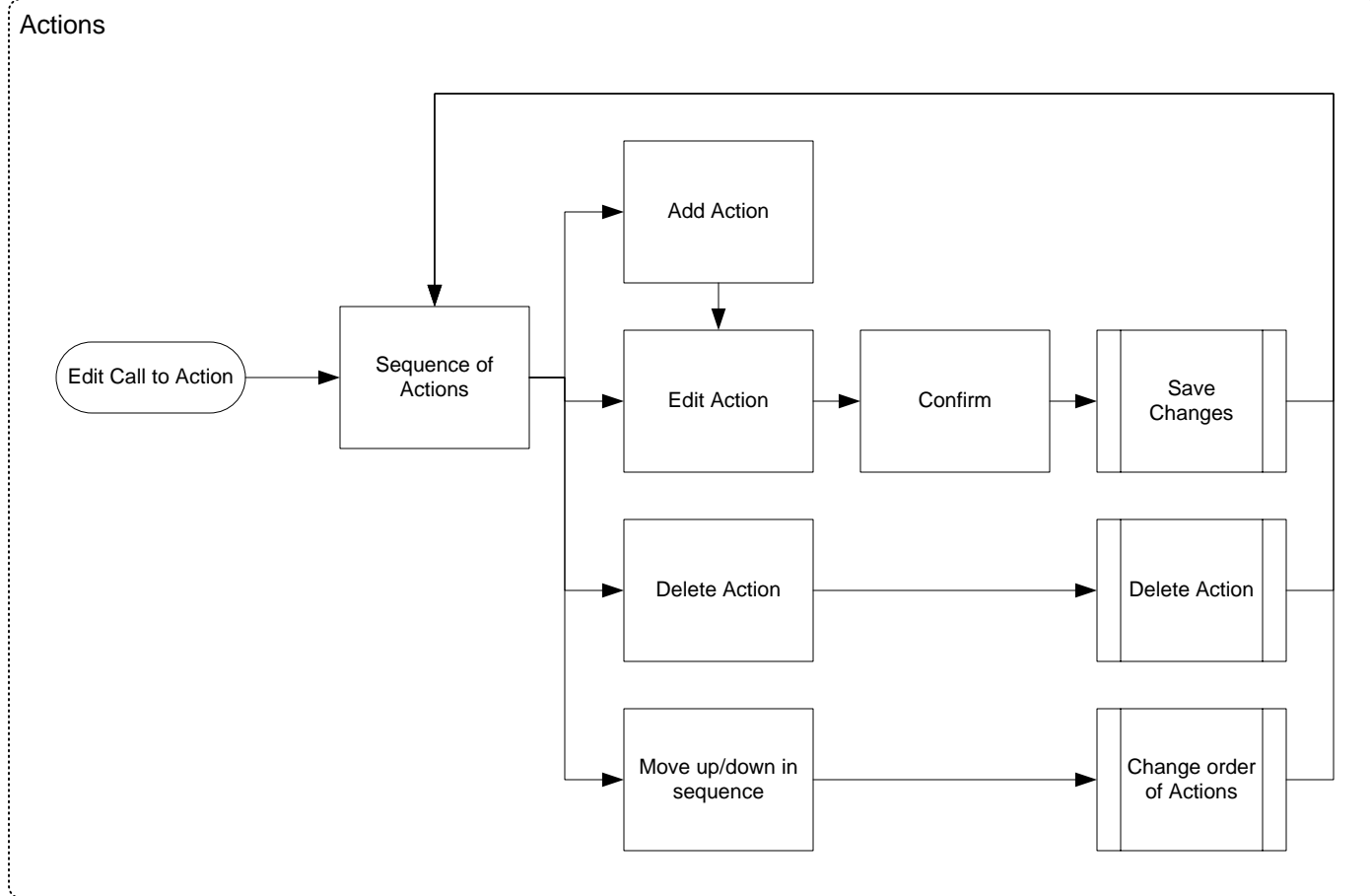
Set-up: Calls to Action

Notes



Set-up: Calls to Action > Actions

Notes



Set-up: Marketing Vehicles

Notes

