

Product Teardown

Personalisation

Canva

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What is Canva

Canva is a revolutionary design platform that makes creative expression accessible to all. With its user-friendly interface, myriad of templates, and collaborative features, it transforms anyone into a designer. Whether you're a professional or just starting, Canva unlocks endless possibilities, turning ideas into stunning visual content.

Target User Segment

- Students and Teachers
- Small Business Owners & Entrepreneurs
- Bloggers & Social Media Influencers
- Graphic Designers
- Marketing Professionals
- Large Corporations
- Non-profits
- YouTubers

Canva in Numbers

**135 million
monthly
active users**

**800K teams
paying for a
'Canva for
Teams'**

**Used by
people in
over 190
countries**

'Canva for Education is used by over 45 million teachers and students in classrooms around the world.

Key Value Proposition

- User-Friendly Interface
- Built-in customizable templates
- Platform Agnostic
- Real-time collaboration and sharing
- Diverse Design Types
- Multimedia Integration
- Freemium Model & Pro Version
- Quality and Professionalism

User Persona



- **Sarah** is a 25-year-old Freelance Content Creator.
- From New York, USA.
- Education: Bachelor's in Communication and Media Studies



- **James** is a 45-year-old Small Business Owner (Cafe).
- From Sydney, Australia.
- Education: Master's in Business Administration.

User Needs

- **Personalized Templates:** To reduce search time.
- **Effective Search:** To find suitable templates swiftly.
- **Collaboration:** Seamless connection with clients and colleagues.
- **Adaptation to Trends:** Timely introduction of trending templates and designs.

Pain Points

- **Time Consumption in Search:** Extensive time searching for the right template.
- **Overwhelming Choices:** The plethora of choices without proper personalization.
- **Lack of Personalization:** Inefficient personalization can lead to dissatisfaction and increased churn rate.

User Needs

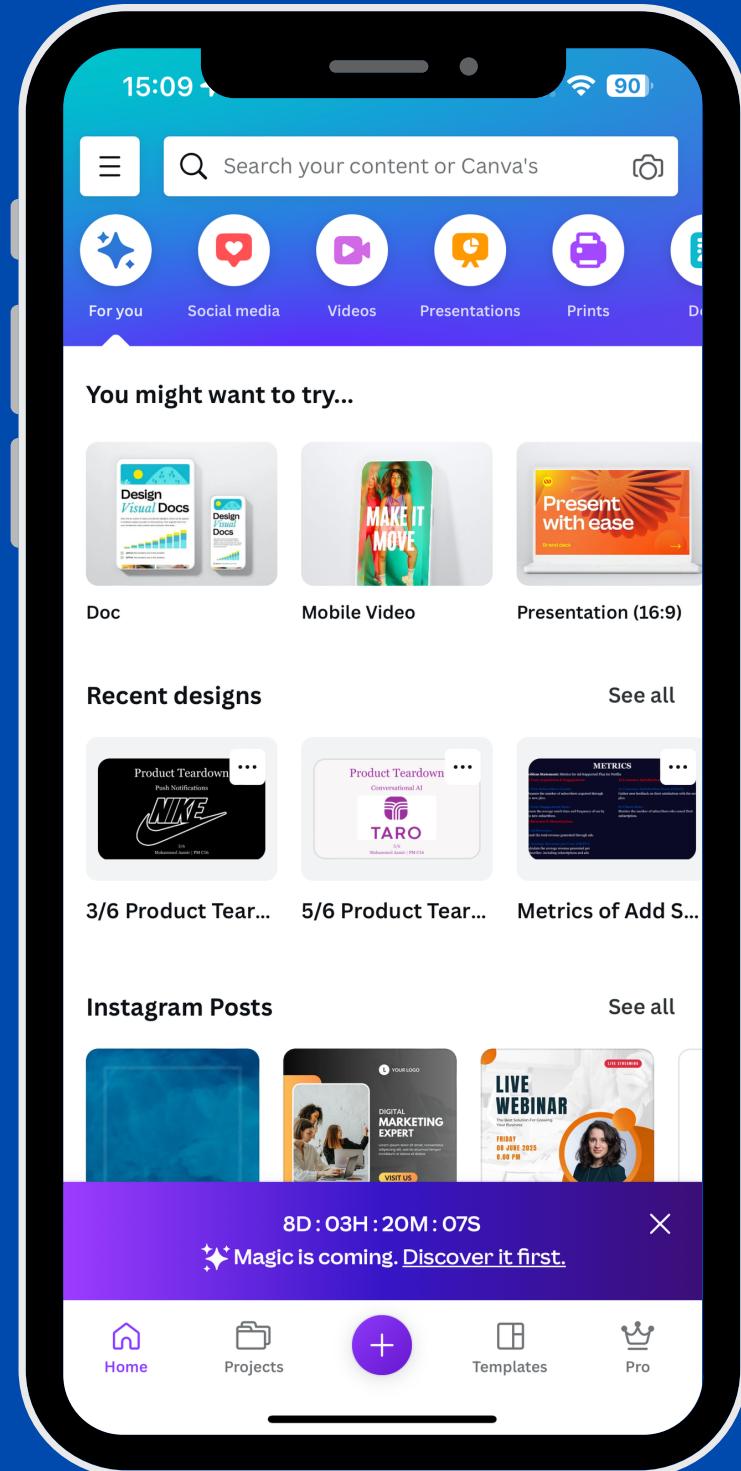
- **User-friendly Personalization:** Needs intuitive personalization features for easy adaptation of templates.
- **Efficient Search:** Quick and accurate search.
- **Brand Consistency:** Needs brand consistency across all promotional materials.
- **Business-centric Recommendations:** Recommendations should align with his business needs and customer preferences.

Pain Points

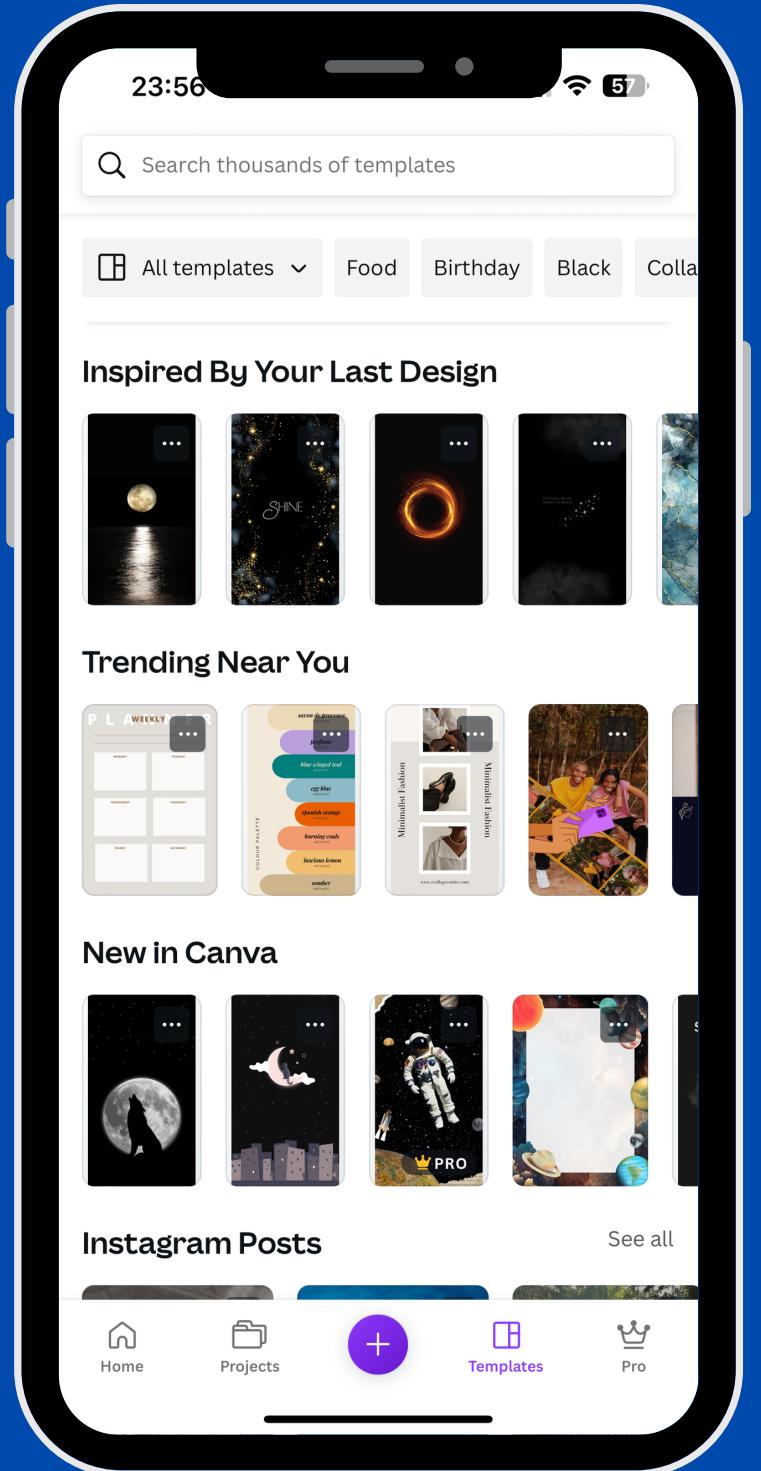
- **Inadequate Personalization:** Irrelevant suggestions affecting the brand image.
- **Complex Navigation:** Difficulty in navigating through search and personalization options due to lack of design knowledge.
- **Irrelevant Recommendations:** Receiving unsuitable design recommendations.

User Journey

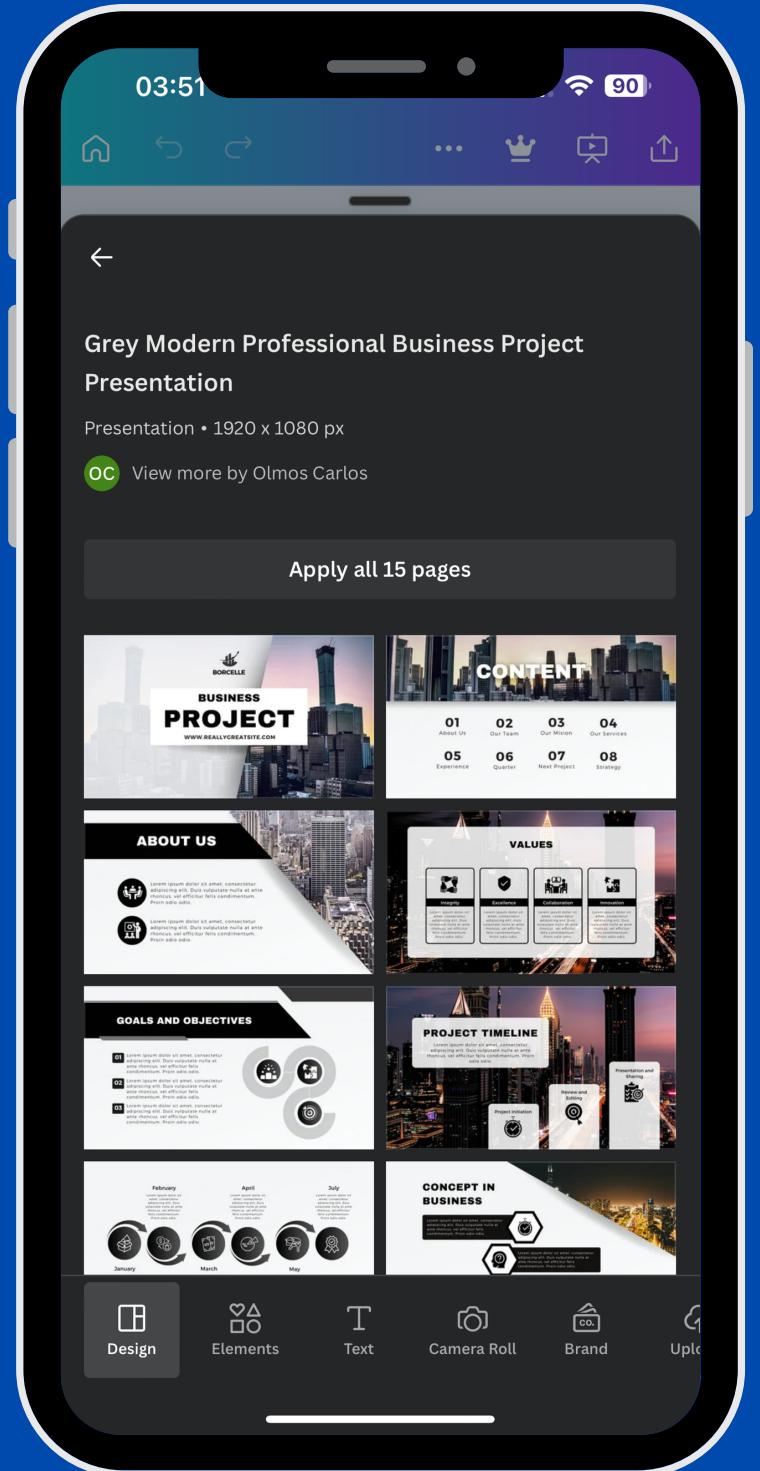
Step 1



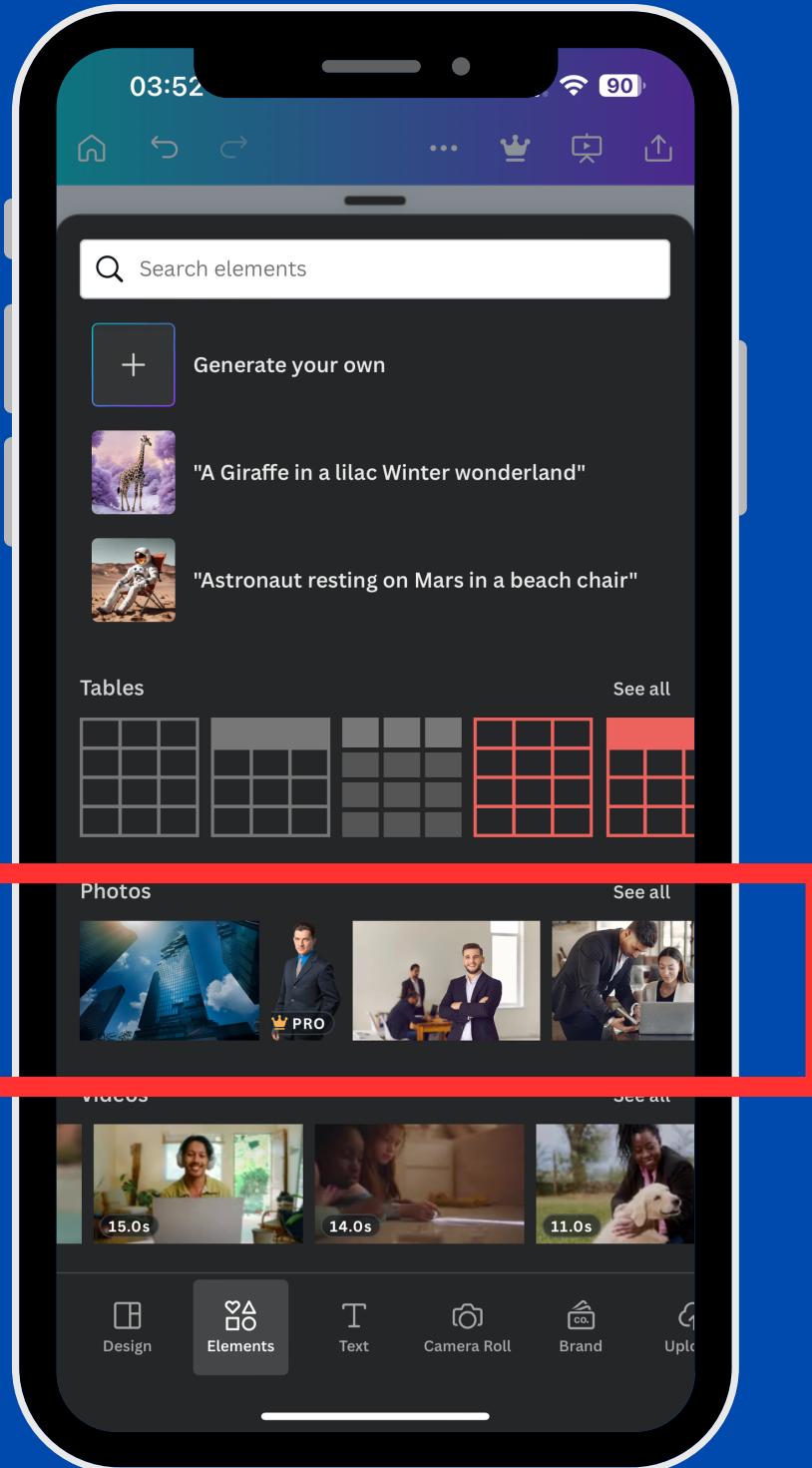
Case 1



Case 2



Case 2



1) User Launches the App.

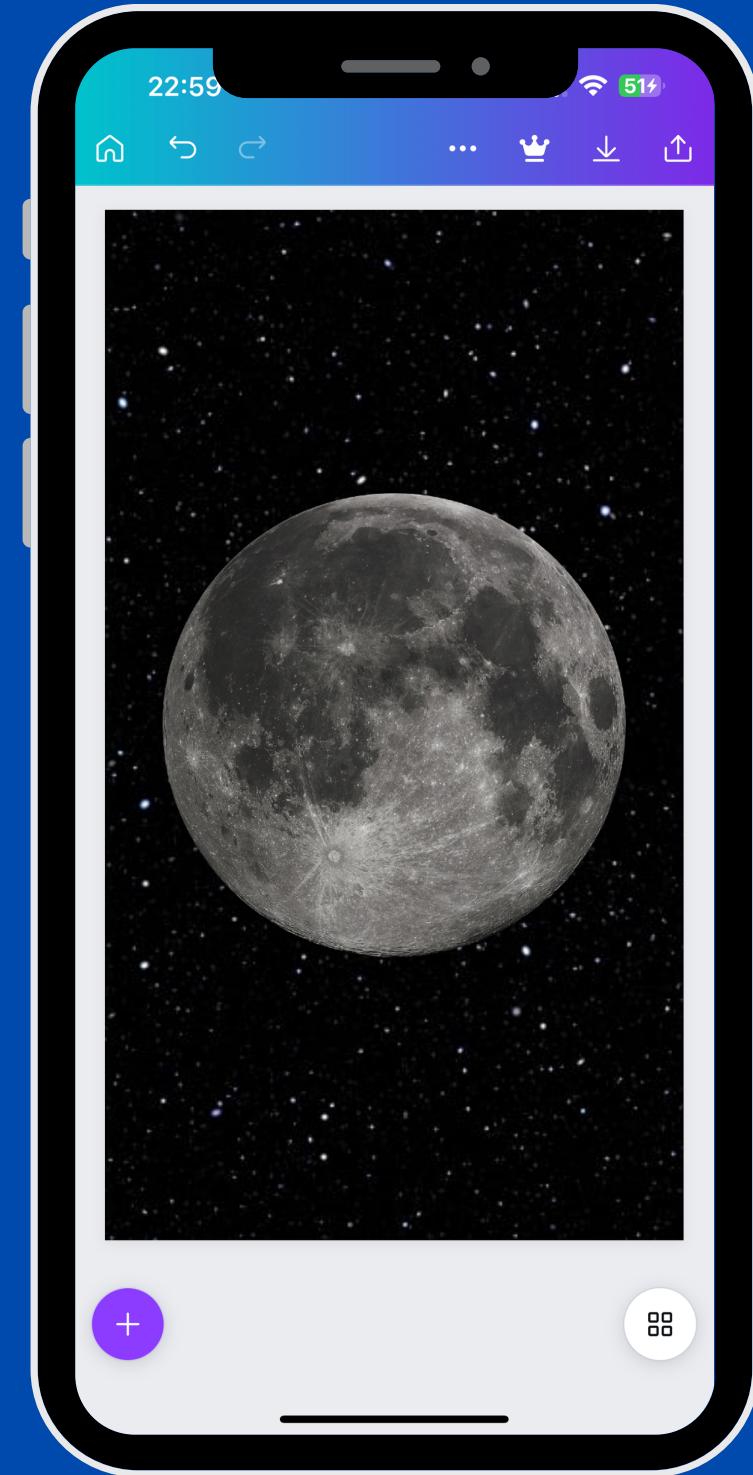
2) User is Suggested Personalized & Localized Templates.

2) User Searches and Selects the Desired Template.

3) User Receives Suggestions Based on the Selected Template.

User Journey

Case 3



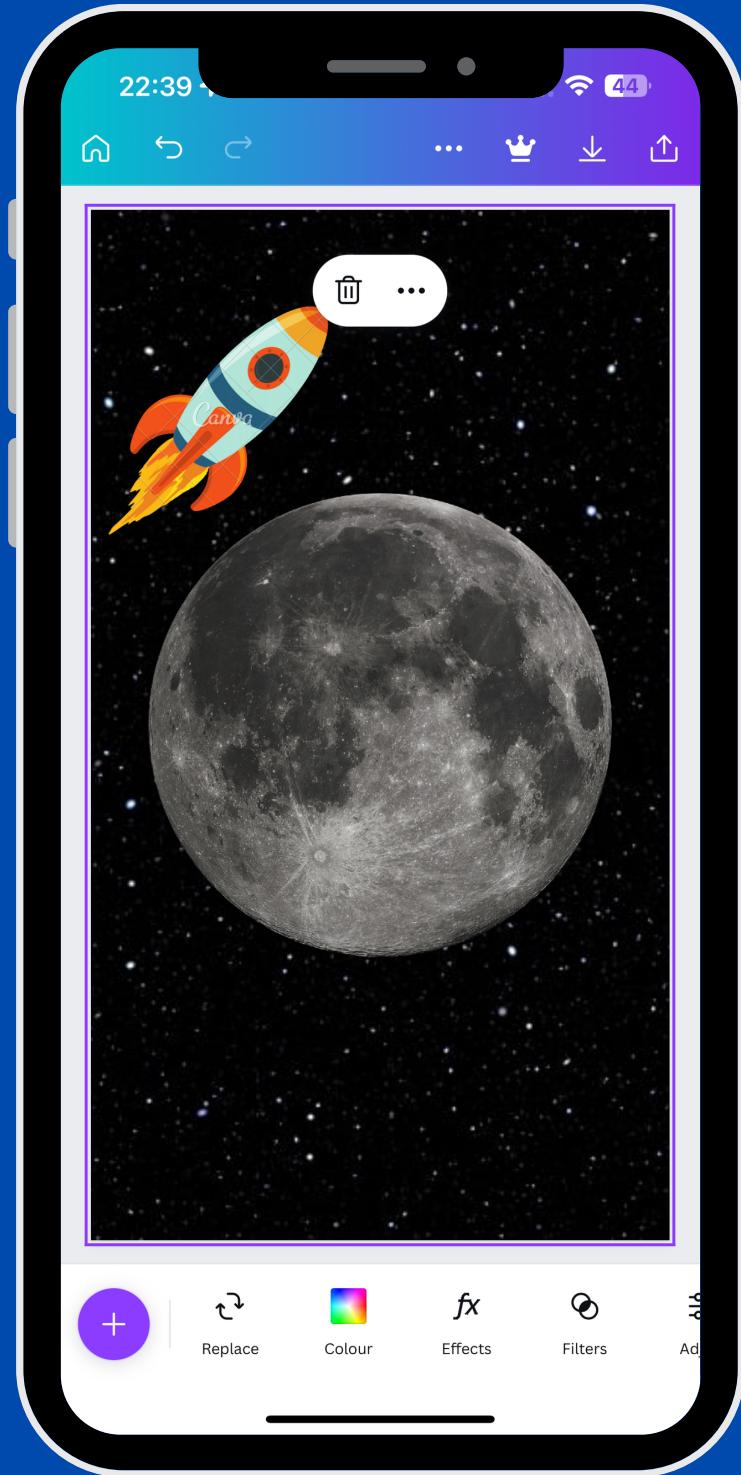
1) User Searches and Selects the Desired Template.

Case 3



2) User Receives Suggestions Based on the Selected Template.

Case 3



3) User adds an element.

Case 3



4) Suggestions are Updated Based on the Selected Item.

Suggestions

1) Enhance Library & Color Suggestions: (High Priority)

- Improve recommendations through library expansion(Static and Dynamic Items) and diversified default color palette options.

2) Incorporate Diverse Cultural Content: (Low Priority)

- Proactively add templates for various regional and cultural celebrations and events; for instance, no templates were available for 'Eid Milad' on the day of the celebration during the creation of this project.

3) Showcase Community Designs : (Medium Priority)

- Feature outstanding designs from the community and introduce user recognition and sharing options.

4) Enhance Social Interaction & Collaboration : (Medium Priority)

- Develop features for design interaction, feedback, and group collaborations, fostering a community learning environment.

5) Provide Role-Based Template Suggestions : (Medium Priority)

- Offer more targeted and relevant template suggestions considering user roles and industries.

Metrics

1) North Star Metric :

Personalized User Engagement with Designs:

- Measure the extent to which users are engaging with personalized content and features, reflecting the value users are deriving through personalized experiences on the platform.

2) L1 Metrics :

Number of Personalized User Interactions:

- The count of individual user interactions with personalized elements, such as suggested designs, templates, or features, highlighting the frequency of personalized engagements.

3) L2 Metrics :

Depth of Personalization Engagement

- Assess the level or depth of engagement with personalized content, measuring whether users are just viewing, clicking, or fully utilizing the suggested personalized features and designs.

Quality of Search Results:

- Evaluate the relevance and accuracy of search results, measuring user satisfaction and the effectiveness of the search algorithm in delivering personalized content.

Carrie

Thank You

Reach out to me on LinkedIn:

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