Project Design Phase-I
Solution Architecture

Date	03 November 2023
Team ID	NM2023TMID01262
Project Name	Project: Building a website using Canva

Solution Architecture:

Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions. Its goals are to:

- Find the best tech solution to solve existing business problems.

- Describe the structure, characteristics, behaviour, and other aspects of the software to project stakeholders.

- Define features, development phases, and solution requirements.

- Provide specifications according to which the solution is defined, managed, and delivered.

Solution of the problem statement:

1. **Project Goals and Objectives:**

   - Define the primary purpose of your website (e.g., informational, e-commerce, portfolio, blog, community forum).

   - Specify the key objectives you want to achieve (e.g., increase brand awareness, drive sales, provide valuable content).

2. **Target Audience:**

   - Describe your ideal audience, including demographic information such as age, gender, location, and interests.

   - Identify their needs, preferences, and pain points.

3. **Content Strategy:**

   - Determine the type of content you will create (e.g., articles, videos, images, product listings).

   - Plan how frequently you'll update and add new content.

4. **User Experience (UX):**

   - Consider the layout and navigation of your website.

   - Think about how users will move through your site and what kind of experience you want to provide.

5. **Visual Design:**
   - Explore color schemes, fonts, and imagery that align with your brand and resonate with your target audience.
   - Consider the overall look and feel of your website.

6. **Branding and Messaging:**
   - Define your brand identity and how it will be portrayed on the website.
   - Craft a clear and compelling message that communicates your value proposition.
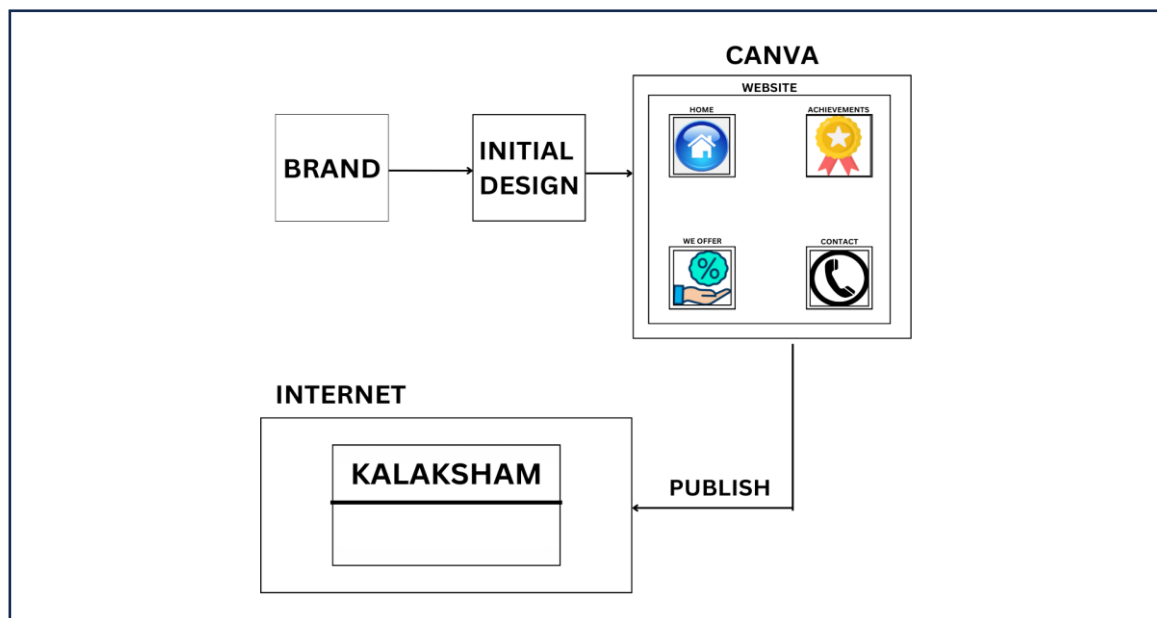
Solution Architecture Diagram:

Figure 1: Solution architecture of Building website using canva.