INTRODUCTION:

1.1 Overview:

I design a social media post in this canva.

That was very easy to use. Anyone can use this canva easier.

Even a non-designer can become a designer using canva.

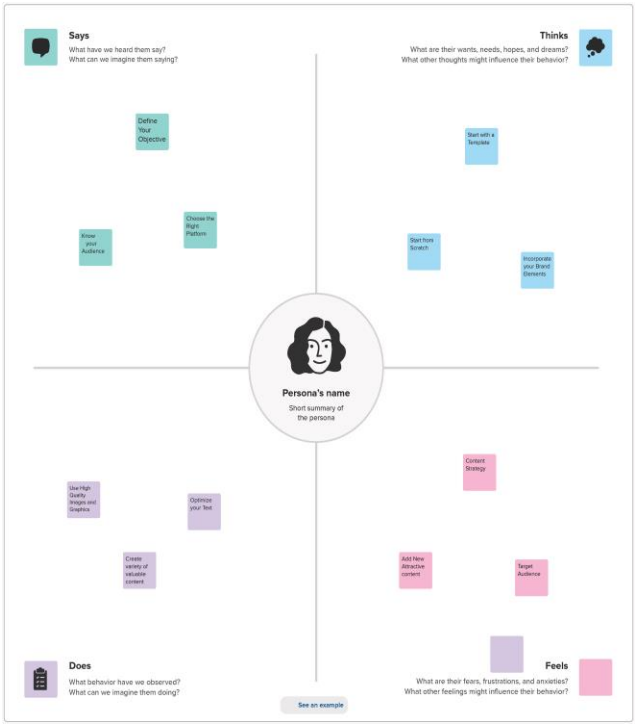
Canva is budget-friendly and templates can be altered to be more custom.

1.2 Purpose:

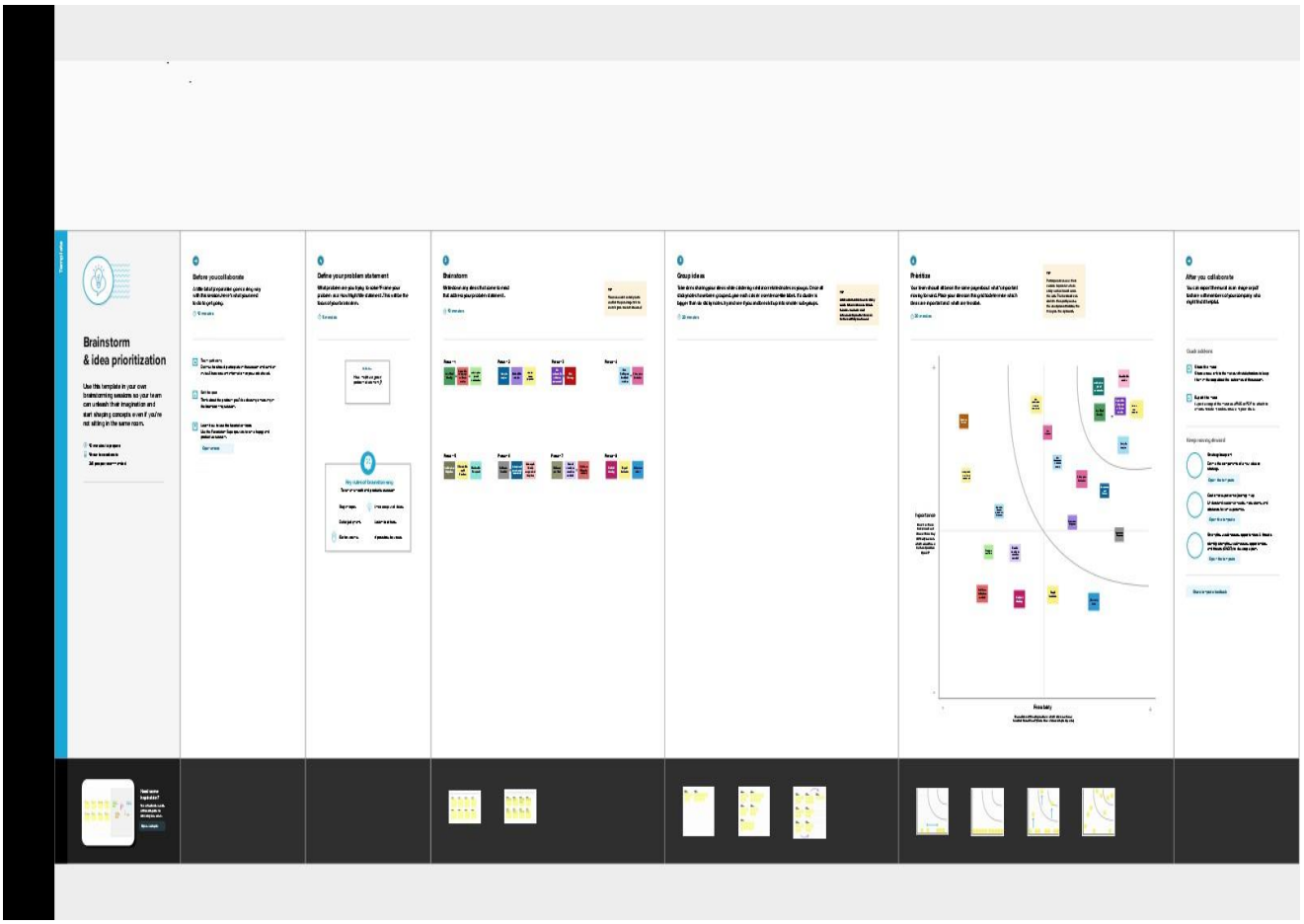
My project is creating a social media post.
I create a social media post using this canva.

2. Problems Definition & Design Thinking

2.1 Empathy map

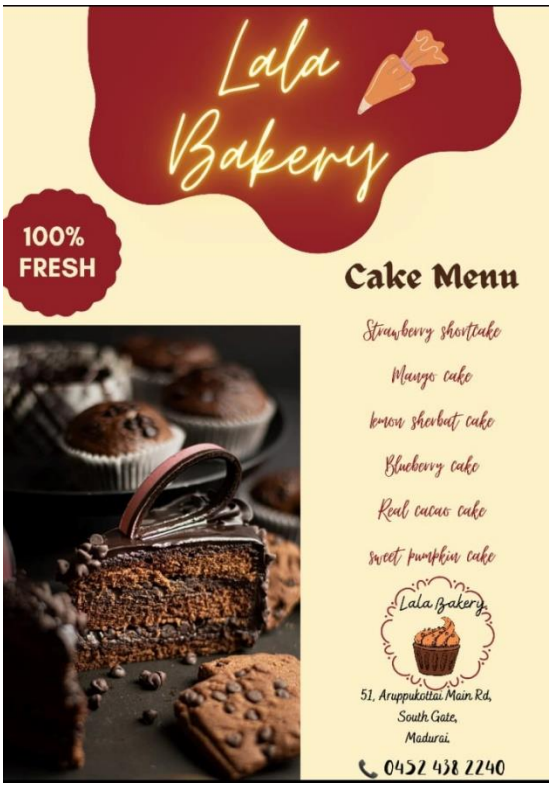


2.2 Brain storm and idea prioritization



3. RESULT

@reallygreatsite
Special
Cake
DISC
30%
Order Now


Lala
Bakery
100%
FRESH
Cake Menu
Strawberry shortcake
Mango cake
lemon sherbat cake
Blueberry cake
Real cacao cake
sweet pumpkin cake
Lala Bakery
51, Aruppukottai Main Rd,
South Gate,
Madurai.
0452 438 2240

4. ADVANTAGES:

- Canva offers professional look
- Templates can be altered to be more custom.
- Free version availability
- User friendly interface
- Drag and drop functionality.

DISADVANTAGES:

- Range of output formats is quite limited
- The learning curve can be steep. If you're not familiar with design software, it can take some time to get the hang of canva.

CONCLUSION:

Canva is an essential tool for business sectors and help you in level up your design skills. Even if you're just getting started.