CUSTOMER JOURNEY MAPS - REQUIREMENTS

Awareness

 Customer becomes aware of Canva's capabilities for web design through online advertising or word of mouth.

Consideration

- Customer visits the Canva website.
- Customer learns about Canva's web design features, templates, and tools.

Decision

- Customer signs up for a Canva account.
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Onboarding Stage

- Customer receives a welcome email and onboarding guide.
- Customer completes their profile and preferences.

Creating the Website

- Customer logs into their Canva account.
- Customer accesses the "Web Design" category.

Customization Stage

- Customer customizes the selected template.
- Customer adds and edits text, images, and other elements.
- Customer changes colors and fonts.
- Customer previews the website design in real-time.

Collaboration Stage (if applicable)

• Customer invites team members to collaborate on the project.

Finalization Stage

- Customer reviews the website one last time.
- Customer ensures that all elements are in place and look as desired.

Publication Stage

Customer publishes the website.
Customer chooses a custom domain or uses a Canva subdomain.
Customer makes the website live on the internet.
Sharing and Promotion (optional)
Customer shares the website link on social media or with their audience.
Maintenance and Updates (ongoing)
Customer periodically updates and maintains the website.
Support and Assistance (if needed)
Customer contacts Canva's support team for assistance with any issues.
Feedback and Loyalty
Customer provides feedback on their Canva experience.
Customer may become a loyal Canva user for future design projects.

FUNCTIONAL REQUIREMENTS

Customer successfully creates and publishes a website using Canva.

End

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR1	User Registration and Login	1.1 - User can register an account with the platform.
		1.2 - User can log in using their registered credentials.
FR2	Template Selection and	2.1 - User can choose a web page template.
	Customization	
		2.2 - User can modify the template by adding/removing
		elements.
		2.3 - User can customize text, fonts, and colors.
		2.4 - User can upload and add images to the web page.
FR3	Preview and Editing	3.1 - User can preview the web page in real-time.
		3.2 - User can make real-time edits and see changes
		instantly.
FR4	Saving and Publishing	4.1 - User can save their progress and return to it later.

		4.2 - User can publish the web page to a custom domain or URL.
FR5	User Support and Help	5.1 - User can access a knowledge base and FAQs for assistance.
		5.2 - User can contact customer support for technical issues.

FUNCTIONAL REQUIREMENT FLOWCHART





