

**Project Design Phase-I**  
**Proposed Solution**

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

**Proposed Solution :**

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The problem to be solved is the limited online presence and accessibility of the floral boutique prior to the creation of the website.
2.	Idea / Solution description	The proposed solution is to design and develop a user-friendly website for the floral boutique using Canva. This website will serve as an online platform to showcase the boutique's floral arrangements, enabling customers to discover, explore, and purchase products with ease.
3.	Novelty / Uniqueness	The uniqueness of this solution lies in leveraging the simplicity and accessibility of Canva, a user-friendly design tool, to create an attractive and functional website tailored to the boutique's specific needs. It also stands out by offering a seamless online shopping experience for customers, enhancing their engagement and satisfaction.
4.	Social Impact / Customer Satisfaction	The solution aims to significantly enhance customer satisfaction by providing a visually appealing and user-friendly platform for discovering and purchasing floral products. It facilitates a convenient and enjoyable online shopping experience, ultimately increasing customer satisfaction and engagement.

5.	Business Model (Revenue Model)	The revenue model for this solution involves generating income through online sales of floral arrangements. Customers can browse the website, select and purchase products, and choose from various payment options. Additionally, potential revenue streams may include offering subscription services, customized orders, and seasonal promotions.
6.	Scalability of the Solution	The solution is highly scalable as it leverages the power of digital marketing and e-commerce. As the floral boutique's online presence grows, the website can accommodate an expanding product range, more customers, and additional features to meet evolving business needs.