BUILD A WEBSITE USING CANVA

A project report

Submitted by

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1. INTRODUCTION

1.1 OVERVIEW:

Building a website using Canva is a user-friendly and creative process that leverages Canva's design tools and templates to create a visually appealing and functional website. Canva, primarily known for its graphic design capabilities, now offers a feature called CanvaWebsites, which simplifies website creation for users without extensive coding or design skills. Users can choose from a variety of professionally designed templates, customize them with their own content, images, and branding elements, and publish their website with ease. Canva Websites provides a convenient drag-and-drop interface, making it accessible to beginners and small businesses looking to establish an online presence quickly and affordably.

1.2 PURPOSE:

The purpose of our website for Blossoms Emporium is to enhance our flower shop's online presence, attract a broader customer base, and drive growth. Through strategic online marketing, we aim to increase website traffic, boost sales, and build brand loyalty. Our goal is to provide convenience, showcase our expertise, and offer customers a delightful and seamless online shopping experience, ultimately strengthening our reputation as a trusted source for beautiful floral arrangements and gifts.

By developing a website for Blossoms Emporium with Canva, you can establish a professional and visually appealing online presence that aligns with your business's branding and objectives. It's a cost-effective and user-friendly solution to enhance your flower shop's reach and impact in the online marketplace.

2. PROBLEM DEFINITION ANDDESIGNTHINKING

2.1 PROBLEM STATEMENT DEFINITION:

The Customer Problem Statement template helps you focus on what matters to create experiences people will love. A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

2.2 EMPATHY MAP:
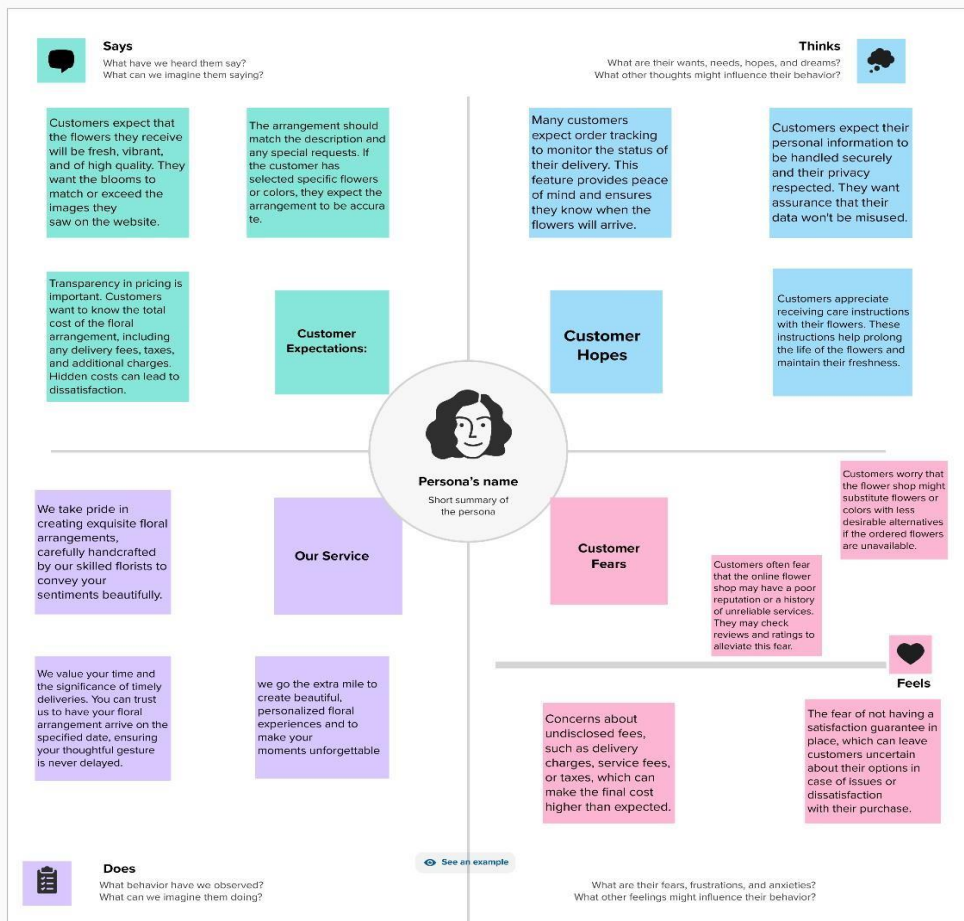
2.3 IDEATION AND BRAINSTORMING MAP:

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

⏱ 10 minutes

TIP
You can select a sticky note and hit the pencil switch to switch icon to start drawing!

3

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 and break it up into smaller sub-groups.

⏱ 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

issha Yoga Deepika

Ponpriya Dharshini

Send out regular newsletters with promotions, flower care tips, and seasonal offers.

Implement automated email sequences for occasions like birthdays and anniversaries.

Share high-quality images and videos of floral arrangements.

Use appropriate hashtags and encourage user-generated content.

Babu Vignesh

Build a mailing list of customers interested in flowers.

Build quality backlinks from local directories and partners.

Run engaging social media contests, such as "Guess the Flower" or "Best Flower Arrangement of the Month."

Optimize your website for relevant keywords like "local flower delivery" or "wedding flower arrangements."

Create a blog with informative content about flowers, floral care, and event decoration.

Siva Sri

Muthu Ganesh

Collaborate with local event planners, wedding photographers, or gift shops.

Offer discounts or cross-promotions to customers referred by these partners.

Run Google Ads campaigns to promote the flower shop for specific keywords.

Use geo-targeting to focus on the local audience.

Establish strong relationships with potential partners. Attend local business networking events and get to know other entrepreneurs in your community.

Set up retargeting campaigns to capture visitors who didn't make a purchase.

Create a team responsible for generating regular blog posts, articles, and other content related to flowers, floral care, event decoration, and more. This team can also manage social media content.

Develop email marketing campaigns that include newsletters, promotions, and customer engagement initiatives. This team can segment the email list and track email campaign performance.

Track website traffic, user behavior, and campaign performance using analytics tools like Google Analytics. Use data-driven insights to optimize marketing efforts.

Optimize your website and Google My Business listing for local searches, making sure you're easily found by potential customers in your area.

Write online press releases, seek guest blogging opportunities, and engage in media outreach to enhance your online reputation. Host online webinars and workshops related to flowers, floral design, and event decoration.

Step-3: Idea Prioritization

4

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**

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

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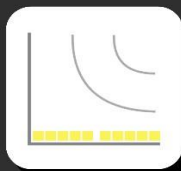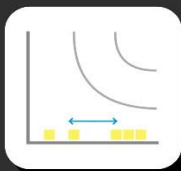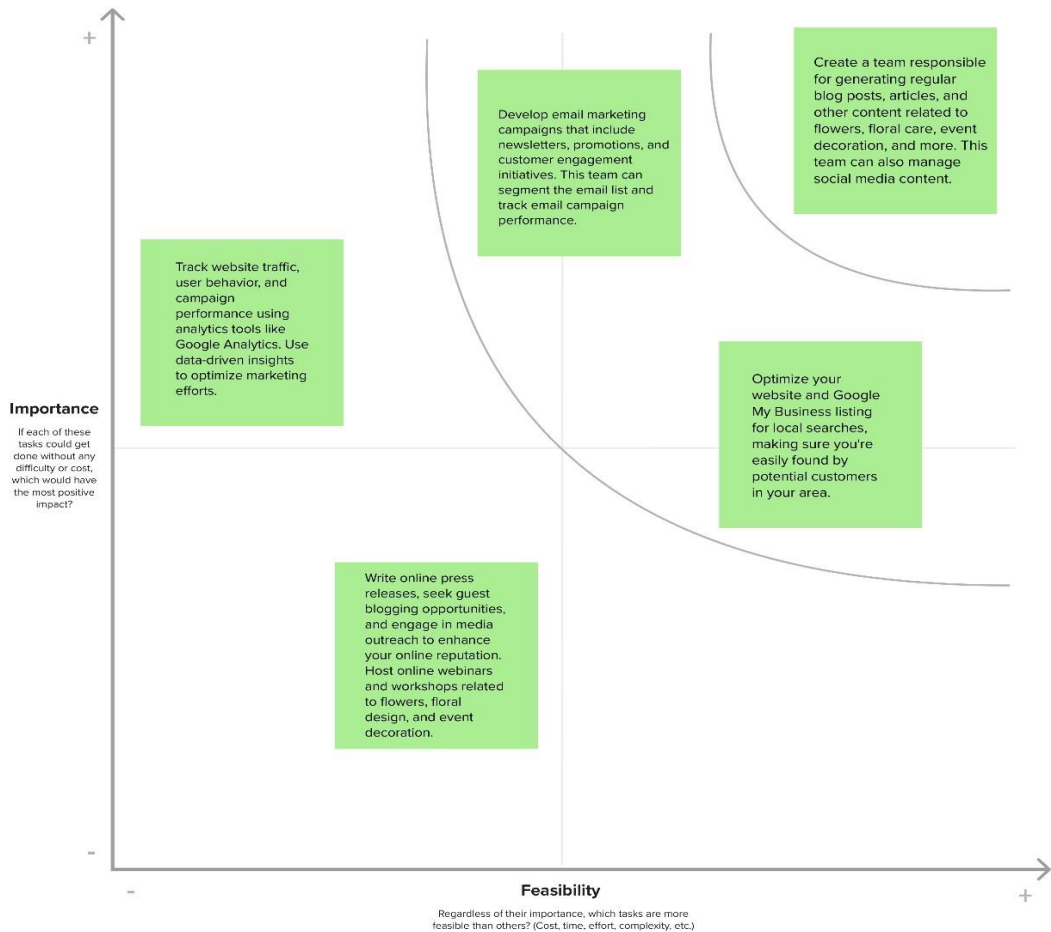
Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

2.4 PROPOSED SOLUTION:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Traditional marketing techniques, including print advertising, TV commercials, and billboards, are becoming increasingly ineffective in reaching and engaging the modern, digitally-savvy consumer base. These methods are burdened by limitations such as high costs, limited audience reach, and a lack of real-time interaction and data-driven decision-making
2.	Idea / Solution description	Develop a robust online presence through a well-designed and user-friendly website. Create a mobile-responsive site to cater to the growing number of mobile users. Implement a content marketing strategy to provide your audience with valuable, informative, and engaging content.
3.	Novelty / Uniqueness	The uniqueness and novelty of the above solution lie in its holistic approach to addressing the challenges of traditional marketing while harnessing the power of digital marketing. Integration of Traditional and Digital recognizes that traditional marketing methods still hold value but need to be integrated with digital strategies.
4.	Social Impact / Customer Satisfaction	Website marketing has a significant social impact by promoting accessibility, sustainability, and community engagement. Simultaneously, it contributes to higher customer satisfaction through convenience, personalization, excellent customer support, mechanisms..
5.	Business Model (Revenue Model)	This model involves selling products or services directly through the website. Revenue is generated through online transactions, and businesses often use payment gateways to facilitate secure payments. In Subscription Model customers pay a regular subscription fee to access premium content, services, or features on the website. This is commonly used in industries like media, software, and online education.
6.	Scalability of the Solution	The scalability of website marketing refers to the ability to expand and grow marketing efforts to reach a larger audience or generate more revenue without incurring proportionally higher costs or resource constraints. To ensure the scalability of your website marketing, it's essential to plan and strategize for growth, invest in the right tools and technologies, and closely monitor performance metrics to make data-driven decisions as your marketing efforts expand.

3.REQUIREMENT ANALYSIS

3.1 FUNCTIONAL REQUIREMENTS:

Following are the functional requirements of the proposed solution,

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Registration and Authentication:	Users can create an account with a valid email address and password. Users can log in securely to access their accounts.
FR-2	Product Catalog:	Products are categorized by type (e.g., roses, lilies, mixed bouquets). Each product has a name, description, price, and high-resolution images.
FR-3	Shopping Cart:	Users can add and remove items from the shopping cart. The cart displays the total price and item count.
FR-4	Checkout and Payment:	Users can enter shipping and billing information. Multiple payment options are available (credit card, PayPal, etc.). Users receive an order confirmation email.
FR-5	Order Tracking:	Customers can track the status of their order, including expected delivery time. The system updates the order status in real-time.

3.2.NON-FUNCTIONAL REQUIREMENTS

Following are the non-functional requirements of the proposed solution,

FR No.	Non-Functional Requirement	Description
NFR-1	**Usability**	The website should be user-friendly and accessible, ensuring a smooth and intuitive shopping experience for users of all abilities.
NFR-2	**Security**	User data and payment information must be securely encrypted and protected to prevent unauthorized access or data breaches.
NFR-3	**Reliability**	The system should have minimal downtime, with a target uptime of 99.9%, to ensure customers can place orders at any time.
NFR-4	**Performance**	The website must load quickly, with pages loading in under 3 seconds, to ensure a seamless user experience.
NFR-5	**Scalability**	The website should be able to handle increased traffic during peak seasons (e.g., Valentine's Day, Mother's Day) without degradation in performance.
NFR-6	**Mobile Responsiveness**	The website should be fully responsive and accessible on various devices, including smartphones and tablets.

4.PROJECT DESIGN

4.1 DATA FLOW DIAGRAMS:

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.
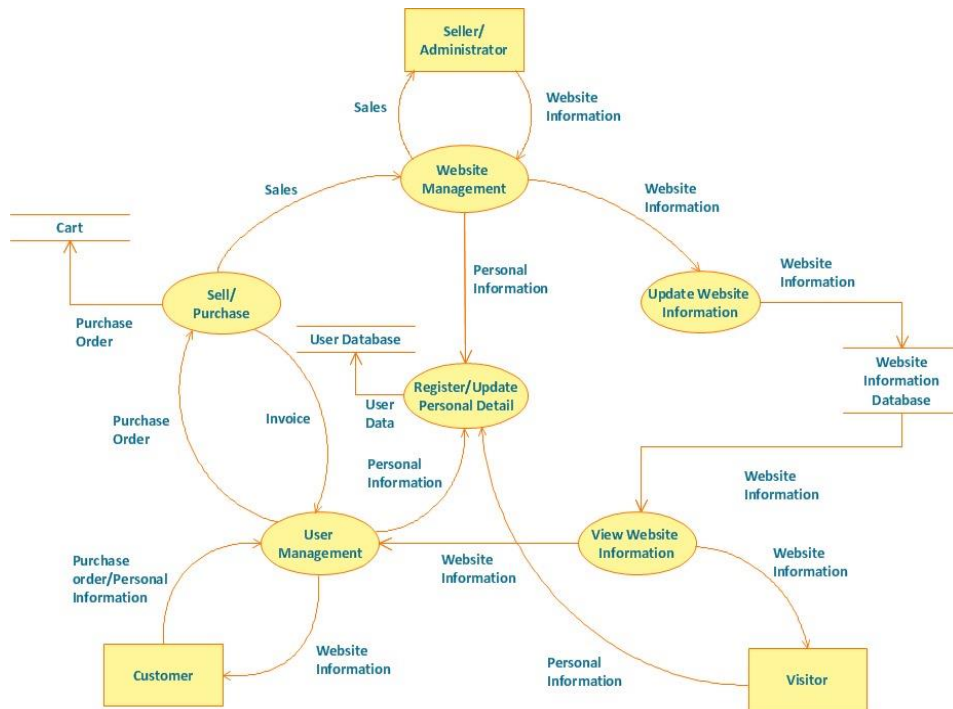
4.2 SOLUTION & TECHNICAL ARCHITECTURE:

4.3 USER STORIES:

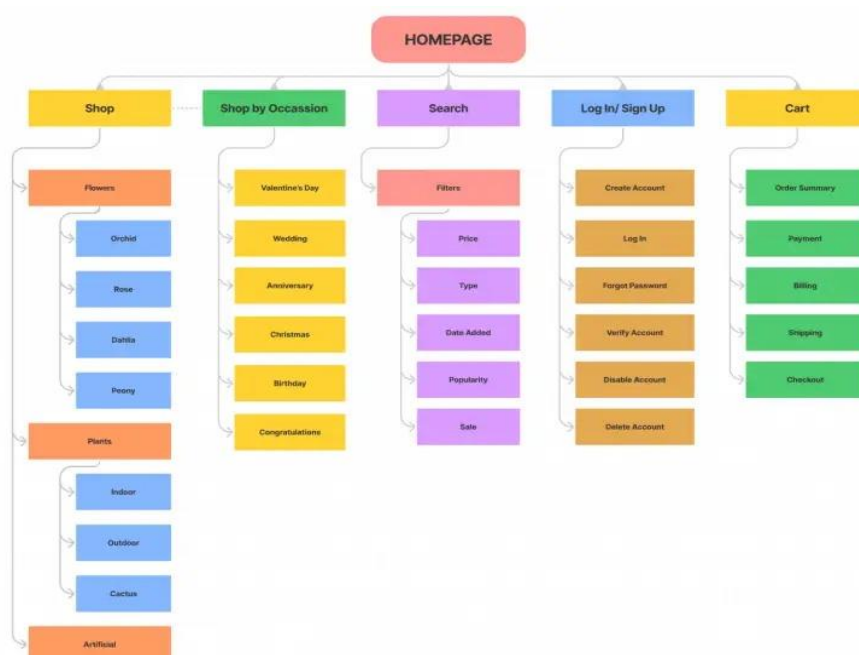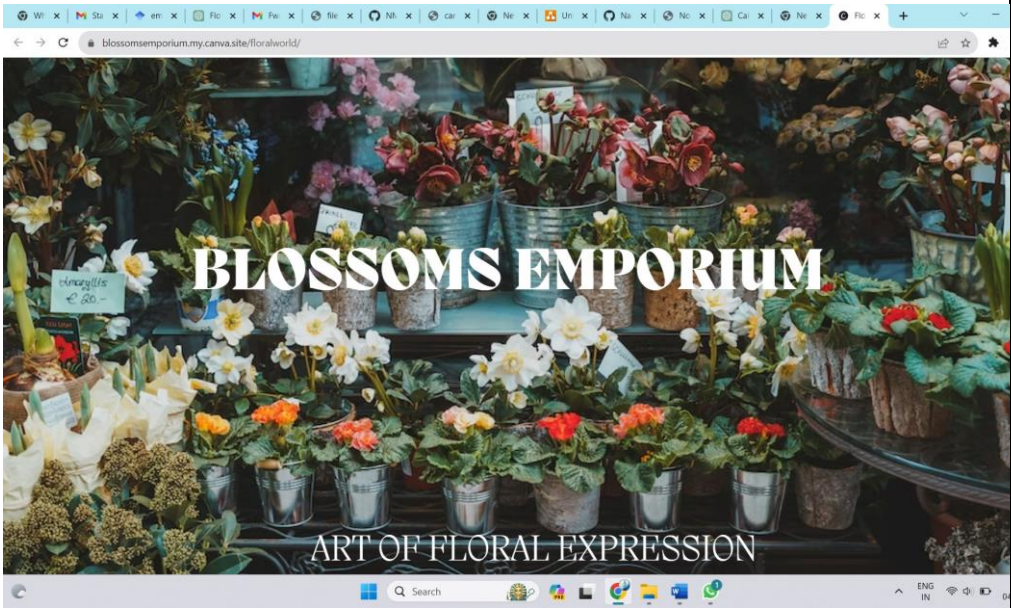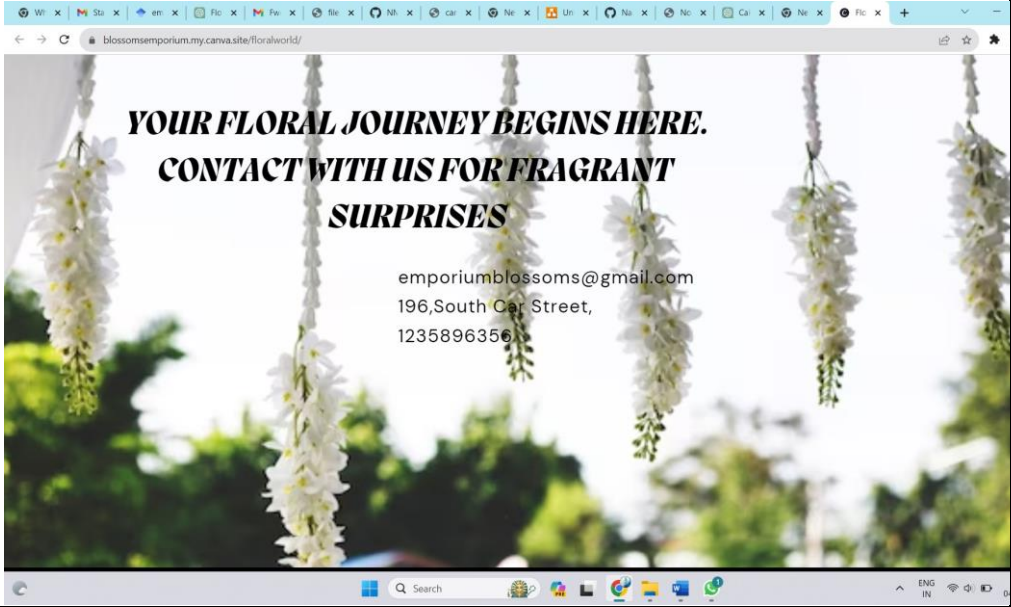| User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Team Member
Website Visitor	Browse and view the flower shop's products	US1	As a website visitor, I want to be able to browse the flower shop's products, view their descriptions.	The website should have a well-organized product catalog. Each product should have a clear name and description.	High	Issha Yoga Deepika
Potential Customer	Search for specific flowers or arrangements	US2	As a potential customer, I want to be able to search for specific flowers or flower arrangements by entering keywords or filters.	The website should have a search bar displayed. Users can enter keywords or use filters to narrow down their search.	High	Ponpriya Dharshini
Occasional Shopper	Add products to a shopping cart	US3	As an occasional shopper, I want to be able to add products to a shopping cart so I can review and purchase them later.	Each product should have an "Add to Cart" button. Users should see the number of items in their cart.	Medium	Siva Sri
Frequent Shopper	Create an account for easier shopping	US4	As a frequent shopper, I want to create an account on the website for a personalized shopping experience and to save my information for faster checkout.	The website should have a "Sign Up" or "Create Account" option. Users can fill in their details to create an account.	Medium	Babu Vignesh
Customer	Receive order confirmation and delivery status updates	US5	As a customer, I want to receive order confirmation emails and updates on the delivery status of my flower order.	Customers should receive an order confirmation email with order details. Customers should receive delivery status updates, including expected delivery time.	High	Muthu Ganesh

5. PROJECT DEVELOPMENT

S.No	Parameters	Description
1.	No. of Functional Features Included in The Solution	In the development phase, it's crucial to implement a comprehensive set of functional features to meet the project's requirements and provide a satisfying user experience. The solution incorporates a wide range of features, including but not limited to user registration and authentication, product catalog, shopping cart functionality, order placement, payment processing, user reviews and ratings, admin dashboard for order management, delivery tracking, recommendation engine, localization and geolocation, gift options, inventory management, social sharing, wishlist, and analytics and reporting.
2.	Code layout, Reusability and Reusability	During the development phase, great emphasis is placed on code quality and maintainability. We adhere to best practices in code layout, ensuring that the codebase is well-structured, organized, and easy to read. We follow coding standards and naming conventions to enhance code clarity. Additionally, we prioritize reusability by creating modular components and functions.
3.	Utilization of Algorithms and Dynamic programming	To optimize the application's performance and efficiency, the development phase incorporates the utilization of algorithms and, where applicable, dynamic programming techniques. Dynamic programming is utilized to solve complex problems efficiently by breaking them down into smaller subproblems, which helps reduce computational overhead and improve overall performance.
4.	Debugging and Traceability	Debugging is an essential part of the development phase to identify and rectify any issues in the code. We employ a systematic approach to debugging, including the use of debugging tools and techniques, code inspections, and regular code reviews. Furthermore, we ensure traceability in the codebase, where each component and feature is properly documented and linked to relevant issues or tasks in the project management system.
5.	Exception Handling	Exception handling is a fundamental aspect of the development phase. We implement robust error-handling mechanisms throughout the application to gracefully manage unexpected situations and prevent system failures. This includes handling exceptions related to user input validation, external API interactions, database operations, and other critical components. Proper exception handling not only enhances the application's reliability but also provides valuable insights into system behavior and error diagnosis.

6. RESULT

6.1 MODEL PERFORMANCE METRICS:

Parameter	Values	Screenshot
Search site	Search flowers in the browser and select your occasions	
Order	Order for your Ceremonies	

6.2 OUTPUT:

WEBSITE LINK: https://blossomsemporium.my.canva.site/floralworld/

Step into the World of Blooms at Our Blossoms Emporium

Where Floral Dreams Come to Life. Our enchanting garden of petals and colors awaits, ready to brighten your moments and celebrations. With a passion for artistry and an eye for detail, we transform nature's gifts into mesmerizing creations. Discover the magic of our flowers, and let them tell your story. Come, explore, and let the beauty of blooms captivate your senses."

Our Projects

Baby Photoshoot Magic-'Blooming Beginnings'

Bouquet of flowers-'Crafting Beauty'

Wedding Stage Decorations-'Stage of Dreams'

Events Collection

Wedding Garland-'Blooms of Love'

A Christian Bride's Bouquet-'Heavenly Blooms'

Floral Sale- 'Creating your Dream Home'

SERVICES

Hanging Flower Pot- 'Elevate Your Greenery'

HOME DELIVERY- 'Bringing Blooms into your Doorstep'

Quality Pesticides Available Here-'Guarding Your Green World'

YOUR FLORAL JOURNEY BEGINS HERE. CONTACT WITH US FOR FRAGRANT SURPRISES

emporiumblossoms@gmail.com
196,South Car Street,
1235896356

7.ADVANTAGES ANDDISADVANTAGES

ADVANTAGES:

- **Increased Visibility:** Website marketing can improve your flower shop's online visibility, making it easier for potential customers to find you through search engines and social media.

- **Wider Customer Reach**: It allows you to reach a broader audience, not limited to your local area, expanding your customerbase and potentially attracting customers from different regions.

- **Convenience:** Customers can browse and order floral arrangements from the comfort of their homes or on the go, making the shopping process convenient and accessible 24/7.

- **Brand Building:** Website marketing helps strengthen your brand's online presence and reputation, positioning your flower shop as a trusted and go-to source for floral arrangements.

DISADVANTAGES:

- **Marketing Costs:** While online marketing can be cost-effective,it still requires an advertising budget for initiatives such as pay- per-click (PPC) campaigns or social media advertising.

- **Time-Consuming:** Effective website marketing can be time-consuming. Managing online content, social media accounts andmarketing campaigns may divert your attention from other aspects of your business.

- **Dependency on Online Platforms:** Relying on online platformslike social media or third-party e-commerce platforms can exposeyour business to changes in their policies and algorithms.

8.APPLICATIONS

➢ **Online Store:** Create an e-commerce platform on your website to showcase and sell your floral products, making it convenient for customers to browse, select, and purchase arrangements online.

➢ **Social Media Integration:** Link your website with your social media accounts to engage with your audience on platforms like Facebook, Instagram, and Pinterest, and encourage sharing andinteraction.

➢ **Search Engine Optimization (SEO):** Optimize your website for search engines to improve its visibility in search results, attracting more organic traffic from people searching for flower-related terms.

➢ **Customer Reviews and Testimonials:** Include a section on your website for customer reviews and testimonials to build trust and showcase your shop's reputation.

➢ **Online Booking and Reservations:** If you offer services like eventdecoration or flower delivery, incorporate an online booking system, allowing customers to schedule and reserve your services through your website.

➢ **Image Galleries:** Create visually appealing image galleries displaying your floral arrangements for various occasions, inspiringcustomers and showcasing your expertise in floral design.

➢ **Contact Forms:** Provide easy-to-use contact forms for inquiries, order customization requests, and feedback, ensuring customers caneasily reach you through your website.

➢ **Event Promotion:** If you host floral workshops, events, or sales, use your website to promote these activities and allow customers to register or purchase tickets online.

9.CONCLUSION

We'll gain proficiency in various digital marketing techniques,including search engine optimization (SEO), social media marketing, email marketing, and content creation. We'll develop an understandingof website development tools and platforms, such as Canva, and learn how to create and maintain a functional and visually appealing website.These will not only benefit your flower shop's online presence but canalso be applied to other aspects of your business and future entrepreneurial endeavors. Website marketing skills are increasingly valuable in today's digital age, and the knowledge gained from this project can be a valuable asset for your professional growth.

10. PROJECT DEMO LINK

https://drive.google.com/file/d/10rZESBMI3g0KTyCO2tsprAhP1iEl
wmXB/view?usp=drive_link