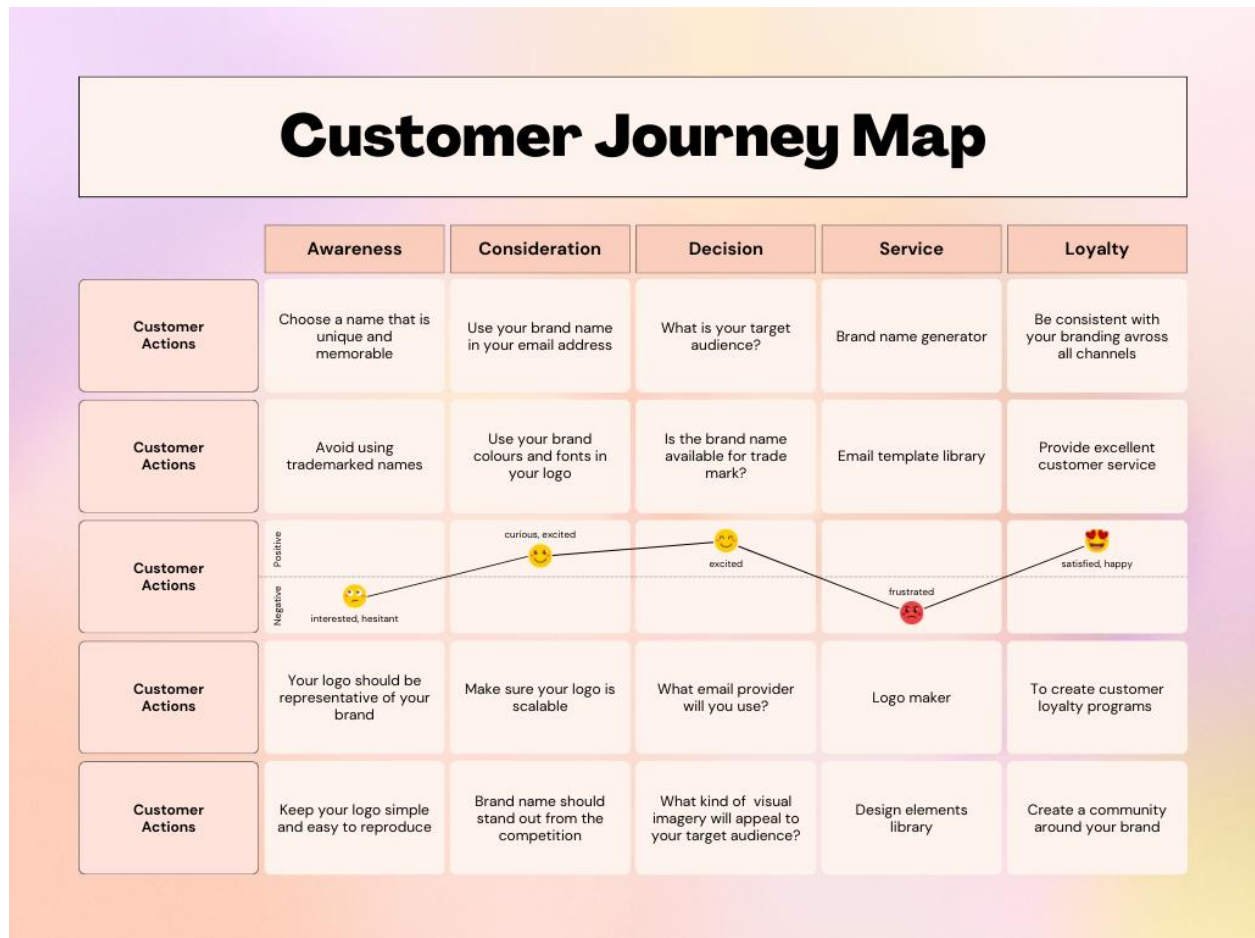


Project Design Phase-Part 2

Determine The Requirements(Customer Journey Maps) For Creating Brand Name, Brand Mail ,Brand Logo In Canva

Date	3 November 2023
NM ID	NM2023TMID02686
Team Leader	4D21A5C50AF556B843740F0BC6A08256
Team Member 1	6DE924429DF412F995C4F1EE65575B7E
Team Member 2	EFB8ED0F739692E8D7E44F7D8E5E9DB3
Team Member 3	ED4AABD1B82CD2E8B464A8282C13431D
Project Title	To Create Brand Name, Brand Mail and Brand Logo in Canva.



User Stories

User Type	Functional Requirement(Epic)	User Story Number	User Story/Task	Acceptance criteria	Priority
Customer(Brand Name)	Create a brand style guide that	USN-1	As a businessman,	Specific,Measurable	High

	outlines your brand identity, including your brand logo, colors, fonts, and tone of voice.		I want to create a brand name that is unique, memorable, and relevant to my business, so that I can attract customers and build a strong reputation.		
Customer(Brand Mail)	Brand mail should be developed in consultation with stakeholders from across the organization, including marketing, sales, customer service, and IT.	USN-2	As a businessman, I want to create a brand email that is professional and easy to remember, so that I can communicate effectively with customers and build a strong reputation.	Achievable,Relevant	High
Customer(Brand logo)	The brand logo must be visually appealing and aesthetically pleasing.	USN-3	As a businessman,I want to create a brand style guide that outlines your brand identity, including your brand logo, colors, fonts, and tone of voice.	Time-bound,Security	High