

Project Design Phase-I

Proposed Solution for the problem

Date	03 November 2023
Team ID	NM2023TMID01262
Project Name	Building a Website using Canva
Maximum Marks	2 Marks

Proposed Solution:

S. No.	Parameter	Description
1	Problem Statement (Problem to be solved)	"The existing landscape of web design tools often falls short in addressing the needs of individuals and businesses seeking an intuitive, cost-effective, and versatile solution. The challenge lies in the lack of user-friendly tools that cater to a wide range of design preferences and skill levels. As a result, many aspiring website creators encounter obstacles such as complexity, limited design options, and high costs, which hinder their ability to establish a strong online presence. This problem statement aims to highlight the pressing need for a comprehensive web design solution like Canva that can empower users of all backgrounds to design and maintain appealing and functional websites effortlessly, ultimately overcoming the barriers currently associated with website creation."

2	Idea / Solution description	Craft an impactful website design on Canva by combining striking imagery, cohesive color schemes, and clear typography for enhanced readability. Utilize Canva's design tools to create a responsive layout, ensuring seamless user interaction across various devices, and integrate compelling content to captivate your audience and drive engagement which expose about dance academy
3	Novelty / Uniqueness	<ul style="list-style-type: none"> • Creative and customizable templates for a distinct look. • Unique and personalized graphics and illustrations. • User-friendly interface for easy and intuitive design. • Integration of multimedia elements for enhanced engagement. • Seamless responsive design across various devices for a consistent user experience.
4	Social Impact / Customer Satisfaction	<ul style="list-style-type: none"> • Fosters inclusivity and community engagement through accessible dance education. • Inspires artistic expression and creativity among individuals of diverse backgrounds. • Ensures easy navigation and access to vital information for enhanced customer satisfaction. • Showcases the academy's passion for dance through vibrant and interactive visuals and content. • Encourages social connections and collaboration within the dance community through online engagement and event promotion.

5	Business Model (Revenue Model)	<ul style="list-style-type: none"> ● Service Offering: Offer website design services using Canva's templates and design tools to create visually appealing and user-friendly websites for clients. ● Target Audience: Identify your target audience, which could be small businesses, startups, bloggers, or individuals looking for affordable and easy-to-maintain websites. ● Pricing Strategy: Develop a pricing structure based on the complexity of the website, the number of pages, and any additional features or customization required. ● Marketing and Promotion: Create a strong online presence through a professional website showcasing your design portfolio and services.
6	Scalability of the Solution	<p>The scalability of a Canva-based website design solution is high, as it can accommodate a growing number of clients without significant resource constraints, thanks to its user-friendly platform.</p>