

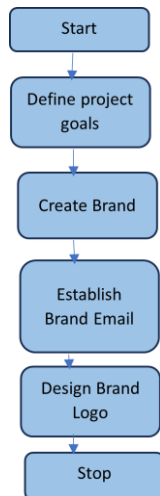
Project Design Phase-II Data Flow Diagram & User Stories

Date	03 October 2023
Team ID	NM2023TMID04324
Project Name	How to Create Brand name ,Brand Mail, and Brand Logo in Canva
Maximum Marks	4 Marks

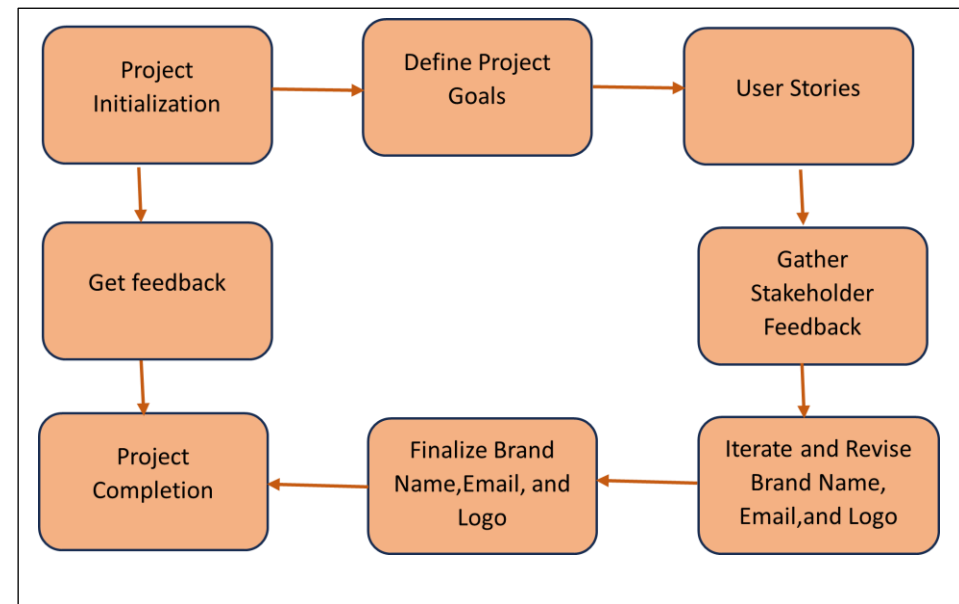
Data Flow Diagrams:

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.

Example: [\(Simplified\)](#)



Example: DFD Level 0 (Industry Standard)



User Stories

Use the below template to list all the user stories for the product.

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Customer	Brand name	USN-1	As a project stakeholder, I want to create a brand name that resonates with our target audience and reflects the essence of our women's makeup product line.	I can create a brand name uniquely.	High	Sprint-1
		USN-2	As a customer, I want the brand name to be memorable and indicative of high-quality makeup products, so I can easily identify and trust the brand.	I can create a brand name memorable	High	Sprint-1
		USN-3	As a customer, I want the brand email address to be readily available for me to contact the company with questions or feedback about their makeup items.	I can create a brand email actively.	Low	Sprint-2
		USN-4	As a potential customer, I want the brand logo to be visually appealing and representative of the women's makeup products, making me more interested in trying them.	I can make the logo attractive.	Medium	Sprint-1
Development Team Member	Brand elements	USN-5	As a product development team member, I want the brand elements (name, email, and logo) to complement the upcoming product line, ensuring a cohesive and attractive brand image.	I can develop the product with high quality.	High	Sprint-1
Marketing team member	Marketing	USN-6	As a social media manager, I want the brand logo to be adaptable and suitable for various digital platforms, including social media profiles and marketing materials.	I can do marketing.	High	Sprint-2
		USN-7	As a marketing team member, I want to establish a brand email address that is professional and easy to remember for customer inquiries and correspondence.	I can make the email to remember easily	High	Sprint-1