

**Ideation Phase**  
**Define the Problem Statement**

Date	03 Nov 2023
Team ID	NM2023TMID4218
Project Name	Building a Website Using Canva

QUESTION	DESCRIPTION
Who does the problem affect?	Before the website's creation, the problem affected both the floral boutique and potential customers seeking floral products.
What are the boundaries of the problem?	The issue was confined to the floral boutique's lack of an online presence, specifically the absence of a website to showcase and sell its products.
What is the issue?	The issue revolved around the floral boutique's limited accessibility and visibility to potential customers. It struggled to reach and engage its target audience effectively.
What is the impact of the issue?	The problem resulted in missed sales opportunities, reduced customer engagement, and limited reach for the boutique's products. Without addressing this issue, the boutique faced the risk of staying undiscovered by a significant online audience.
When does the issue occur?	The issue was persistent whenever customers looked for floral arrangements and found it challenging to discover and engage with the boutique's offerings.
Where is the issue occurring?	The issue was occurring in the digital landscape, where the boutique was absent from the online marketplace.

**Why is it important that we fix the problem?**

It was essential to address this problem to expand the floral boutique's reach through a Canva website, enhance customer engagement, and drive online sales. Failure to solve this issue would result in continued missed sales, reduced brand recognition, and limited online presence, affecting all stakeholders involved.