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**Naan Mudhalvan Final Project Report**



**Course:** Digital Marketing

**Project Title:** Website Development for a clothing brand

*“Lysa Boutique”* using Canva

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## **INTRODUCTION:**

The Lysa Boutique Website Development Project served as an integral part of our digital marketing course. In this report, we will delve into the comprehensive details of this project, from its inception to its successful completion. The project involved the development of a fully functional website for a fictitious clothing brand, Lysa Boutique, and the use of Canva, a user-friendly design tool, as the primary platform for creating the website.



## **OVERVIEW:**

Lysa Boutique, our fictional clothing brand, was envisioned as a dynamic and stylish brand with a mission to provide fashion-forward clothing options to its clientele. To achieve this goal, a central element was the creation of a captivating website that could not only showcase the brand's products but also engage potential customers. This project aimed to establish a prominent online presence for Lysa Boutique, thereby demonstrating the potential of digital marketing in today's business landscape.



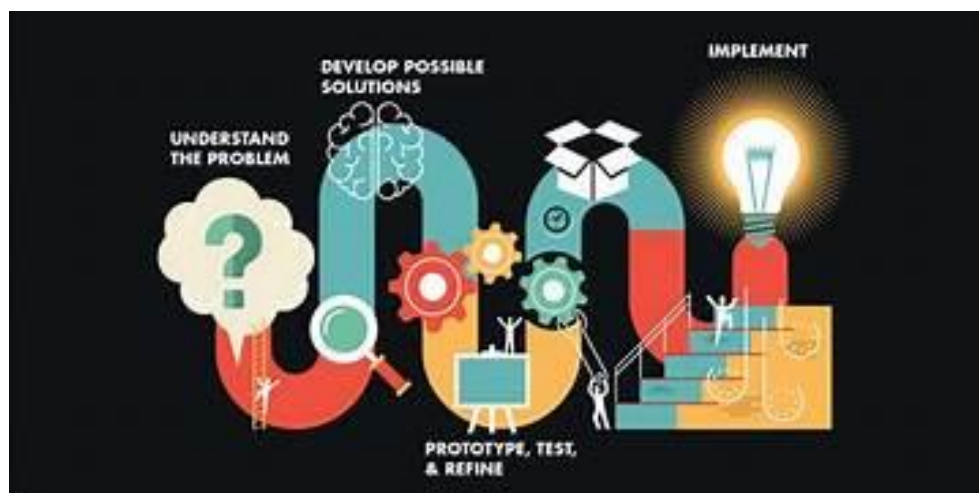
## **PURPOSE:**

The primary purpose of the Lysa Boutique Website Development Project was to provide a hands-on learning experience in the realm of website development, specifically catering to digital marketing. By utilizing Canva, an accessible design tool, we aimed to offer an insight into the creation of a functional and aesthetically pleasing website. The project also strived to highlight the importance of a web presence for businesses, emphasizing how a well-designed website can be a potent marketing tool.

## **PROBLEM DEFINITION AND DESIGN THINKING:**

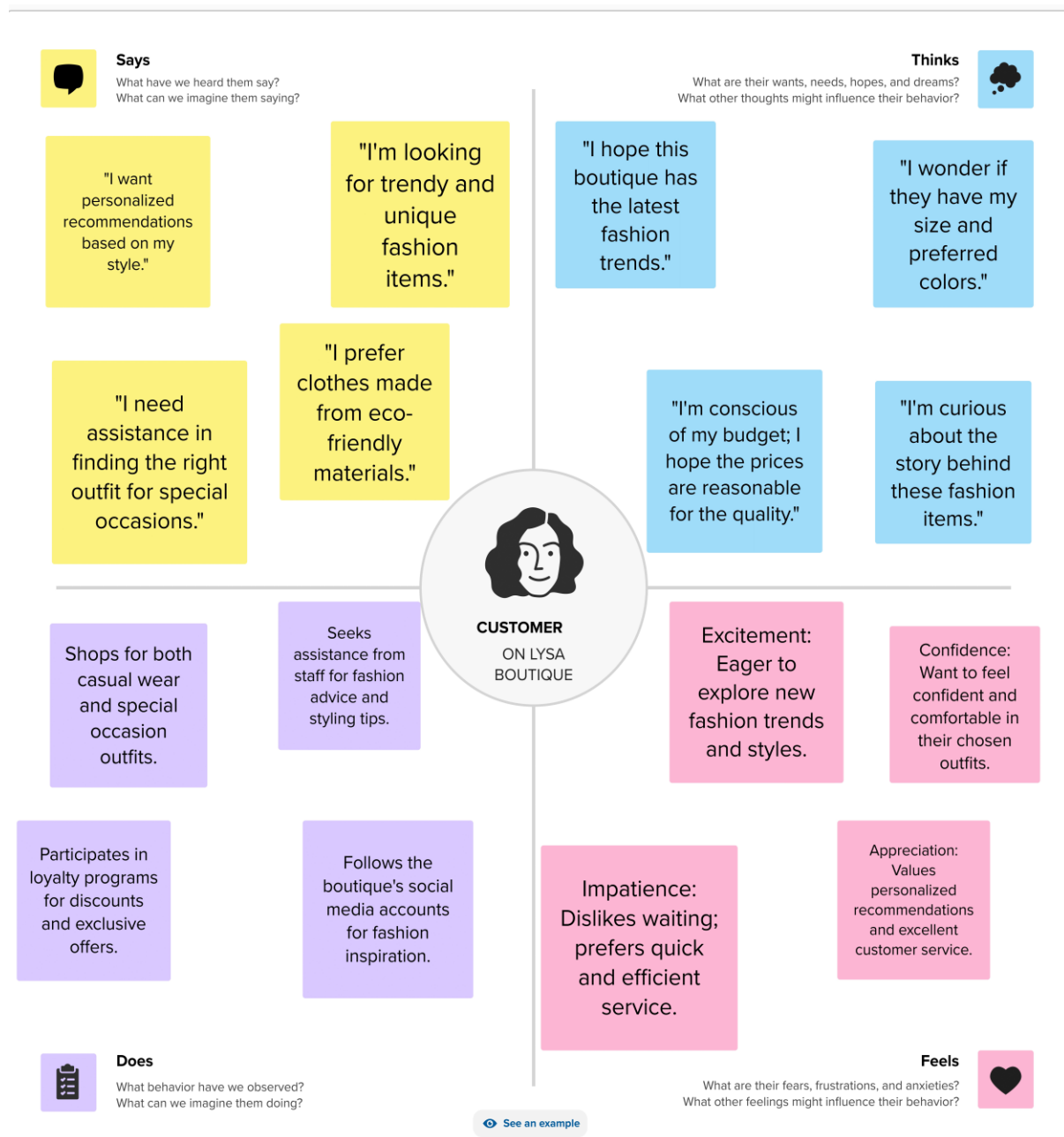
To kick off the project, we embarked on the journey of problem-definition and design-thinking. This involved a meticulous analysis of Lysa Boutique's requirements and challenges. We identified key issues that the brand faced, such as limited exposure in the digital sphere, the need for a visually appealing online storefront, and the desire to connect with a broader audience.

Design-thinking played a pivotal role in the project. It entailed brainstorming, ideation, and planning, with the ultimate goal of devising a website layout and user experience that could effectively address the identified challenges. The process involved defining the website's structure, navigation, and content strategy. We considered the latest design trends, user preferences, and the brand's unique identity to create a website blueprint that aligned with Lysa Boutique's vision.



## EMPATHY MAPPING:

An empathy map is a valuable tool for understanding the customers and users of Lysa Boutique. It helps us gain insights into their thoughts, feelings, needs, and behaviors. By creating an empathy map for Lysa Boutique, we can develop a deeper understanding of our target audience, allowing us to tailor our products and services to their preferences and ultimately enhance their shopping experience.



## IDEATION & BRAINSTORMING MAP:

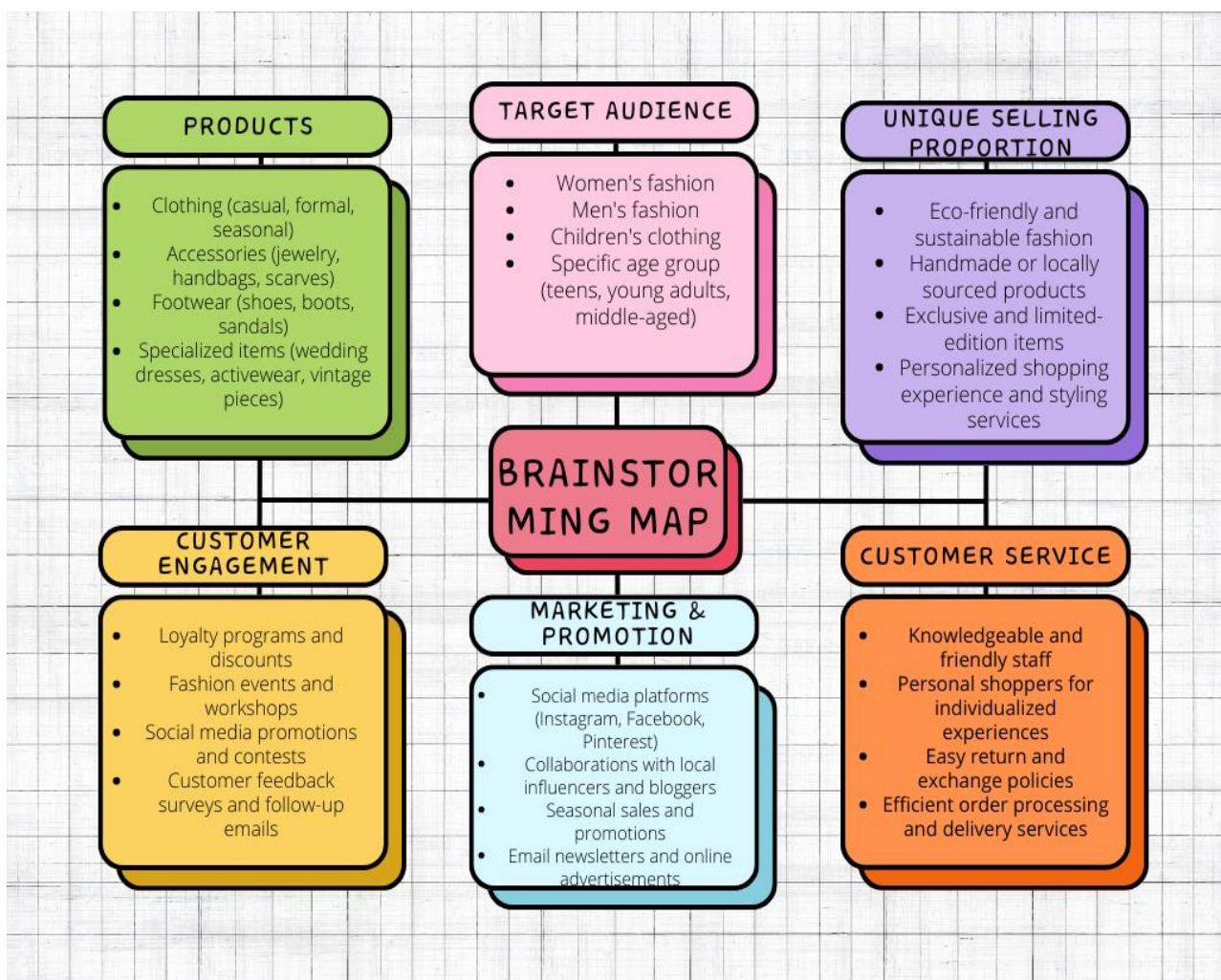
An ideation map is a visual representation of ideas, concepts, or plans, often used to brainstorm, organize, and explore possibilities. It typically consists of interconnected elements and concepts, facilitating creative thinking and problem-solving in various fields, such as business, design, and innovation.

1. Homepage: Featured items, easy navigation.
2. Product Showcase: Categories, trends, inspiration.
3. Product Pages: High-quality images, details, reviews.
4. Shopping: Cart, secure checkout, payment options.
5. About LYSA: Brand info, sustainability, team.
6. Style Blog: Fashion tips, guides, customer stories.
7. Customer Interaction: Contact, chat, social links.
8. User Accounts: Profiles, order history, wishlist.
9. Newsletter: Email subscriptions, member benefits.
10. Mobile Optimization: Responsive design.





11. Feedback: Customer input, site improvements.
12. Shipping: Policies, returns.
13. Security & Privacy: Secure payment, privacy.
14. Localization: Multi-language, currencies.
15. Promotions: Sales, discounts.
16. Community: Reviews, social engagement.
17. Sustainability: Eco-friendly practices, charity.
18. Legal: Terms, GDPR compliance.



## **RESULT:**

The culmination of the project was the successful creation of the Lysa Boutique website. The website boasted a visually appealing design with a clean and intuitive layout. It was designed to be responsive, ensuring a seamless user experience on various devices, including smartphones, tablets, and desktop computers. Navigation was made effortless, with clear menus and well-organized product categories.

The website featured an array of engaging elements, such as high-quality images of the clothing items, detailed product descriptions, a captivating "About Us" page that conveyed the brand's story, and an integrated e-commerce platform that allowed visitors to make purchases directly. Furthermore, we optimized the website for fast loading times, ensuring that potential customers would not be deterred by slow performance.

## **ADVANTAGES:**

- Cost-effectiveness: Using Canva for website development proved to be a budget-friendly choice, particularly for small businesses and startups.
- User-Friendly Interface: Canva's user-friendly interface made it accessible to team members with limited web development experience.
- Rapid Development: Canva's pre-designed templates and drag-and-drop features expedited the website development process.

## **DISADVANTAGES:**

- Limited Customization: Canva's templates, while user-friendly, came with limitations in terms of customization, restricting the ability to implement highly unique designs.
- Limited Complexity: Canva may not support advanced web features and functionalities, limiting the options for complex websites.
- SEO Limitations: Optimizing the website for search engines was somewhat limited in comparison to traditional web development methods, potentially affecting long-term visibility and search ranking.



## APPLICATION:

The knowledge and skills acquired through this project are directly transferable to real-world digital marketing scenarios. The experience of using a user-friendly tool like Canva for website development opens up opportunities to create and manage websites for small businesses, personal projects, or online portfolios. It is a valuable asset for those who may not possess extensive coding or web development expertise.

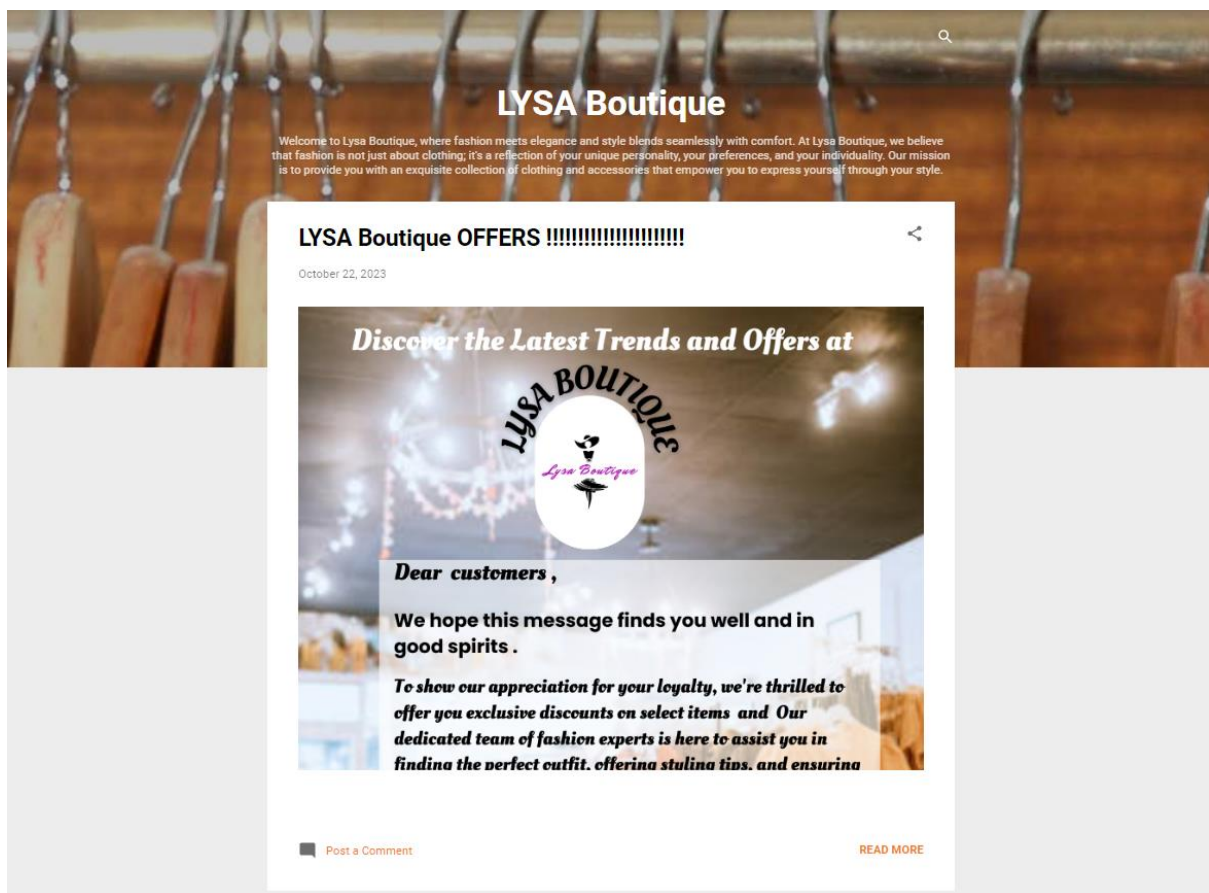
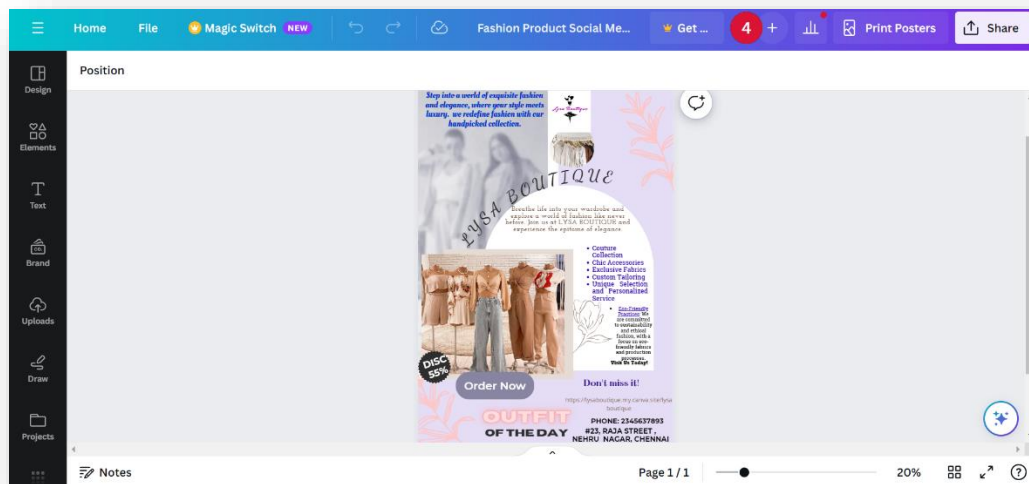


## OUTPUT SCREENSHOTS:

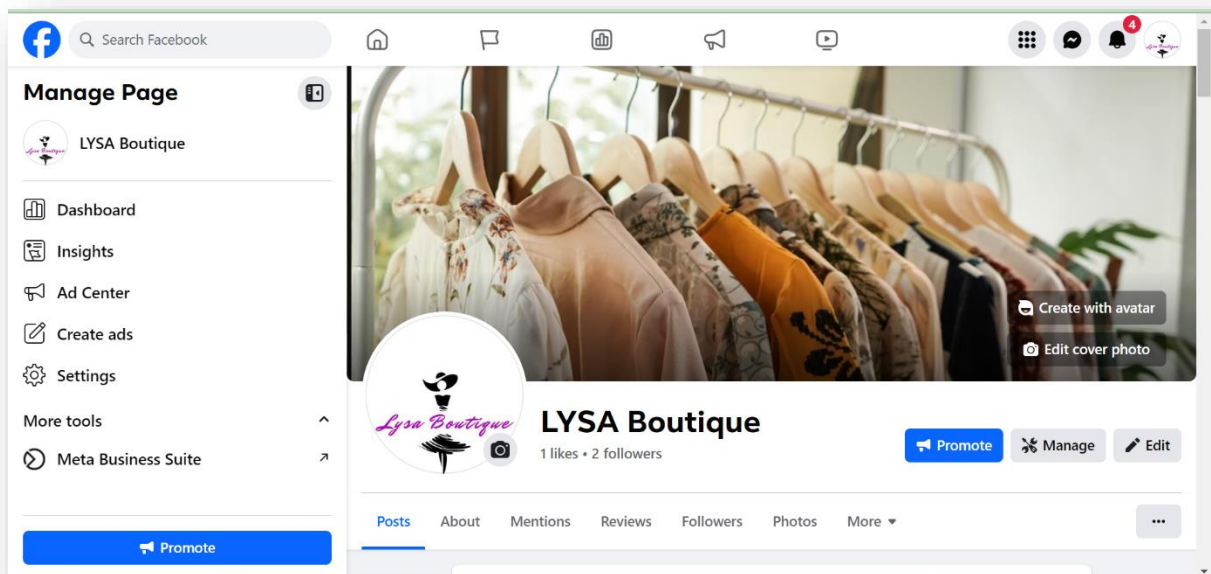
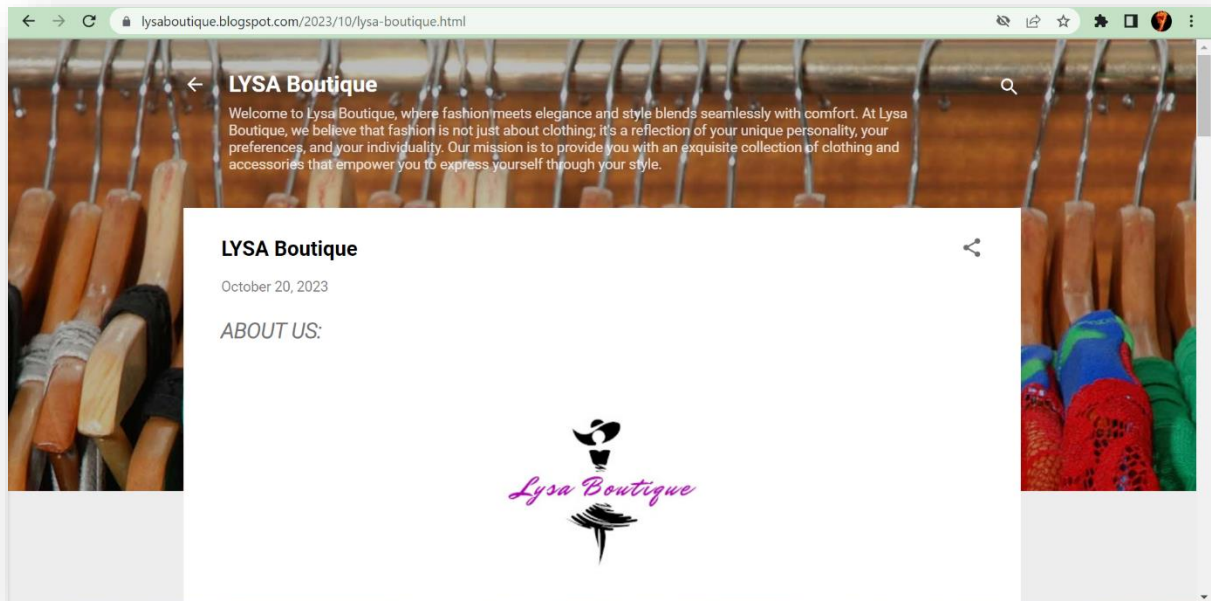
### 1. CREATE A LOGO AS IDENTITY:



## 2. CREATE A NEWLETTER USING CANVA TEMPLATES AND POST IT IN SOCIAL MEDIAS:



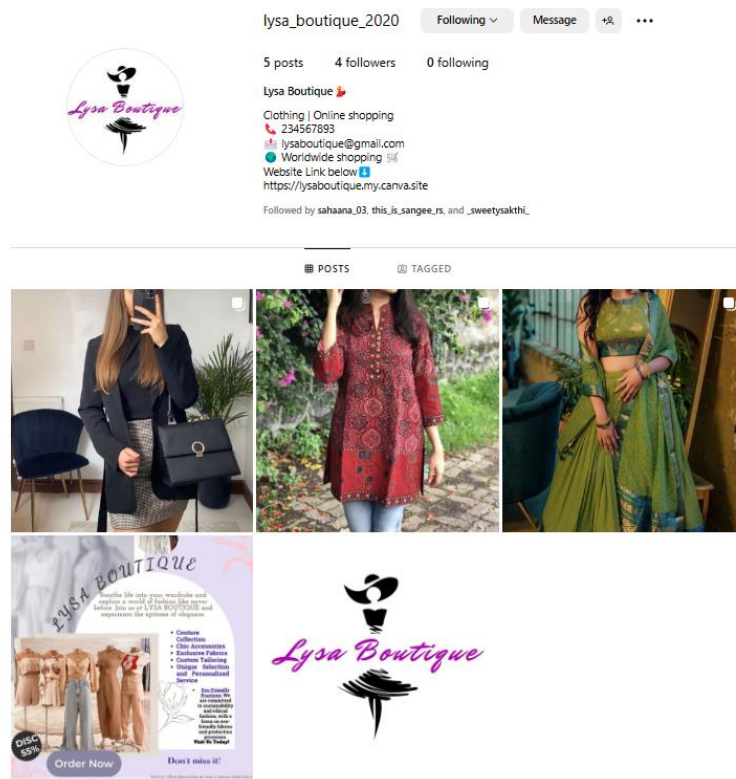
### 3. CREATE A BLOG PAGE USING BLOG SPOT WEBSITE AND POST IT IN SOCIAL MEDIAS:



Link: <https://lysaboutique.blogspot.com/>

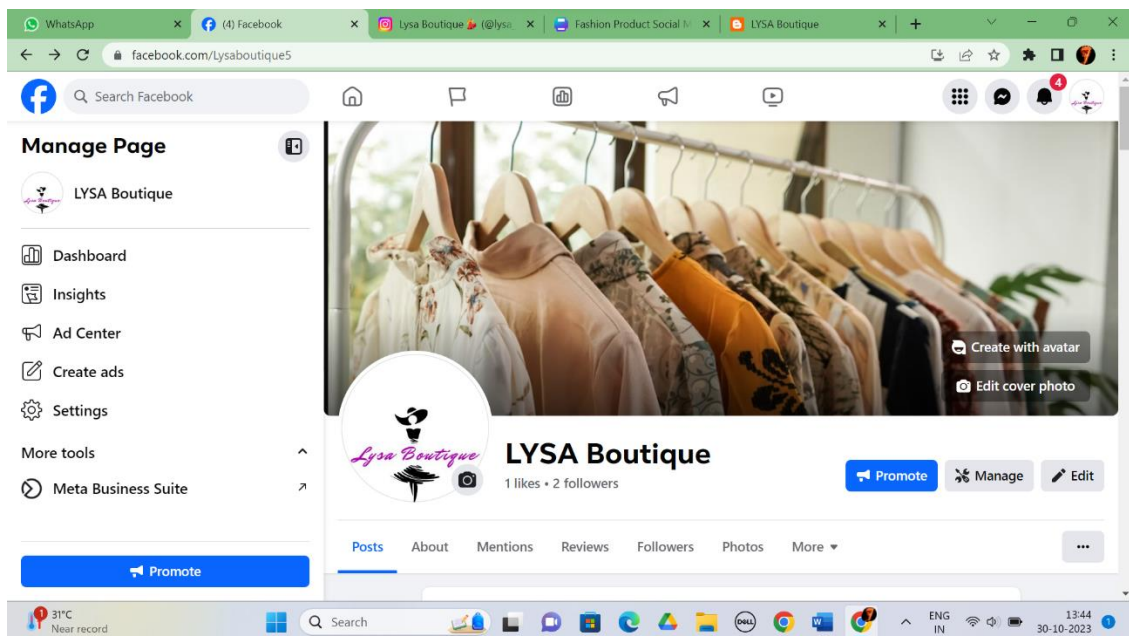
## 4. CREATE A ACCOUNT IN SOCIAL MEDIA:

### i) INSTAGRAM



Link: [https://instagram.com/lysa\\_boutique\\_2020?utm\\_source=qr&igshid=MzNlNGNkZWQ4Mg==](https://instagram.com/lysa_boutique_2020?utm_source=qr&igshid=MzNlNGNkZWQ4Mg==)

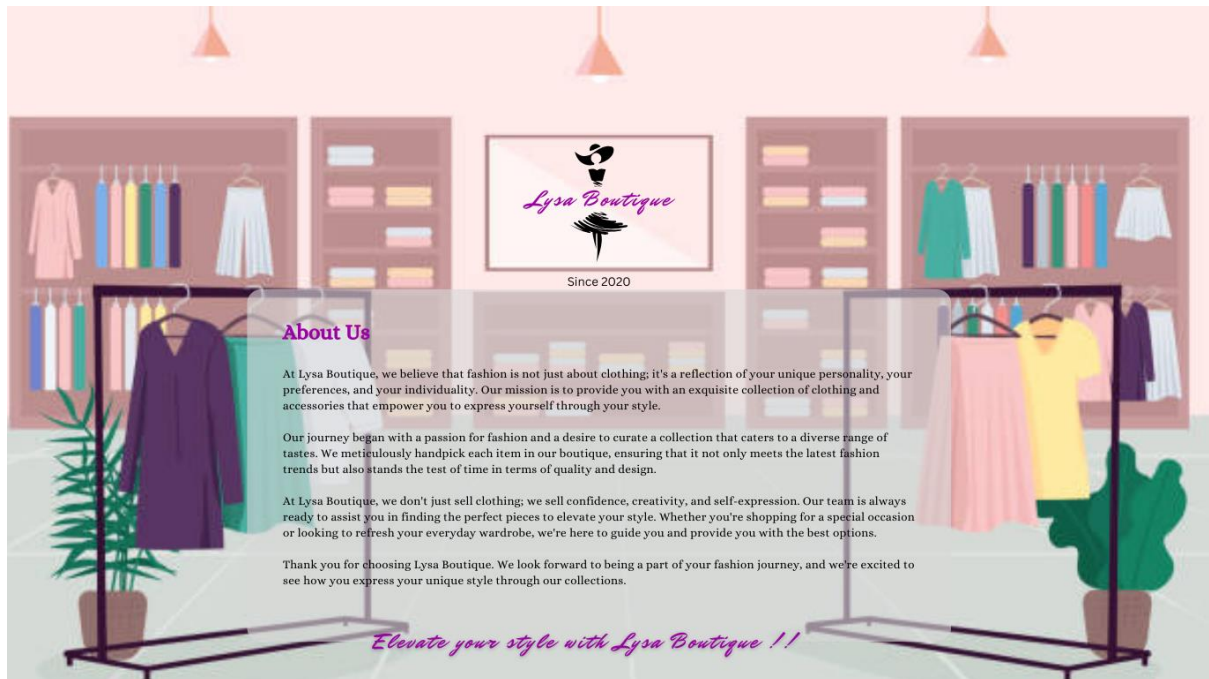
### ii) FACEBOOK:

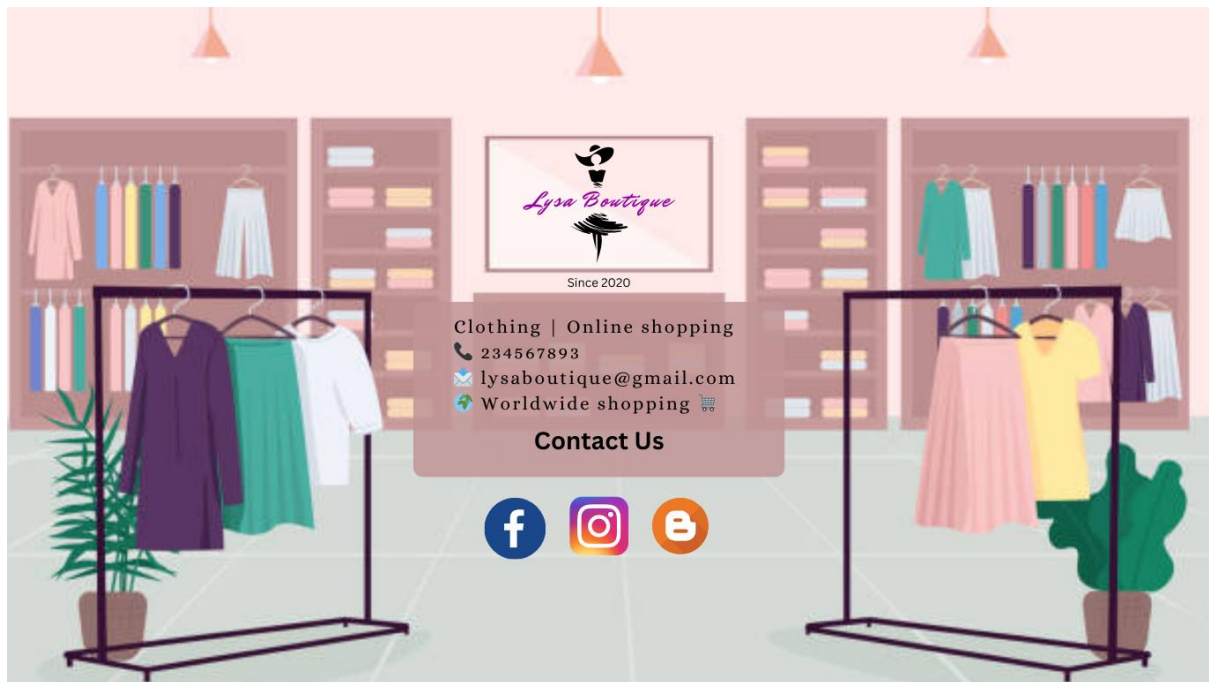


Link: <https://www.facebook.com/Lysaboutique5>



## 5. CREATE A WEBSITE USING CANVA TEMPLATES AND POST IT IN SOCIAL MEDIAS:





Link: <https://lysaboutique.my.canva.site/lysaboutique>

## **CONCLUSION:**

The Lysa Boutique Website Development Project has not only been a remarkable learning experience but also a testament to the potential of digital marketing in the modern business landscape. We successfully demonstrated how a well-crafted website, even created with user-friendly tools like Canva, can enhance a brand's online presence and engage with a broader audience.

The project allowed us to explore the advantages and disadvantages of simplified web development tools, offering insights into where they excel and where they may fall short. It is evident that such tools can be a cost-effective and efficient way to establish an online presence. Still, they may not be suitable for all scenarios, particularly those requiring highly customized and complex functionalities.

In conclusion, the Lysa Boutique Website Development Project serves as a valuable reference for future digital marketing endeavors. It underscores the importance of design thinking and the user experience, while also showcasing the potential of user-friendly design tools in web development. This project provides a foundation for understanding the ever-evolving field of digital marketing and the pivotal role that web development plays in it.