

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.

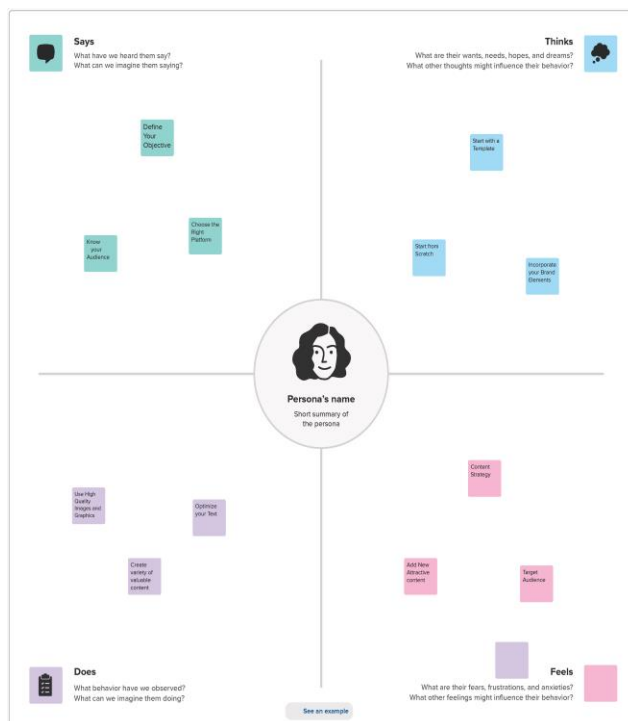
1.2 Purpose:

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



Brainstorm & idea prioritization

Use this template to start your brainstorming session by first brainstorming ideas, then prioritizing them based on their feasibility and desirability.

Brainstorming

- 1. Brainstorming
- 2. Prioritization

Prioritization

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- 2. Prioritization

1. Brainstorming

Before prioritization, you need to generate a large number of ideas. This is done by brainstorming. The goal is to generate as many ideas as possible, without any restrictions. The ideas should be written down and then prioritized based on their feasibility and desirability.

2. Prioritization

After brainstorming, you need to prioritize the ideas. This is done by evaluating each idea based on its feasibility and desirability. The ideas are then ranked from highest to lowest priority.

3. Prioritization

After prioritization, you need to select the top ideas. This is done by selecting the ideas that are highest priority. The selected ideas are then used to develop a prototype.

4. Prioritization

After selecting the top ideas, you need to develop a prototype. This is done by creating a small-scale version of the product. The prototype is then used to test the ideas and gather feedback.

5. Prioritization


After developing a prototype, you need to test the ideas. This is done by conducting a series of experiments. The results of the experiments are then used to refine the ideas and develop a final product.

6. Prioritization

After testing the ideas, you need to develop a final product. This is done by creating a full-scale version of the product. The final product is then used to launch the business.

7. Prioritization

After developing a final product, you need to launch the business. This is done by marketing the product and selling it to customers. The business is then monitored and evaluated to ensure it is successful.



Brainstorm & idea prioritization

Use this template to start your brainstorming session by first brainstorming ideas, then prioritizing them based on their feasibility and desirability.

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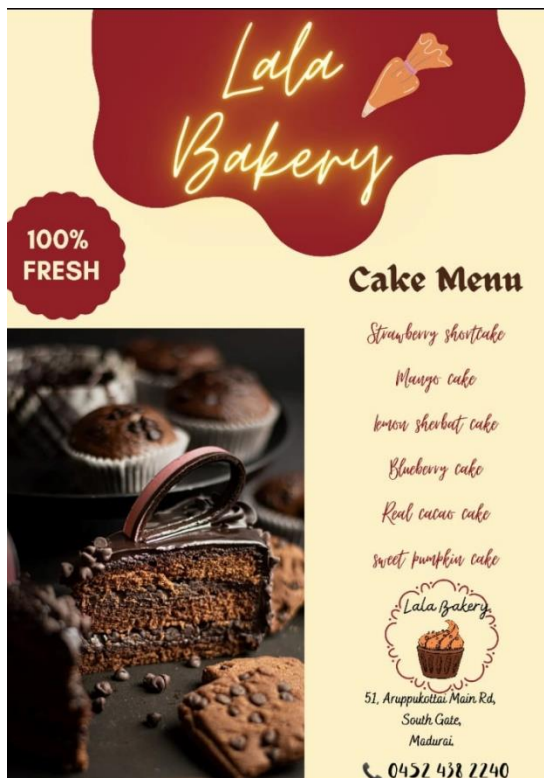
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3. RESULT



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.