

## Project Design Phase — Part 2

### Requirements (Customer Journey Map)

Date	31 oct 2023
Team ID	
Project	Building a Website Using Canva

#### Introduction:

Provide an overview of the website's structure and key components. List the technologies you plan to use, including web development frameworks, hosting, and databases. Mention Canva as the primary design tool. Use Canva to create wireframes and mockups of the website's layout. Design the site's color scheme, typography, and branding elements. Ensure the design is user-friendly and responsive for different devices. Create or source the text, images, videos, and other media for the website. Optimize media for web use (e.g., image compression). Plan the site's information architecture and navigation. Choose a website builder or CMS (Content Management System) compatible with Canva, like WordPress.

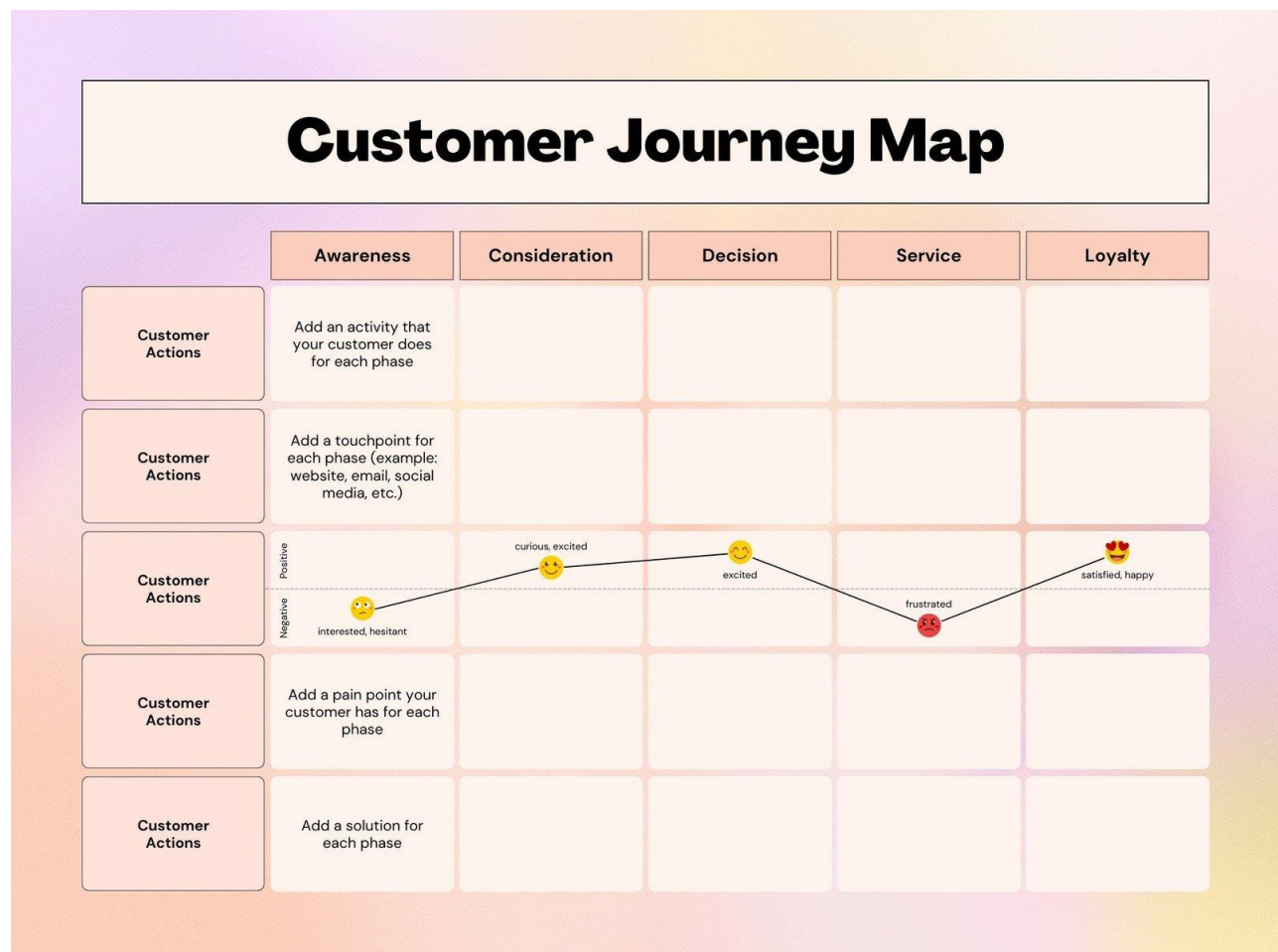
#### Customer Journey Map:

Use Canva to create visual journey maps that represent the user's path through your website. Highlight touchpoints, pain points, and key interactions. Plan the content to be displayed at each stage of the journey. Create wireframes or mockups for key pages using Canva. Design a clear and intuitive navigation structure in Canva. Identify and create user personas to understand your target audience. Gather insights on user preferences, behaviors, and pain points. Develop user stories that outline specific scenarios and interactions on the website.

## Requirements for Customer Journey Map:

Define the purpose of your website and what you want to achieve with it. Identify all the touchpoints users will have with your website, from initial awareness to post-purchase support. Develop scenarios that represent typical user interactions with the website, including different stages of their journey.

Determine what data you will track to measure success, such as conversion rates, bounce rates, or engagement metrics. Canva offers various design elements and templates that can be used to create a visually appealing customer journey map. Make sure you have a sense of the design elements you want to use. Define the content that will be present at each stage of the journey. This includes text, images, videos, and other media. If you're working in a team, ensure that everyone has access to the Canva project and can collaborate on the map.



Goal: To bake cupcakes for my dad  
Users : Self and my dad

- Expectations :
- To find all the required ingredients
  - Soft delicious cupcakes

Actions	Discovery	Searching for a shop	Buying the ingredients from the shop	Buying one item online	Baking the cupcakes	Serve and eat
Tasks	<ul style="list-style-type: none"><li>• Found out my dad was visiting. Wanted to bake cupcakes for him</li><li>• Searched for a good cupcake recipe on YouTube</li></ul>	<ul style="list-style-type: none"><li>• Searching for a nearby shop on google to buy the ingredients from</li><li>• The shop didn't have their number on google</li><li>• Found an old bag of the shop which had their number on it.</li><li>• Called the shop to know what time it opens</li></ul>	<ul style="list-style-type: none"><li>• Walking over to the shop</li><li>• Choosing all the ingredients</li><li>• Making payment through debit card</li><li>• Shopkeeper forgot to add one item to the bag</li><li>• Walk over to the shop again to collect the item and go home.</li></ul>	<ul style="list-style-type: none"><li>• The cupcake liners couldn't be found in the shop</li><li>• Searched for good cupcake liners on Amazon</li><li>• Select and add them to the cart</li><li>• Make UPI payment</li><li>• Order is confirmed</li></ul>	<ul style="list-style-type: none"><li>• Once we have all the ingredients mix them</li><li>• Bake them in the oven</li></ul>	<ul style="list-style-type: none"><li>• Serve the cupcakes on a dish</li><li>• Devour and relish</li></ul>
Touchpoints	<ul style="list-style-type: none"><li>• Mobile</li><li>• YouTube</li></ul>	<ul style="list-style-type: none"><li>• Mobile</li><li>• Google</li><li>• Bag</li></ul>	<ul style="list-style-type: none"><li>• Shop</li><li>• Shopkeeper</li><li>• Bag</li></ul>	<ul style="list-style-type: none"><li>• Mobile</li><li>• Amazon</li><li>• Paytm upi</li><li>• Amazon delivery boy</li></ul>	<ul style="list-style-type: none"><li>• Oven</li><li>• Mixing bowls/Utensils</li><li>• Ingredients</li></ul>	<ul style="list-style-type: none"><li>• Plate</li><li>• My dad</li><li>• Self</li><li>• Cupcakes</li></ul>
Experience	<ul style="list-style-type: none"><li>• Felt happy and excited to see my dad after months</li></ul>	<ul style="list-style-type: none"><li>• Being quiet a big shop, I expected their number to be found on google since it could save me some time of searching their shop bag and then dialing their number through it.</li></ul>	<ul style="list-style-type: none"><li>• Almost reached home and got a call from the shopkeeper saying he forgot to add one item in the bag. Felt pretty frustrated.</li><li>• Had to walk all the way back to get that one item</li></ul>	<ul style="list-style-type: none"><li>• Ordering from amazon was pretty hassle free.</li><li>• The order got delivered on the exact day as mentioned by the seller.</li></ul>	<ul style="list-style-type: none"><li>• I enjoy baking so this process was fun.</li></ul>	<ul style="list-style-type: none"><li>• Cupcakes turned out amazing and as expected.</li><li>• My dad loved them and so did I.</li></ul>

