

PROJECT REPORT

Project Title	How to building a website using canva.
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INTRODUCTION:

OVERVIEW:

The objective of this project is to develop a brand identity for making brand website. To get started, brainstorm potential brand names that resonate with your business's values, mission, and target audience. Ensure its unique and not already in use. For your brand mail, consider using a professional email address that incorporates your brandname, enhancing your credibility. When designing a brand logo, platforms like canva provide user-friendly tools. You can use canva's logo maker to select from a variety of templates, icons, and fonts, and customize them to match your brand's style and messaging. This comprehensive approach helps establish a distinctive and cohesive brand identity, crucial for recognition and trust-building with your audience.

PURPOSE:

Brand Name:

- Identity and Recognition
- Market Positioning
- Legal Protection

Brand website :

- Professionalism
- Consistency
- Trust and Recognition

Brand Logo:

- Visual Identity
- Credibility
- Marketing and Advertising

BRAINSTROM & IDEATION MAP:

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](#)
[24 people recommended](#)

Before you collaborate

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

[10 minutes](#)

- [Team getting ready](#)
Define who should participate in the session and create links. Share relevant information as pre-work ahead.
- [Set the goal](#)
Think about the problem you're focusing on solving in the brainstorming session.
- [Learn how to use the facilitator guide](#)
Go to the Facilitator Support page to see strategies and production session.

[Open checklist](#)

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](#)

How might we [your problem statement]?

Key rules of brainstorming

To run an on-demand and production session

- [Stay on topic](#) → Encourage wild ideas
- [Defer judgment](#) → Listen to others
- [Go for volume](#) → It's possible to be visual

Brainstorm

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

[10 minutes](#)

[10](#) You want to improve your team's productivity. How can we do that?

Person 1	Person 2	Person 3	Person 4
1. Automate repetitive tasks	2. Hire more staff	3. Streamline workflow	4. Use project management tools
5. Implement time tracking	6. Encourage breaks	7. Delegate tasks	8. Provide training
9. Set clear deadlines	10. Communicate effectively	11. Prioritize tasks	12. Foster a positive team culture

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 can break it up into smaller sub-groups.

[30 minutes](#)

[10](#) All considerations to sticky notes in each space in this session represent strategic opportunities to focus when you work.

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](#)

[10](#) Prioritize on a curve: consider your ideas on the curve. The curve is a guide to help you determine which ideas are important and which are feasible.

The matrix shows a grid with 'Importance' on the y-axis and 'Feasibility' on the x-axis. A diagonal curve separates the top-right quadrant (high importance, high feasibility) from the bottom-left quadrant (low importance, low feasibility). Several sticky notes are placed on the grid, mostly in the top-right quadrant.

After you collaborate

You can export the map as an image or pdf to share with members of your company who might find it helpful.

[20 minutes](#)

[Quick actions](#)

- [Share the map](#)
Share a viewable link to the map with stakeholders to keep them in the loop about the outcomes of the session.
- [Export the map](#)
Export a copy of the map as a PDF or PNG to share to email, intranet, or share it on your drive.

[Keep tracking forward](#)

- [Bring a report](#)
Define the components of a new idea or strategy.
[Open the template](#)
- [Customize your report](#)
Personalize customer needs, initiatives, and objectives for an experience.
[Open the template](#)
- [Strength, weakness, opportunities & threats](#)
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop ideas.
[Open the template](#)

[Share template feedback](#)

Need some inspiration?

See how these ideas are used in a real-world scenario.

[See example](#)

Two sticky notes with text: '1. Automate repetitive tasks' and '2. Hire more staff'.

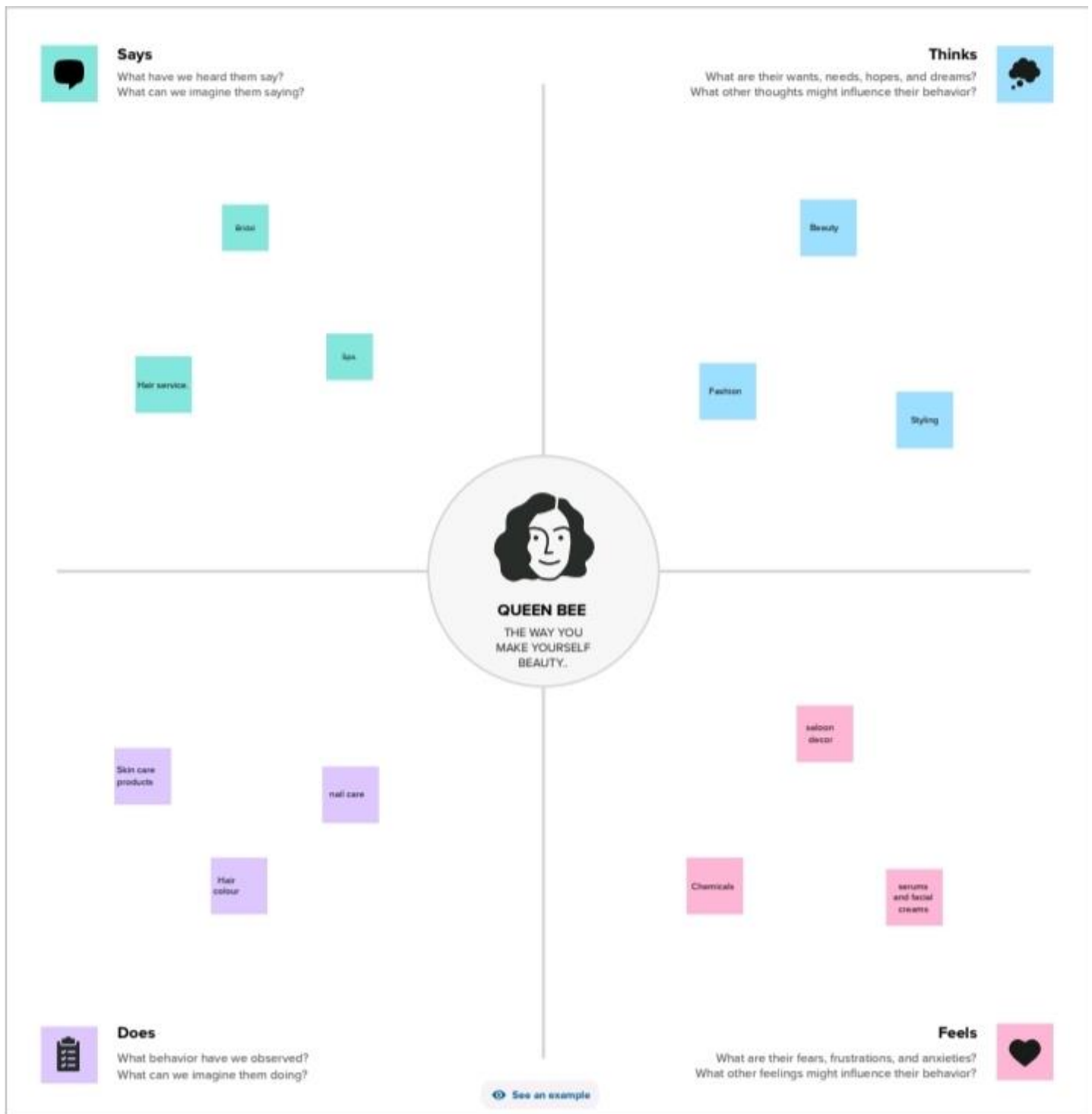
Three sticky notes with text: '1. Automate repetitive tasks', '2. Hire more staff', and '3. Streamline workflow'.

Four sticky notes with text: '1. Automate repetitive tasks', '2. Hire more staff', '3. Streamline workflow', and '4. Use project management tools'.

Four sticky notes with text: '1. Automate repetitive tasks', '2. Hire more staff', '3. Streamline workflow', and '4. Use project management tools'.

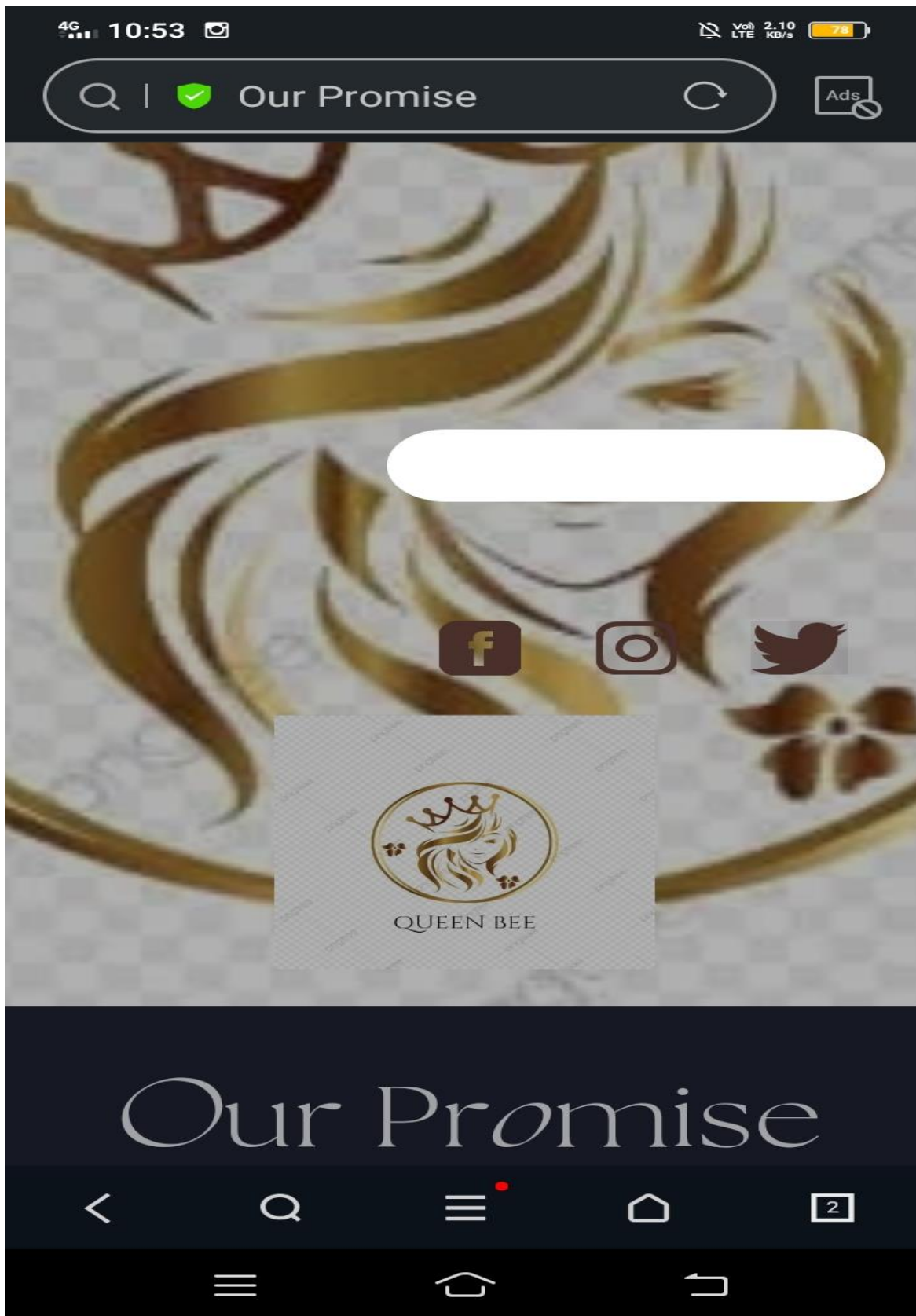
PROBLEM DEFINITION & DESIGN THINKING

EMPATHY MAP:



OUTPUT:

1.BRAND WEBSITE:



BRAND MAIL ID CREATION:



WEBSITE LINK:

<https://queenbeesaloon.my.canva.site/>

ADVANTAGES:

- Professional expertise.
- Personalized services.
- Relaxation and pampering.
- Time saving.
- Social interaction.
- Boost in confidence.
- Education and advice.
- Specialized treatments.

DISADVANTAGES:

- High cost.
- Time consuming.
- Inconsistent quality.
- Dependency on professionals.
- Hygiene concerns.
- Limited availability.
- Environmental impact.
- Overuse of chemicals.

APPLICATIONS:

Brand Name:

To create a brand name, you don't typically design it in Canva, but you can use Canva for brainstorming sessions and visualizing the branding elements. Canva can help you design marketing materials, such as business cards and banners, featuring your brand name and logo.

Brand Mail (Email Signature):

In Canva, you can design a professional email signature that includes your brand's logo, your name, title, contact information, and links to your website and social media profiles. Use Canva's templates and customization tools to create an email signature that aligns with your brand's style, colors, and fonts. Download the email signature as an image or create an HTML version for your email client.

Brand Logo:

Canva provides a dedicated logo maker that allows you to create a brand logo from scratch or modify existing templates to suit your brand's identity. Start by selecting "Create a design" and choose the "Logo" option to access Canva's extensive library of logo templates, icons, and fonts. Customize the selected template or create a logo from a blank canvas, adjusting colors, fonts, and shapes to match your brand's aesthetic.

Download your logo in various file formats suitable for web and print use.

Brand Website:

Log into your Canva account and then Canva offers a variety of templates. You can search for "website" in the search bar to find templates specifically designed for web content. Then modify the template to suit your preferences. You can change text, colors, fonts, and add your own images. Once you're satisfied with your design, you can download it in a suitable format (PNG or JPG) that can be uploaded to your website.

CONCLUSION:

The successful creation of our brand website using Canva represents a significant milestone in our project.

These foundational elements now stand as a powerful representation of our identity and purpose. They not only capture the essence of our brand but also lay a strong foundation for our digital presence and communication.

As we move forward, these assets will serve as cornerstones in our journey to establish a distinct and memorable presence in our market. Canva's user-friendly platform played a pivotal role in bringing our creative vision to life efficiently and effectively.

The choice of Canva as our creative platform proved instrumental, facilitating a user-friendly and cost-effective approach to brand development, demonstrating our commitment to efficiency and innovation in our branding endeavors.