



















Project Design Phase-part 2

Determine the Requirements

Team ID	NM2023TMID04230
Project Name	How To Create Brand Name, Brand Mail And Brand Logo In Canva

Customer Journey Map:

A customer journey map for Sapling Shop is a strategic tool that illustrates the end-to-end experience of a customer from their initial discovery of the shop through every interaction, touchpoint, and engagement, ultimately leading to a purchase. It helps identify pain points and opportunities to enhance their shopping experience.

Stages of Journey	Motivation	Searches for Websites			Browses the Site	Evaluates Products		Pay	
Activities	Wants to buy a Christmas gift for a friend	Searches products keywords on search engines	Clicks the 1st ads result.	Checks online again and go to the 1st. original result	Checks out ongoing deals and hot sale products	Opens a product page to check product details.	Opens more product pages to compare info.	Processes to pay a preferred product.	Contacts online service for help.
Feelings									
Very Happy									
Overall Satisfied									
Unhappy									
Experiences	Excited to give a surprise to the friend.	<ul style="list-style-type: none">• Happy to see many options• Confusing about how to choose.	Annoyed at the useless info.	<ul style="list-style-type: none">• Happy with the informative shopping website.• Not sure about how to find the best price.	Surprise to see lots of discounts	Frustrated about reviews from other customers.	<ul style="list-style-type: none">• Pleased with usages & designs.• Sad to see out of stock products.	Frustrated to find only the Paypal payment option.	<ul style="list-style-type: none">• Satisfied with bank card payment.• Feels unhappy to wait for a bit of long time.
Customer Expectations	Easily to obtain discount news.	More user-friendly search engine.	Allow to hide unnecessary ads.	Clear and innovative website design.	More discounts during holidays.	Higher quality products.	Faster supply chain system.	More payment choices.	Faster website speed.