MENINJAU CANVA

Kelompok 1 dari KO1 STEI-K



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CANVA

Canva adalah platform desain grafis berbasis web dan aplikasi yang memudahkan pengguna membuat berbagai materi visual seperti poster, presentasi, media sosial, hingga video.

Fitur utama:

- Template
- Drag-and-Drop Editor
- Elements
- Ekspor multi format

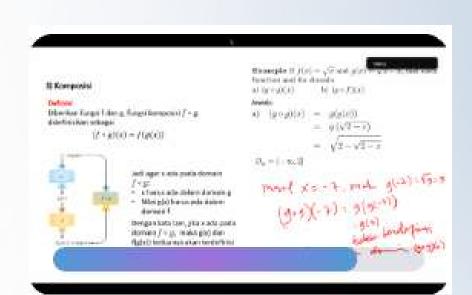
IOUSABILITY HEURISTICS

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Error prevention

- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Helps users recognise, diagnose and recover from errors
- Help and documentation

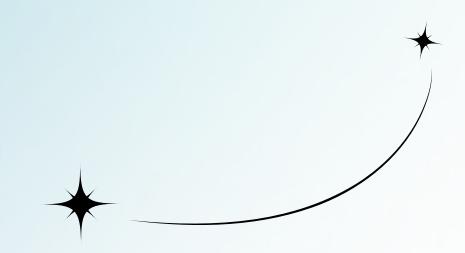
Can't connect to Canva It seems surject having foodlist reaching Canva. You may be offline, or there might be a temporary issue on our side. To refreshing the page in a nonexes. Setup to the service of the contract of the setup to the contract of the c

VISIBILITY OF SYSTEM STATUS





Canva memberi feed back real-time proses upload dan internet



MATCH BETWEEN SYSTEM AND THE REAL WORLD

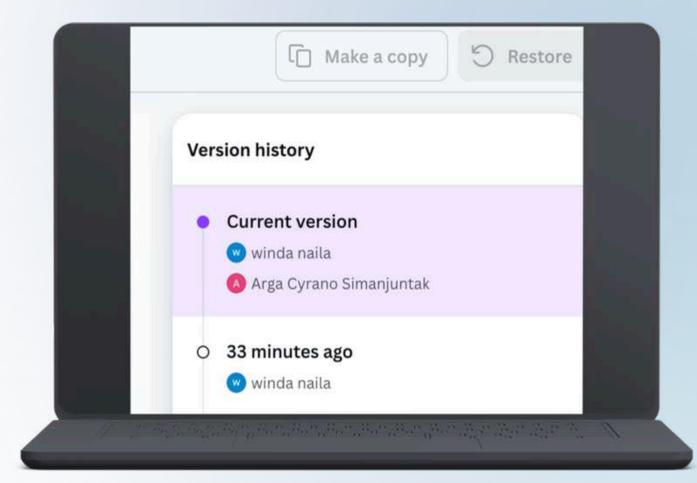


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Fitur menggunakan alat tulis saat presentasi selayaknya presentasi dunia nyata

*USER CONTROL AND FREEDOM

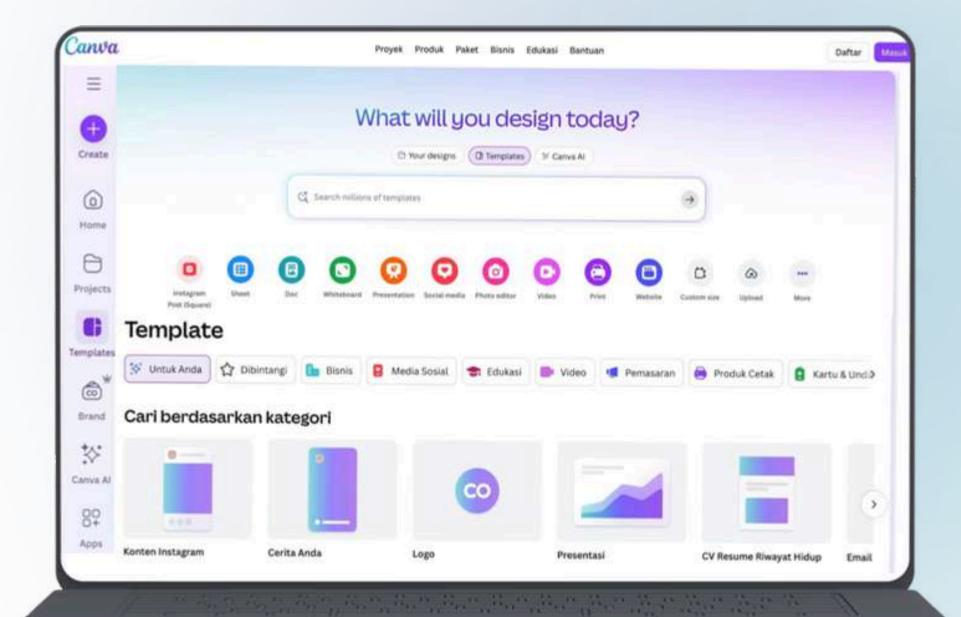




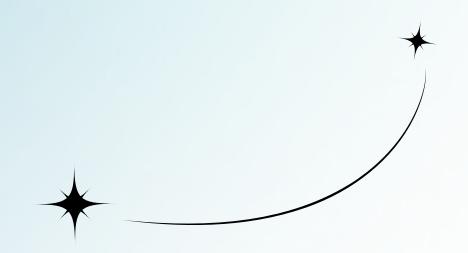
Canva memberikan fitur undo dan restore history jika terjadi kesalahan



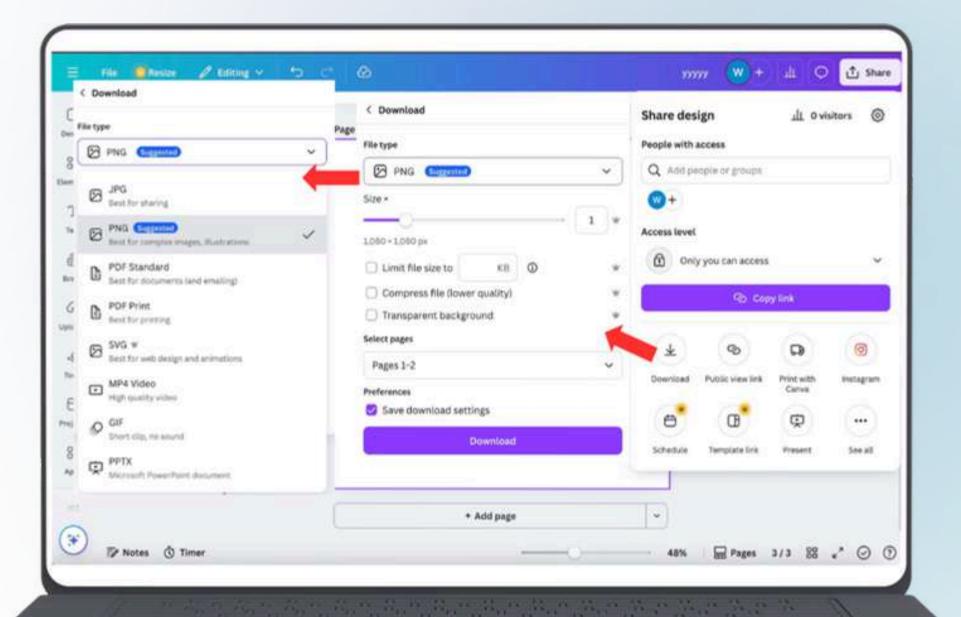
CONSISTENCY & STANDARDS



Canva selalu memakai ikon, warna, dan istilah yang sama di setiap halaman sehingga pengguna tidak bingung.







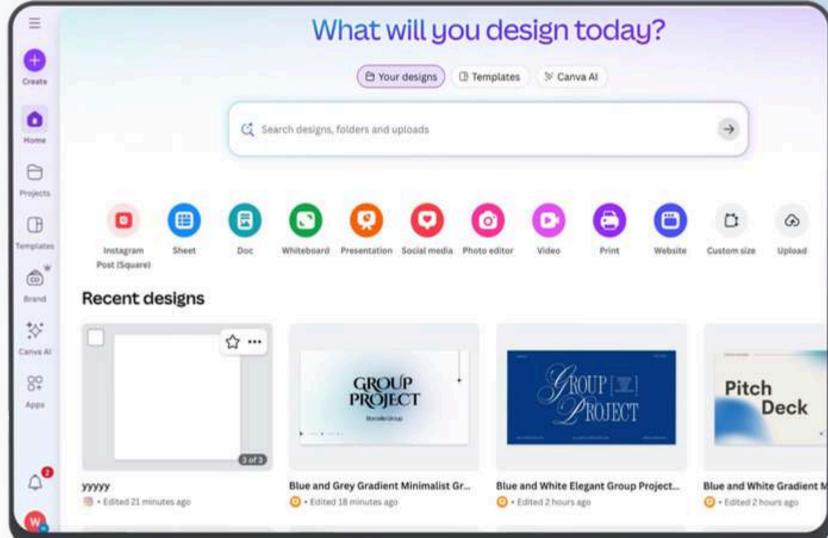
ERROR PREVENTION

Canva memberi beberapa pilihan berbagi seperti "Copy link" atau "Download" agar pengguna memilih cara yang tepat dan tidak salah membagikan desain.





RECOGNITION RATHER THAN RECALL



Canva menampilkan riwayat proyek atau desain terakhir di beranda sehingga pengguna tinggal mengenali desainnya tanpa perlu mengingat nama file.



Mengurungkan tindakan: Ctrl + Z

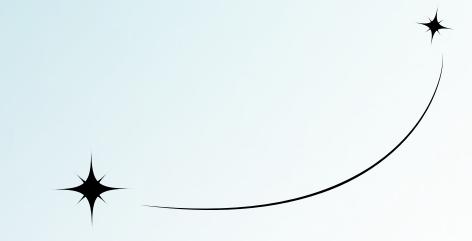
Mengulangi tindakan: Ctrl + Y

Menyimpan: Ctrl + S

Memilih semua: Ctrl + A

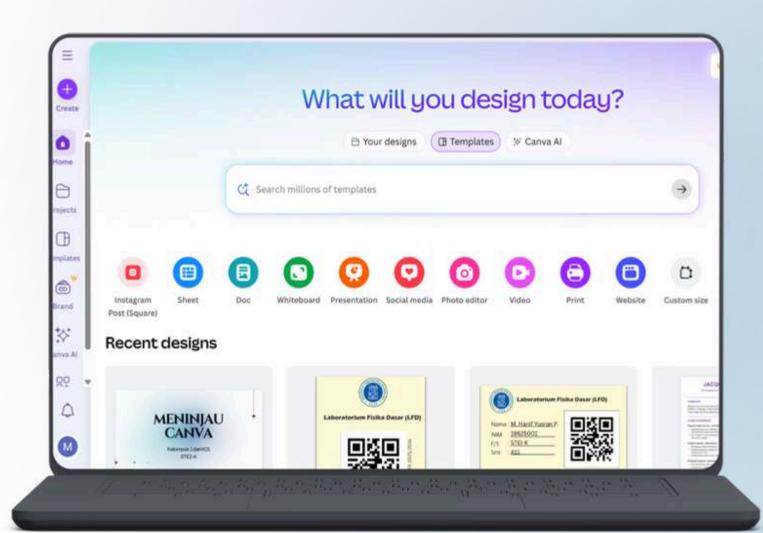
FLEXIBILITY & EFFICIENCY OF USE

Canva memiliki berbagai macam template dan fitur shortcut untuk mempercepat pekerjaan dan memudahkan pengguna





AESTHETIC & MINIMALIST DESIGN



Canva memiliki desain yang minimalis.
Ditandai dengan tidak adanya elemen
visual berlebihan yang mengganggu
pengguna



HELPS USERS RECOGNISE, DIAGNOSE & RECOVER FROM ERRORS

We couldn't upload some files

Some of the files you are trying to upload are not compatible with Canva, or they have been corrupted. Please make sure all files you upload have the correct file extension and are not broken.

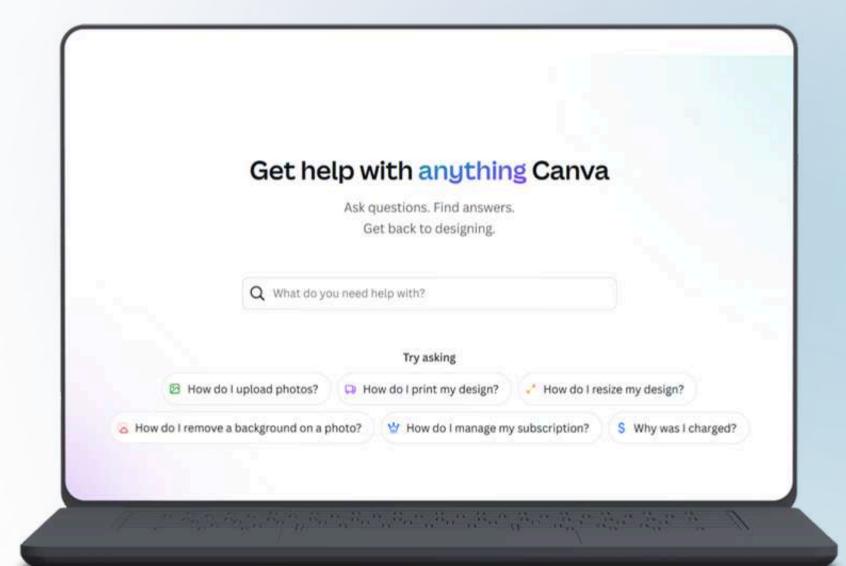
3_tile_pmm_tiling_313x313.svg

OK, got it

Canva memiliki pesan error seperti "We couldn't upload some files". Namun, terkadang pesan error kurang detail tentang cara memperbaikinya



HELP & DOCUMENTATION



Canva memiliki help center dan chatbot untuk menjawab pertanyaan pengguna

USER EXPERIENCE ANALYSIS

- What, Who, Where
- User Experience Goals
 - Utility
 - Usability
 - Desirability
 - Brand experience
- Personal Experience Analysis

WHAT, WHO, WHERE

WHAT

WHO

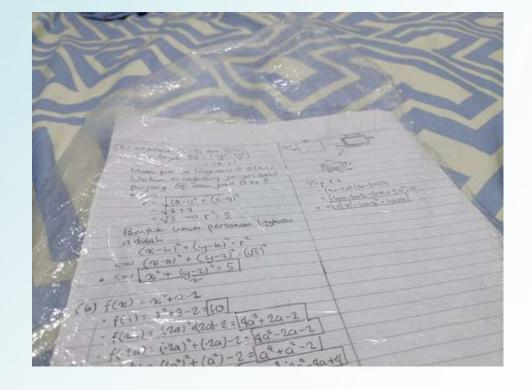
WHERE

Canva menawarkan aplikasi yang mudah dipakai untuk mengedit sebuah desain

menawarkan Bisa untuk berkolaborasi



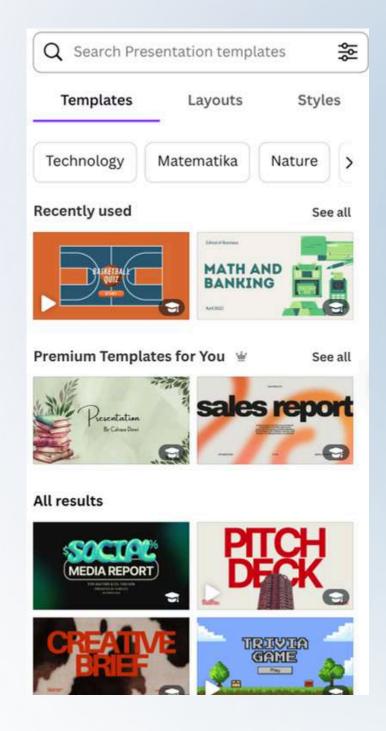
Di mana pun; rebahan; tiduran; duduk





USER EXPERIENCE GOALS

UTILITY



USABILITY

Q Search resize options	
Suggested	See all
4 × 2.25 cm	
☐ 900 × 1600 px	
☐ 1000 × 1800 px	
Browse by category	
Custom size	>
Social media	>
Print products	>
Presentations	>
Videos	> -

USER EXPERIENCE GOALS DESIRABILITY BRAND

Al image generator



Generate your own



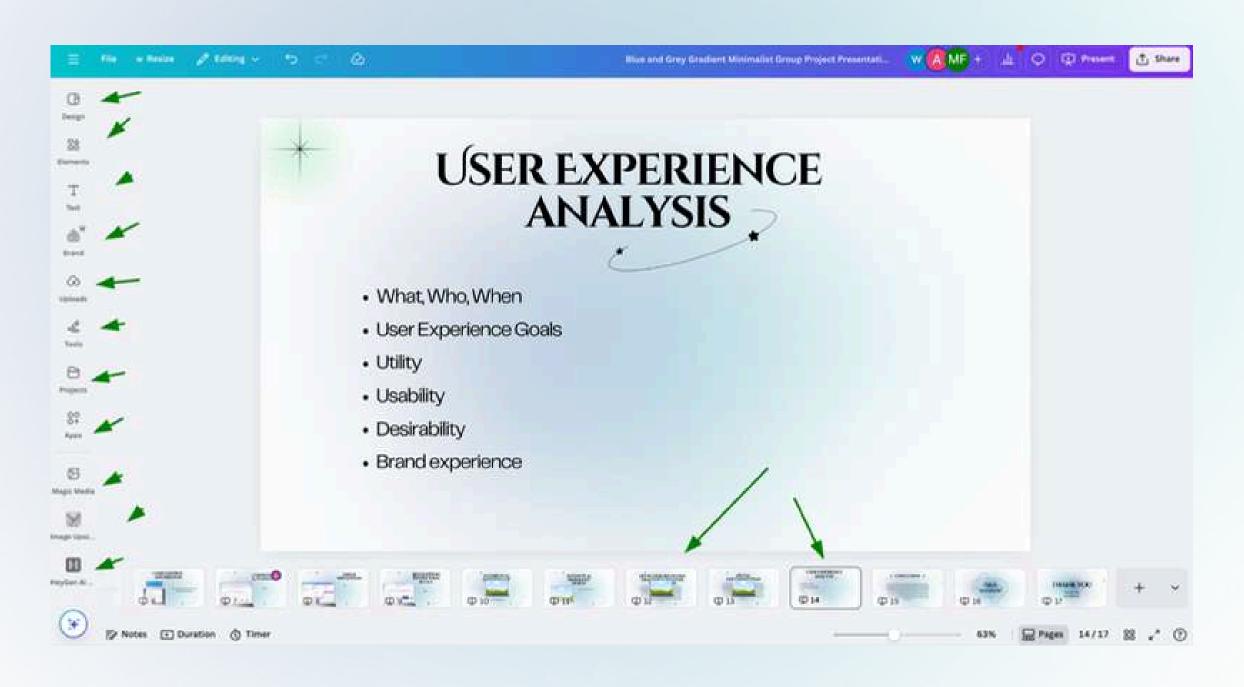
"A cute anime cat in a forest with flowers"



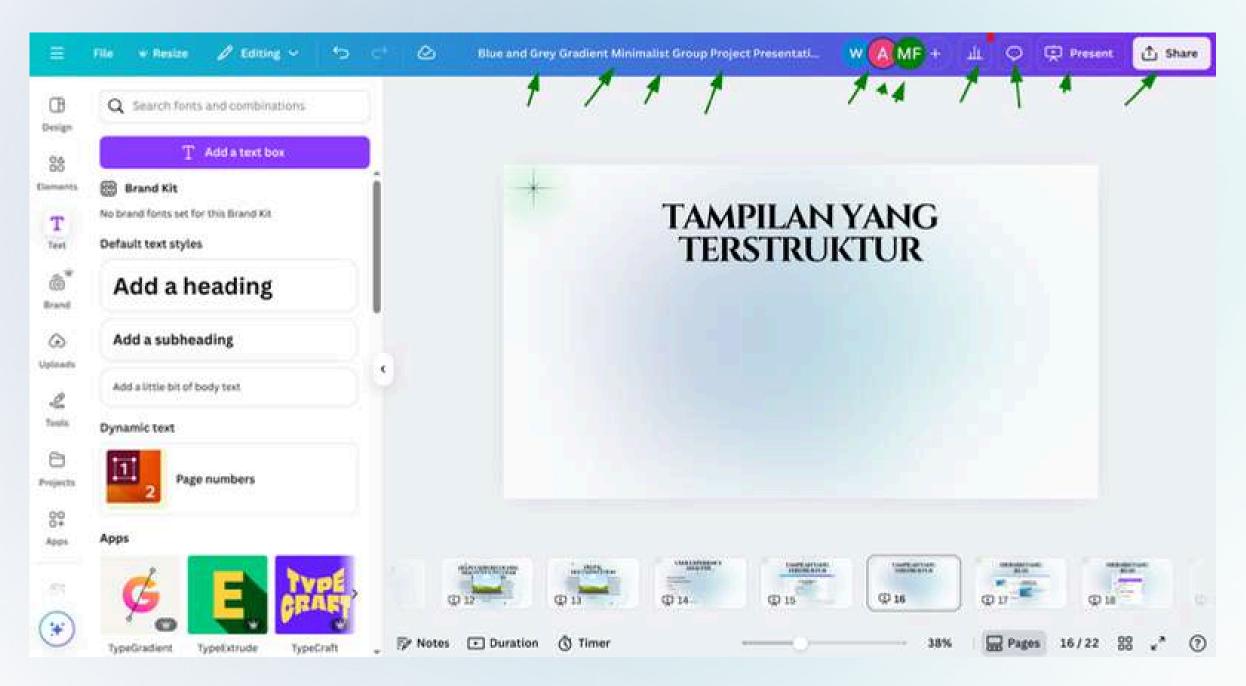
"Gothic castle surrounded by dinosaurs"



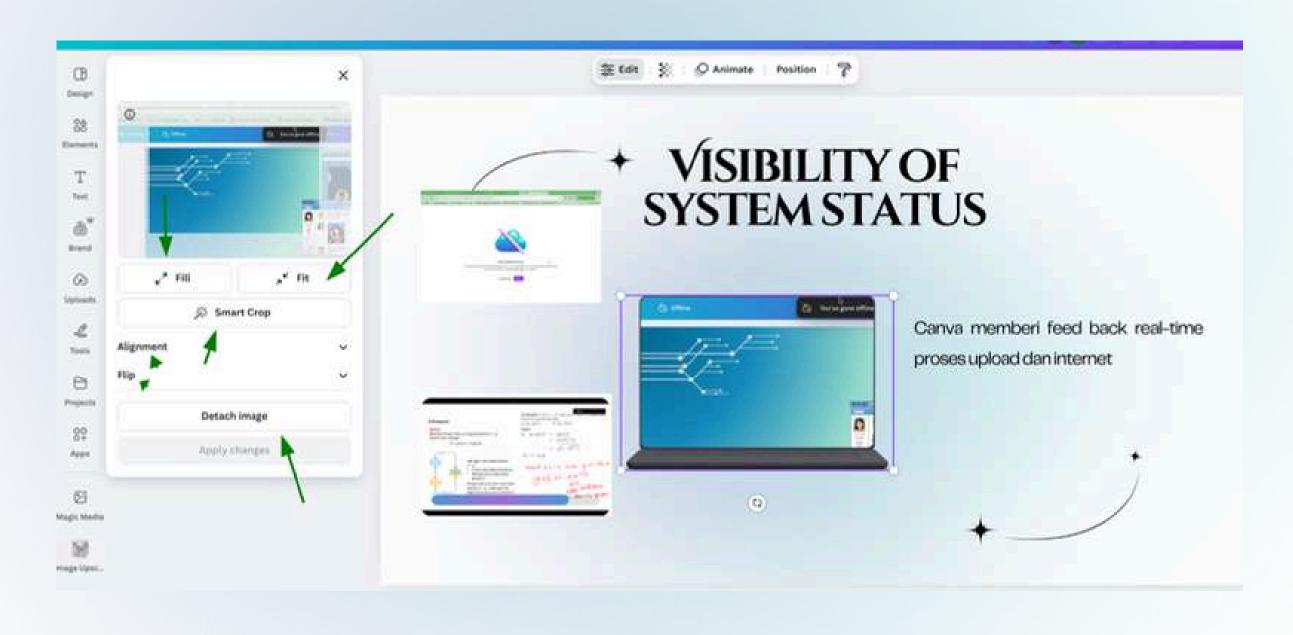
TAMPILANYANG TERSTRUKTUR



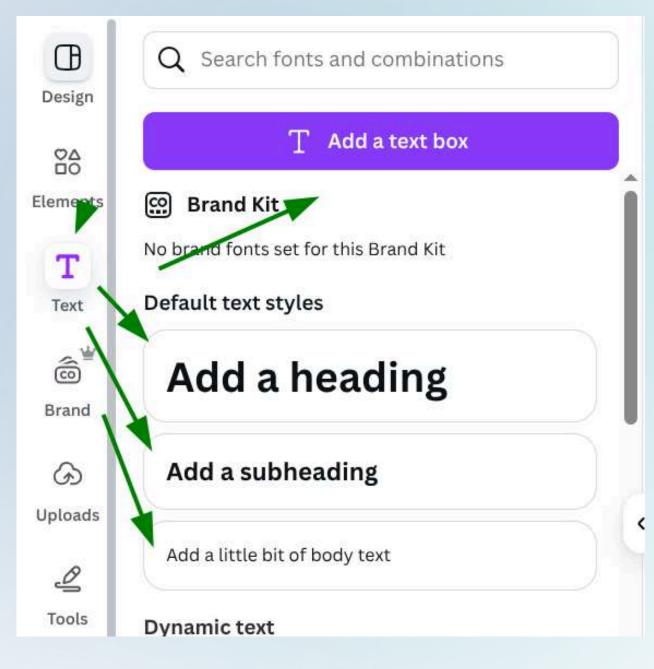
TAMPILANYANG TERSTRUKTUR



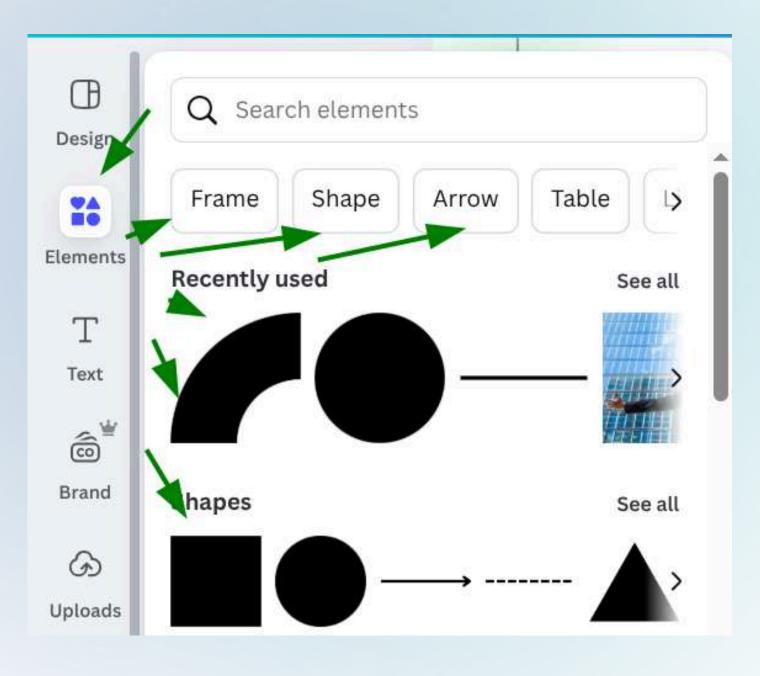
HIERARKI YANG JELAS



HIERARKI YANG JELAS



HIERARKI YANG JELAS



CONCLUSION

Canva adalah aplikasi beginner-friendly yang dapat menghasilkan karya yang barangkali setara dengan expert dengan suguhan tampilan yang teratur, menarik, dan menyenangkan mata.



THANKYOU

Presented by Kelompok 1 KO1