Project Design Phase-I
Proposed Solution Template

Date	03 May 2023
Team ID	NM2023TMID09230
Project Name	Building A Website Using Canva

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	"Design and create a visually appealing and informative marketing brochure using Canva for promoting a new product, while adhering to brand guidelines and maximizing customer engagement."
2.	Idea / Solution description	Provide a collection of pre-designed templates for various purposes such as social media posts, business cards, presentations, and more. Users can easily customize these templates using Canva's design tools.
3.	Novelty / Uniqueness	Implement artificial intelligence to analyse users' design goals and provide personalized design recommendations. This can help users create more visually appealing content.
4.	Social Impact / Customer Satisfaction	The website provides resources and tutorials on inclusive design practices, ensuring that design content is accessible to people of all abilities. It encourages users to create designs that consider diverse audiences.
5.	Business Model (Revenue Model)	Offer tiered subscription plans for users. These can include free, basic, premium, and business plans with varying levels of access to design resources and features. Monthly and annual subscription options with cost-effective annual plans for users who commit to a longer term.
6.	Scalability of the Solution	Host the website on a cloud infrastructure such as Amazon Web Services (AWS), Google Cloud Platform (GCP), or Microsoft Azure. These platforms offer scalability features that can automatically adjust resources based on demand.