DIGITAL MARKETING

BUILDING A WEBSITE USING CANVA

A PROJECT REPORT

Submitted by

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CHAPTER 1

INTRODUCTION

1.1 PROJECT OVERVIEW

Building a website using Canva is a user-friendly and creative process that leverages Canva's design tools and templates to create a visually appealing and functional website. Canva, primarily known for its graphic design capabilities, now offers a feature called Canva Websites, which simplifies website creation for users without extensive coding or design skills. Users can choose from a variety of professionally designed templates, customize them with their own content, images, and branding elements, and publish their website with ease. Canva Websites provides a convenient drag-and-drop interface, making it accessible to beginners and small businesses looking to establish an online presence quickly and affordably.

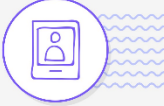**Project title: Website for a Floral Boutique**

1.2 PURPOSE

The purpose of this project is to demonstrate how Canva Websites can significantly benefit small businesses like a floral boutique by offering a user-friendly and creative platform for website creation. In particular, the project aims to highlight how the use of Canva Websites can enhance the online presence of the floral boutique, making it easier for customers to browse and place orders through the website. By leveraging Canva's design tools and templates, the project showcases how the boutique can create an engaging and functional online platform, thus improving customer convenience, boosting online sales, and ultimately contributing to the business's growth and success in the digital age.

CHAPTER 2

PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP

2.2 IDEATION & BRAINSTORMING

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 🕐 **10 minutes** to prepare
- ⏳ **1 hour** to collaborate
- 👤 **2-8 people** recommended

💬 Share template feedback

➡️

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕐 10 minutes

A | **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B | **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

C | **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕐 5 minutes

PROBLEM

"How might we establish a strong online presence for the floral boutique to attract and engage a wider customer base, and optimize online sales? The project aims to address this issue by creating a visually appealing, user-friendly website that not only promotes the boutique's products but also provides a seamless online shopping experience, thereby increasing revenue."

Key rules of brainstorming
To run an smooth and productive session

Stay in topic.	Encourage wild ideas.
Defer judgment.	Listen to others.
Go for volume.	If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

"Make the website work better on phones."

"Share pretty flower pictures on Facebook."

"Send email deals to customers."

Person 2

"Show how to care for flowers on video."

"Ask happy customers to tell their friends."

"Put ads on Facebook for special days."

Person 3

"Let people make their own bouquets online."

"Work with people who plan parties."

"Talk to customers quickly online."

Person 4

"Make the website look nice each season."

"Put flowers where more people can see them online."

"See what people do on the website to make it better."

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Website Improvement

"Make the website work better on phones."

"Make the website look nice each season."

Social Media Engagement

"Share pretty flower pictures on Facebook."

"Put ads on Facebook for special days."

Customer Communication

"Send email deals to customers."

"Talk to customers quickly online."

Content Creation

"Show how to care for flowers on video."

"Let people make their own bouquets online."

"Put flowers where more people can see them online."

Type your heading...

Customer Engagement

"Ask happy customers to tell their friends."

"Work with people who plan parties."

"See what people do on the website to make it better."
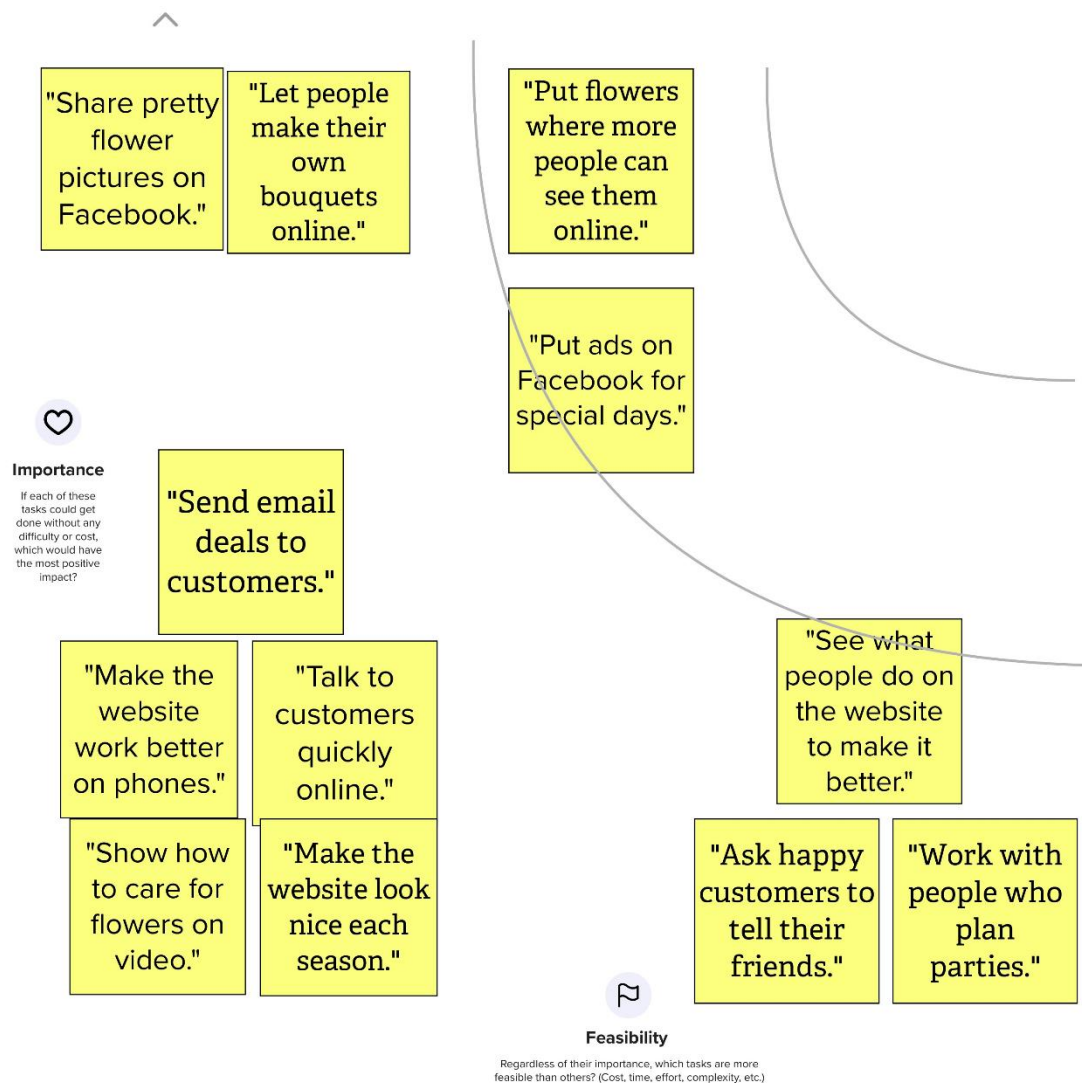
Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

"Share pretty flower pictures on Facebook."

"Let people make their own bouquets online."

"Put flowers where more people can see them online."

"Put ads on Facebook for special days."

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

"Send email deals to customers."

"Make the website work better on phones."

"Talk to customers quickly online."

"See what people do on the website to make it better."

"Show how to care for flowers on video."

"Make the website look nice each season."

"Ask happy customers to tell their friends."

"Work with people who plan parties."

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

CHAPTER 3

RESULT

Brand Name: Infinite Petals

Category: Floral Boutique

Target Audience: All

Email: infinitepetals11@gmail.com
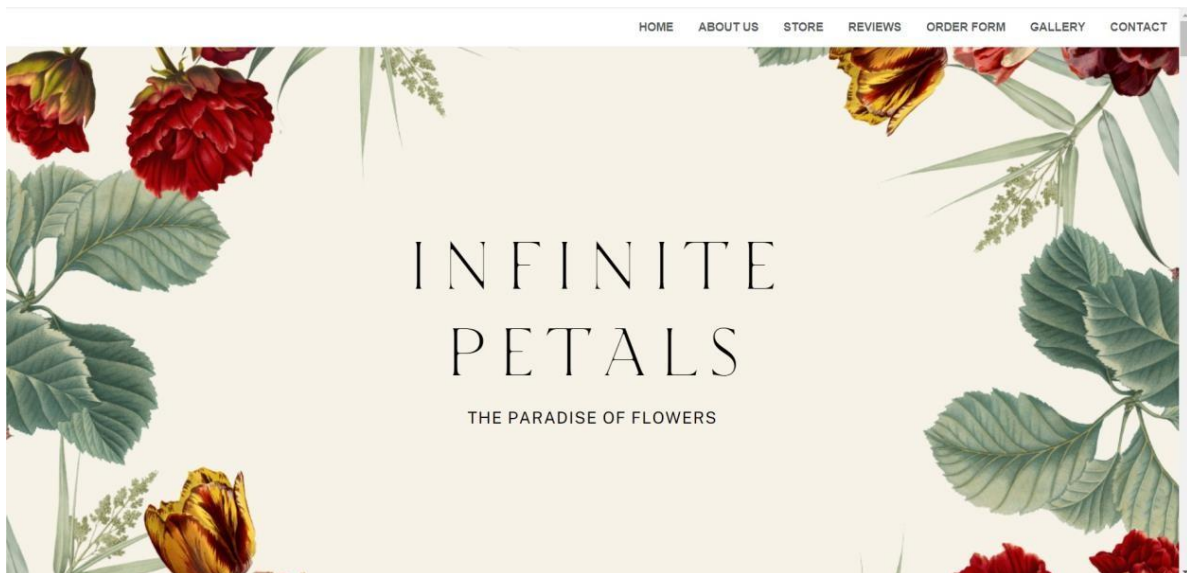
Password: Infinitepetals11@gmail

Canva Website URL:

https://infinitepetals.my.canva.site/infinitepetals

WEBSITE PAGES:

HOME

ABOUT US

STORE

Product Name: Elegant Lily Bouquet
Price: Rs.600
Grace and sophistication unite in this striking arrangement of white lilies and greenery. Perfect for special occasions.
Size: Deluxe
Occasion: Wedding, Anniversary
Availability: In Stock for Same-Day Delivery

Product Name: Classic Red Roses
Price: Rs.600
Express your love with a dozen of the finest red roses. A timeless symbol of passion and romance.
Size: Deluxe
Occasion: Anniversary, Valentine's Day
Availability: In Stock for Same-Day Delivery

Product Name: Elegant Tulip Bouquet
Price: Rs.1000
Welcome spring with this elegant tulip arrangement featuring a variety of tulip colors.
Size: Standard
Occasion: Spring Celebrations, Just Because
Availability: In Stock for Same-Day Delivery

Product Name: Garden Bliss
Price: Rs.700
Experience the charm of a garden with this mix of vibrant blooms and lush foliage. A true garden in a vase.
Size: Standard
Occasion: Get Well, Birthday
Availability: In Stock for Same-Day Delivery

NATIVE BLOSSOMS COLLECTION

Product Name: Malligai (Jasmine) Garland
Price: Rs.800
Size: Standard
Our Malligai (Jasmine) garland brings the timeless elegance and sweet fragrance of this beloved native flower.
Occasion: Special Occasions, Festivals
Availability: In Stock for Same-Day Delivery

Product Name: Marigold Garlands
Price: Starting at Rs.500
Our Marigold Garlands are handcrafted with vibrant marigold blossoms, symbolizing love and auspiciousness. These garlands are the perfect choice for adorning ceremonies and special occasions.
Occasion: Weddings, Religious Celebrations
Availability: In Stock for Same-Day Delivery

Product Name: Sevandhi (Chrysanthemum) Garland
Price: Rs.400
Size: Standard
The Sevandhi (Chrysanthemum) bouquet radiates joy and positivity. With its vibrant colors and cheerful appearance, it's an ideal gift to uplift spirits and convey your warmest wishes.
Occasion: Brighten Someone's Day, Express Your Affection
Availability: In Stock for Same-Day Delivery

Product Name: Arali (Nerium) Garland
Price: Rs.800
Size: Standard
The Arali (Nerium) bouquet offers solace and comfort, making it a thoughtful choice for expressing sympathy and well-wishing for a speedy **recovery.**
Occasion: Healing and Recovery, Express Sympathy

REVIEWS
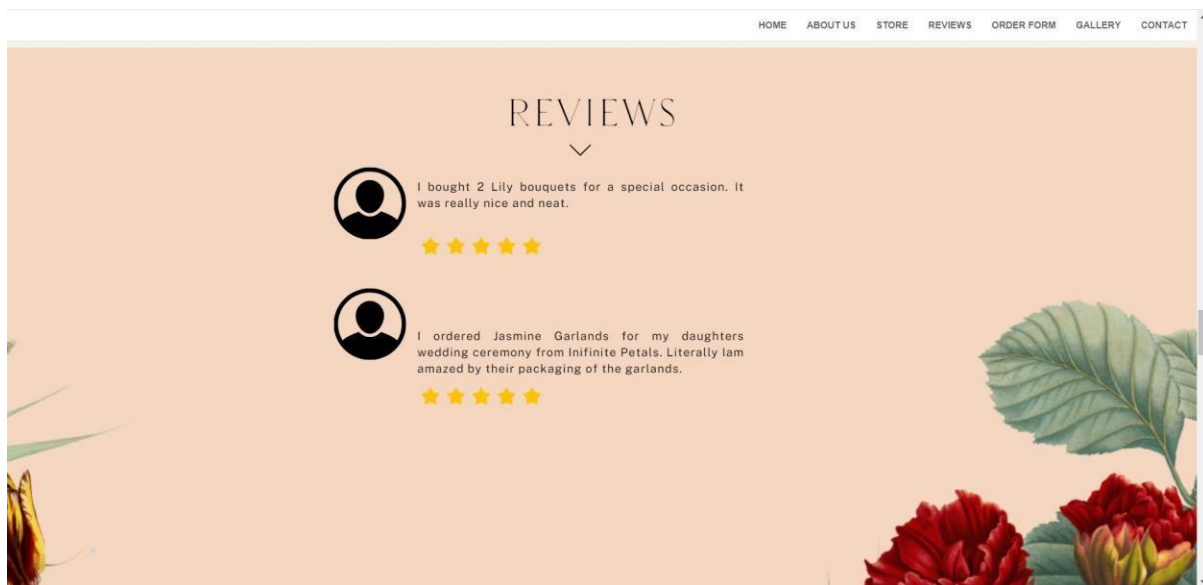
ORDER FORM

GALLERY

OUR GALLERY

DONATED 50 ROSE PLANTS TO ASHRAM 😊

DONATED 20 HIBISCUS PLANTS TO TEMPLES 😊

CONTACT

CHAPTER 4

ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

User-Friendly Design: Canva Websites offers a simple, drag-and-drop interface that allows even those with limited design and technical skills to create a visually appealing website for the floral boutique. This ease of use reduces the need for expensive web development services.

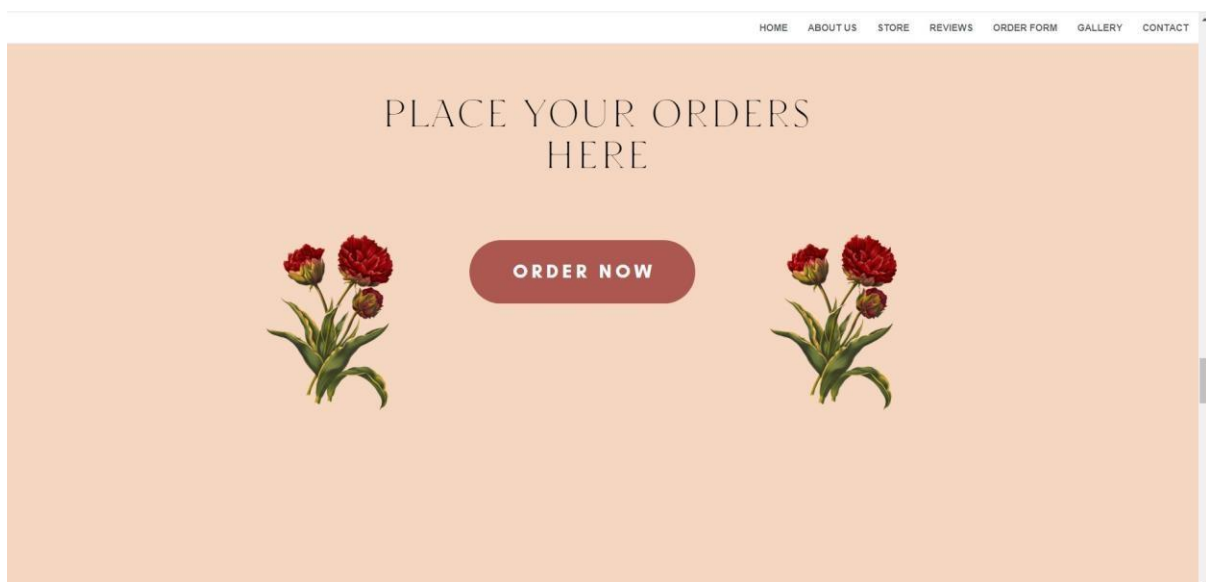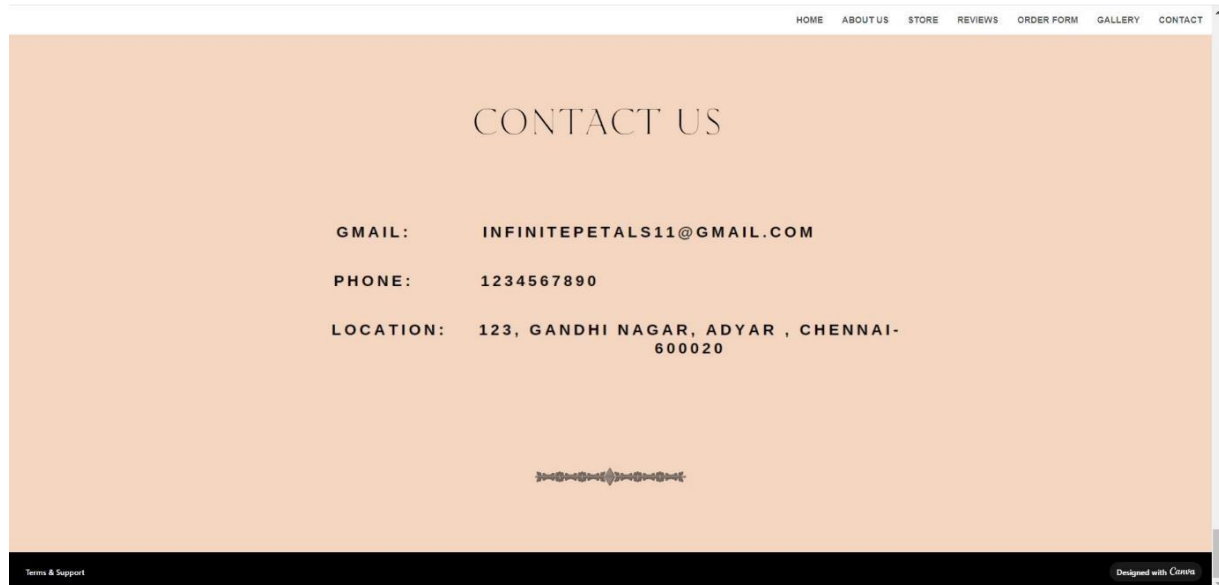**Efficiency and Cost Savings:** Creating a website with Canva is a cost-effective solution, saving the floral boutique money that can be redirected towards other aspects of the business. It also speeds up the website development process, allowing the boutique to establish an online presence quickly.

Professional Templates: Canva provides a wide range of professionally designed templates that can be customized to match the floral boutique's branding and style. This ensures that the website looks polished and appealing to customers.

Visual Appeal: Canva Websites allows the floral boutique to highlight the beauty of its floral arrangements with visually stunning graphics and imagery. High-quality photos of arrangements can be showcased, attracting customers with the aesthetics of the blooms and encouraging online browsing.

DISADVANTAGES:

Limited Customization: While Canva's templates are user-friendly, they may have limitations in terms of unique customization, which could restrict the floral boutique's ability to create a completely bespoke website.

Scalability Challenges: As the floral boutique grows, it may eventually outgrow the capabilities of Canva Websites. The platform may not be equipped to handle more complex e-commerce needs or advanced features.

Inability to Showcase Physical Products: One significant challenge for a floral boutique using Canva Websites is the limitation of showcasing the tactile and visual appeal of flowers online. Unlike some e-commerce businesses where products can be easily viewed and purchased online, the floral boutique may struggle to convey the full sensory experience of their flowers through the website. This could potentially impact customers' ability to fully appreciate and select arrangements based on their preferences, as they can in a physical store.

CHAPTER 5

APPLICATIONS

Email Marketing: The Canva website is equipped with features to capture customer email addresses through newsletter sign-ups. Email marketing campaigns can keep customers informed about promotions, new arrivals, and seasonal offers.

Engaging Visuals: High-quality images of floral arrangements and the boutique's work are incorporated into the Canva website to visually entice and captivate visitors, encouraging them to explore the floral offerings.

Customer Testimonials: Customer testimonials and reviews are prominently displayed on the Canva website to build trust and demonstrate the boutique's track record of satisfying customers.

Seasonal and Special Offers: The Canva website showcases seasonal promotions, special offers, and themed floral arrangements, providing an incentive for customers to make a purchase.

Blog and Content Marketing: A dedicated blog on the Canva website is used to share floral care tips, trends, and event inspiration, attracting customers looking for advice and information in addition to flowers.

Contact Information and Ordering: The Canva website features clear and easily accessible contact information and straightforward online ordering options to simplify the process for customers looking to purchase floral arrangements.

CHAPTER 6

CONCLUSION

In summary, this project effectively used **Canva Websites** to create an attractive and user-friendly online platform for our **floral boutique**. It has enhanced online presence, making it easier for customers to engage with the services, place orders, and stay informed about the offerings. Canva Websites has proven to be a valuable tool for improving the customer experience and increasing our online visibility, contributing to our success in the digital landscape.

The integration of Canva Websites into our floral business strategy has proven to be a beneficial investment in improving the customer experience and engagement. By offering an engaging and informative online space, we can now attract and serve customers more effectively, and through this platform, we are better equipped to promote our seasonal offers and **attract customers** through our delightful, user-friendly and attractive website.