

## **Literature Review**

Alamri et al. (2022) investigate the role of collaborative digital platforms in supporting creative industries, emphasizing the growing demand for personalized design tools that enable non-experts to create professional-quality outputs. Their study highlights how modern online design platforms, such as Canva, democratize creativity by offering drag-and-drop interfaces, pre-built templates, and AI-powered suggestions. This shift not only empowers individual users but also facilitates small businesses in producing customized marketing materials and digital products without relying heavily on professional designers.

This research underscores the importance of accessibility and personalization in design platforms. By reducing the complexity of design tasks, users can focus on creativity rather than technical expertise. Furthermore, the study demonstrates how personalization features enhance user satisfaction and engagement, as users can align outputs with their unique preferences and requirements.

For projects such as \*My Little Thingz\*, Alamri's insights are particularly valuable. The project seeks to

develop a Canva-like platform tailored to crafting and custom gifts, where users can design personalized items, request unique handmade products, and collaborate with suppliers. By integrating drag-and-drop design tools and personalization engines, \*My Little Thingz\* can bridge the gap between creativity and usability. Similar to Canva's success in democratizing graphic design, this project aims to democratize craft personalization, enabling users to co-create gifts, visualize designs in real time, and ensure their ideas are transformed into tangible products. Thus, Alamri's work provides both theoretical grounding and practical validation for building a user-friendly, AI-enhanced custom gift design system.