

Project Design Phase

Determine The Requirements

Date	3 November 2023
Team ID	NM2023TMID02725
Project Name	Creating an Email Campaign in MailChimp

User Journey Map

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

	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
OBJECTIVES	Write a goal or activity	<div>Add Notes or Comments</div>		<div>Add Notes or Comments</div>	<div>Add Notes or Comments</div>
NEEDS	Write a need you want to meet	<div>Add Notes or Comments</div>	<div>Add Notes or Comments</div>		
FEELINGS	Write an emotion you expect the customer to have		<div>Add Notes or Comments</div>		<div>Add Notes or Comments</div>
BARRIERS	Write a potential challenge to your objective	<div>Add Notes or Comments</div> 		<div>Add Notes or Comments</div>	

