

DIGITAL MARKETING

CREATE AN SPONSORED POST FOR INSTAGRAM

A PROJECT REPORT

Submitted by

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AAA COLLEGE OF ENGINEERING AND TECHNOLOGY

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CHAPTER 1

INTRODUCTION

1.1 PROJECT OVERVIEW

Unlock the potential of website creation with Canva, where user-friendly ingenuity meets artistic prowess. Canva's renowned design tools have now birthed Canva Websites, a game-changer in web development, making it a breeze for even non-tech-savvy users to craft visually captivating and fully functional websites. Explore a multitude of professionally crafted templates and effortlessly infuse them with your brand's essence through easy content, image, and branding customization. With an intuitive drag-and-drop interface, Canva Websites caters to beginners and small businesses eager to establish a dynamic online presence swiftly and economically. Join the digital revolution today.

Project title: Design a Solution for IT Company

1.2 PURPOSE

This project illustrates the transformative impact of Canva Websites on small businesses, exemplified by a flourishing floral boutique. By providing an intuitive and creative platform for website development, Canva Websites revolutionizes the boutique's online presence, facilitating seamless customer interactions and streamlined order placement. Through the utilization of Canva's design tools and templates, the project exemplifies how the boutique can craft an enticing and highly functional online space, greatly enhancing customer convenience, amplifying online sales, and ultimately propelling the business towards digital-age prosperity. This partnership between Canva Websites and the floral boutique is a testament to the potential for growth and success when innovation meets the needs of small businesses in the modern era.

CHAPTER 2

PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP

Template

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

[Share template feedback](#)

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we imagine them saying?

I'm concerned about the ROI and budget allocation for this solution.*

We need a solution that demonstrates workflow and enhances security.

I need tools that make coding efficient and collaborative.

I want a user-friendly interface that enhances productivity.

Design solutions for IT company

Employee

Focus on cost effectiveness, balanced about company's expenses, interested in long term benefits.

While, test, and build code solutions with team members, attend meetings to present solutions.

Create solutions, reviews, and prototypes, conduct user interviews, conduct user testing.

Manage the company's finances, allocate budgets, evaluate potential investments.

Does

What behavior have we observed?
What can we imagine them doing?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Concerned about data breaches, focused on reducing high technology, interested about managing a complex IT infrastructure.

Enthusiastic about new technologies, focused on user experience, interested in design, eager to create, identify new ideas, interested about light workflows.

Focused on cost effectiveness, balanced about company's expenses, interested in long term benefits.

Employee

Justifying expenses, ensuring financial stability, balancing investment in technology with other business needs.

CONFIDENCE IN THE SAFETY AND RELIABILITY OF THE GAS SUPPLY.

Comprehensive development environments, version control issues, lack of clear project documentation.

Limited access to user feedback, balancing aesthetics with functionality.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#)

2.2 IDEATION & BRAINSTORMING

Step-1: Team Gathering, Collaboration and Select the Problem Statement

template

→

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

Open article

→

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

The IT company is facing challenges in optimizing workflow efficiency, ensuring data security, and maintaining a user-friendly interface across their systems. Additionally, there is a need to balance technological advancements with budget constraints. The goal is to develop a comprehensive design solution that addresses these issues, catering to the unique needs.

Key rules of brainstorming

To run an smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

5

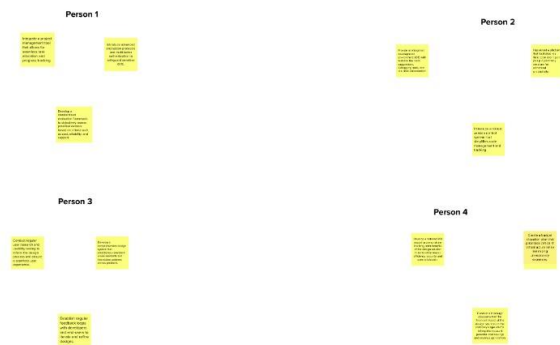
Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

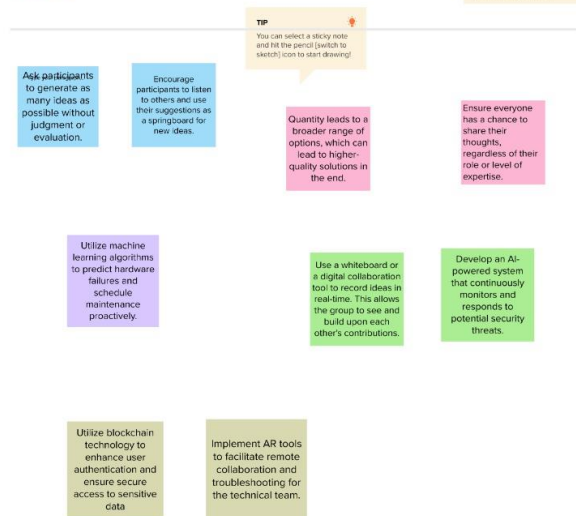


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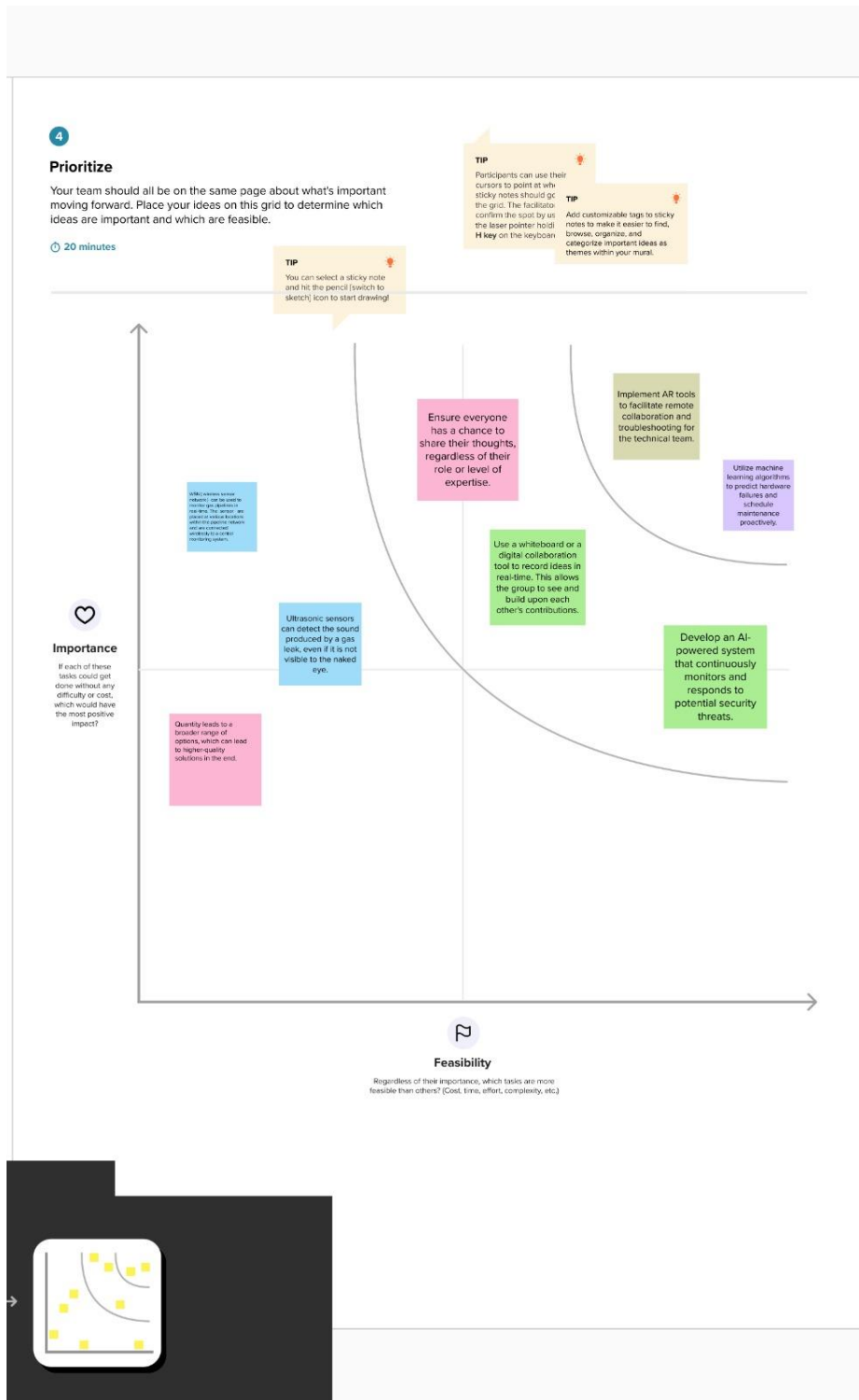
Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes



Step-3: Idea Prioritization



CHAPTER 3

RESULT

Brand Name: Design Solutions

Category: IT company

Target Audience: All

Email: designsolution7@gmail.com

Password: Your password here

CANVA SPONSORED POST URL:

https://www.canva.com/design/DAFyvLdQGWE/DBKXq6-JKz8TI9IFH7Q0XQ/edit?utm_content=DAFyvLdQGWE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

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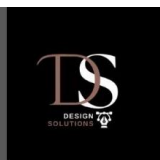
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10m

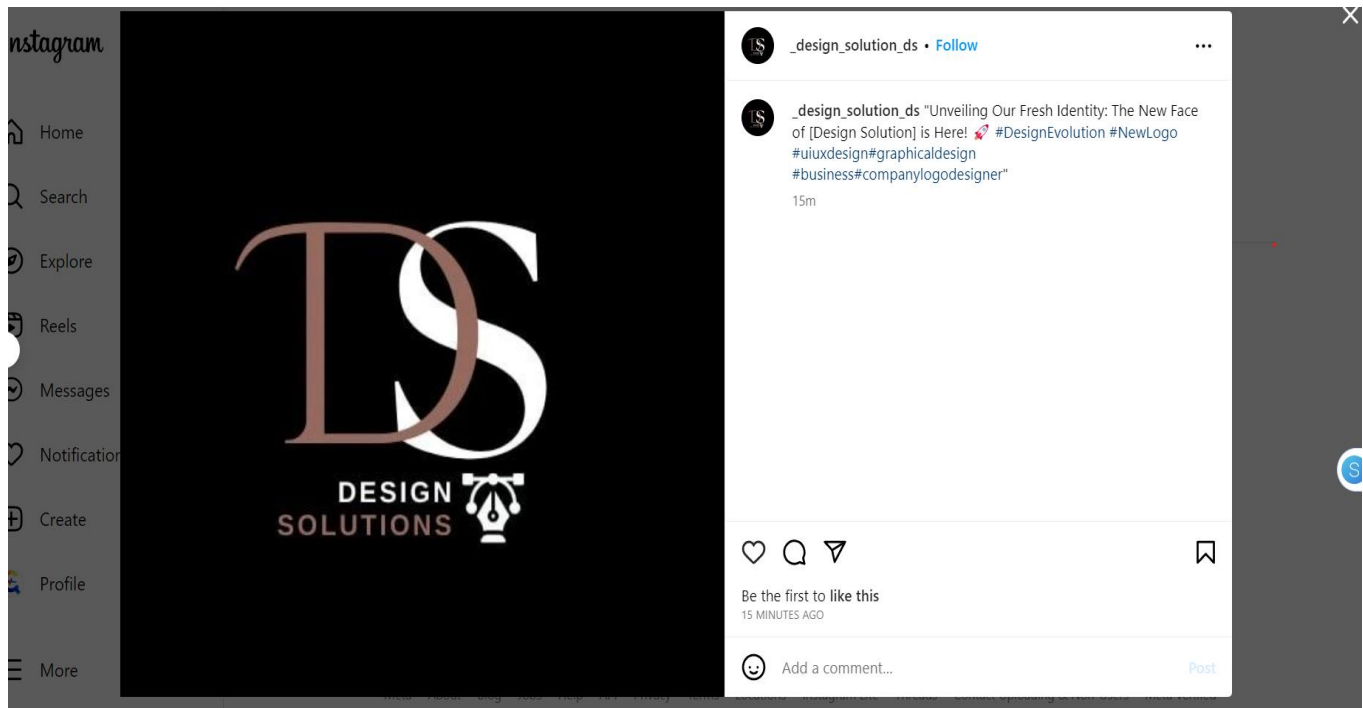


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CHAPTER 4

ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

User-Centric Design:

The design solutions offered by our IT company are driven by user-friendliness. With an intuitive and user-friendly interface, even individuals with limited technical expertise can effortlessly craft captivating websites and applications, eliminating the need for costly development services.

Efficiency and Cost-Effectiveness:

Our design solutions not only empower businesses but also ensure optimal cost-efficiency. By streamlining the design and development process, we help companies save money and precious time, allowing them to allocate resources to other critical areas of their operations.

Professional Aesthetics:

We provide access to a wealth of professionally designed templates, meticulously tailored to your brand's identity and style. This ensures that your digital presence exudes professionalism, capturing the attention and trust of your target audience.

Visual Excellence:

Our design solutions are engineered to amplify the visual appeal of your digital assets. Whether it's showcasing your products or services, we enable you to enthrall your audience with visually stunning graphics, images, and content, transforming your online presence into a visual masterpiece that captivates and engages.

DISADVANTAGES:

Customization Constraints:

While our design solutions excel in user-friendliness, it's essential to recognize that there are inherent limitations when it comes to extensive customization. These constraints may pose challenges for businesses aiming to create entirely bespoke and unique digital experiences.

Scalability Considerations:

As your business evolves and grows, it's vital to acknowledge that our design solutions, while effective for numerous needs, may not fully accommodate the increasing complexities of your expanding digital requirements. Advanced features and more intricate digital demands might eventually surpass the capabilities of our platform.

Realizing Complex Concepts:

For businesses with highly specialized design or technological needs, there may be challenges in fully translating intricate and innovative concepts into practical digital solutions. Our design solutions provide a solid foundation, but exceedingly complex or unconventional ideas may require specialized development outside the platform.

CHAPTER 5

APPLICATIONS

Visual Brilliance: Our design solutions prioritize the integration of captivating, high-quality imagery into your digital assets, transforming them into visual masterpieces. These visuals serve to enthrall and engage visitors, encouraging exploration and fostering a deeper connection with your offerings.

Building Trust: Customer trust is paramount, and our design solutions enable you to prominently feature customer testimonials and reviews within your digital presence, thereby establishing a track record of satisfied clientele and instilling confidence in your brand.

Promotions and Incentives: Our design solutions empower businesses to showcase seasonal promotions, exclusive offers, and themed product collections, motivating potential customers to make purchases and drive revenue.

Informative Content Hub: A dedicated content hub, seamlessly integrated into your digital presence, acts as a knowledge-sharing platform, disseminating valuable insights, trends, and expert advice. This not only attracts customers seeking information but also enhances your reputation as an industry authority.

Effortless Engagement: Our design solutions prioritize accessibility by offering easily discoverable contact information and straightforward online ordering options. This ensures that customers can effortlessly engage with your business, leading to a more streamlined and enjoyable shopping experience.

CHAPTER 6

CONCLUSION

In conclusion, our integration of cutting-edge design solutions into our business strategy has yielded remarkable results. By harnessing the power of user-friendly design and innovative technology, we have created a compelling online presence that enhances customer engagement, streamlines services, and keeps our clientele well-informed about our offerings. This strategic move has proven to be an invaluable investment, significantly elevating the customer experience and expanding our digital visibility, ultimately driving our success in the ever-evolving digital landscape.

The adoption of these design solutions has proven to be a pivotal step in our journey, enabling us to not only meet but exceed customer expectations. Through this dynamic online platform, we are better positioned to connect with and serve our audience, effectively promote our offerings, and create an enduring impact in the digital realm. Our user-friendly, engaging, and aesthetically pleasing digital presence is a testament to our commitment to excellence, ensuring our continued growth and success in the competitive digital landscape.