

Project Design Phase

Determine The Requirements

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	Goal is to develop my business using needs to reach maximum customers	Real design should be attractive so the customers would buy from us	Our goal is to create advertisements using items so that customers find it attractive	Real design using canvas help us reach maximum customers
NEEDS	Write a need you want to meet	Quality web design	Reach maximum customers	customer satisfaction	Handle free delivery
FEELINGS	Write an emotion you expect the customer to have	Happiness	Satisfaction	EAGERNESS TO SHARE	Relief
BARRIERS	Write a potential challenge to your objective	changing consumer preferences	branding and marketing	seasonal trends	technology adoption