

# Product Requirement Document (PRD) for Canva New User Onboarding Enhancement

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# Executive Summary

The primary goal of this PRD is to enhance the current Canva onboarding process for new users. This enhancement aims to:

- Improve the **sign-up to first-design completion rate**.
- Increase the **time to value** by ensuring users quickly realize Canva's benefits.
- Encourage users to engage more deeply with Canva's features early on, leading to improved **conversion rates from free to paid plans**.

## ❖ Problem Statement

While Canva offers a user-friendly interface, its onboarding process can be further streamlined to improve conversion rates. Users often drop off before completing their first design due to limited initial engagement and an underutilized personalized approach. Additionally, there's a missed opportunity to show Canva's value proposition (ROI, ease of use, etc.) right at the beginning.

# User Story

**As a** new user with no design experience,

**I want to** receive personalized template recommendations based on my selected role and preferences,

**So that** I can quickly find relevant templates to create my first design without feeling overwhelmed by too many options.

**As a** first-time Canva user,

**I want to** engage in an interactive tutorial that guides me step by step through key features,

**So that** I can understand how to use the platform efficiently without having to explore everything on my own.

**As a** new user eager to explore Canva,

**I want to** skip the initial questions about my design goals and preferences,

**So that** I can start using the platform without delay and fill in the details later if needed.

**As a** Product Manager,

**I want to** monitor the effectiveness of the new onboarding process,

**So that** I can measure its impact on user sign-up completion, engagement, and retention rates.

# User Personas

- **Beginner Designers:** Users with little to no design experience who need guidance and encouragement to start designing.
- **Small Business Owners/Marketers:** Users focused on creating marketing materials and brand-related assets quickly.
- **Students/Educators:** Users looking to create presentations, posters, or teaching materials for academic purposes.
- **Content Creators/Influencers:** Users needing templates for social media posts and personal branding.

## Acceptance Criteria:

- The system highlights and **explains core features interactively**.
- Users follow clickable instructions to learn about tools like templates, elements, text, and download options.
- Users are given the **option to skip personal questions during onboarding**.
- Users can access and update their design preferences and goals later in their account settings.
- The **dashboard is immediately accessible post-sign-up, regardless of profile completion status**.
- The system **tracks the number of users who complete onboarding tasks**.
- Conversion rates (free to paid users) are measured and reported.
- The system **tracks how quickly users complete their first design post-onboarding**.

## Success Metrics:

To measure the success of this enhanced onboarding process, we will track the following KPIs:

- **Sign-Up to First Design Completion Rate:** Percentage of users who successfully create their first design after signing up.
- **Onboarding Completion Rate:** Percentage of users who complete all onboarding tasks.
- **Free-to-Paid Conversion Rate:** Percentage of free users who convert to paid subscribers within 30 days.
- **Time to First Design:** Average time taken by users to complete their first design after sign-up.
- **User Retention Rate:** The number of users who continue to engage with Canva after 7 days and 30 days.

# Risks and Mitigations

Risk	Impact	Likelihood	Mitigation
Onboarding Complexity	High	Low	Ensure onboarding remains simple by allowing users to skip certain steps.
User Drop-off During Tutorial	High	Medium	Tutorials should be short and engaging, with clear benefits for completion.
Inaccurate AI Recommendations	Low	Medium	Continuously refine AI algorithms based on user feedback and behavior patterns.