

DIGITAL MARKETING

CREATING A BLOG USING WORDPRESS

PROJECT DESIGN PHASE – PART 2

ZONE: 17

TEAM ID: NM2023TMID02717

TEAM MEMBERS:

S.NO	NAME	NM ID
1.	A. REZEENA	7EF663B4C7AC45691434CC3453FB006D
2.	S.R. RASHNI	CDA0FD6C2EDEDAD834744CA642F0A9A0
3.	S. SAFA	2CA9877ADDB7022B21A4540966EC392F
4.	R. SINTHIYA	7B63E5AFA11F2ADB91A4941FA6ED843A

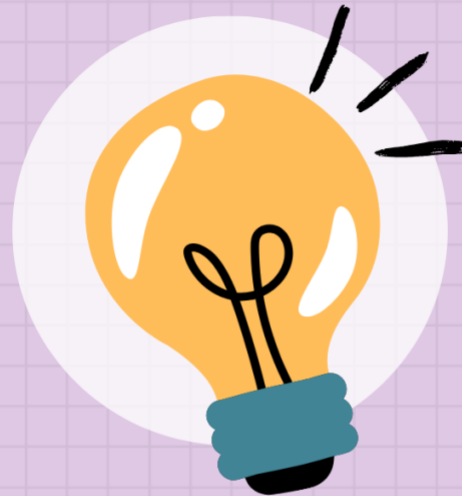
DETERMINE THE REQUIREMENTS

(CUSTOMER JOURNEY MAP)

Creating a customer journey map to understand the requirements of customers in creating a blog involves identifying the various stages of their experience and the touchpoints where they interact with our blog development process.

CUSTOMER JOURNEY MAP

Creating a blog using Wordpress



Understanding this customer journey map can help us tailor our blog-related services, content, and resources to meet the specific requirements of our customers at each stage of blog creation process.