Project Design Phase-I
Solution Architecture

Date	2 November 2023
Team ID	NM2023TMID10144
Project Name	How to create a brand promo using canva

Solution Architecture:

Creating a solution architecture for an earring brand, specifically jhumkas, would involve multiple components:

E-commerce Platform: Select or develop an e-commerce platform to sell jhumkas online, ensuring it supports easy browsing, payment processing, and a smooth user experience.

Product Design and Manufacturing: Decide on the design aesthetics, materials, and manufacturing process for the jhumkas. Consider whether they'll be handmade, machine-made, or a combination, while maintaining quality standards.

Customer Experience and Support: Implement customer support services and a user-friendly interface to address queries, offer easy returns, and handle after-sales services efficiently.

Analytics and Data Management: Employ analytics tools to track website traffic, customer behavior, and sales data to refine marketing strategies and improve the overall business performance.

Branding and Packaging: Create a unique brand identity and packaging that resonates with the target audience, helping to distinguish the jhumkas in the market.