Project Report

Naan Mudhalvan - Smart Internz - Digital Marketing - Zone 21

Taste of Chennai

Aim:

To create a website using Canva for a digital marketing course project.

Objectives:

- To learn how to use Canva to create a professional-looking website.
- To showcase the culinary delights of Chennai, India.
- To attract visitors to the website and encourage them to learn more about Chennai's food culture.

BrandName   : Taste of Chennai.

Category   : Hotel Brand.

Target Audience:

- People who are interested in learning about Indian food culture.
- People who are planning to visit Chennai and want to know more about the local cuisine.
- People who are looking for new and interesting recipes to try.
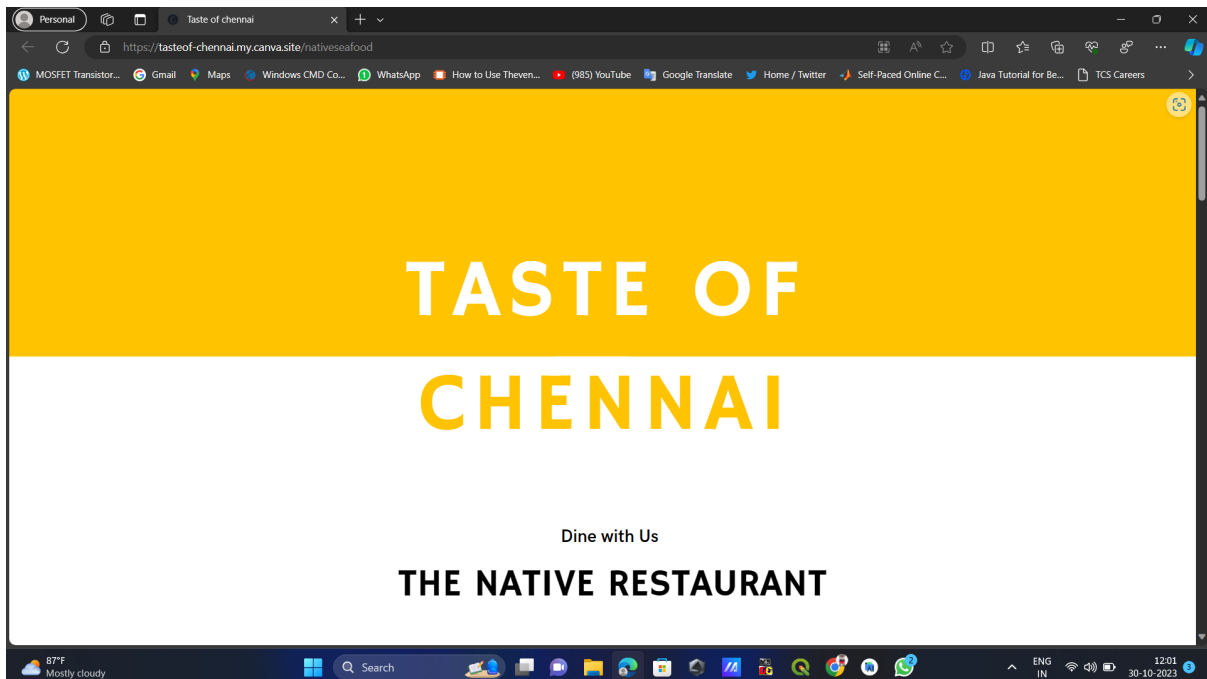
Email : tasteofchennai@gmail.com

Canva Website URL :
[Taste of chennai (canva.site)](https://canva.site)

Documentation:

ScreenShots:

VANJARAM FISH FRY

Crispy on the outside, flaky on the inside, Vanjaram Fish Fry is a treat for the senses. Made with fresh fish and authentic Chettinad spices, it's sure to tantalize your taste buds.Try it today and see for yourself why it's one of Chennai's most popular seafood dishes.

MEEN KULAMBU

The key characteristics of Meen Kulambu, such as its tangy and flavorful taste, fresh ingredients, and traditional South Indian spices. It also uses appealing language, such as "tantalize your taste buds" and "must-try," to make the dish sound more appealing to customers.

CHETTINAD FISH FRY

1. A taste of Chettinad, the land of spices, in every bite.
2. Chettinad Fish Fry: Crispy on the outside, flaky on the inside, and bursting with flavor.
3. Chettinad Fish Fry: Experience the true taste of Chettinad with our authentic Chettinad spices and fresh fish.

FISH HEAD CURRY

Savory and flavorful Fish Head Curry, made with the freshest ingredients and a blend of authentic spices, is sure to satisfy your cravings. Indulge in this delicious and authentic Chennai dish today!
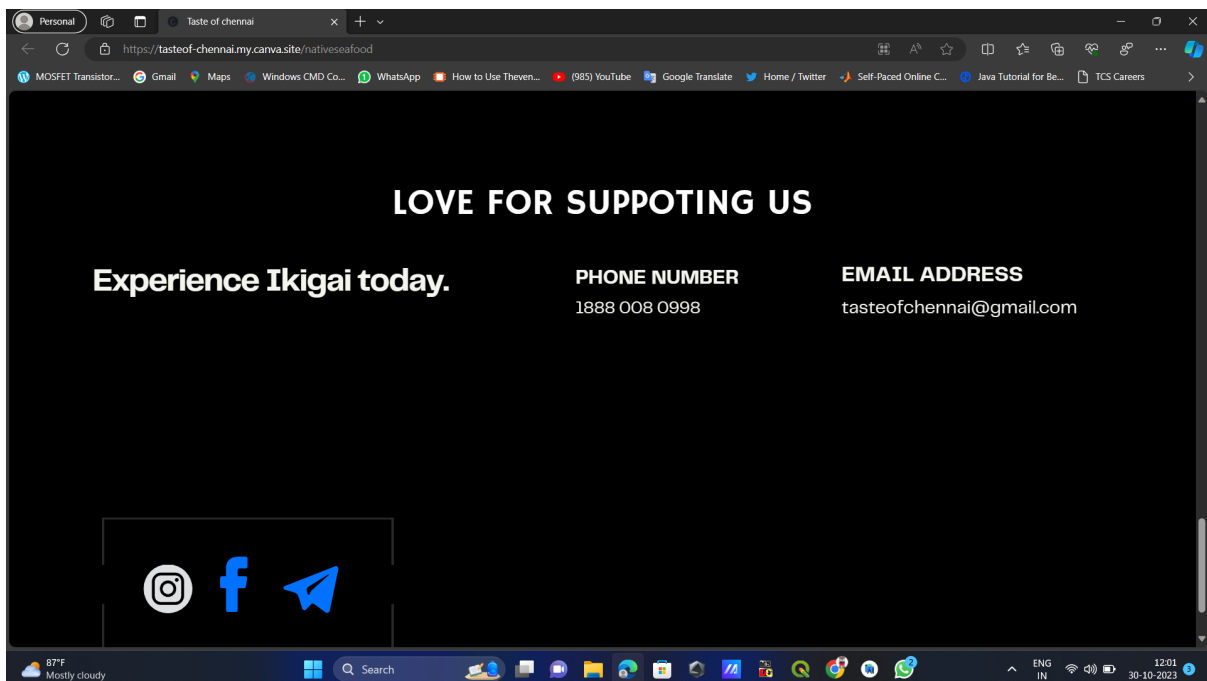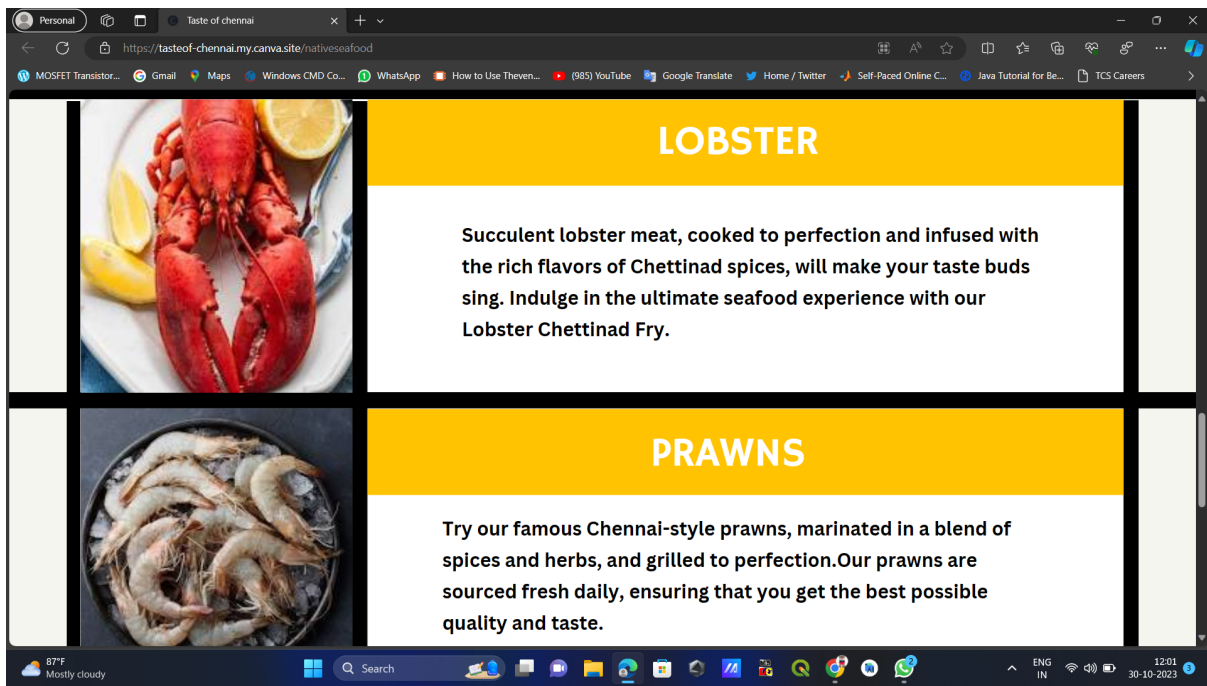
Recorded Video:

[Digital marketing-website creation using canva.mp4 - Google Drive](#)

Project Team:

1. Vijaya Kumar P
2. Vignesh S
3. Manikandan E
4. JayaSuriya S

Project Methodology:

- The team first met to discuss the project and brainstorm ideas for the website.
- Once the team had a clear idea of what they wanted to create, they began to research the culinary delights of Chennai.
- The team then began to create the website using Canva. They used Canva's templates and design tools to create a professional-looking website that was easy to navigate.
- Once the website was complete, the team tested it to make sure that it was working properly and that it was easy to use on both desktop and mobile devices.
- The team then launched the website and began to promote it through social media and other online channels.

Project Results:

- The team successfully created a professional-looking website using Canva.
- The website showcases the culinary delights of Chennai, India in an informative and engaging way.
- The website has attracted visitors from all over the world and has encouraged them to learn more about Chennai's food culture.

Conclusion:

The Taste of Chennai website is a successful example of how Canva can be used to create a professional-looking website without any prior coding knowledge. The website is informative, engaging, and easy to use. It is a valuable resource for anyone who is interested in learning about Indian food culture or planning a trip to Chennai.