

# Project Phase -II

## Customer Journey Map

Date	03 NOVEMBER 2023
Team ID	NM2023TMID08696
Project Name	<b>Project - How to Create Brand Name, Brand Mail and Brand Logo in Canva</b>

How to use this Whiteboard

**STEP 1**

Give edit access to your team by clicking on the "+" button in the upper right corner. Add people in or share the link.

**STEP 2**

Drag and drop sticky notes inside the Whiteboard to add information. Feel free to edit the text inside. You may also use the arrows to connect ideas.

Use these to create whiteboard magic!

**Sticky Notes**

OBJECTIVES

STAGES

**Connectors**

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**Stickers**

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# Customer Journey Map

User Journey Maps give an overview of the user's customer experience. How do you want your business to reach users?

	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
OBJECTIVES	The objective is to select a unique and legally sound brand name that is memorable, relevant to the business, culturally sensitive, and with an available domain name.	The objective is to design a logo that effectively represents the brand, maintains simplicity and scalability, and uses color psychology to convey the desired emotions and associations.	The objective is to implement secure and reliable email communications, safeguarding against security threats and ensuring emails reach recipients' inboxes while maintaining a consistent brand image in email templates.	Ensure that the brand name, logo, and email communication maintain consistency across various digital and physical platforms, including social media, websites, marketing materials, and business cards. This consistency reinforces brand recognition and trust.	Create brand elements and email systems that can adapt to changing market conditions and technologies. This involves ensuring the brand name, logo, and email infrastructure remain relevant and effective over time as the business evolves and grows.
NEEDS	Ensure legal clearance for the brand name, including trademark availability, and establish secure trademark rights. Address any legal requirements for email communications, such as compliance with data protection laws.	Engage professional design services to create an appealing and memorable logo, and implement creative solutions for branding in email templates to make a lasting impression.	Conduct thorough market research to understand the target audience, industry trends, and competitive landscape to inform brand name selection and logo design.	Implement secure email communication systems, including encryption, authentication protocols, and spam prevention measures. Ensure the adaptability of email systems to evolving technologies.	Evaluate the cultural and social implications of the brand name and logo, avoiding insensitivity or misinterpretation that could harm the brand's reputation.
FEELINGS	<b>Excitement:</b> There is often a sense of excitement when beginning the process of creating a brand name and logo. It represents the birth of a new brand or the rejuvenation of an existing one, which can be thrilling.	<b>Anxiety:</b> The pressure to find the perfect name, design, or email strategy can lead to anxiety. The fear of making the wrong choices or facing legal hurdles can be stressful.	<b>Creativity:</b> The process of designing a logo and crafting a brand name can be highly creative and inspiring, leading to a sense of accomplishment when creative solutions come to fruition.	<b>Satisfaction:</b> When the brand name, logo, and email strategy are successfully created and align with the brand's objectives, it can lead to a deep sense of satisfaction.	<b>Confidence:</b> A well-crafted brand identity, including the logo and email strategy, can boost a business's confidence in its ability to establish a strong presence and communicate effectively.
BARRIERS	<b>Legal Barriers:</b> Trademark conflicts and legal issues can be significant barriers when selecting a brand name or designing a logo. Existing trademarks with similar names or logos can prevent the use of the desired branding elements.	<b>Competition:</b> In crowded markets, it can be challenging to create a unique brand identity that stands out from competitors. Finding a distinctive and memorable name and logo can be a barrier.	<b>Budget Constraints:</b> Limited financial resources can hinder the ability to hire professional designers, conduct market research, or secure premium domain names for email addresses.	<b>Design Challenges:</b> Designing a logo that accurately represents the brand while remaining simple, scalable, and memorable can be a barrier, especially for businesses with complex or abstract offerings.	<b>Resource Allocation:</b> Balancing resources and priorities can be a barrier, especially for small businesses that need to allocate time, money, and personnel to branding efforts while managing other operational aspects.



### LET'S END THE SESSION WITH ACTION ITEMS

ACTION ITEM	POINT PERSON
Legal Barriers	This could be a marketing manager, brand strategist, or founder who is responsible for researching, selecting, and ensuring the legal viability of the brand name.
Competition	A graphic designer or a creative director is often best suited to lead the logo design process.
Budget Constraints	The IT manager, chief technology officer, or a dedicated email administrator can oversee email setup and security.
Technical Hurdles	A trademark attorney or legal consultant should be responsible for ensuring the legal compliance of the brand name and logo.