PROJECT DOCUMENTATION

BUILDING A WEBSITE USING CANVA

DATE :	21 OCTOBER 2023
TEAM ID :	NM2023TMID09555
TEAM LEAD ID – P SYLVIA PRAISY	F3C9CC5EC03A6A0AC584FFD3D439B922
TEAM MEMBER 1 ID – BALAJI V	855B64EACC0F72898B8433D2FF293721
TEAM MEMBER 2 ID – PRANITHA B	6FCE90CE9427C76B2674C083F7E09A78
TEAM MEMBER 3 ID – SWETHA E	715ECAFEAB90A2A898C4D632B11B6A76
PROJECT NAME :	BUILDING A WEBSITE USING CANVA

DEFINE PROBLEM / PROBLEM UNDERSTANDING

To create a website using CANVA for an offline Store and publish it.

BRAND NAME: GIFTS ‘N’ GIFTS

CATEGORY: Gifts, Toys, Stationary, General Items

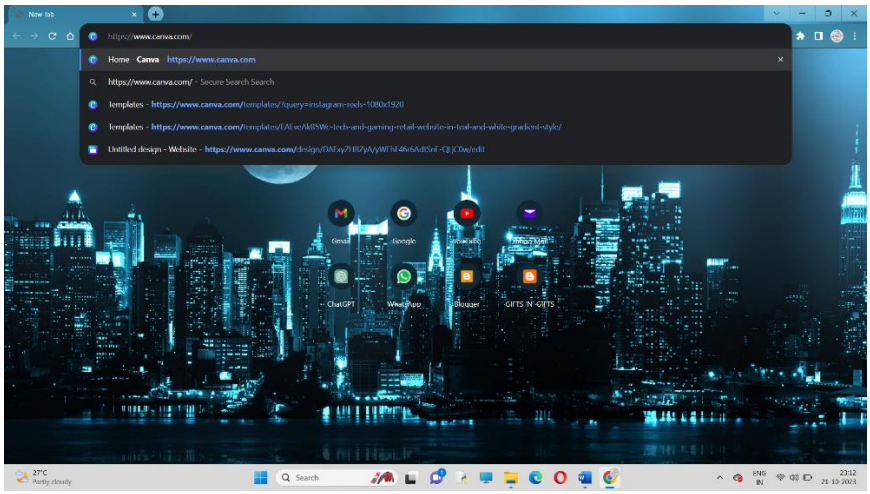
TARGET AUDIENCE: ALL (Men, Woman, Youths, Teens, Kids, Babies)

CANVA WEBSITE URL: https://giftsngifts.my.canva.site/giftsngifts

DOCUMENTATION:

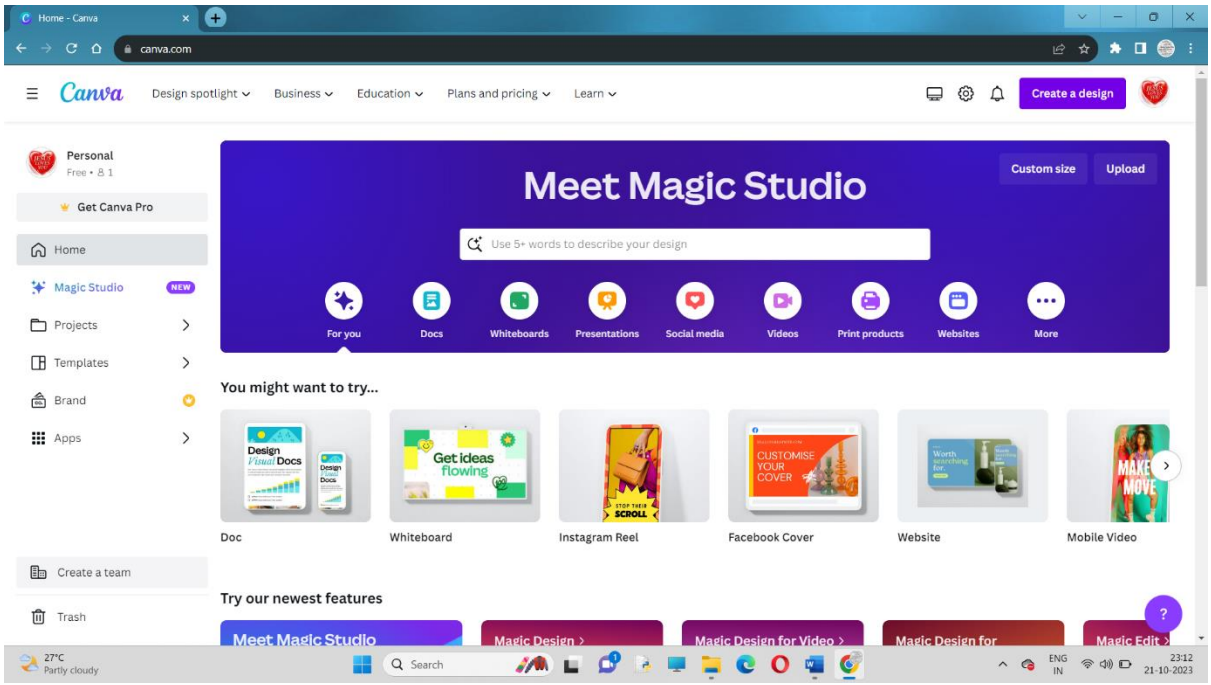
NAVIGATION

Navigate to **https://www.canva.com/**



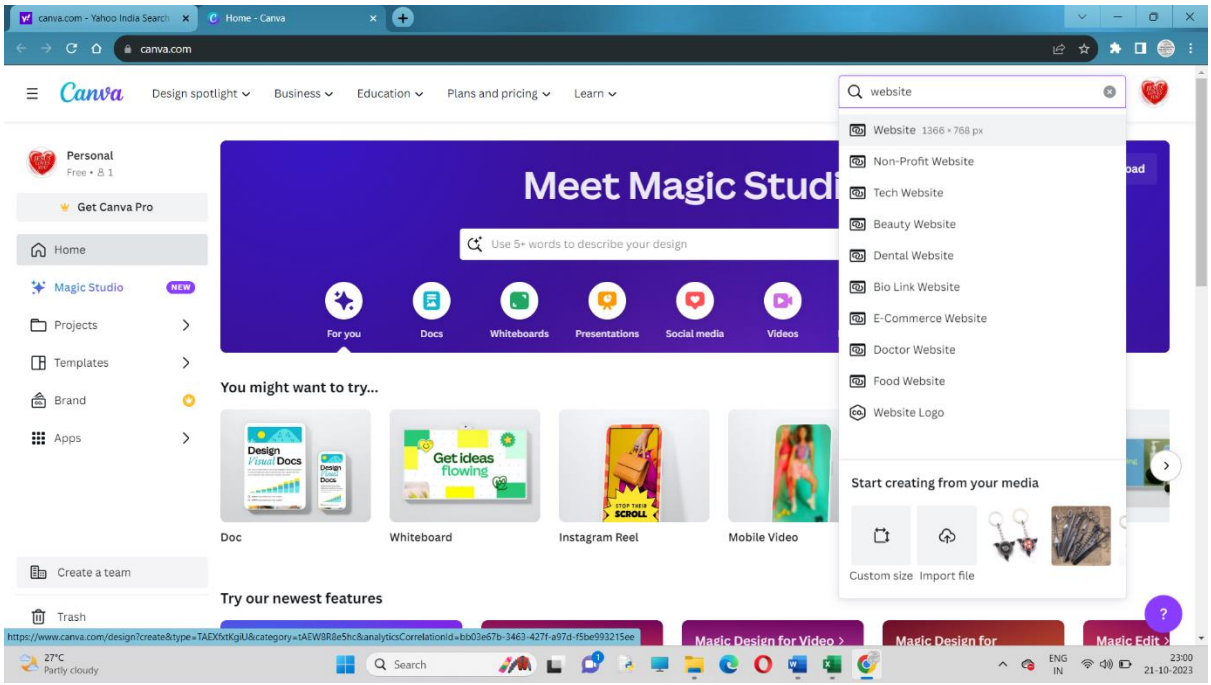
CREATING DESIGN

Click "Create a design" As per the picture click on the create design.

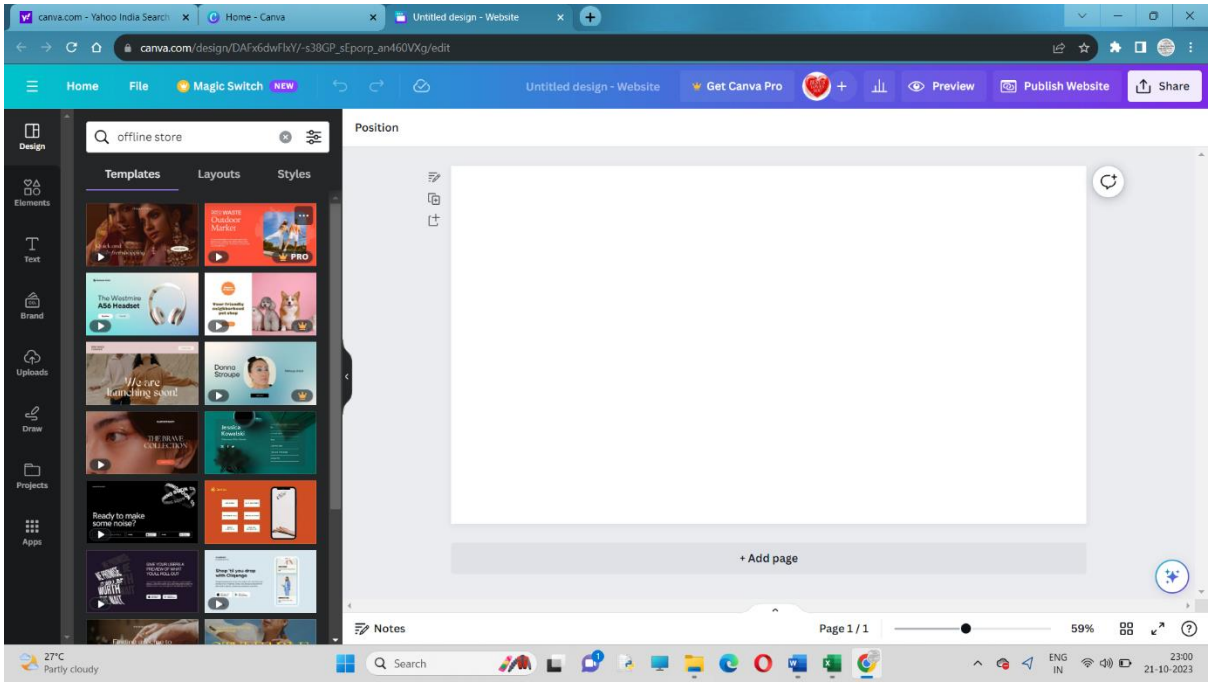


SEARCH AND CLICK "WEBSITE"

Search And Click "Website"

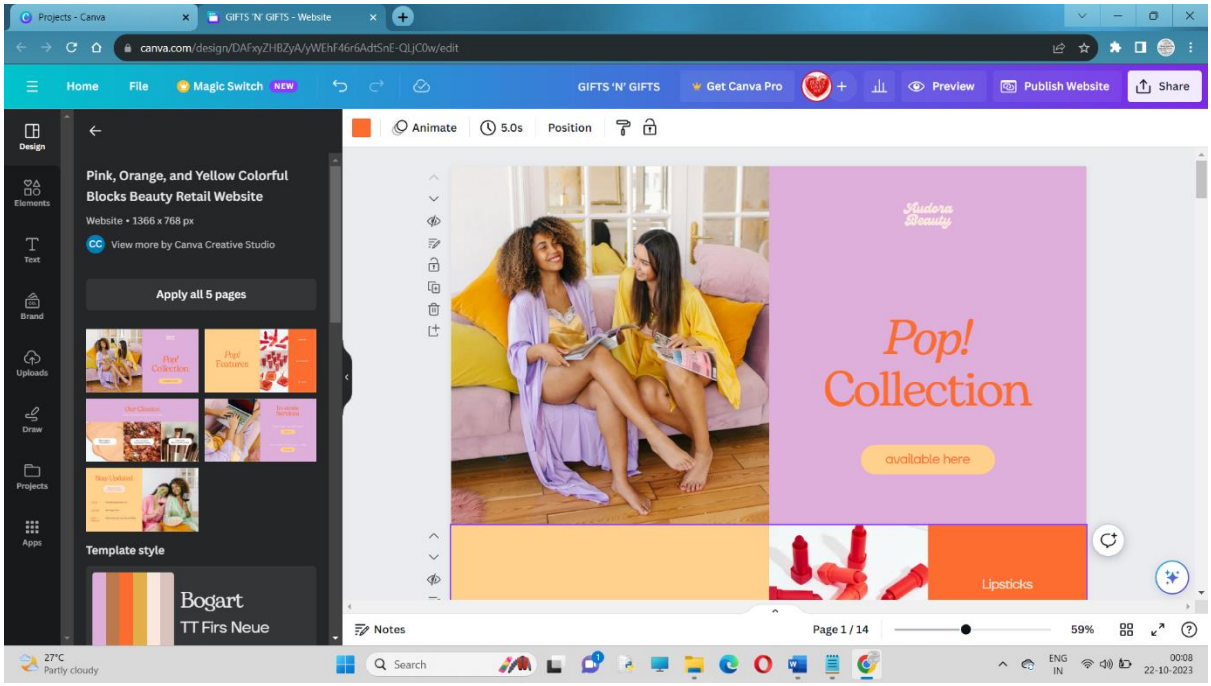


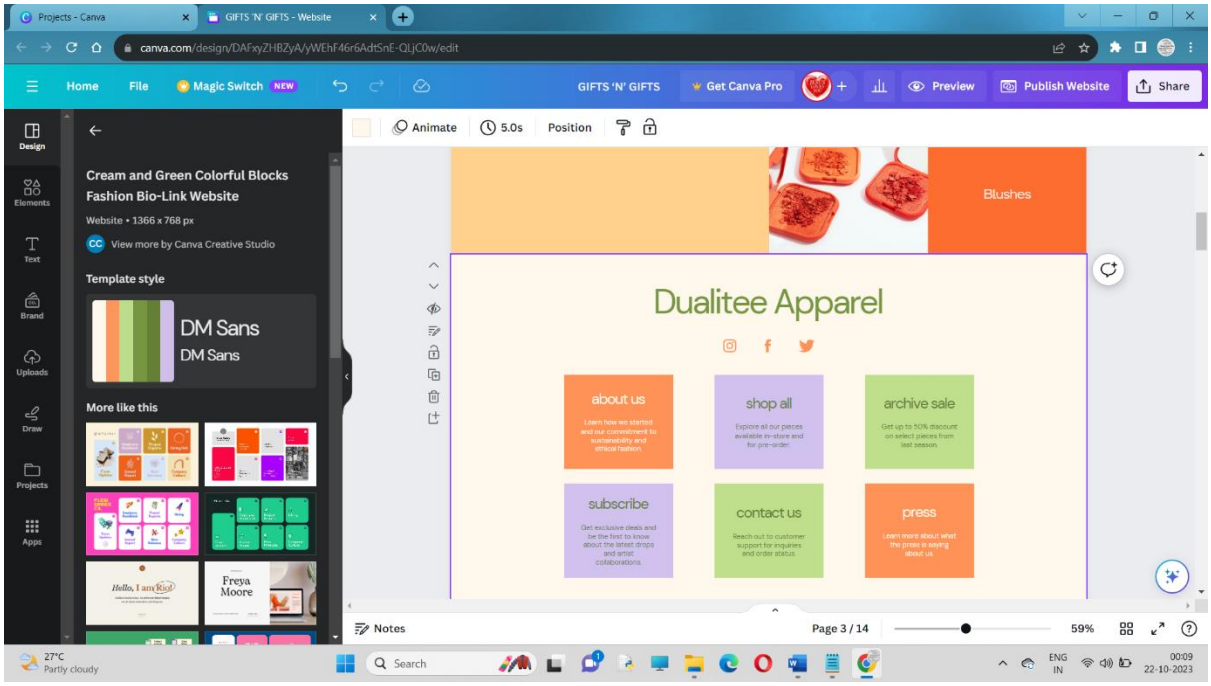
Search And Click "Online Store"



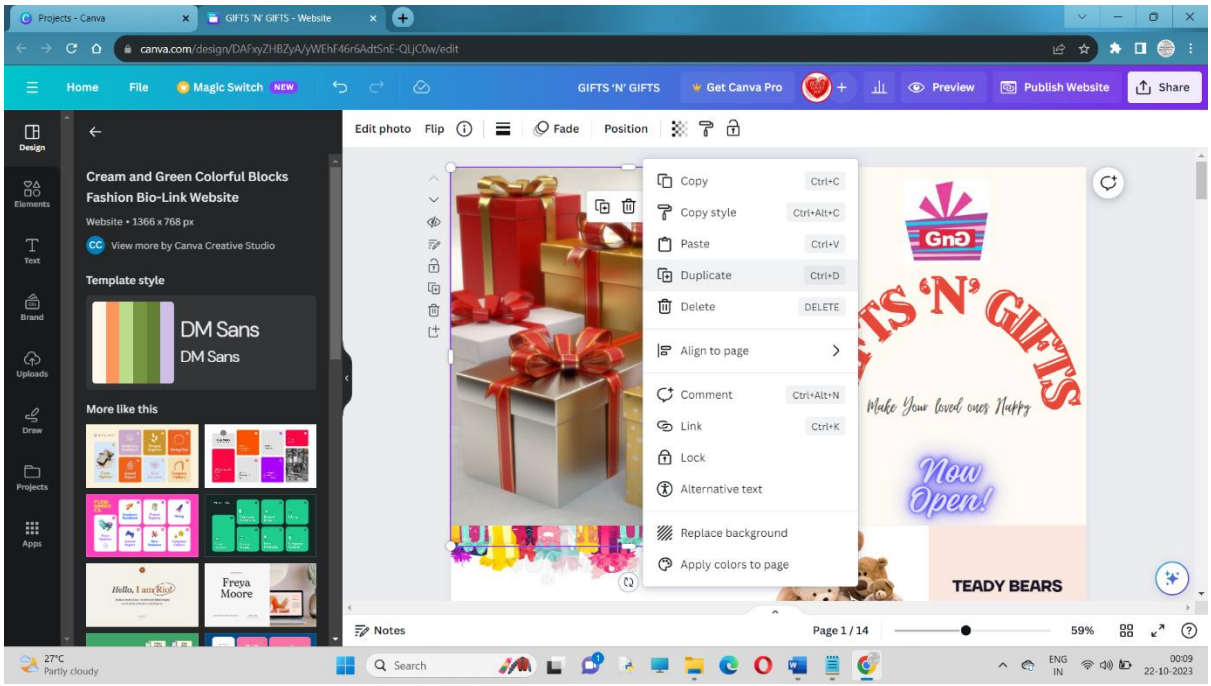
CHOOSING THE DESIGN

After entering online store choose a design u like and click on it. select additional templates if you need.



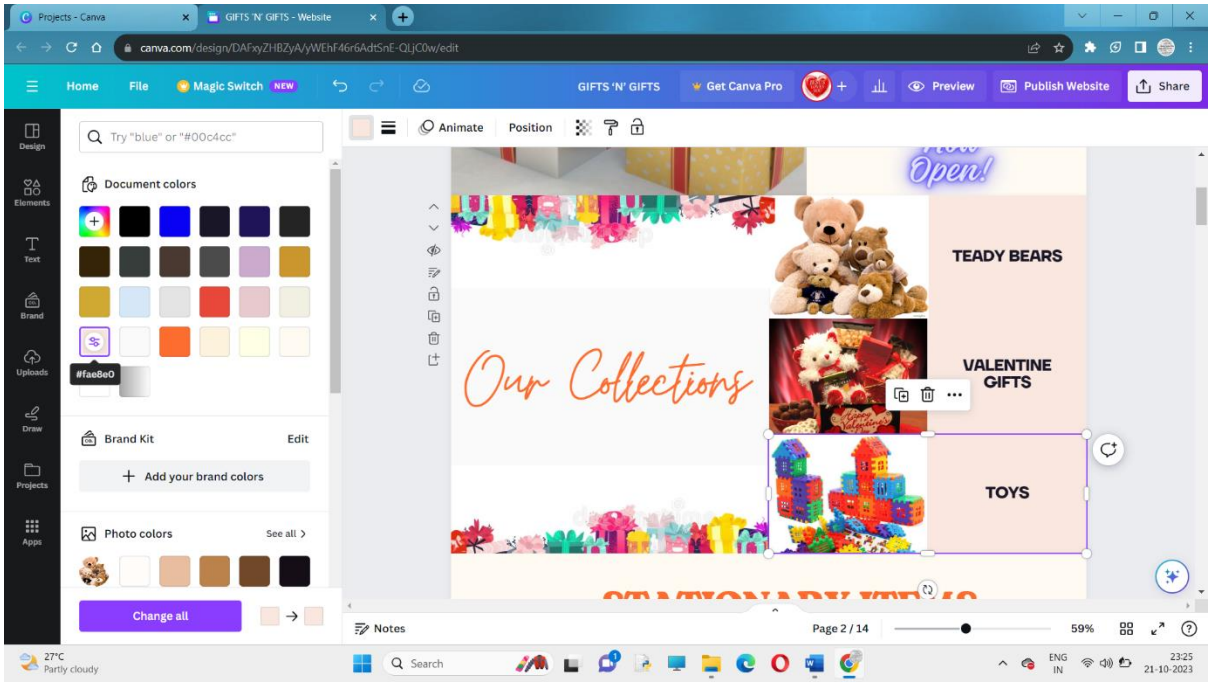


Select "delicious food for every mood" and click duplicate icon and after duplicating it add phone number and place it below order now button.



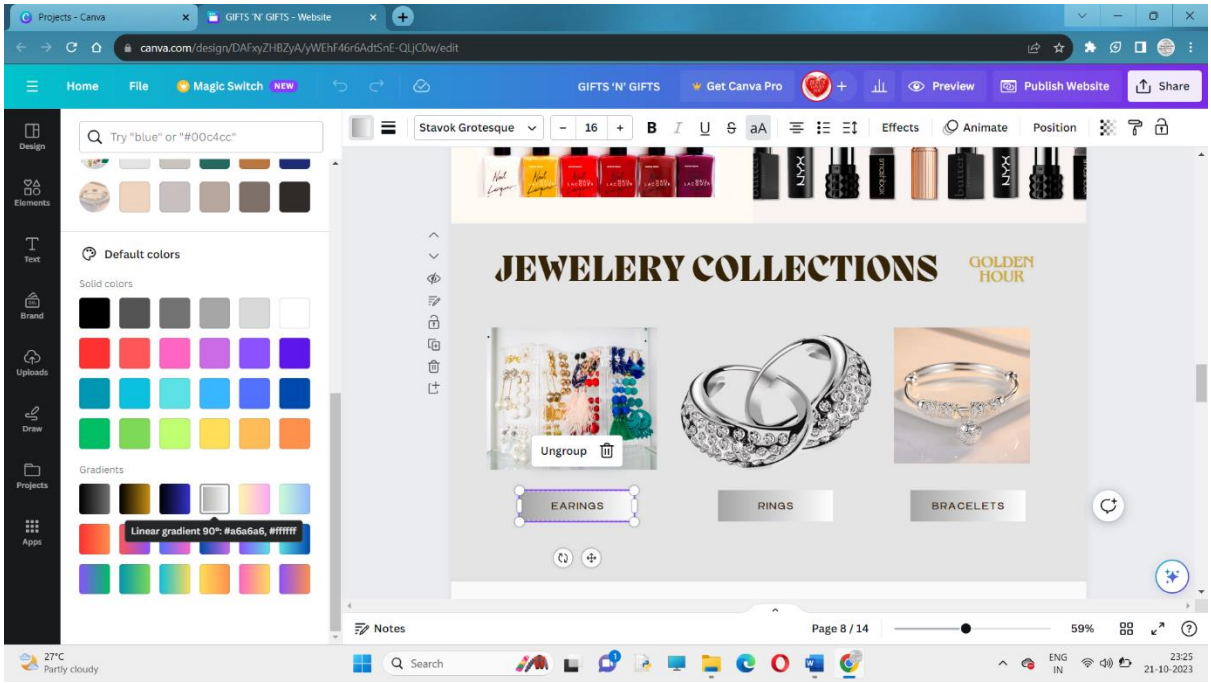
CHANGE BACKGROUND COLOR

Change background color if you need. for that select the page and click the colored box on the top of page.

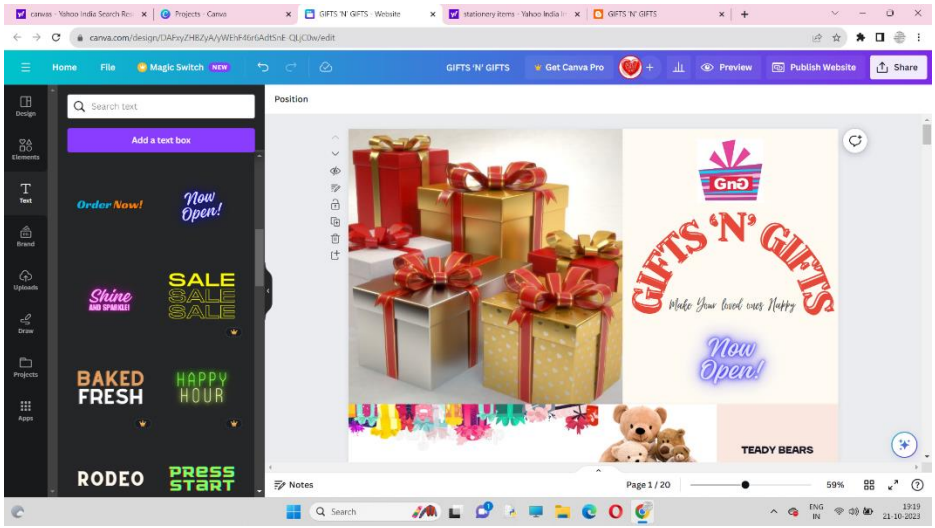


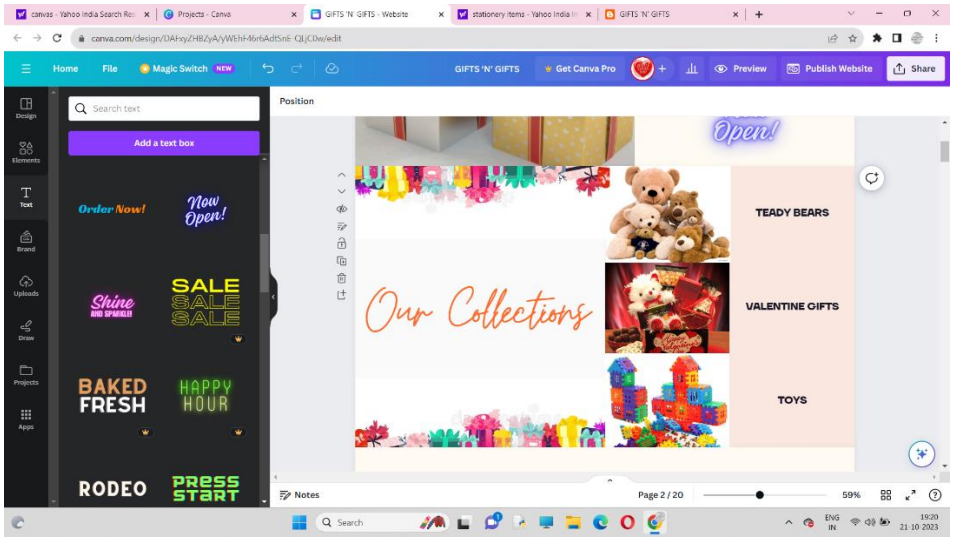
ADD GRADIENT

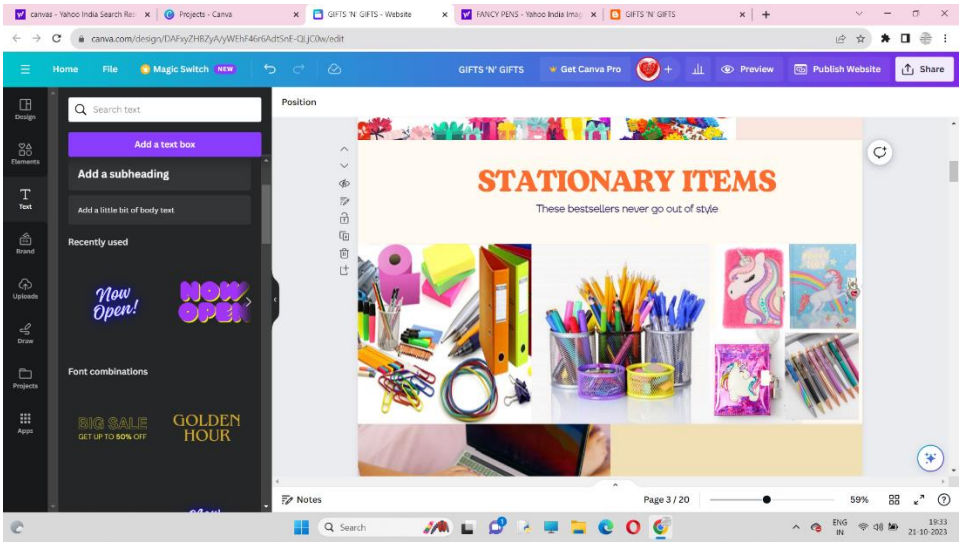
Add Gradients If You Like. Click "Gradient"

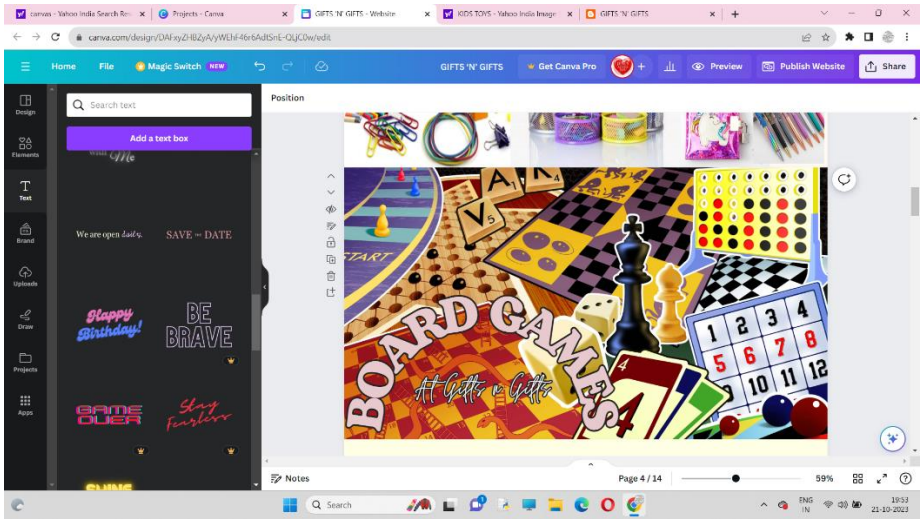


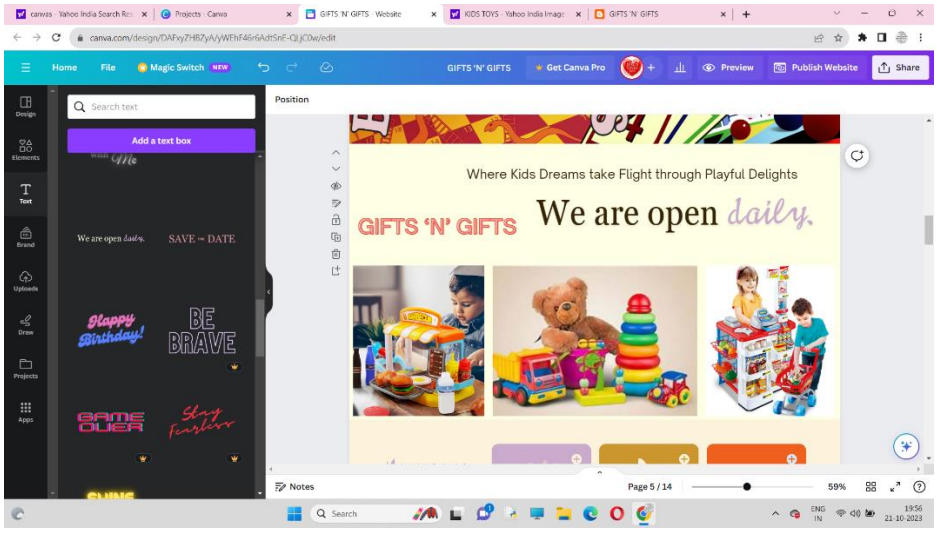
FINISH EDITING

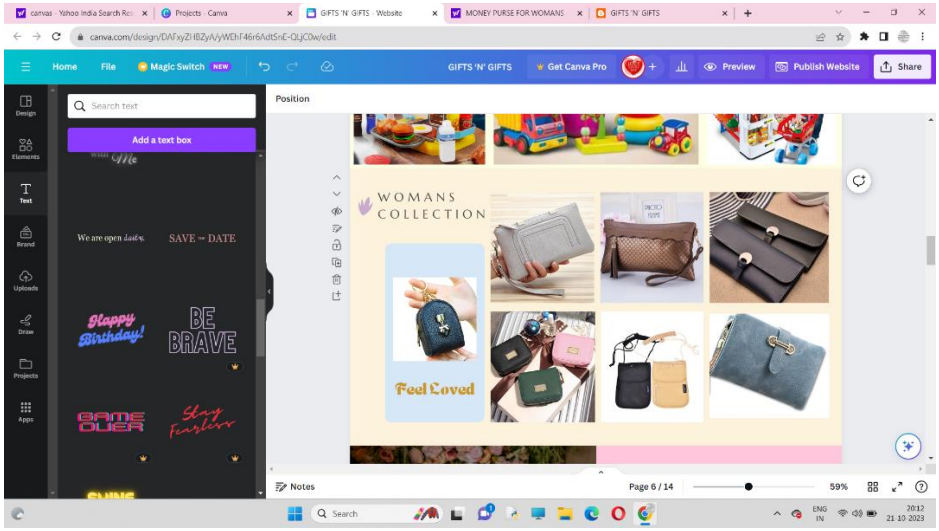


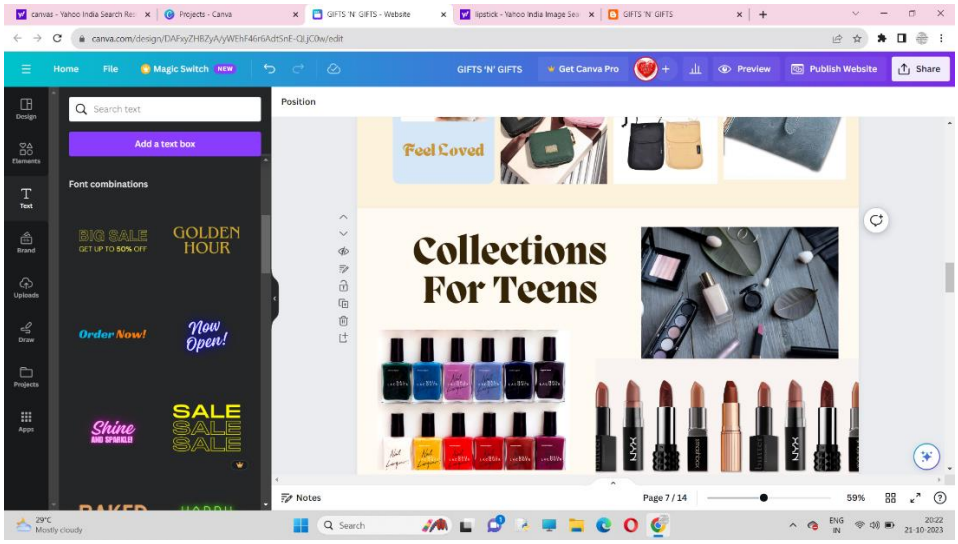


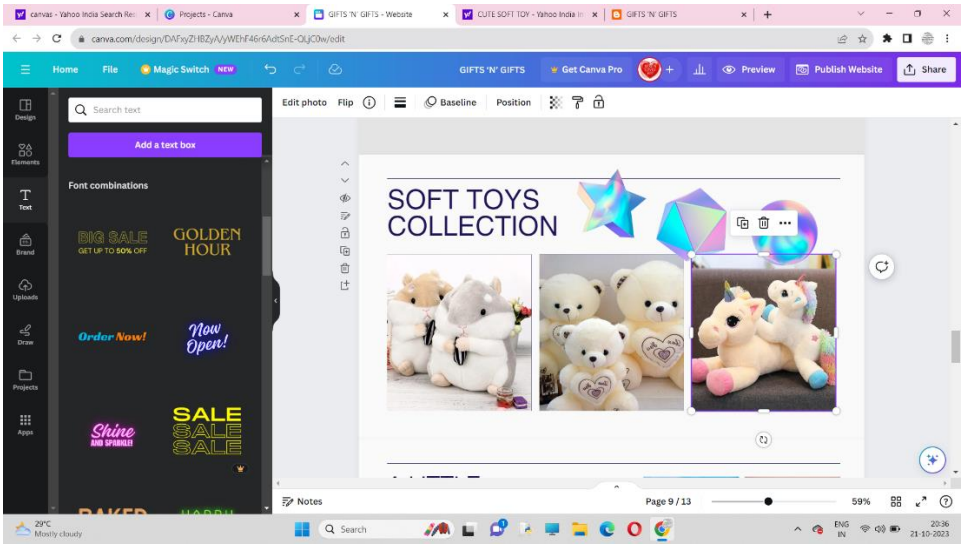


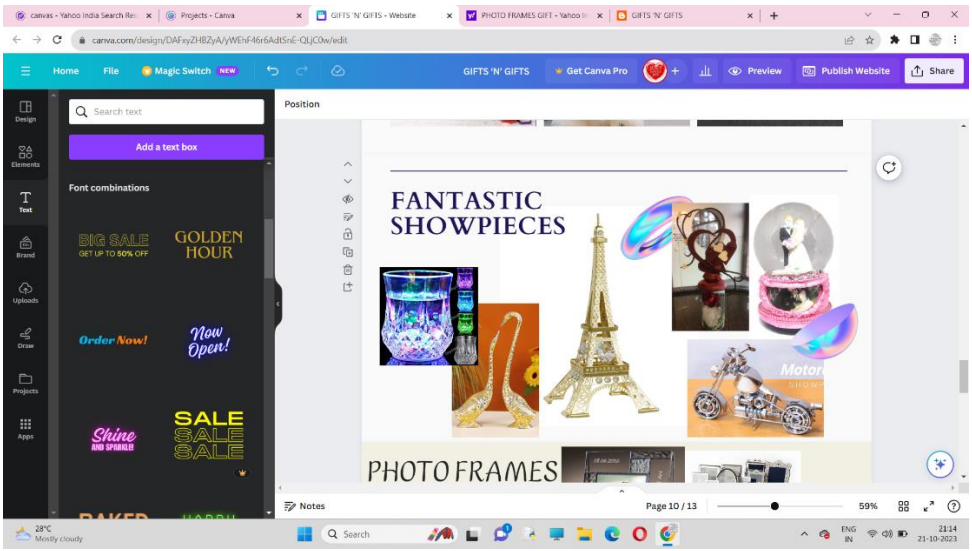

Home
File
Magic Switch
GIFTS 'N' GIFTS
Get Canva Pro
Preview
Publish Website
Share
Search text
Add a text box
Position
BOARD GAMES
Notes
Page 4 / 14
59%


Home
File
Magic Switch
GIFTS 'N' GIFTS
Get Canva Pro
Preview
Publish Website
Share
Search text
Add a text box
Position
Where Kids Dreams take Flight through Playful Delights
GIFTS 'N' GIFTS
We are open daily.
Notes
Page 5 / 14
59%


Home
File
Magic Switch
GIFTS 'N' GIFTS
Get Canva Pro
Preview
Publish Website
Share
Search text
Add a text box
Position
WOMANS
COLLECTION
Feel Loved
Notes
Page 6 / 14
59%


Home
File
Magic Switch
GIFTS 'N' GIFTS
Get Canva Pro
Preview
Publish Website
Share
Search text
Add a text box
Font combinations
BIG SALE
GET UP TO 50% OFF
GOLDEN HOUR
Order Now!
Now Open!
Shine AND SPARKLE!
SALE
Position
Feel Loved
Collections For Teens
Notes
Page 7 / 14
59%


Home
File
Magic Switch
GIFTS 'N' GIFTS
Get Canva Pro
Preview
Publish Website
Share
Search text
Add a text box
Font combinations
BIG SALE
GET UP TO 50% OFF
GOLDEN HOUR
Order Now!
Now Open!
Shine AND SPARKLE!
SALE
Edit photo
Flip
Baseline
Position
SOFT TOYS COLLECTION
Notes
Page 9 / 13
59%


Home
File
Magic Switch
GIFTS 'N' GIFTS
Get Canva Pro
Preview
Publish Website
Share
Search text
Add a text box
Font combinations
BIG SALE
GET UP TO 50% OFF
GOLDEN HOUR
Order Now!
Now Open!
Shine AND SPARKLE!
SALE
Position
FANTASTIC SHOWPIECES
PHOTO FRAMES
Notes
Page 10 / 13
59%

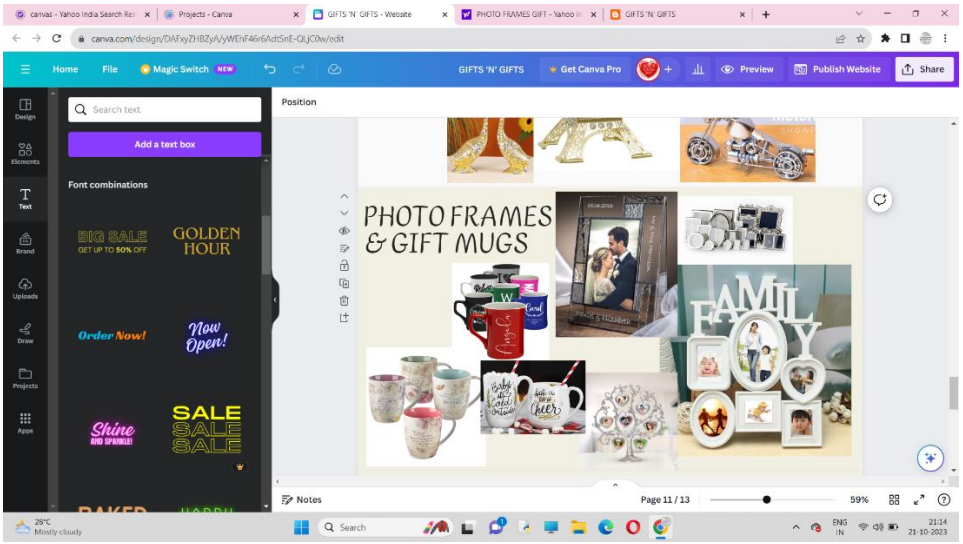
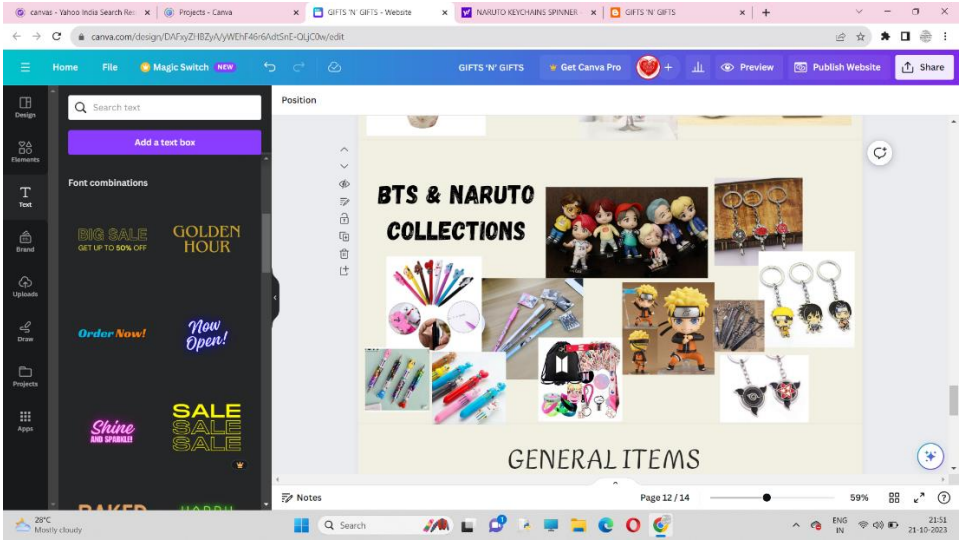
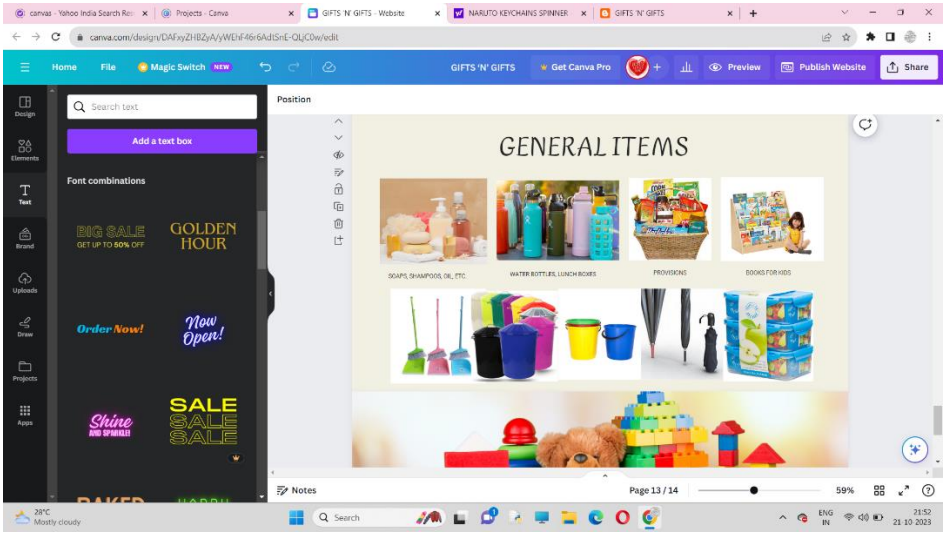
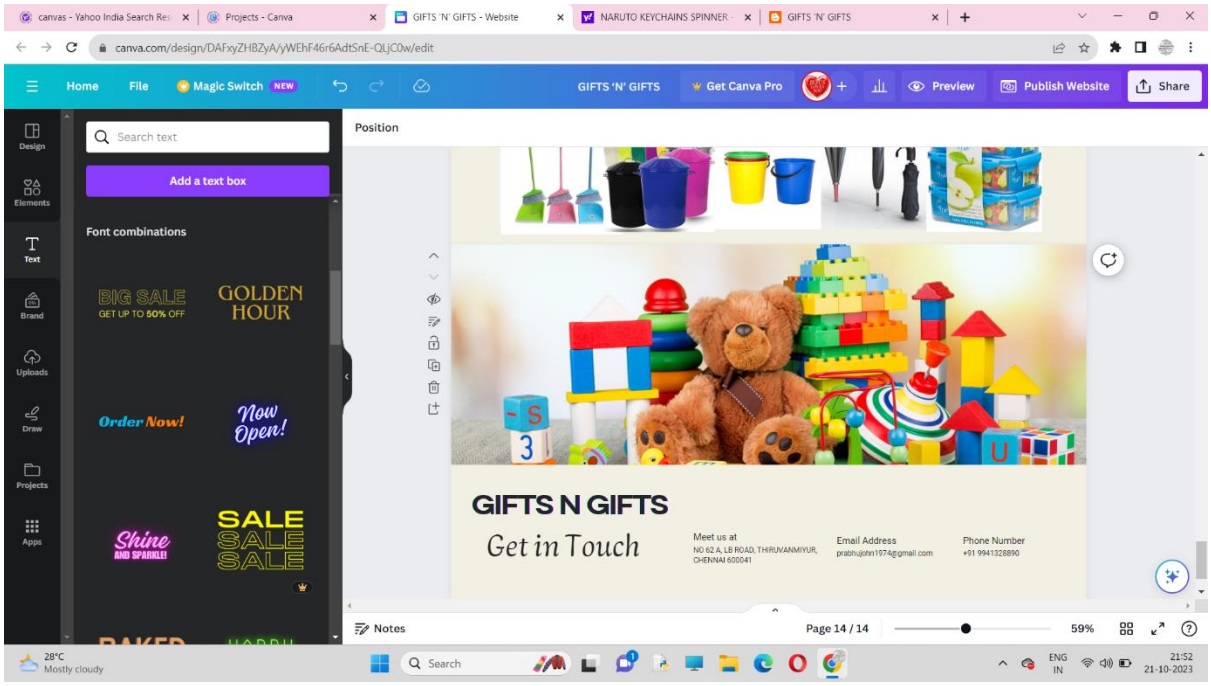


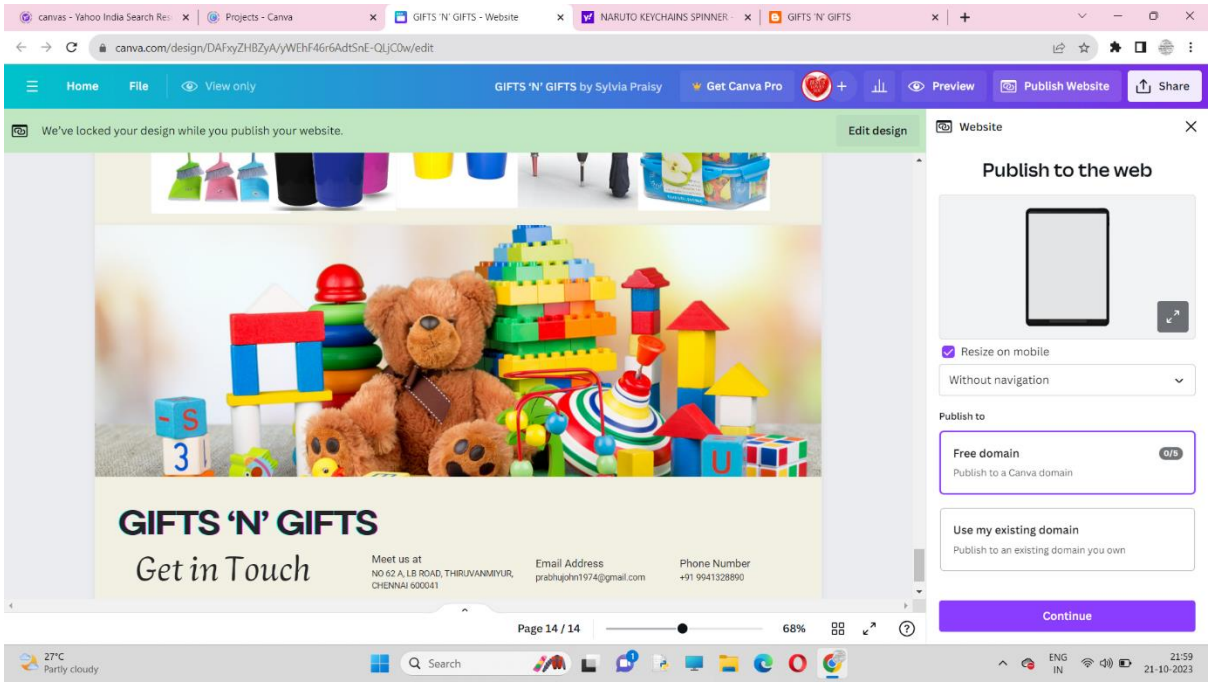
PHOTO FRAMES & GIFT MUGS
Add a text box
Font combinations
BIG SALE
GET UP TO 50% OFF
GOLDEN HOUR
Order Now!
Now Open!
Shine
SALE
Page 11 / 13


BTS & NARUTO COLLECTIONS
GENERAL ITEMS
Add a text box
Font combinations
BIG SALE
GET UP TO 50% OFF
GOLDEN HOUR
Order Now!
Now Open!
Shine
SALE
Page 12 / 14

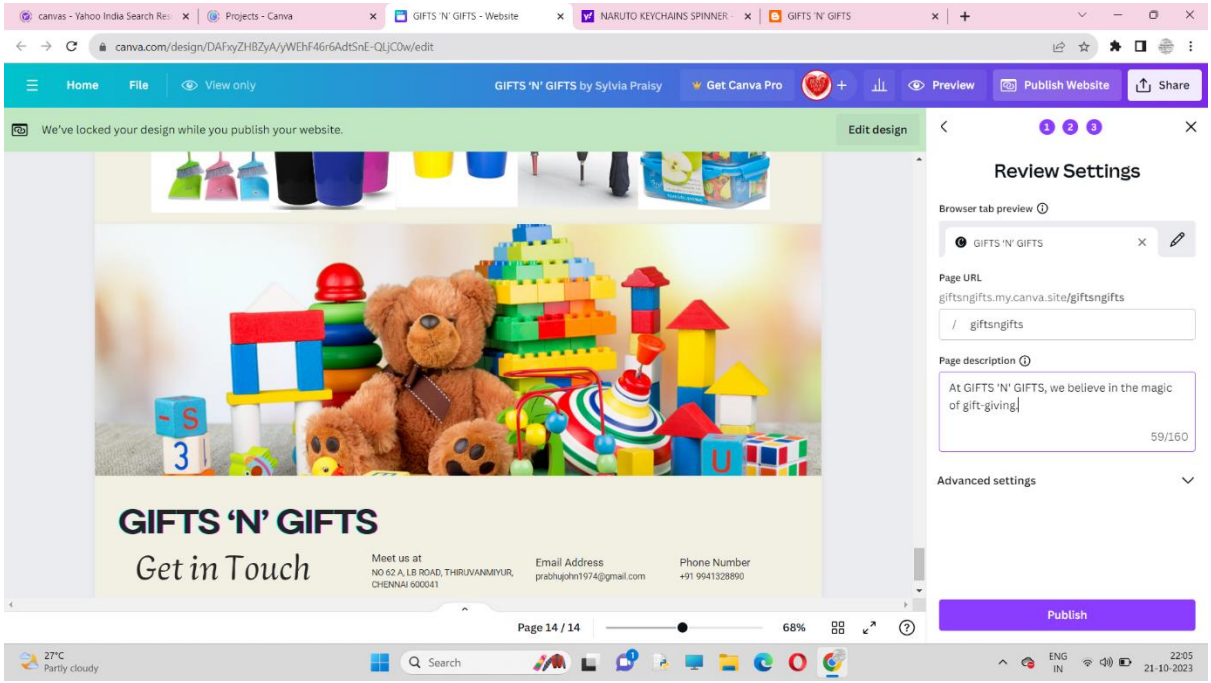

GENERAL ITEMS
SOAPS, SHAMPOOS, OIL, ETC
WATER BOTTLES, LUNCH BOXES
PROVISIONS
BOOKS FOR KIDS
Add a text box
Font combinations
BIG SALE
GET UP TO 50% OFF
GOLDEN HOUR
Order Now!
Now Open!
Shine
SALE
Page 13 / 14



PUBLISH WEBSITE

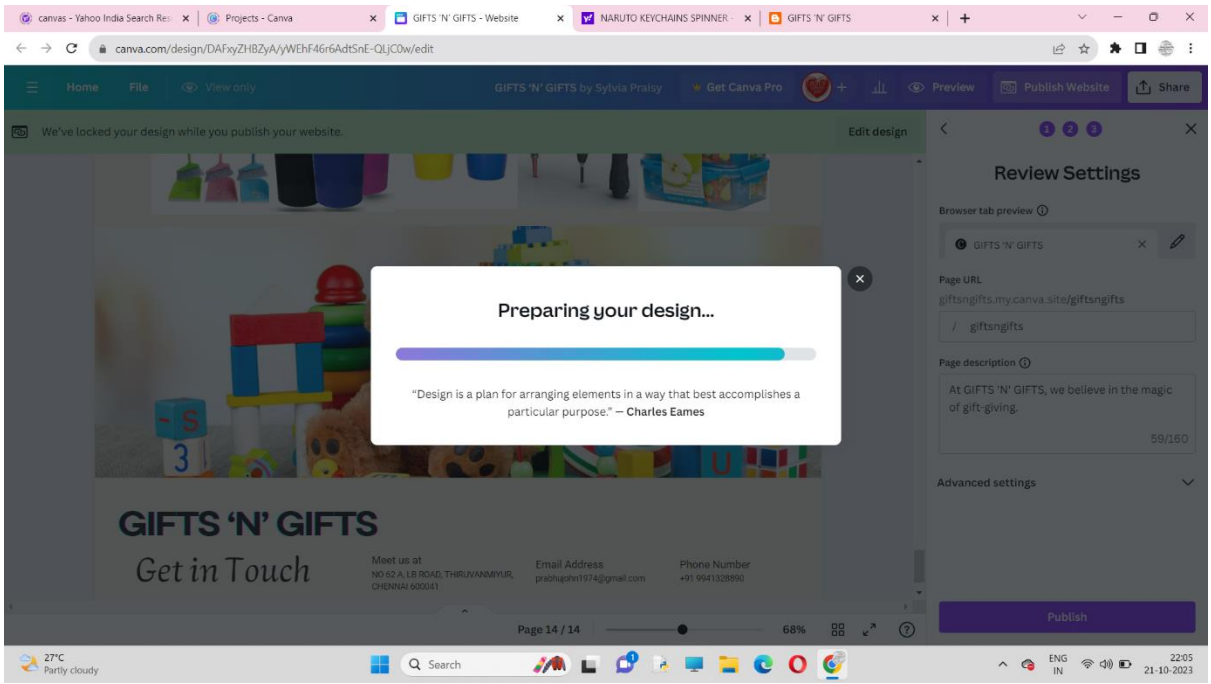


CHANGE URL

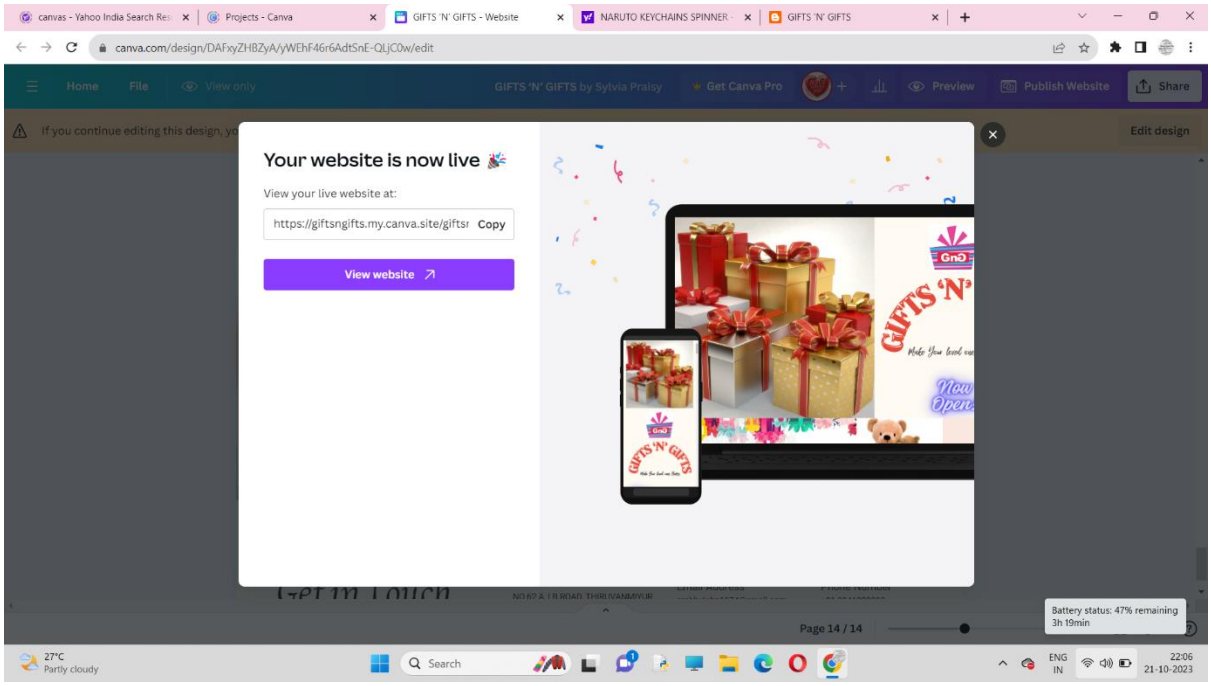


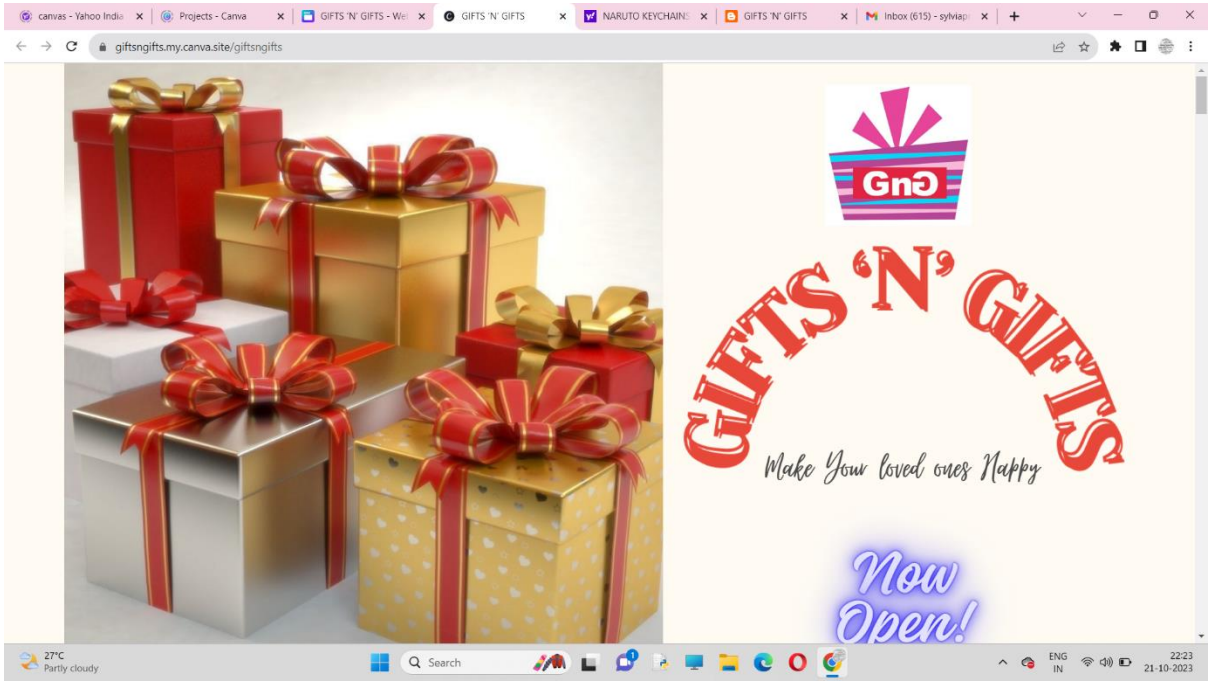
PUBLISH AND VISIT SITE

Click Publish



CLICK "VIEW WEBSITE





BRAND NAME: GIFTS ‘N’ GIFTS

CATEGORY: Gifts, Toys, Stationary, General Items

TARGET AUDIENCE: ALL (Men, Woman, Youths, Teens, Kids, Babies)

CANVA WEBSITE URL: https://giftsngifts.my.canva.site/giftsngifts

GitHub LINK: https://github.com/Sylvia-Praisy/Digital-Marketing-.git

RECORDED VIDEO DRIVE LINK:
https://drive.google.com/file/d/1rZ0ZAEh3NaL_ybaqxHVmaK9koFijo9cJ/view?usp=drivesdk

IDEATION PHASE

DEFINING THE PROBLEM STATEMENT

PROBLEM STATEMENTS

Problem Statement (PS)	I am (Customer)	I’m trying to	But	Because	Which makes me feel
PS-1	PARENT	BUY A GIFT FOR MY KID	I DON’T KNOW TO BUY A PERFECT GIFT	MY KID ONLY LIKES UNIQUE TOYS	WORRIED
PS-2	TEEN GIRL	BUY JEWELERY MADE OF COVERINGS	I WANT IT IN A CHEAP RATE	I DON’T TO BUY COSTLY HAVE ENOUGH MONEY	DISAPPOINTED
PS-3	GRANDMA, GRANDPA	BUY PROVISIONS	THERE ARE NOT MANY SHOPS FOR PROVISIONS	THERE ARE MANY HOTELS IN MY AREA	ANGRY

EMPATHY MAP

BRAINSTORMING AND IDEA PRIORIZATION

Template

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
2-8 people recommended

Before you collaborate

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

10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1 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

PROBLEM

TO CREATE A WEBSITE USING CANVA For a brandname GIFTS N GIFTS which is an offline store. So we need to create a website which attracts people to come to this shop.

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.

2 Brainstorm

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

10 minutes

Person 1 - Team Lead

- FIRST A WEBSITE SHOULD ATTRACT THE CUSTOMERS
- SHOP NAME CAN BE GIVEN IN THE TOP
- ADDRESS AND CONTACT INFO CAN BE IN THE BOTTOM

Person 2

- CONTENT MUST BE SIMPLE AND ATTRACTIVE
- PICTURES CAN BE PUT RELATING TO THE SHOP

Person 3

- WE MUST FEEL FREE TO EXPRESS OUR VIEWS
- THERE MUST NOT BE ANY PARAGRAPHS LIKE EASSAYS
- TRUST ISSUES AND COST PRICE CAN BE ASSURED

Person 4

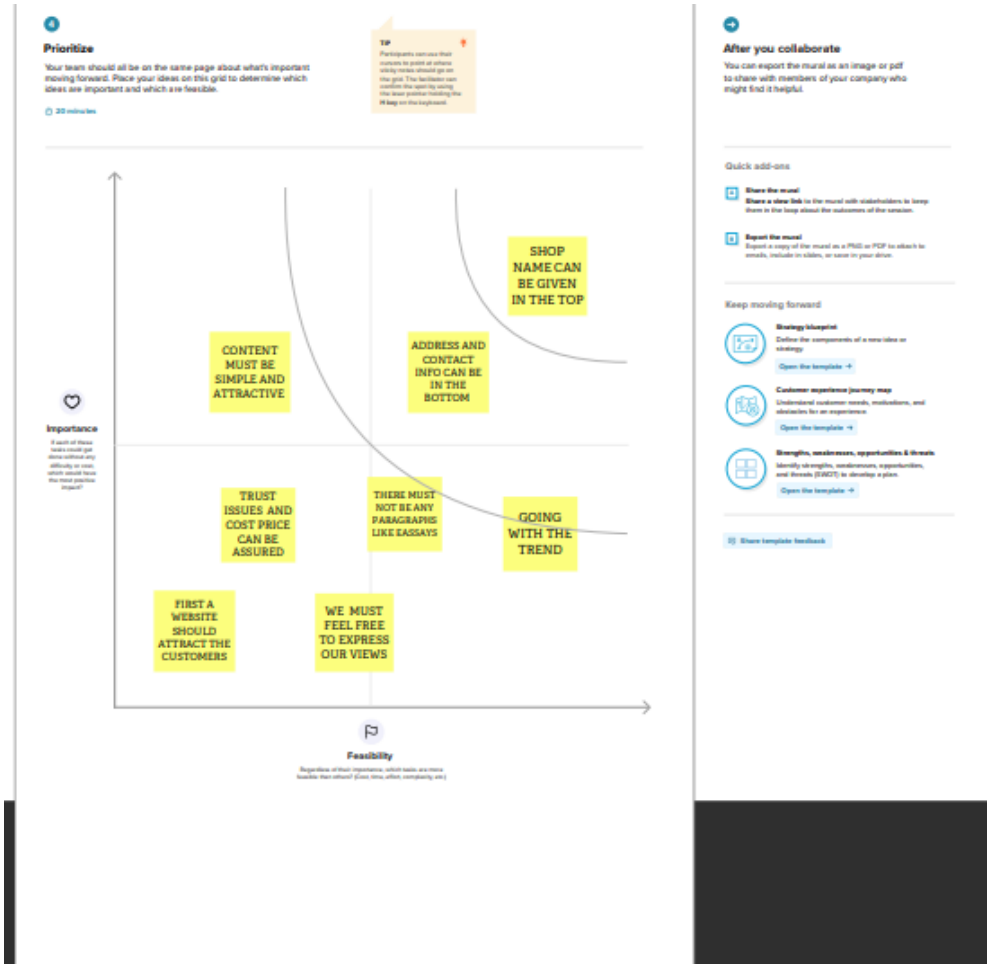
- IT SHOULD NOT BE BORING TO THE VIEWERS
- GOING WITH THE TREND

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

- CONTENT MUST BE SIMPLE AND ATTRACTIVE
- THERE MUST NOT BE ANY PARAGRAPHS LIKE EASSAYS
- TRUST ISSUES AND COST PRICE CAN BE ASSURED
- ADDRESS AND CONTACT INFO CAN BE IN THE BOTTOM
- SHOP NAME CAN BE GIVEN IN THE TOP
- FIRST A WEBSITE SHOULD ATTRACT THE CUSTOMERS
- PICTURES CAN BE PUT RELATING TO THE SHOP
- WE MUST FEEL FREE TO EXPRESS OUR VIEWS
- IT SHOULD NOT BE BORING TO THE VIEWERS
- GOING WITH THE TREND



PROJECT DESIGN PHASE PART I

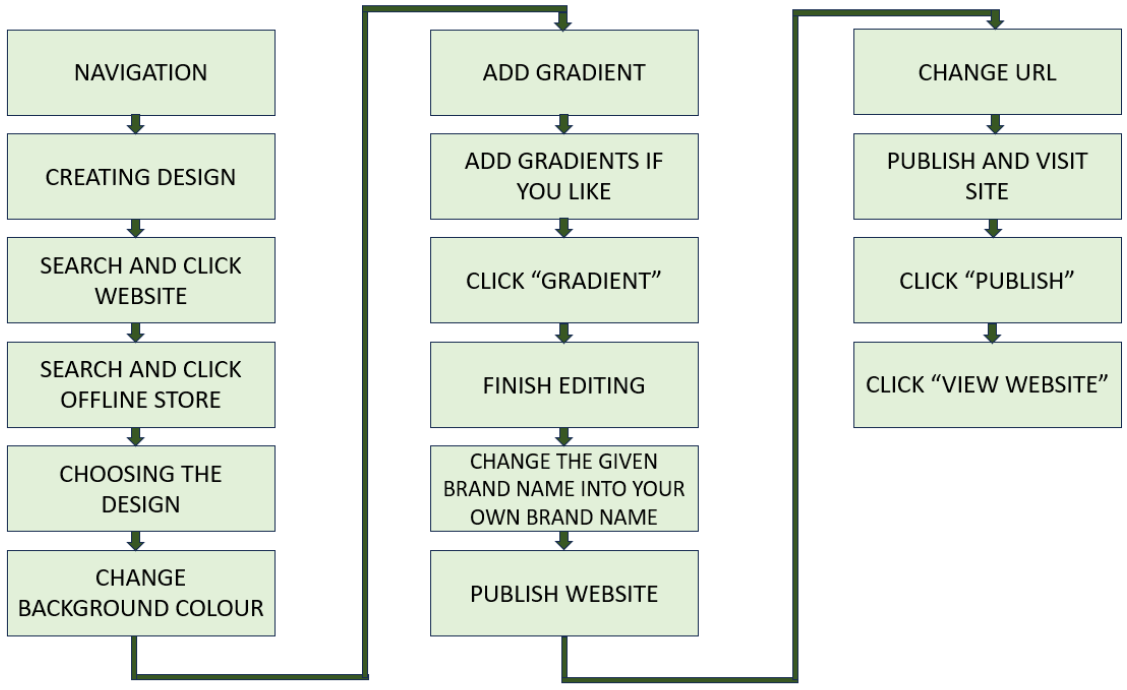
PROPOSED SOLUTION

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

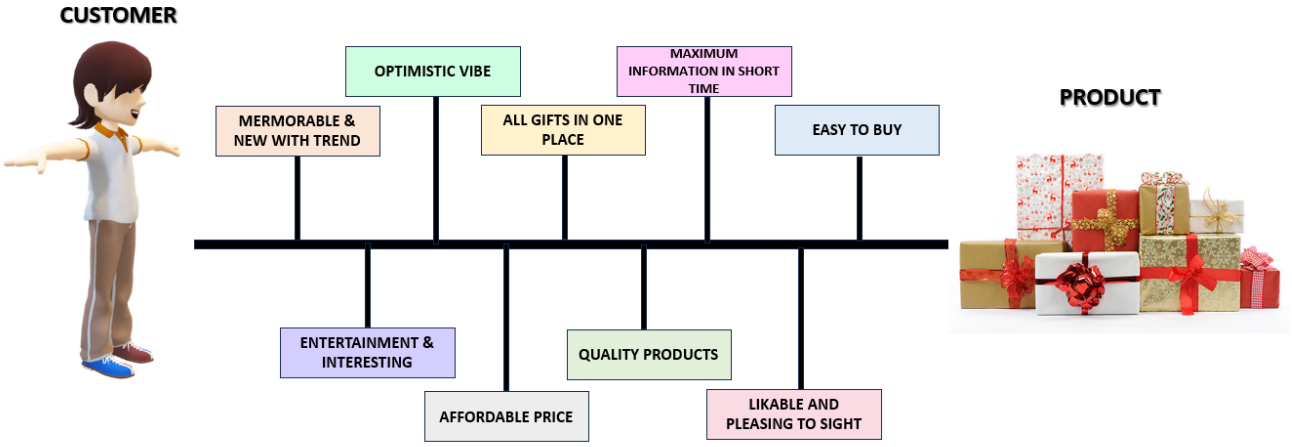
S.No.	PARAMETER	DESCRIPTION
1.	Problem Statement (Problem to be solved)	**TO CREATE A WEBSITE USING CANVA** For a brand name GIFTS N GIFTS which is an offline store. So we need to create a website which attracts people to come to this shop.
2.	Idea / Solution description	We made a simple attractive website which attracts customers to come to our shop. We added many pictures and slides and made them know what products were available in our shop.
3.	Novelty / Uniqueness	Everything is our own idea, we didn't copy anything, only pictures we took from google, we used canva for doing the website.
4.	Social Impact / Customer Satisfaction	Customers are really very satisfied with the product and it is very useful for them.
5.	Business Model (Revenue Model)	It is of great use because this product can be used as daily appliance.
6.	Scalability of the Solution	It is quite a cost-effective and all customers are ready to buy.

SOLUTION ARCHITECTURE

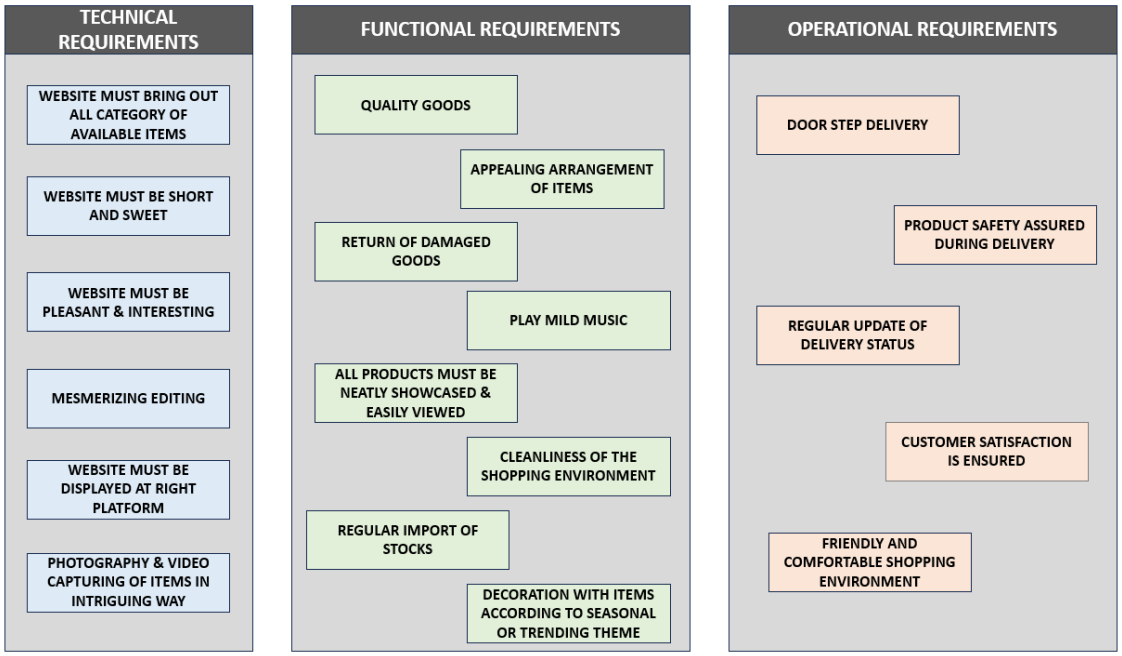


PROJECT DESIGN PHASE PART II

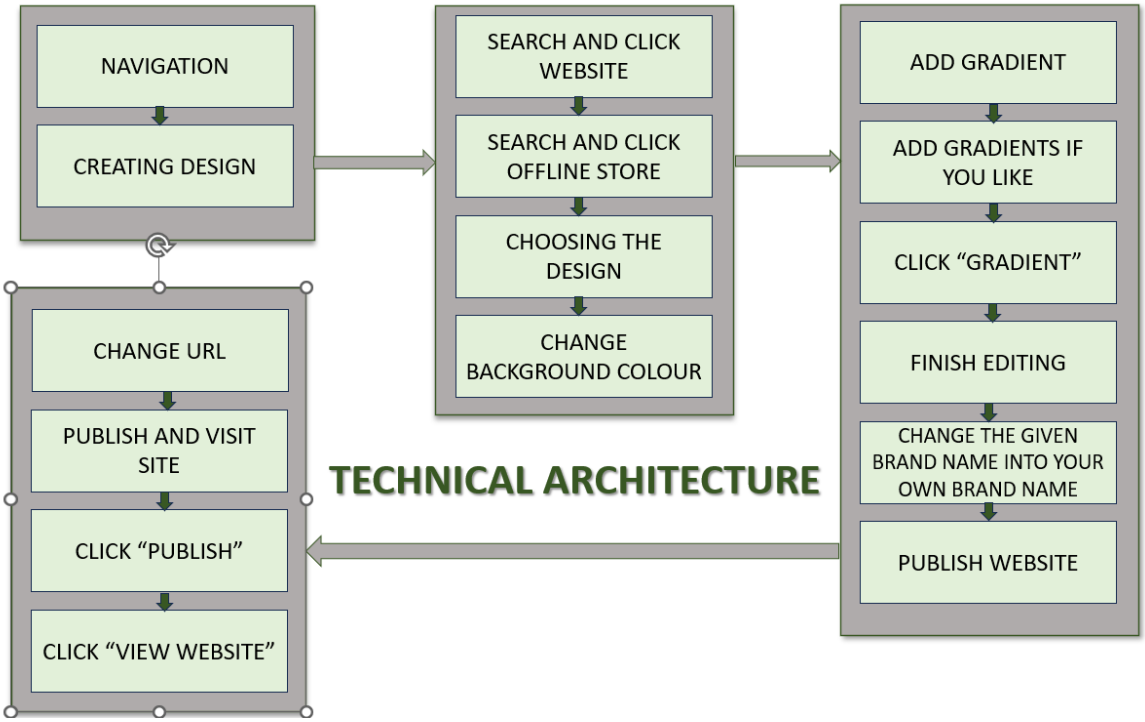
Determine the requirement (Customer Journey map)



REQUIREMENT ANALYSIS (FUNCTIONAL , OPERATIONAL, FUNCTION) / FLOW CHARTS



TECHNICAL ARCHITECTURE



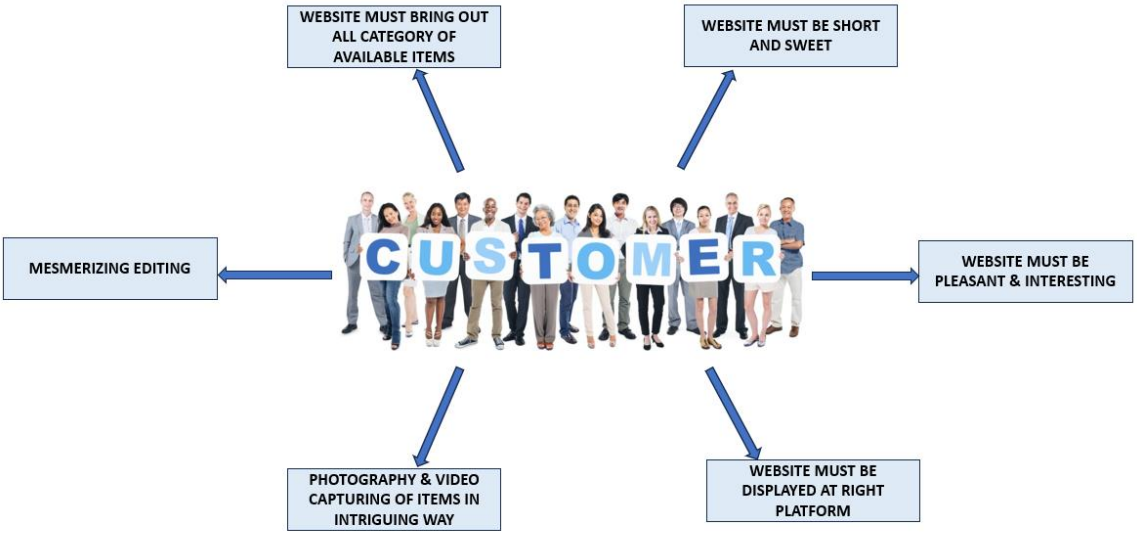
THIRD PARTY Api's

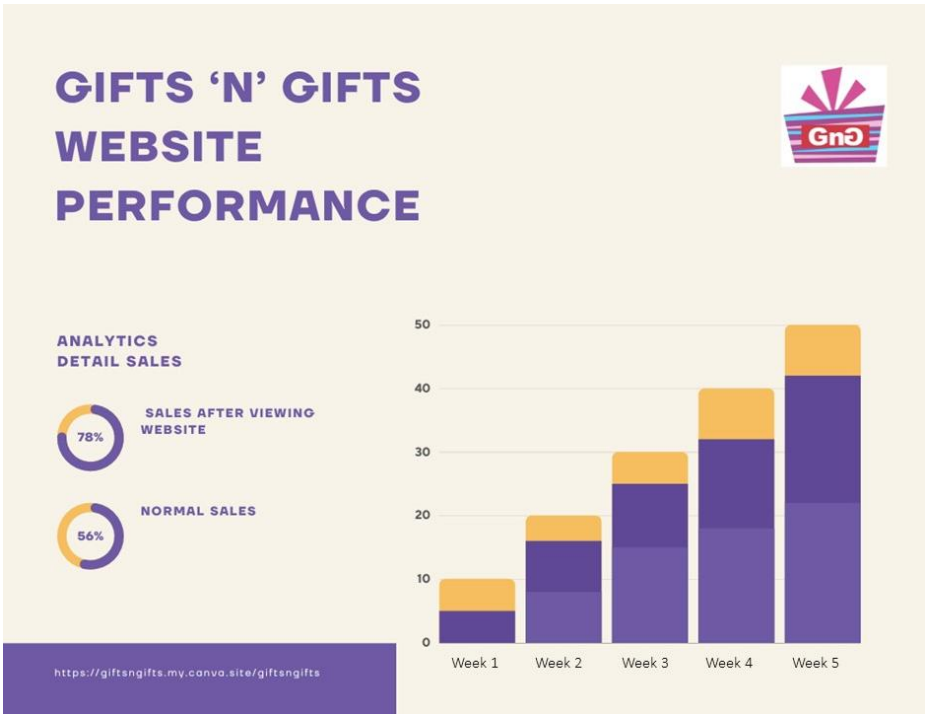
The Third-Party API's used to release this Website is Google. This website can be viewed using the following link.

Website Link in Google: https://giftsngifts.my.canva.site/giftsngifts

PROJECT DEVELOPMENT PHASE

NUMBER OF FUNCTIONAL FEATURES INCLUDED IN THE SOLUTION



PERFORMANCE AND FINAL SUBMISSION PHASE

MODEL PERFORMANCE METRICS