

Project Design Phase-||

Determine The Requirements (Customer Journey Maps)

Date	02 November 2023
Team ID	E6E1DFAC303A3A4B69045A752716115D
Project Name	How to Create a Brand Promo Video Using Canva

S.NO	STEP	DESCRIPTION
1.	Define Your Audience	❖ Determine your target audience for the tutorial. Are you catering to beginners, small businesses, marketing professionals, or a specific industry Understanding your audience is crucial for creating tailored content.
2.	Identify Customer Journey Stages	❖ Map out the typical stages users go through when learning to create brand promo videos using Canva. This could include awareness, consideration, decision-making, and post-purchase stages.
3.	Set Clear Goals	❖ Define specific goals for each customer journey stage. What do you want users to achieve or learn at each step of their journey Clear objectives guide your content creation.
4.	Content Mapping	❖ Plan the content for each stage of the customer journey. What resources, guides, and information will you

		provide to assist users in creating their brand promo video
5.	Create a Value Proposition	❖ Craft a compelling value proposition to attract and retain users. Highlight what sets your project apart and the benefits users will gain from it.
6.	Design the Landing Page	❖ Create a user-friendly landing page where users can access your tutorial. The design should be visually appealing and straightforward.
7.	Personalization	❖ Implement personalization features to tailor content or recommendations to users' needs and preferences, enhancing the user experience.
8.	Testimonials and Reviews	❖ Showcase testimonials and reviews from users who have successfully created brand promo videos using your tutorial. This builds trust and credibility.
9.	A/B Testing	❖ ❖ Continuously conduct A/B testing to optimize the user journey, content, and design based on real user feedback and preferences.
10.	Analytics and Tracking	❖ Implement analytics tools to monitor user behavior, track engagement, and gather insights into how users interact with your project.
11.	Progressive Profiling	❖ Gradually collect more information about users as they progress through their journey. This data can help personalize their experience and

		provide more relevant content.
12.	Follow-Up	❖ Develop a follow-up strategy to engage with users after they've completed the tutorial. This can include email campaigns or additional resources.
13.	Iteration	❖ Continually assess the customer journey and iterate on your project to improve user satisfaction and achievement of goals.
14.	SEO Optimization	❖ Optimize your content for search engines (SEO) to ensure that your project is discoverable and reaches a wider audience.
15.	Mobile Optimization	❖ Ensure that your project is fully optimized for mobile devices to accommodate users who access your content via smartphones and tablets.