


Project Design Phase

Determine The Requirements

Date	3 November 2023
Team ID	NM2023TMID02725
Project Name	Creating an Email Campaign in MailChimp
Maximum Marks	4 Marks

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	 Add Notes or Comments		 Add Notes or Comments	 Add Notes or Comments
NEEDS	Write a need you want to meet	 Add Notes or Comments	 Add Notes or Comments		
FEELINGS	Write an emotion you expect the customer to have		  Add Notes or Comments		  Add Notes or Comments
BARRIERS	Write a potential challenge to your objective	 Add Notes or Comments		 Add Notes or Comments	

