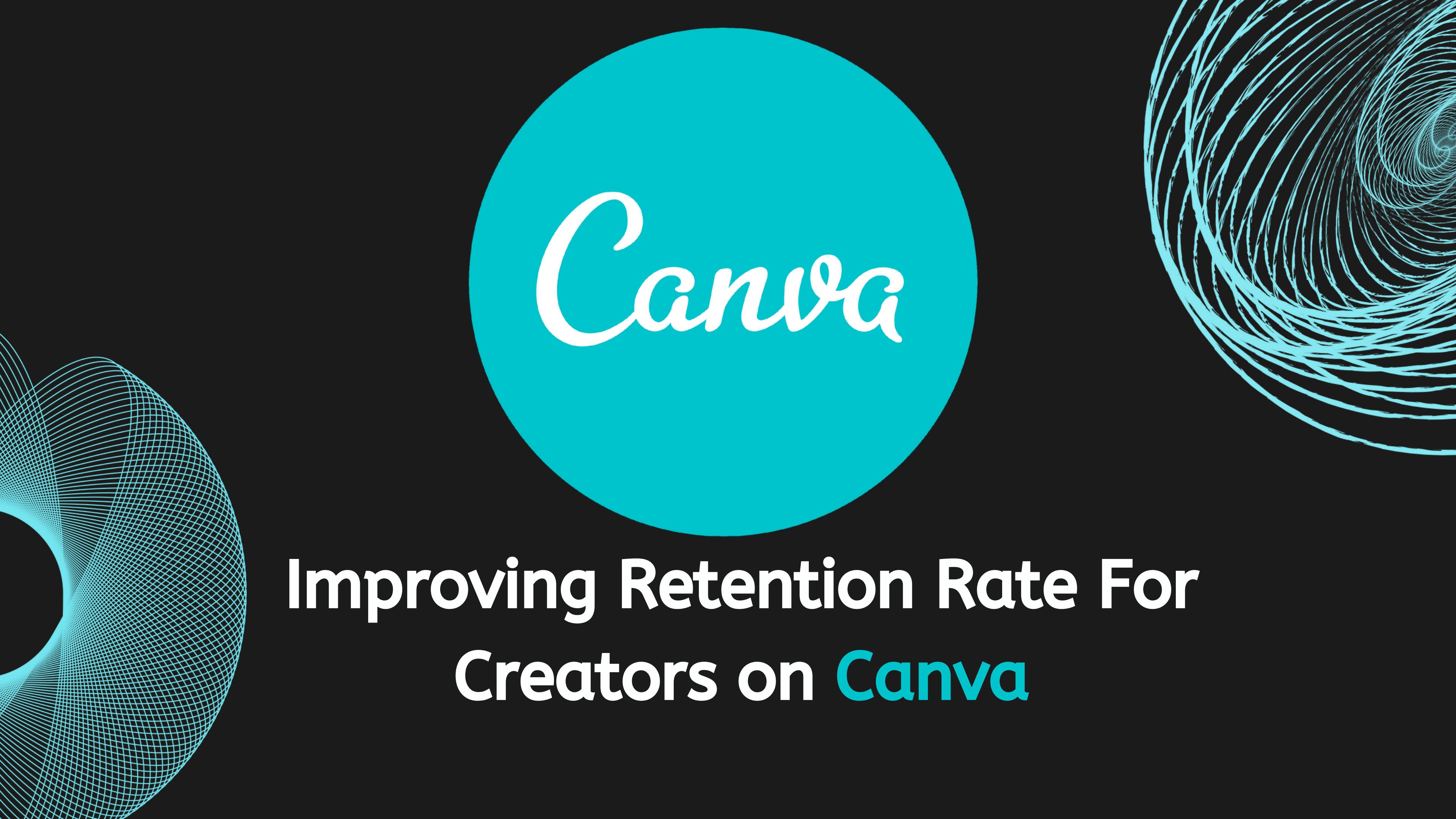


The Canva logo is displayed within a large, solid teal circle. The word "Canva" is written in the company's signature white, cursive, sans-serif font.

Canva

The background features abstract, light blue, wavy, and grid-like patterns that resemble digital data or network structures, all set against a solid black background.

Improving Retention Rate For
Creators on Canva

THE PROBLEM OVERVIEW

...Since a few months, we have been noticing a decline in the number of creators active on the platform, due to the emergence of competitive apps such as Adobe's Indesign, CorelDRAW, etc. We wish to launch new features on the platform that ensures you are able to retain your creators as well as attract more users to start creating on the platform

WHY SHOULD WE SOLVE THIS?

The graphic design industry is becoming increasingly competitive, and Canva needs to stay ahead of the game to maintain its position as a market leader. Competitors such as Adobe, Figma, CorelDraw etc are one of the biggest players in this industry and pose a significant threat to Canva's market share. It is crucial for Canva to continue to innovate and offer new and improved features to attract and retain users

WHY FOCUS ON RETENTION?

It's easier and more cost-effective to retain existing customers than to acquire new ones. Additionally, happy and satisfied customers are more likely to spread positive word-of-mouth, leading to more users and increased revenue. And the customers are the one who makes brands successful and profitable if will not focus on retention the customers will switch to another platform which will cause loose to the company.



ABOUT CANVA

Founded in 2013, Canva is an online graphic design platform based in Sydney, Australia that allows users to create various designs such as social media posts, presentations, flyers, and more. Its vision is to empower everyone in the world to design anything and publish anywhere.

Valution of Canva is \$40 billion with the annual revenue of \$67 million.

PRODUCT STATS

135M
MAU

190
countries

100+
languages

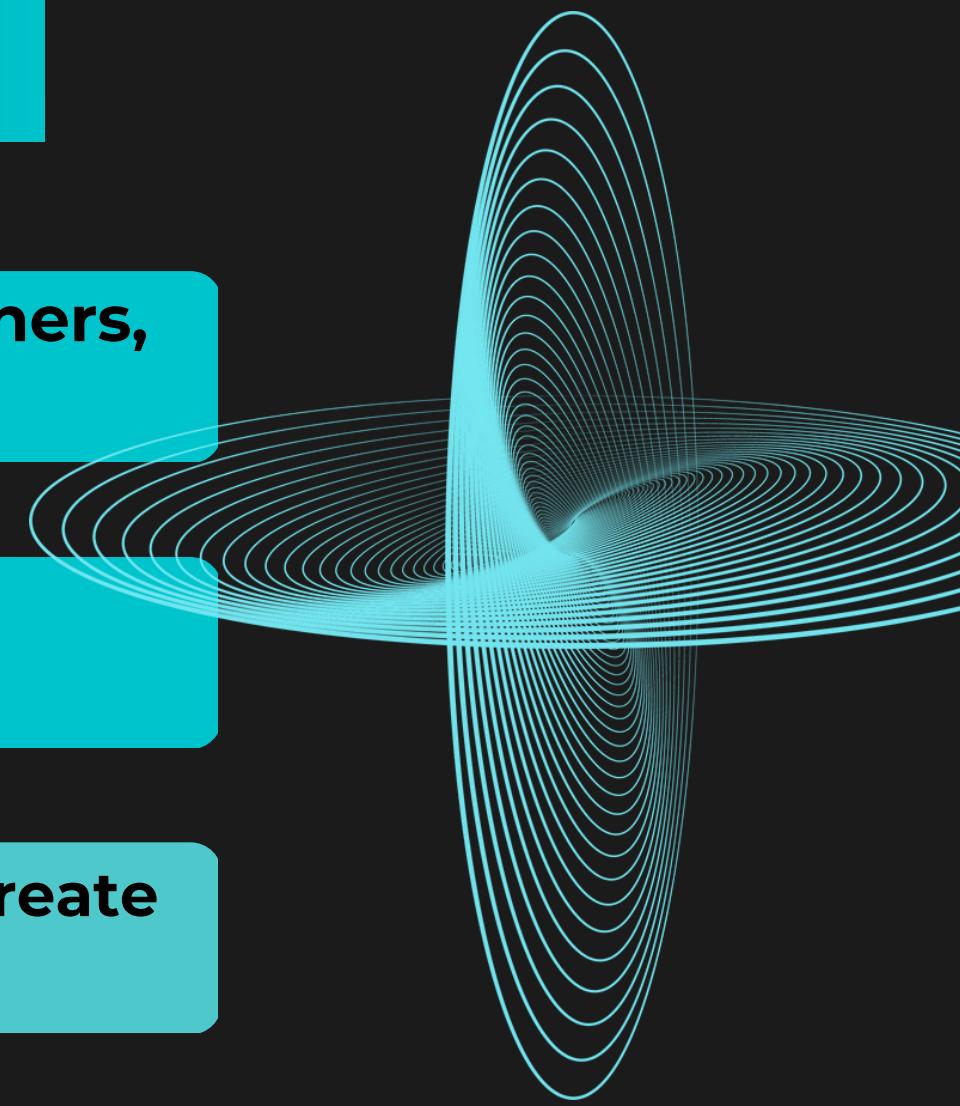
13B+
design created

Canva
Creators

Element Creators: Include photographers, illustrators, typographers, videographers, and artists.

Template Creators: (Beta): Primarily graphic designers, web designers, desktop publishers, art directors, and layout artists.

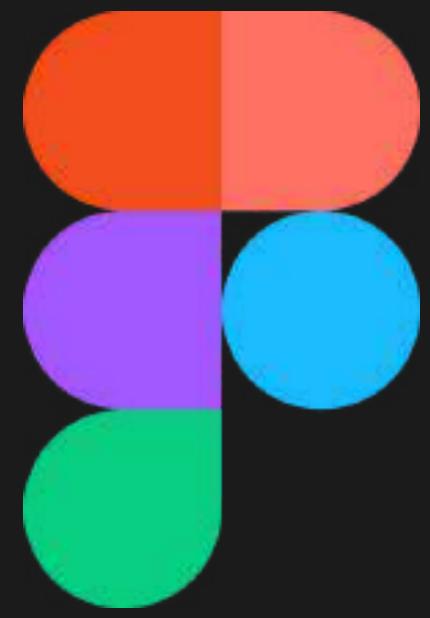
Educational speciality Creators: (Beta): Teachers who specifically create educational resources and elements.



COMPETITOR ANALYSIS



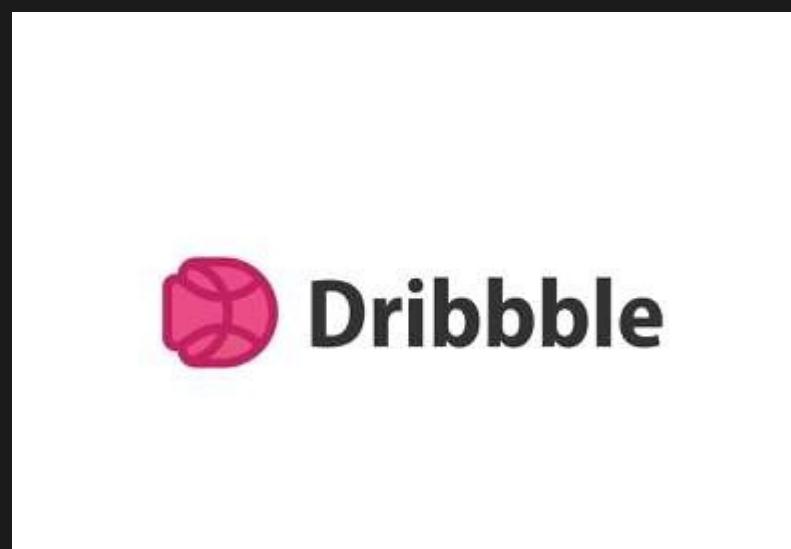
Adobe Suite



Figma



PicMonkey



Dribble



CorelDraw

User Persona

About

Pain Points



Julie , 25

She has been working as a freelance graphic designer for the past 5 years. She specializes in branding and marketing design and has worked on projects for a variety of clients, including startups and small businesses.



Aryan , 19

He is a student , who just have started using Canva for skill development and for product designing , graphic designing and freelancing.

- Find Canva's color options limited and not always suitable for my specific needs. Sometimes, I need more advanced color editing features to create the exact color scheme I need for my designs.
- Find Canva does not have advance design tool.

- Does not find Canva to be that much beginner friendly. Struggling in using Canva as a beginner , not able to understand the tools properly.
- Difficulty in automating the template creation process
- Difficulty in standing out in a crowded market
- Desire for a platform with a range of templates and design resources.

FEATURE - CANVA ASSISTANT

WHAT IS IT?

It is a feature that will help the users in understanding Canva properly and also help them in making design properly. Basically Canva assistant is an AI Bot that helps the user in interacting with canva in better manner. It is an entirely new way to interact with canva.

CAPABILITIES

- It is give Design Suggestions to the user.
- It will help in Design Automation.
- It will also will give Recommendations to the users
- Will help users in beginning with Canva by explaining them tools and designs.

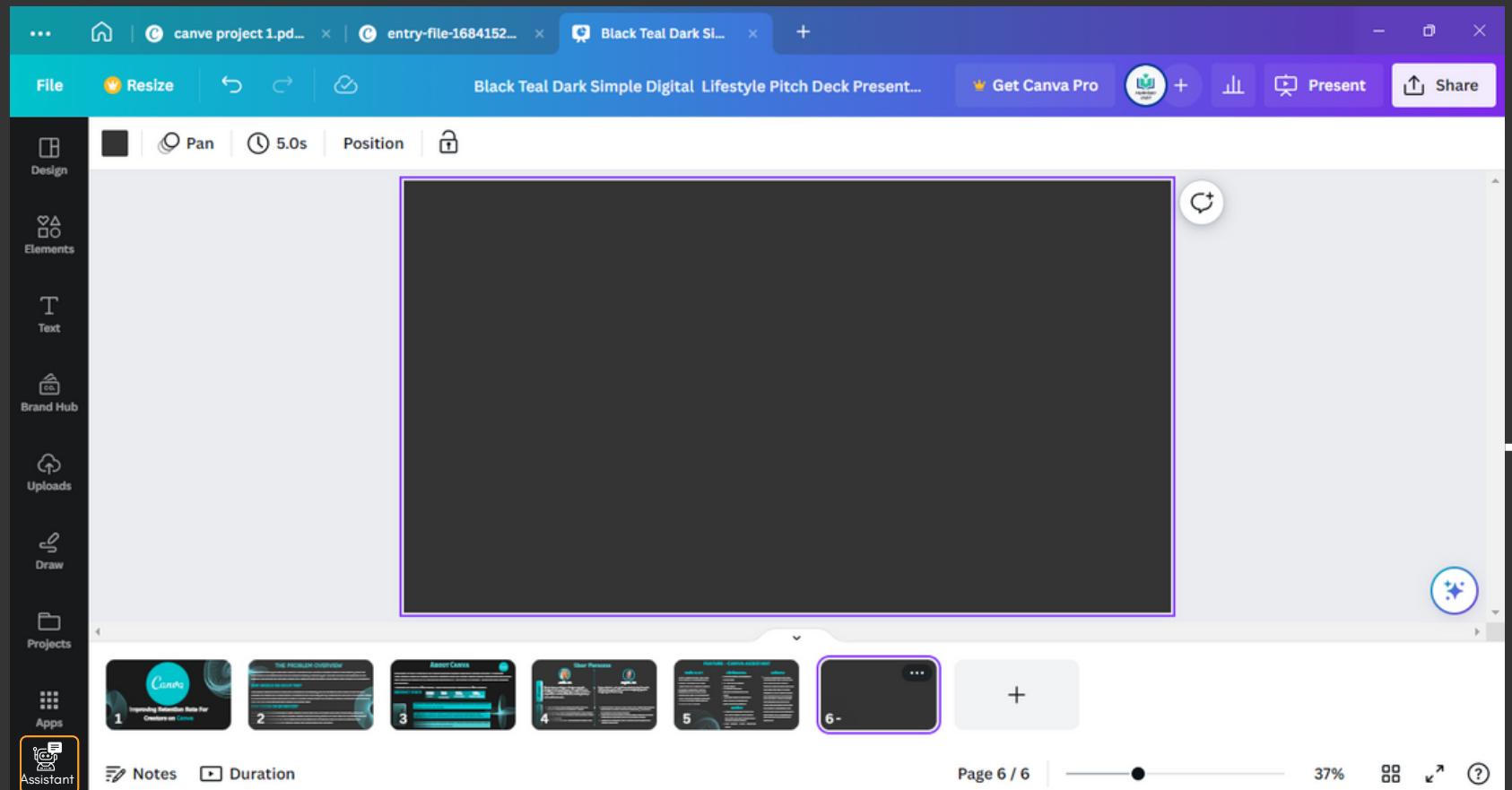
IMPACT

- Creators will save more time by using design automation and they can also create high-quality designs easily .
- Will attract more beginner users .

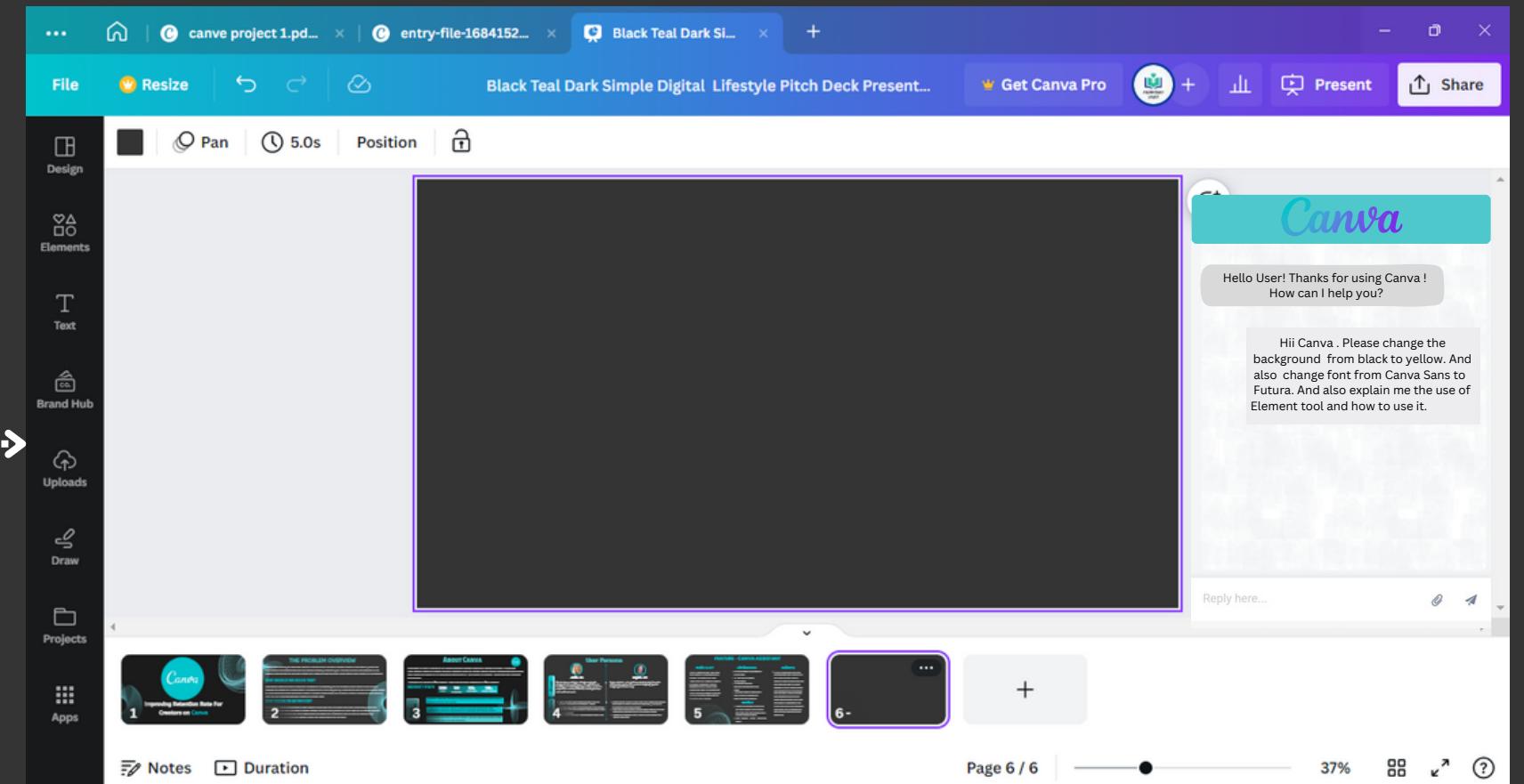
EXAMPLE

- If I am a beginner who just have started with Canva and you don't known how to perform various task then you can take the help of canva assistant. If you have change the background of the page you can ask " Canva change the background and your work will be done". if you are not able to understand the tools then the canva assistant will guide you by explaining the tool and the task that it performs.

FEATURE - CANVA ASSISTANT



Canva Assistant icon on clicking on this icon you can help of canva assistant.



This is how you can interact with Canva assistant and get your task done.

FEATURE - ADVANCED EDITING TOOL

WHAT IS IT?

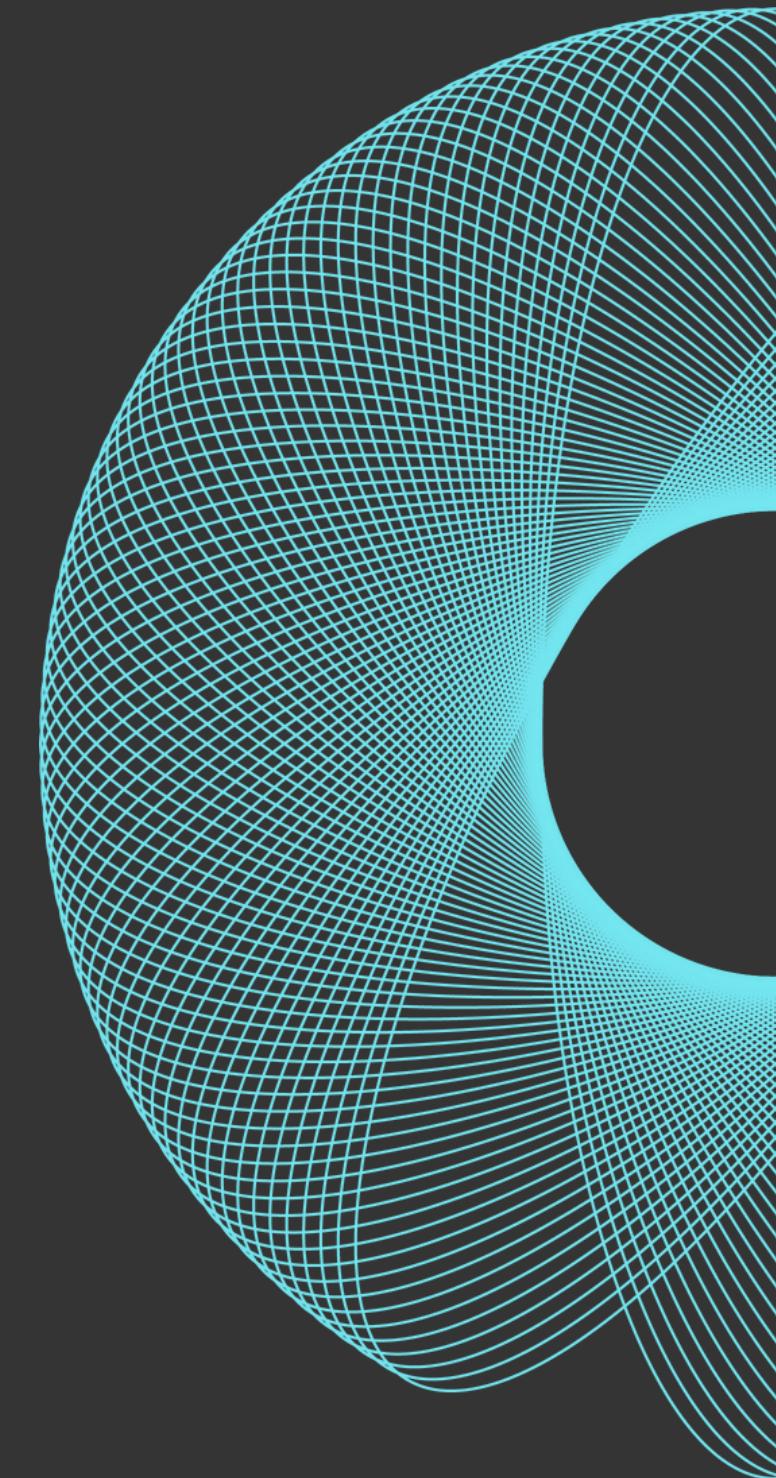
Canva's Advanced Design Tools offer designers enhanced capabilities, including advanced typography controls, color management tools, vector editing, and effects. These tools provide more control and creative options, allowing designers to achieve sophisticated and professional designs .

CAPABILITIES

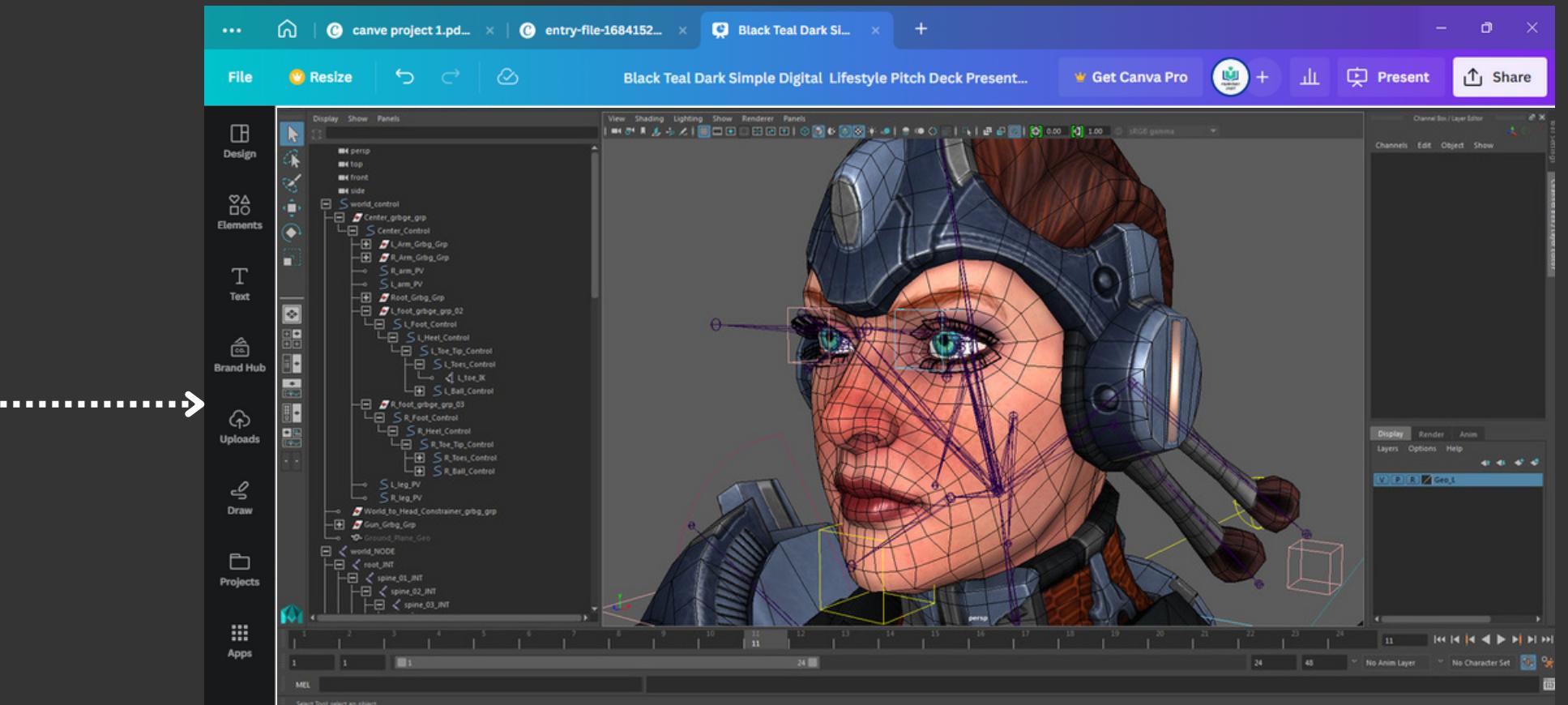
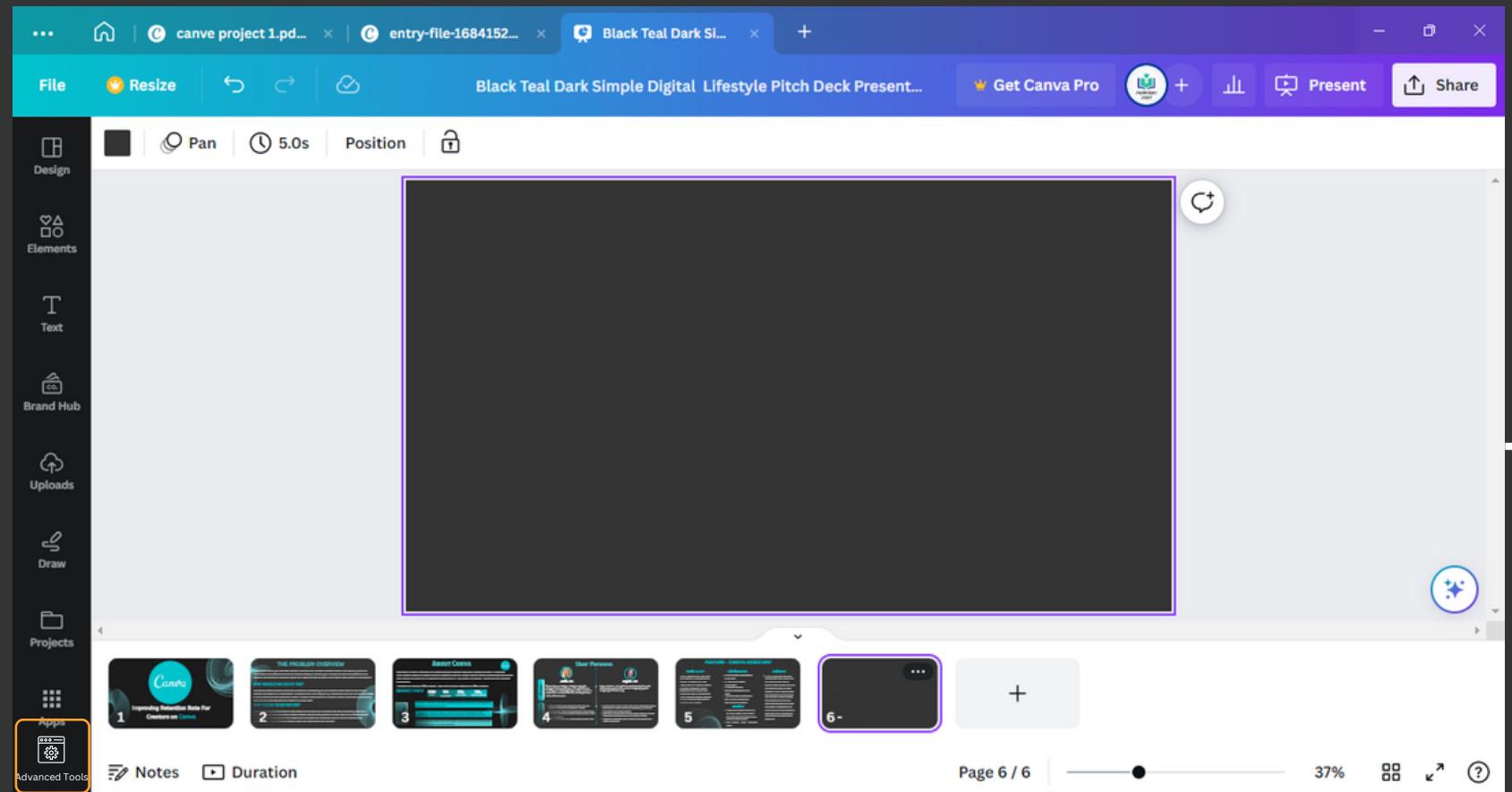
- Allows the professional designer to make their designs from scratch.
- Provides more flexibilities to the users.

IMPACT

- Increase the Number of Professional designers on the platform that will expand Canva's User Base.
- Results in higher quality and more diverse content being created on the platform.



FEATURE - ADVANCED EDITING TOOL



→ By Clicking on the Advanced tool icon you can get excess to the advanced tool and use them.

FEATURE - ADVANCED COLOR PALETTE

WHAT IS IT?

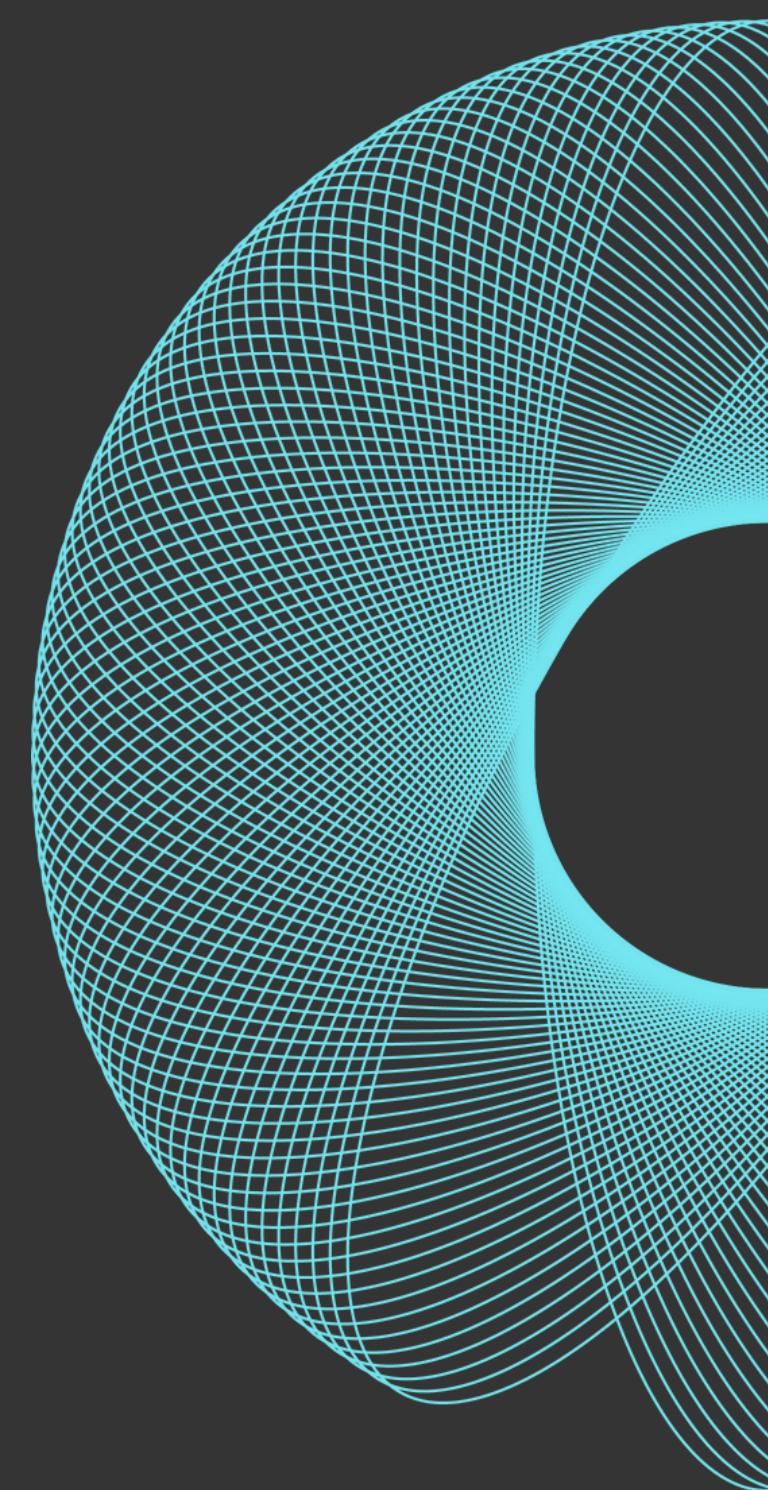
This feature will provide advanced color palette by which user can make various of different colors by mixture of two or more colors .And even the user can also choose various shades of a same color using this advanced color palette.

CAPABILITIES

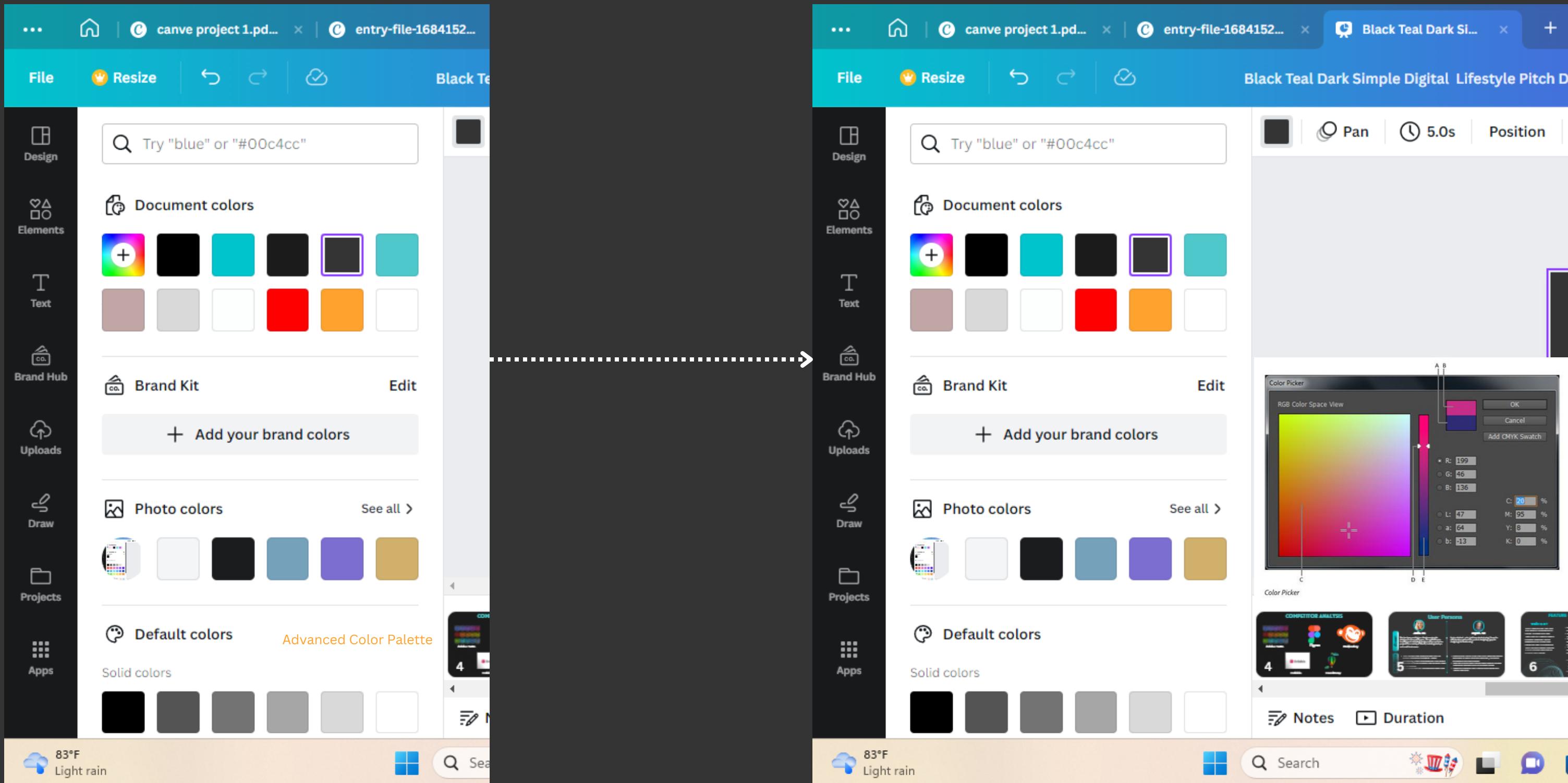
- Provides various of color option.
- Provides various of shades of a single color.

IMPACT

- Increase the number professional designers on the platform.
- Increase Monthly Active Users.



FEATURE - ADVANCED COLOR PALETTE



PRIORITIZATION

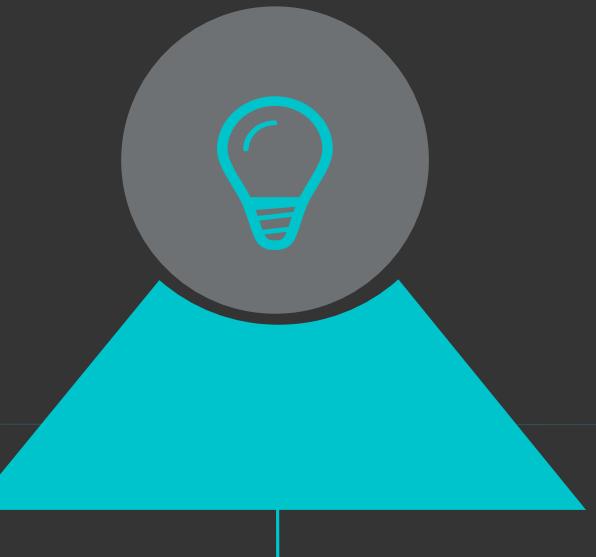
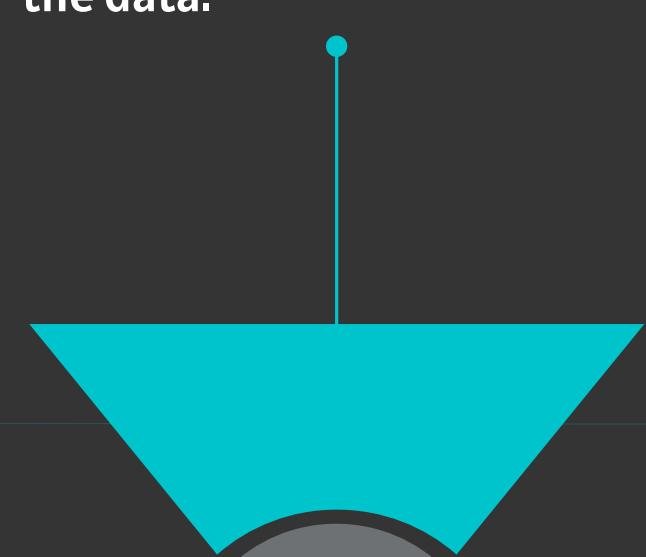
| S. No. | Features | Priority |
|--------|------------------------|----------|
| #1 | Canva Assistant | NOW |
| #2 | Advanced Editing Tool | NOW |
| #3 | Advanced Color Palette | NEAR |

Note : Prioritized using market size and demand.

GTM STRATEGY

MARKET RESEARCH

Understand the pain points and needs of the creators by conducting primary and secondary research and analyse the data.

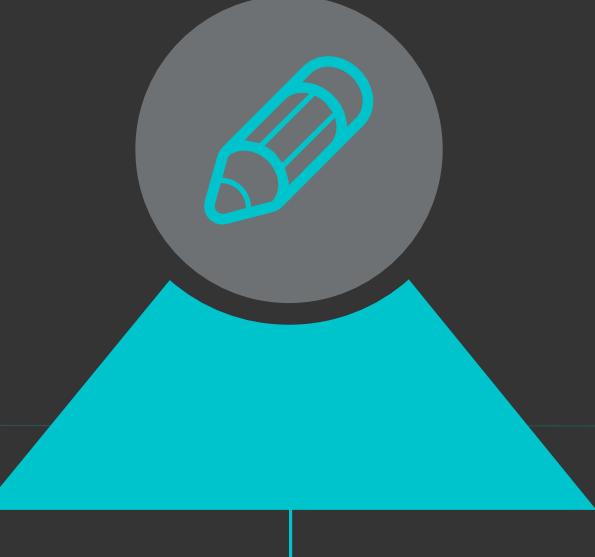
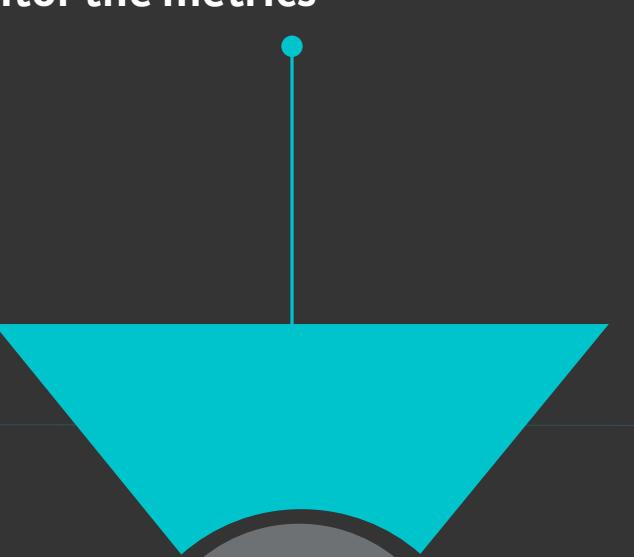


FEATURE DEVELOPMENT

Design the prototypes for the prioritised features and start development once the prototypes are approved . Plan the release dates and focus on marketing.

BETA LAUNCH

Categorize customers based upon the usage (New customers, subscribed users, loyal customers, etc)and perform split testing in each category and monitor the metrics

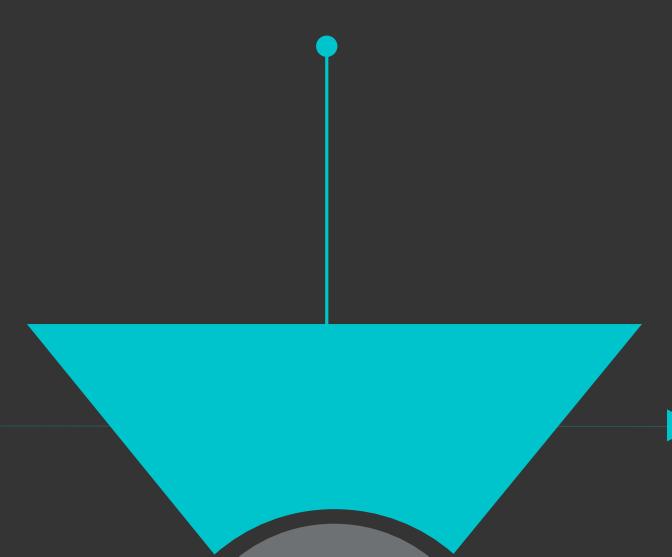


FEEDBACK

Collect in-app ratings and feedback's from the beta users and conduct surveys on rental feature. Work on the suggestions

FINAL RELEASE

Fix bugs, improve based on feedback, rollout to entire customer base, track metrics, iterate as needed.



SUCCESS MATRIX

Feature

Canva
Assistant

Advanced
designing
tool

Advanced
Color Palette

Happiness

User
satisfaction
rating (1-5)

User
satisfaction
rating (1-5)

User
satisfaction
rating (1-5)

Engagement

Average time
spent using
feature

Average time
spent using
feature

Average time
spent using
feature

Retention

% increase in
user
retention

% increase in
user
retention

% increase in
user
retention

THANK YOU

